



HP Asset Hub – Find your assets quickly and effectively

Marketing Application Support & Services (MASS)

March 2017



Find your assets by different ways



Search options in Asset Hub

- Keyword search
- Adding search operators
- *Advanced Search* filters
- *Browse by Product* navigation

Find your assets by different ways



Asset collections in Shared Folders

- HP Premium Iconography
- HP Experience *New* Iconography
- HP Experience Iconography
- HPI Brand Approved
- Employer Brand Image Library
- HP Experience Photography
- Brand Posters

Searching assets

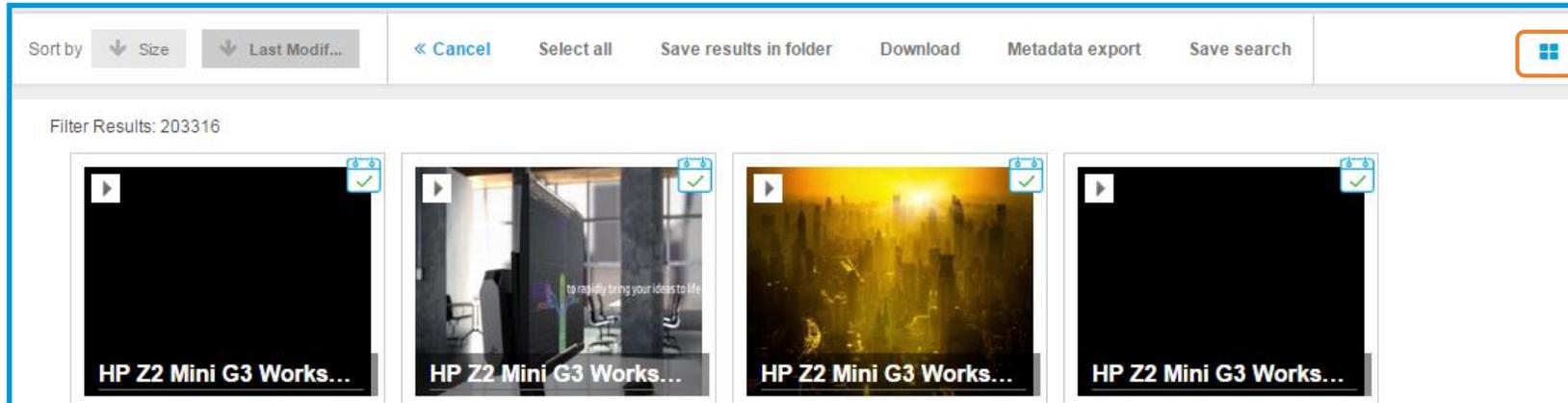


Searching assets

Change view

Sort by Size Last Modif... << Cancel Select all Save results in folder Download Metadata export Save search 

Filter Results: 203316



HP Z2 Mini G3 Works... HP Z2 Mini G3 Works... HP Z2 Mini G3 Works... HP Z2 Mini G3 Works...

You can change your view from Thumbnails (default) to a List view!

Sort by Size Last Modif... << Cancel Save results in folder Download Metadata export Save search Export to CSV Configure visible columns 

Title	Description	Keywords	Asset Category	Release Date	S
 HP Z2 Mini G3 Workstatik	HP Z2 Mini G3 Workstation - OPE...	Designers,Z2 Mini,Z2,Mini,CAD,W...	Video - Product Overview	Tue Nov 15 00:00:01 UTC 2016	1.27
 HP Z2 Mini G3 Workstatik	HP Z2 Mini G3 Workstation - OPE...	Designers,Z2 Mini,Z2,Mini,CAD,W...	Video - Product Overview	Tue Nov 15 00:00:01 UTC 2016	82.4
 HP Z2 Mini G3 Workstatik	HP Z2 Mini G3 Workstation - OPE...	Designers,Z2 Mini,Z2,Mini,CAD,W...	Video - Product Overview	Tue Nov 15 00:00:01 UTC 2016	80.3

Searching assets

Configure visible columns

Advanced Search by **Last update** Product **Filters** Lifecycle Reset search

Sort by Size Last Modif... **Actions** 1

Title	Description	Keywords	Asset Category	Release Date
HP Z640 Workstation	HP Z640 Workstation, Datasheet	data sheet	Document	

Sort by Size Last Modif...

Cancel Save results in folder Download Metadata export Save search Export to CSV **Configure visible columns** 2

Title	Description	Keywords	Asset Category	Release Date	S
HP Z2 Mini G3 Workstati	HP Z2 Mini G3 Workstation - OPE...	Designers,Z2 Mini,Z2,Mini,CAD,W...	Video - Product Overview	Tue Nov 15 00:00:01 UTC 2016	1.27

Columns Displayed:

Title Description X Keywords X Asset Category X Release Date X **Size** X 3

- Document type
- Edit Time
- Ethnicities** Add Column 4
- Event ID
- Event Lifecycle
- Event Session ID

Once in the List view, you can configure the visible columns.

1. Click on *Actions*
2. Click *Configure visible columns*
3. Delete the columns that you don't want to be visible, and select the ones that you want from the list by clicking *Add Column*.

You can have up to 6 active columns!

Keyword search



Keyword search

The screenshot displays the HP Asset Hub search interface. At the top left is the HP logo and the text "Asset Hub". A search bar contains the text "team working" (marked with a red circle '1') and a magnifying glass icon (marked with a red circle '2'). To the right of the search bar are navigation buttons: "View product content", "Upload", "My Assets", and "My account". Below the search bar is a banner that reads "Access the product content in Product Content Browser".

The main search area is divided into several sections:

- Advanced Search by:** Includes tabs for "Last update", "Product", "Filters" (selected), and "Lifecycle".
- Target Countries:** A dropdown menu showing a list of countries with their respective asset counts: United States (US) (76), China (CN) (28), Australia (AU) (25), Hong Kong (HK) (25), India (IN) (25), and Israel (IL) (25).
- Keywords:** A dropdown menu showing a list of keywords with their respective asset counts: customer segments (57), messaging (49), small & medium business (42), lifestyles (33), products/product lines (14), and home & home office (13).
- Asset Category:** A dropdown menu showing a list of asset categories with their respective asset counts: Image - Person or Portrait (33), Image - Product in Use (30), Document (11), Image - Lifestyle (8), Video - Corporate (4), and Video - Product Overview (4).
- People Represented:** A dropdown menu showing a list of people represented with their respective asset counts: Man and Woman (27), Group (16), Man/Men (13), Woman/Women (5), and Child/Children (1).

Below the filters is a section for sorting and actions. The "Sort by" section includes "Size" and "Last Modif...". The "Actions" section is currently empty.

The search results are displayed in a grid. A red circle '3' highlights the "Filter Results: 96" text. The first four results are:

- Historical Image - Be...**: An image of a printer.
- Team working in ope...**: An image of three people working together at a desk.
- Team working togeth...**: An image of two people working together at a desk.
- Volleyball**: An image of a volleyball.

A large blue arrow points downwards from the search results area.

This basic search will show assets that contain ALL the words entered in search field (like if it was using the AND operator).

Adding search operators



Search operators

The screenshot shows the HP Asset Hub search interface. At the top left is the HP logo and 'Asset Hub' text. A search bar contains the text '"team working"'. To the right of the search bar are buttons for 'View product content', 'Upload', 'My Assets', and 'My account'. Below the search bar, there are tabs for 'Advanced Search by', 'Last update', 'Product', 'Filters', and 'Lifecycle'. The 'Filters' tab is active, showing four filter panels: 'Target Countries' (listing US, Afghanistan, Albania, Algeria, American Samoa, Andorra), 'Keywords' (listing customer segments, messaging, small & medium business, lifestyles, consumer messaging, home & home office), 'Asset Category' (listing Image - Person or Portrait, Image - Product in Use, Graphic - Icon, Image - Supporting, Image - Lifestyle), and 'People Represented' (listing Man and Woman, Group, Man/Men, Child/Children, Woman/Women). Below the filters, there are 'Sort by' options for 'Size' and 'Last Modif...', and an 'Actions' button. The results section shows 'Filter Results: 26' and four asset thumbnails: a blue volleyball icon, a blue tennis racket icon, a photo of a man and woman working together, and a photo of two people at a computer workstation. Each thumbnail has a small calendar icon and a checkmark.



Remember: Word operators MUST be uppercase to work!

Operators:

NOT query

-query

query OR query

"query"



Advanced Search



Advanced Search (changing filters)

The screenshot displays the HP Asset Hub interface. At the top left is the HP logo and 'Asset Hub' text. A search bar contains the text 'Search assets'. On the top right, there is a user profile for 'mioara.simona.verives@hp.com' and several navigation buttons: 'View product content', 'Upload', 'My Assets', 'My account', and 'Get Help'. Below the navigation bar, the 'Advanced Search' section is active, with tabs for 'Last update', 'Product', 'Filters', and 'Lifecycle'. The 'Filters' tab is selected, and a dropdown menu is open, showing various filter categories with their respective counts: Language (173826), File Type (254338), Business Units (106463), Image Orientation (63870), Campaign ID (15043), People Represented (251...), Tactics (21955), and Ethnicities (25019). The 'Keywords' filter is also visible, with a list of terms like 'customer segments (6098)', 'data sheet (50530)', and 'products/product lines (49...)'.

hp Asset Hub

Search assets

View product content Upload My Assets My account Get Help

Advanced Search by Last update Product **Filters** Lifecycle

Reset search

Target Countries

- United States {US} (153476)
- Spain {ES} (76892)
- France {FR} (76692)
- Germany {DE} (76286)
- Belgium {BE} (75457)
- Switzerland {CH} (75340)

Keywords

- customer segments (6098)
- data sheet (50530)
- products/product lines (49...)
- home & home office (4396)
- messaging (25079)
- small & medium bus... (20...)

Language (173826)

File Type (254338)

Business Units (106463)

Image Orientation (63870)

Campaign ID (15043)

People Represented (251...)

Tactics (21955)

Ethnicities (25019)

Target Regions

- AMS (86217)
- United States/Canada (84220)
- NA (83591)
- WW (69158)
- EMEA (47260)
- AP (inc Japan) (10340)

Asset Category

- Image - Product Only (88689)
- Document (59304)
- Campaign (29792)
- Image - Person or P... (16655)
- Image - Product in U.. (11562)
- Image - Supporting (11139)

Sort by Last Modification Date

Actions

Advanced Search (using filters)

The screenshot displays the HP Asset Hub search interface. At the top left, the HP logo and 'Asset Hub' text are visible. A search bar contains the text 'laptop NOT office'. The top right corner shows the user's email 'mloara.simona.verives@hp.com' and navigation buttons for 'View product content', 'Upload', 'My Assets', 'My account', and 'Get Help'. Below the search bar, there are tabs for 'Advanced Search by', 'Last update', 'Product', 'Filters 2', and 'Lifecycle'. The 'Filters' tab is active, showing several filter categories: 'Asset Category' (with 'Document(1116)' and 'Video - Corporate(189)' selected), 'Target Countries' (listing France, Germany, Belgium, Italy, Spain, and United States), 'Keywords' (listing quickspecs, data sheet, certification, laptop, notebook, and pc), and 'Language' (listing English, French, German, Russian, and Italian). A 'Reset search' button is located on the right side of the filter section. Below the filters, there are sorting options for 'Size' and 'Last Modif...' and an 'Actions' column. At the bottom, the text 'Filter Results: 1305' is displayed above a row of search results, each featuring the HP logo and a checkmark icon.

1

2

3

hp Asset Hub

laptop NOT office

mloara.simona.verives@hp.com

View product content Upload My Assets My account Get Help

Advanced Search by Last update Product Filters 2 Lifecycle

Asset Category

Document(1116) or Video - Corporate(189)

Image - Product Only (2274)

Image - Annotated (1175)

Document (1116)

Video - Product Overv... (557)

Document - General (300)

Image - Product in Use (283)

Target Countries

France (FR) (594)

Germany (DE) (546)

Belgium (BE) (533)

Italy (IT) (532)

Spain (ES) (531)

United States (US) (531)

Keywords

quickspecs (444)

data sheet (381)

certification (186)

laptop (116)

notebook (94)

pc (91)

Target Regions (982)

File Type (1305)

Business Units (189)

Image Orientation (77)

Language

English (U.S.) (en_US) (578)

English (U.K.) (en_GB) (263)

French (fr_FR) (99)

German (de_DE) (45)

Russian (ru_RU) (44)

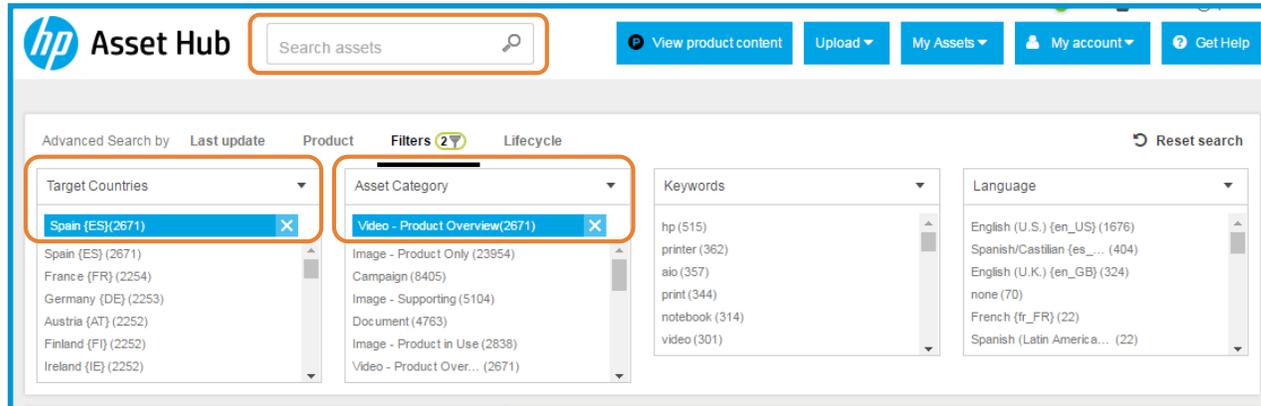
Italian (it_IT) (28)

Reset search

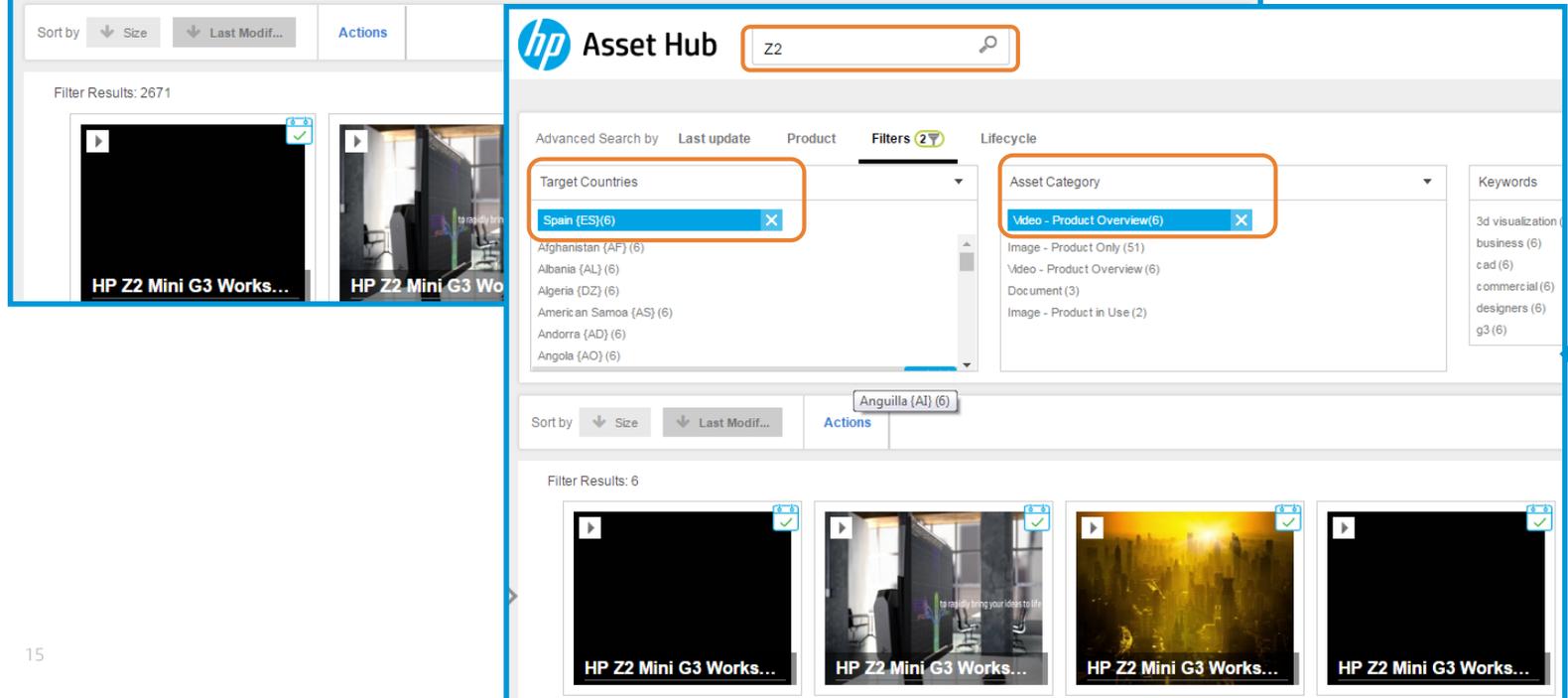
Sort by Size Last Modif... Actions

Filter Results: 1305

Advanced search (Using filters) - Example



You can let the Search Box empty and only use the filters, in this case we are getting all *Video – Product Overview* assets which *Target Country* is set as Spain.



In this case we are getting all *Video – Product Overview* assets which *Target Country* is set as Spain, and that contain the word *Z2* in the metadata.



Advanced search (Using filters) - Example

The screenshot shows the HP Asset Hub search interface. At the top left is the HP logo and 'Asset Hub' text. A search bar contains the word 'Sprocket'. Below the search bar, there are tabs for 'Advanced Search by', 'Last update', 'Product', 'Filters (3)', and 'Lifecycle'. The 'Filters' tab is active, showing three filter categories: 'Asset Category', 'Target Countries', and 'Keywords'. The 'Asset Category' filter is highlighted with an orange box and contains three selected options: 'Video - Product Overview(115)', 'Image - Product Only(90)', and 'Image - Product in Use(27)'. The 'Target Countries' filter lists: United States (US) (137), France (FR) (94), Germany (DE) (94), Italy (IT) (94), Portugal (PT) (94), and Saudi Arabia (SA) (94). The 'Keywords' filter lists: sprocket (169), photo printer (149), printer (149), mobile (148), impulse (116), and photo (114). Below the filters, there are 'Sort by' options for 'Size' and 'Last Modif...', and an 'Actions' button. At the bottom, it says 'Filter Results: 232' and shows four video thumbnails for 'HP Sprocket Photo P...'.

In this example we are looking for all Product images or videos (Product only, Product in Use and Product overview), by selecting the 3 options from the *Asset Category* filter. All those related with the “Sprocket” code name, which was entered in the search box.

Advanced search

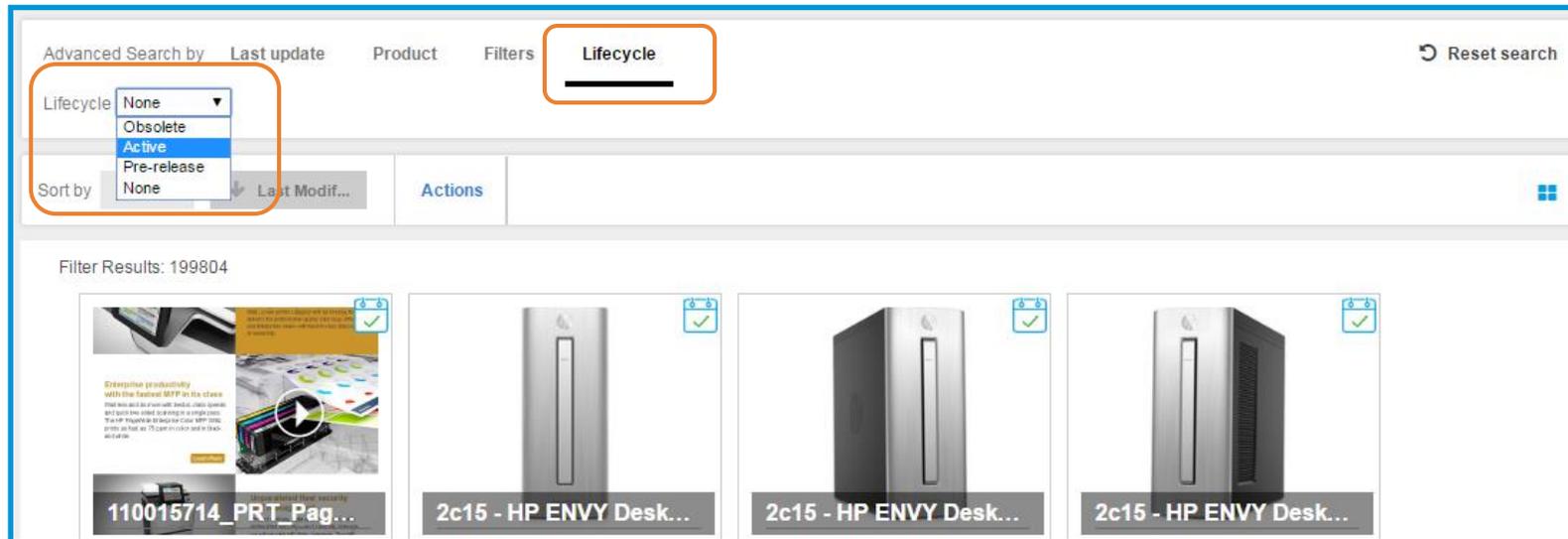
Filtering date range

The screenshot displays the HP Asset Hub search interface. At the top left is the HP logo and the text "Asset Hub". A search bar contains the text "laptop NOT office". To the right of the search bar are navigation buttons: "View product content", "Upload", "My Assets", and "My account". Below the search bar, the "Advanced Search by" section is visible, with "Last update" selected and highlighted by an orange box. To its right are "Product", "Filters", and "Lifecycle" tabs. Below this, a date range filter is shown, also highlighted by an orange box. It includes radio buttons for "Last Year", "Last 3 Months", and "or specify", followed by "from:" and "to:" input fields containing "10/01/2016" and "10/24/2016" respectively. An "Add Date" button is to the right. Below the date range filter, a blue bar displays the selected range "from:10/01/2016 to:10/24/2016" with a close button. Below this is a "Sort by" section with "Size" and "Last Modif..." options, and an "Actions" button. At the bottom, the text "Filter Results: 1047" is displayed above a grid of search results, each showing a product image and a checkmark icon.

While performing a search, you can also set a range of dates or select a last updated option. Click on *Add Date* if you are selecting a specific range of dates.

Advanced search

Filtering Lifecycle

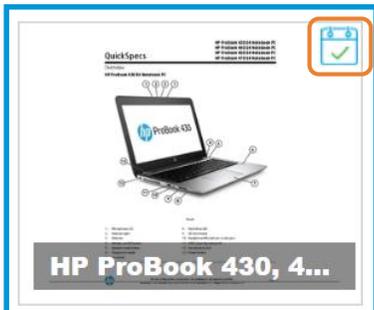


While performing a search, you can also filter by the “lifecycle” status of an asset. If you have access to “Pre-released” files, you will be able to filter those in by using this functionality.

Active

Pre-released

Obsolete



Browse by Product navigation



Product Navigation

The screenshot displays the HP product navigation interface. At the top, there are search filters: 'Advanced Search by' with options for 'Last update', 'Product' (highlighted), 'Filters', and 'Lifecycle'. Below this, there are sorting options: 'Sort by' with 'Size' and 'Last Modif...' (highlighted), and an 'Actions' button. The main content area is divided into two panels. The left panel, titled 'Product Search', contains a search input field with the placeholder text 'Click on the field to open the entire list' and a 'Categories' list. The right panel, also titled 'Product Search', shows a search input field with 'Sprout Pro' entered and a dropdown menu of search results. The 'Categories' list includes: Accessories, Desktops & Workstations, Digital Cameras and Photo Studios, Entertainment, Gaming Systems, Handhelds and Calculators, Ink/Toner/Paper/Printer Supplies, Laptops and Hybrids, Monitors, Point of Sale Systems, Printers and Multifunction, Projectors, References, Scanners/Copiers/Faxes, Services, Software, Solutions, and Tablets. The search results dropdown shows: 'Sprout Pro by HP' (with a 'P' icon) and 'Sprout Pro by HP' (with a 'P' icon). Below the dropdown is a list of categories: Gaming Systems, Handhelds and Calculators, Ink/Toner/Paper/Printer Supplies, Laptops and Hybrids, Monitors, Point of Sale Systems, Printers and Multifunction, Projectors, References, Scanners/Copiers/Faxes, Services, Software, Solutions, and Tablets.

Choose a category and browse through the hierarchy or write the model, series or sku in the search field and you will get the available options.

Results will depend on asset availability and metadata accuracy.

By clicking on the  icon, you will be taken to PCB (Product Content Browser), where you can see specs, messaging and other information about the series, model or SKU where you clicked.

Product Navigation - Example

The screenshot shows a product navigation interface with the following elements:

- Top navigation: "Advanced Search by" with tabs for "Last update", "Product 17", "Filters", and "Lifecycle".
- Sort by: "Size" and "Last Modif...".
- Current search: "HP Z2 Mini G3 Workstation" (highlighted with an orange box).
- Product Search: A search bar with the text "Click on the field to open the entire list".
- Categories: A list of product categories on the left, with "HP Z2 Mini G3 Workstation" highlighted (orange box). The categories include:
 - Uell Workstations1
 - Extreme Workstation Power
 - HP Mobile Workstation
 - HP Z Virtual Workstation
 - HP Z1 Workstation
 - HP Z2 Workstation
 - HP Z2 Mini Workstation series
 - HP Z2 Mini G3 Workstation (highlighted)
 - HP Z2 Mini G3 Base Model Workstation
 - HP Z2 Mini G3 Workstation
 - HP Z2 Mini G3 Workstation (ENERGY STAR)
 - HP Z200 Workstation
 - HP Z400 Workstation
 - HP Z600 Workstation
 - HP Z800 Workstation
 - HP xw9400 Workstation
 - Itanium-based Workstations
 - PA-RISC Workstations
 - Personal Workstations
 - Scalable Computing Workstations
- Filter Results: 77
- Product Grid: A grid of 7 product thumbnails, each with a play button and a checkmark icon. The thumbnails are labeled "HP Z2 Mini G3 Works...".
- Product Associations: A pop-up window showing "Product Associations : Serie: HP Z2 Mini G3 Workstation" and "Product Hierarchy Inheritance : true" (highlighted with an orange box).

In this example we are looking for the *HP Z2 Mini G3 Workstation*, and we got 77 assets which were linked to that product by using the *Product Association* in the metadata.

Product Navigation – How to combine product search with filters

The screenshot shows the HP product search interface. At the top, there's a search bar with 'HP Z2 Mini G3 Workstation' entered. The search results are displayed in a grid of product cards. The first card is 'HP Z2 Mini Workstation'. The second and third cards are 'Installing Microsoft Windows Server 2012 R2 on HP Z240, Z440, and Z640 Workstations'. Below the search bar, there are filter panels for 'Asset Category', 'Keywords', 'Image Orientation', and 'Target Countries'. The 'Asset Category' filter is set to 'Image - Product Only (53)'. The 'Keywords' filter is set to 'commercial (52)'. The 'Image Orientation' filter is set to 'Right facing (14)'. The 'Target Countries' filter is set to 'Afghanistan {AF} (53)'. The search results are sorted by 'Last Modification Date'. The number of filter results is 53.

Advanced Search by Last update **Product** 1 Filters Lifecycle Reset search

Sort by Last Modification Date Actions

Current search (Clear search)
HP Z2 Mini G3 Workstation

Product Search
Click on the field to open the entire list

Categories

- Affordable Workstation Power
- Compact Workstation Power
- Extreme Workstation Power
- HP Mobile Workstation
- HP Z Virtual Workstation
- HP Z1 Workstation
- HP Z2 Workstation
 - HP Z2 Mini Workstation series
 - HP Z2 Mini G3 Workstation
 - HP Z2 Mini G3 Base Model Workstation

Filter Results: 238

HP Z2 Mini Workstation

Installing Microsoft W...

Installing Microsoft W...

Advanced Search by Last update **Product** 1 **Filters** 1 Lifecycle Reset search

Asset Category
Image - Product Only (53)

Document (86)
Image - Product Only (53)
Video - Product Overview (38)
Document - General (28)
Campaign (25)
Image - Product in Use (3)

Keywords
commercial (52)
workstation (52)
cad (48)
core i7/xeon (48)
hp z2 mini workstation (48)
isv certifications (48)

Image Orientation
Right facing (14)
Left facing (10)
Center facing top open (8)
Center facing (7)
Rear facing (5)
Bottom (2)

Target Countries
Afghanistan {AF} (53)
Albania {AL} (53)
Algeria {DZ} (53)
American Samoa {AS} (53)
Andorra {AD} (53)
Angola {AO} (53)

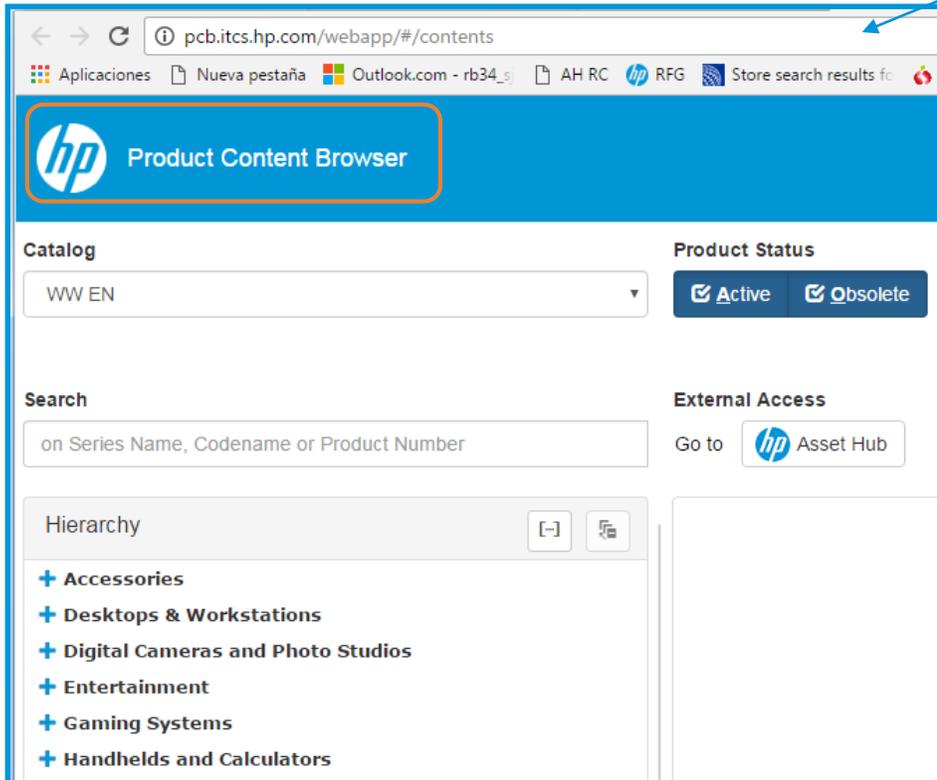
Sort by Last Modification Date Actions

Filter Results: 53

HP Z2 Mini G3 Workst...

In this example, we are looking for the *HP Z2 Mini G3 Workstation* in the Product search box and we combined it with the *Image – Product Only* filter, from the Asset Category type.

Product Navigation



You can also open the Product Content Browser by clicking on "View product content"

Asset collections in *Shared Folders*



Asset collections in shared folders

To find brand asset collections

1. Click on My Assets / Folders
2. Click on Shared
3. Expand the Albums option

Enter to the desired folder and perform your search!

The screenshot illustrates the HP Asset Library interface with three numbered steps:

- Step 1:** The user is in the 'My Assets' dropdown menu, where the 'Folders' option is highlighted. The user's name 'mioara.simona.ve' is visible in the top right corner.
- Step 2:** The user is in the 'Shared' folder view. The 'Shared' button is highlighted. The interface includes a search bar, filters for 'Folder visibility', 'Business unit', and 'Folder type', and a 'Sort by' menu with options for 'Last Update', 'Creation', and 'Name'.
- Step 3:** The user has expanded the 'Albums' section, which is highlighted. The album list includes:
 - HP Experience Iconography:** 1068 items, last updated: Mon Oct 24 13:02:38 UTC 2016. Image shows a coffee cup icon.
 - HPI Brand Approved:** 105 items, last updated: Tue Sep 06 15:43:28 UTC 2016. Image shows a person at a computer.
 - Employer Brand Image Library:** last updated: Thu Apr 14 14:41:50 UTC 2016. Image shows two people at a whiteboard.
 - HP Experience Photography:** last updated: Thu Apr 14 14:35:47 UTC 2016. Image shows a person at a computer.

What you have learnt ...

Asset Hub offers the following search options:

- Keyword search
- Adding search operators
- *Advanced Search* filters
- *Browse by Product* navigation

Certain kinds of assets, such as icons, brand images and posters e. g. can be found in asset collections:

- HP Experience Iconography
- HPI Brand Approved
- Employer Brand Image Library
- HP Experience Photography
- Brand Posters

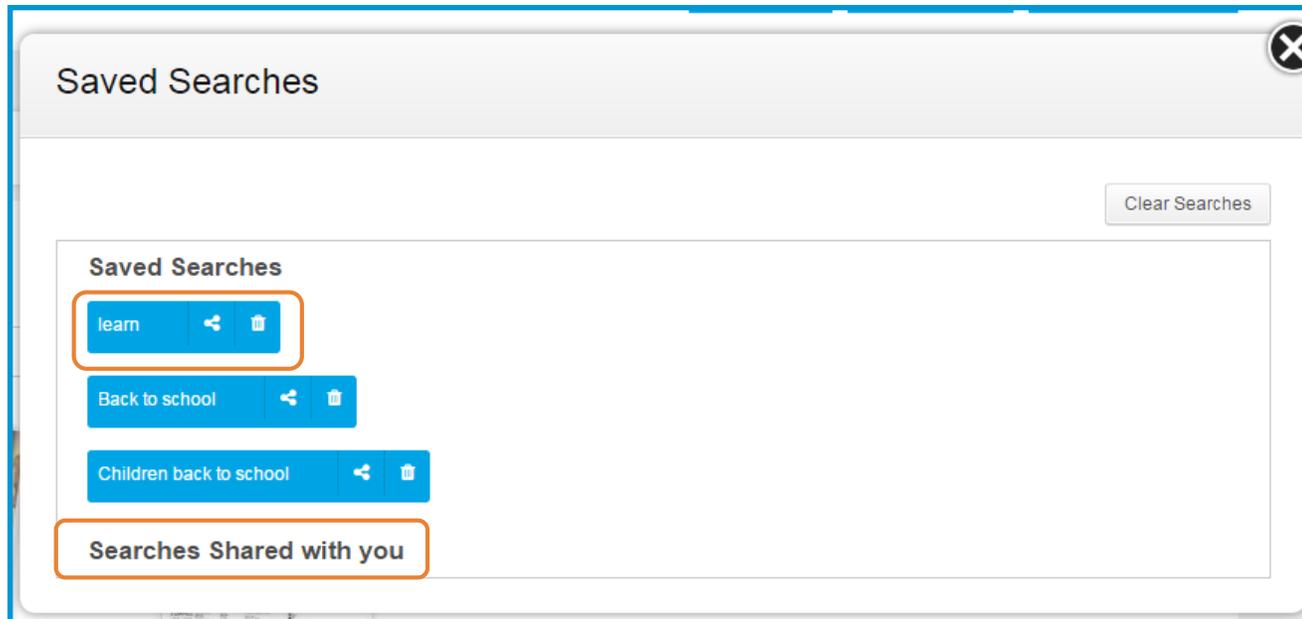
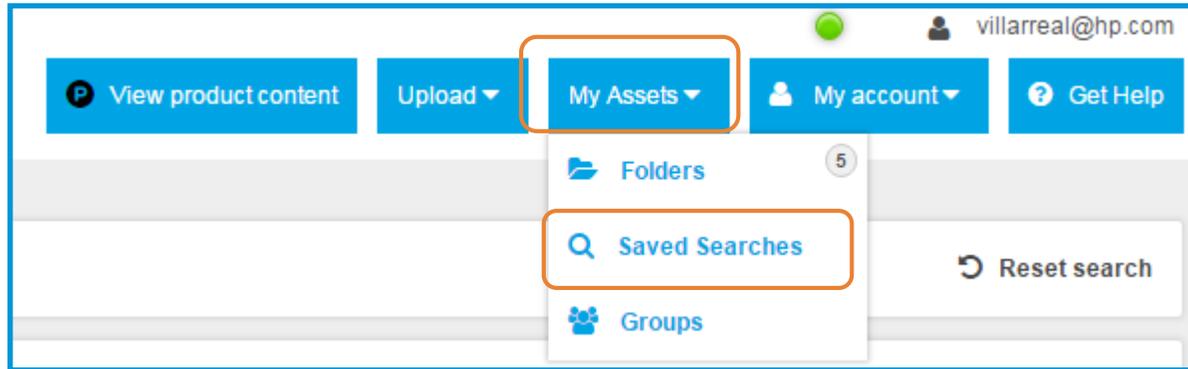
 For more detailed information on the Search feature, please read the “Asset Hub Search training deck” and watch the Search video available in the [Resource Center](#).

Saved search

The screenshot shows the HP Asset Hub search interface. At the top left is the HP logo and the text "Asset Hub". A search bar contains the word "learn". Below the search bar are tabs for "Advanced Search by", "Last update", "Product", "Filters (2)", and "Lifecycle". The "Filters" tab is active, showing a list of asset categories: "Document(477)", "Image - Person or Portrait(421)", "Image - Lifestyle (405)", "Image - Product in Use (203)", "Video - Corporate (136)", and "Video - Product Overview (90)". To the right of the filters is a "Keywords" section with a list of terms and their counts: "messaging (350)", "customer segments (299)", "home & home office (279)", "product family guide (265)", "consumer messaging (233)", and "lifestyles (231)". At the bottom of the filter section, there are buttons for "Saved Searches", "Sort by" (with "Size" and "Last Modif..." options), and "Actions". Below this, it says "Filter Results: 898". The bottom of the page shows the beginning of search results, including a document titled "Blended learning experience by HP".

This is a close-up view of the search interface. It shows the "Advanced Search by" tabs: "Last update", "Product", "Filters (2)", and "Lifecycle". Below the tabs is a search bar containing the word "learn". To the right of the search bar are buttons for "OK" and "Clear". Above the search bar, there are buttons for "Saved Searches", "Sort by" (with "Size" and "Last Modif..." options), and a set of action buttons: "Cancel", "Select all", "Save results in folder", "Download", "Metadata export", and "Save search". Three orange circles with numbers 1, 2, and 3 are overlaid on the image. Circle 1 is on the "Actions" button in the previous screenshot. Circle 2 is on the "Save search" button. Circle 3 is on the search bar.

Saved search



You can access your Saved Searches by clicking on the equally named button, under “My Assets”.

From there you can perform your search again (click on the name of the saved search), share your search, or delete it.

You can also find the searches that have been shared with you by other Asset Hub users.

Quick

Effective



Contact MASS for feedback:

marketing-application-support-and-services@hp.com



MASS Training Team

