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

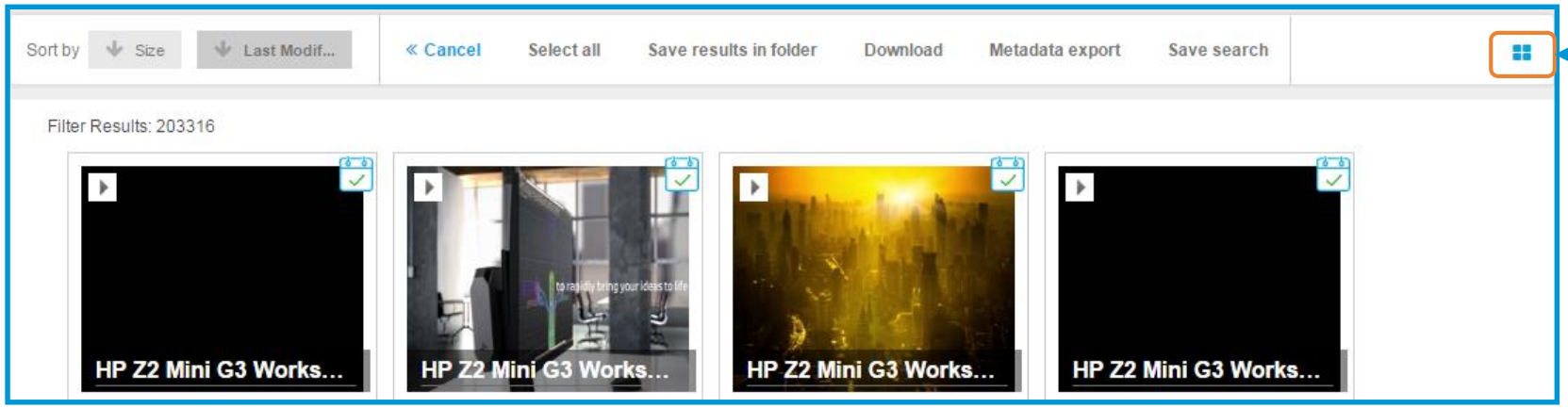
Asset collections in Shared Folders

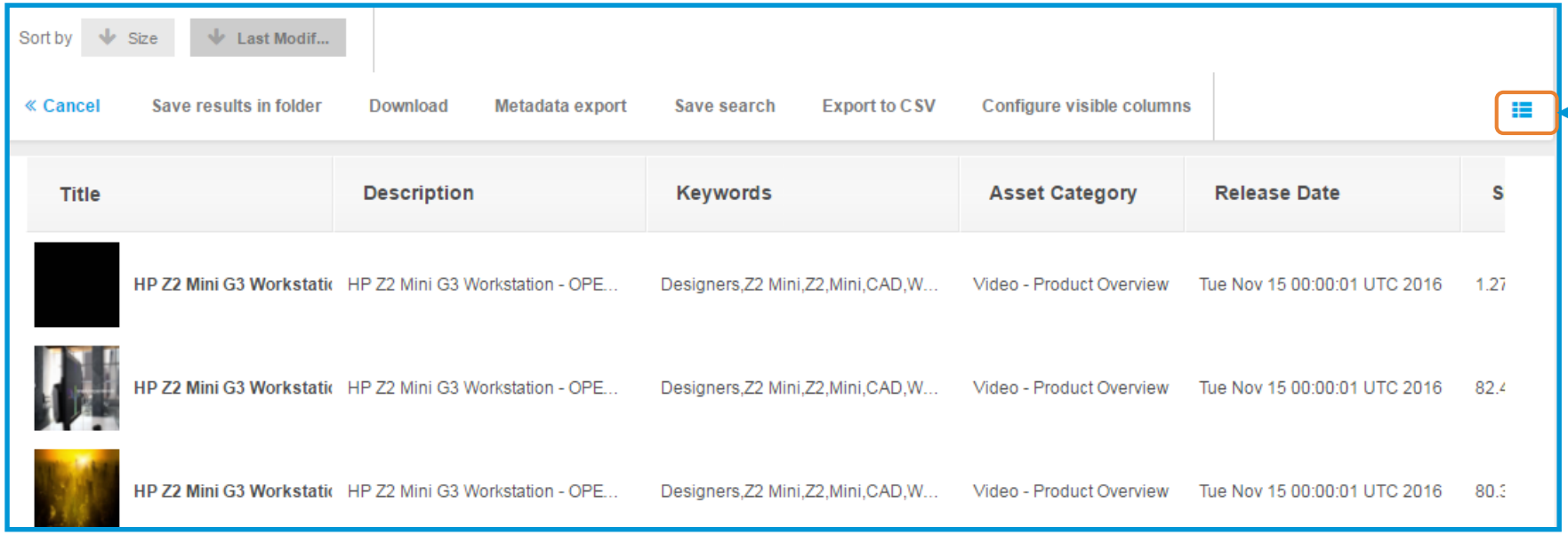
- HP Premium Iconography
- HP Experience *New* Iconography
- HP Experience Iconography
- HPI Brand Approved
- Employer Brand Image Library
- HP Experience Photography
- Brand Posters

Searching assets

Searching assets

Change view

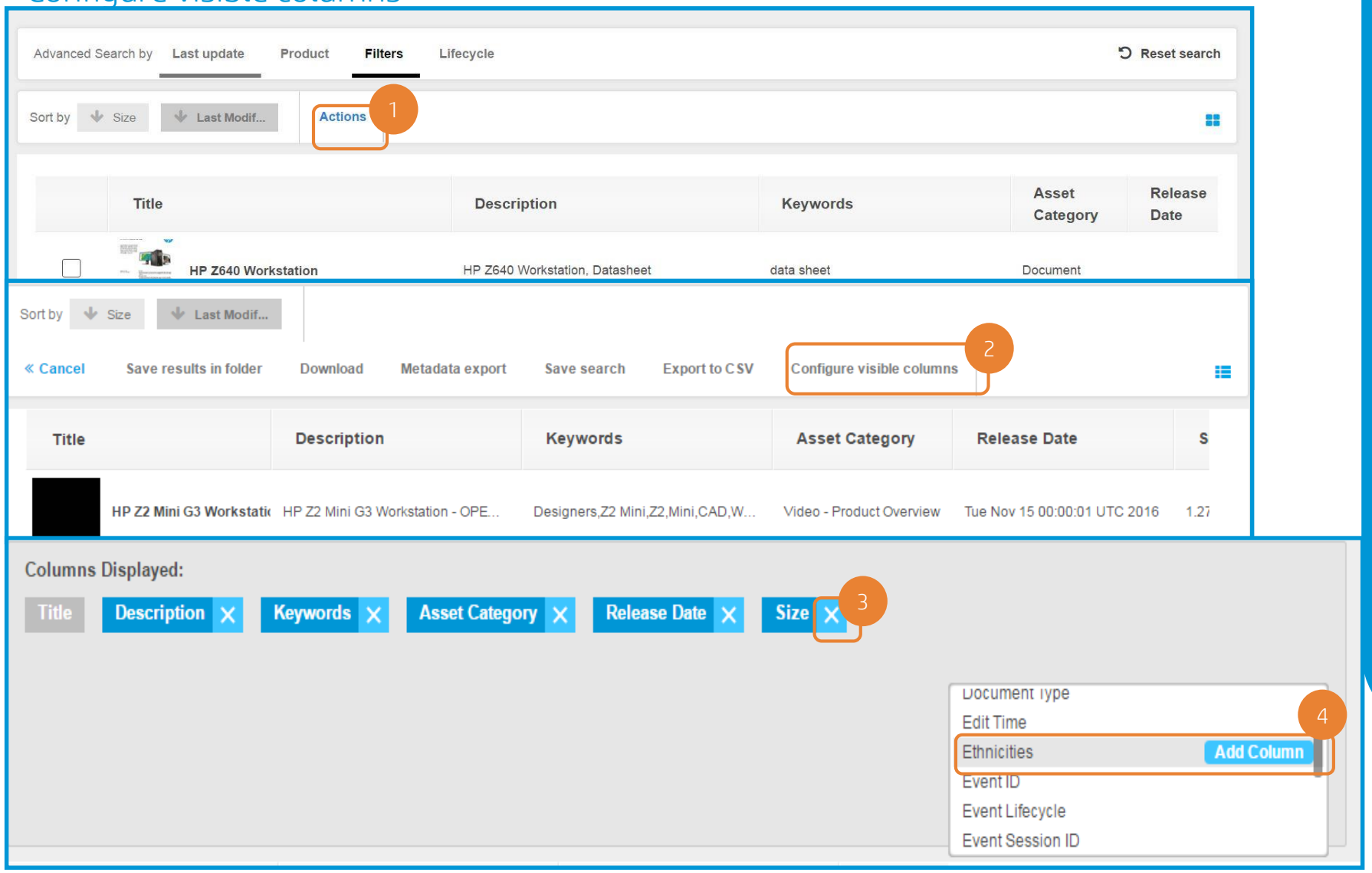




You can change your view from Thumbnails (default) to a List view!

Searching assets

Configure visible columns



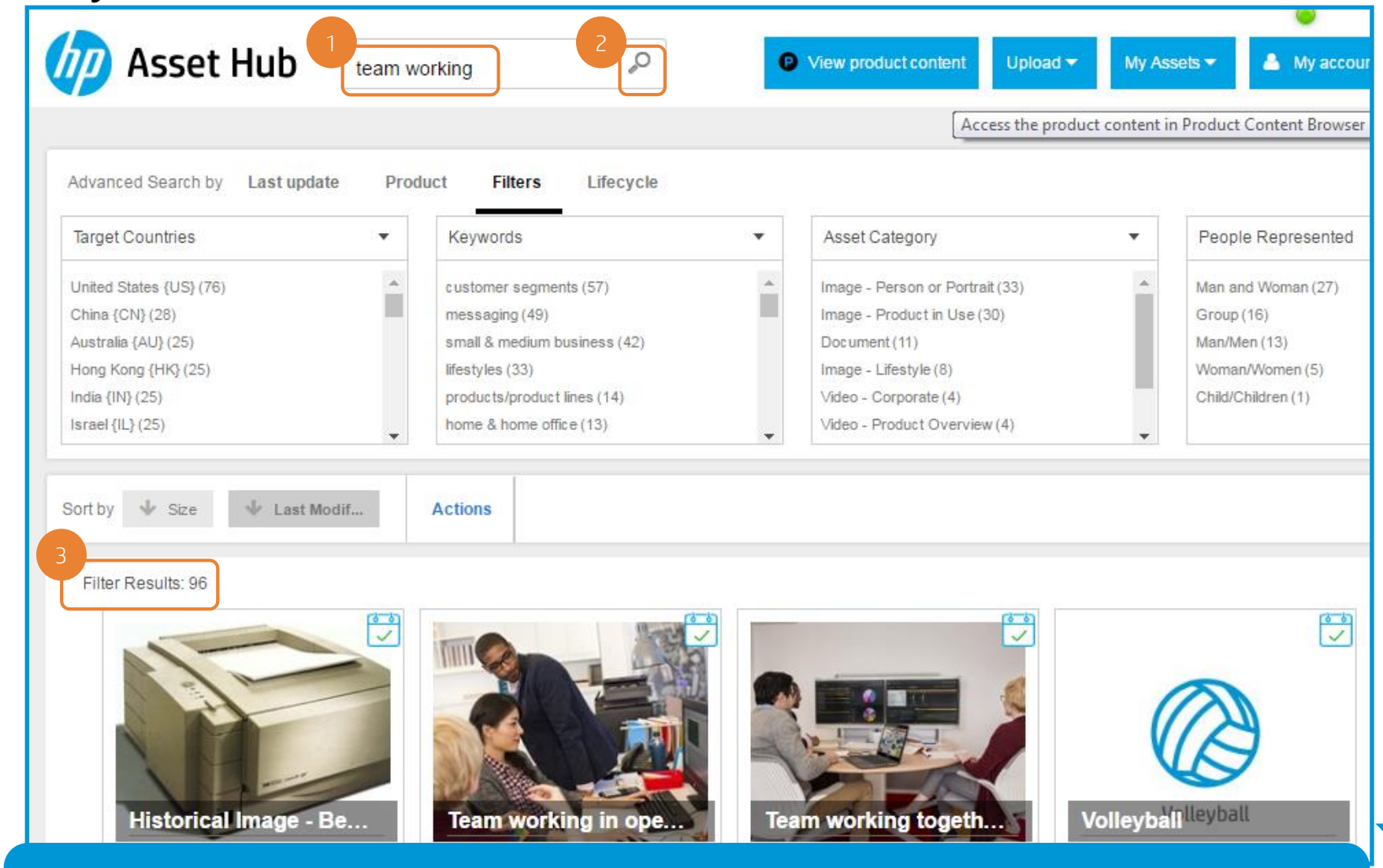
Once in the List view, you can configure the visible columns.

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

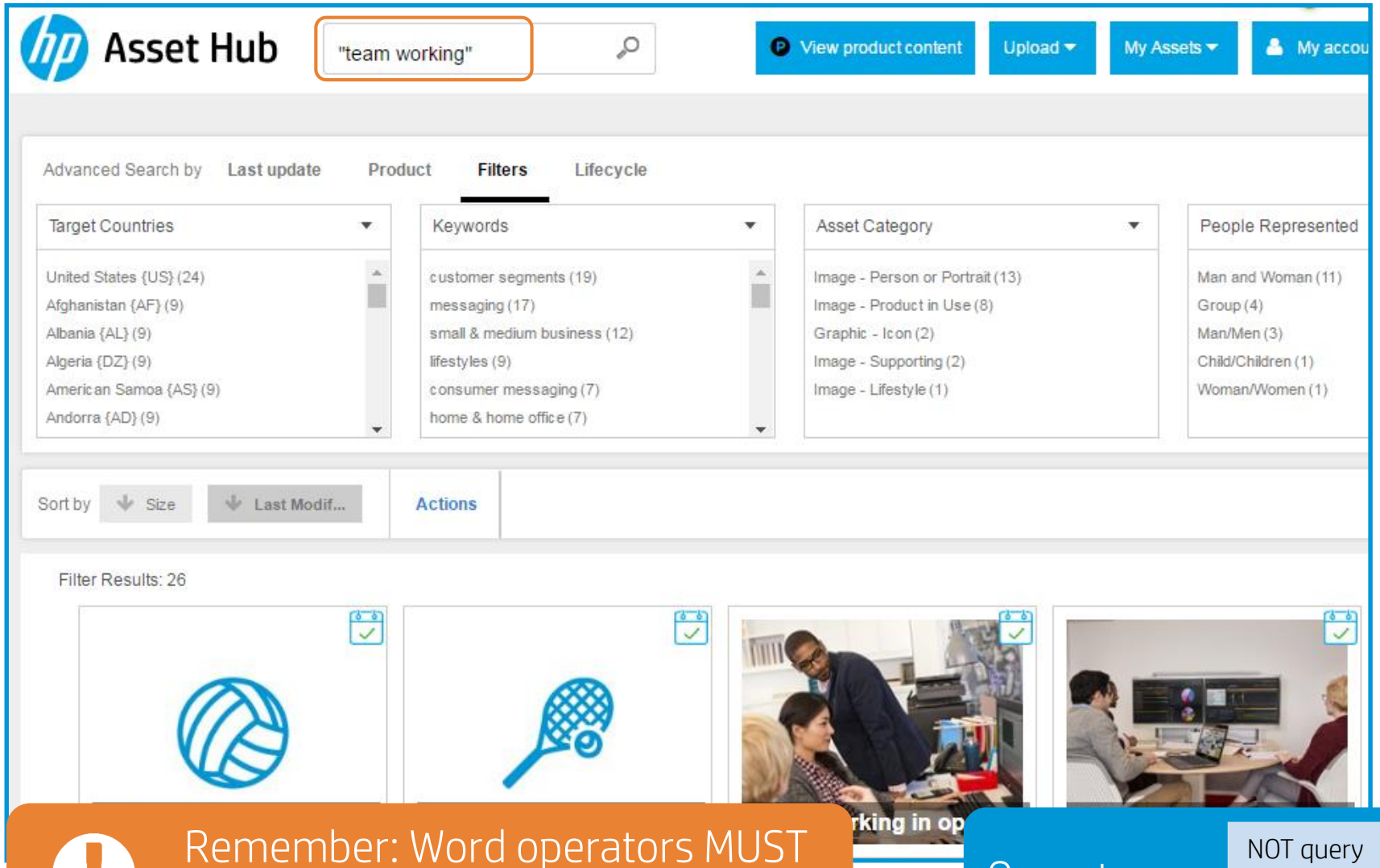
Keyword search



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



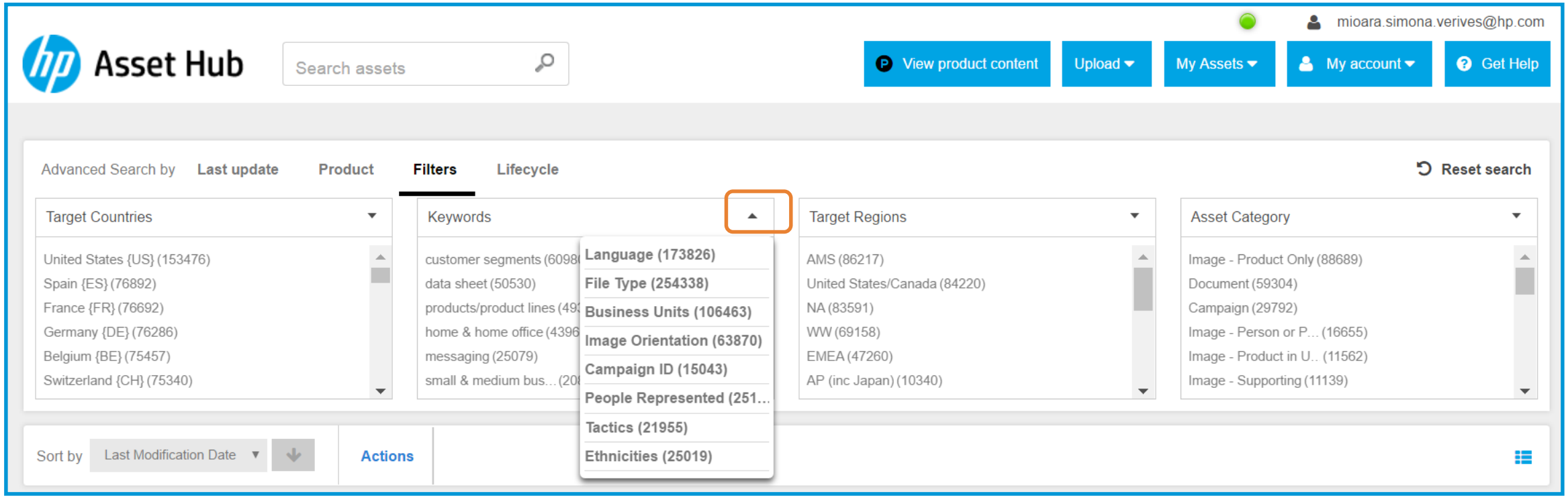
Remember: Word operators MUST be uppercase to work!

Operators:

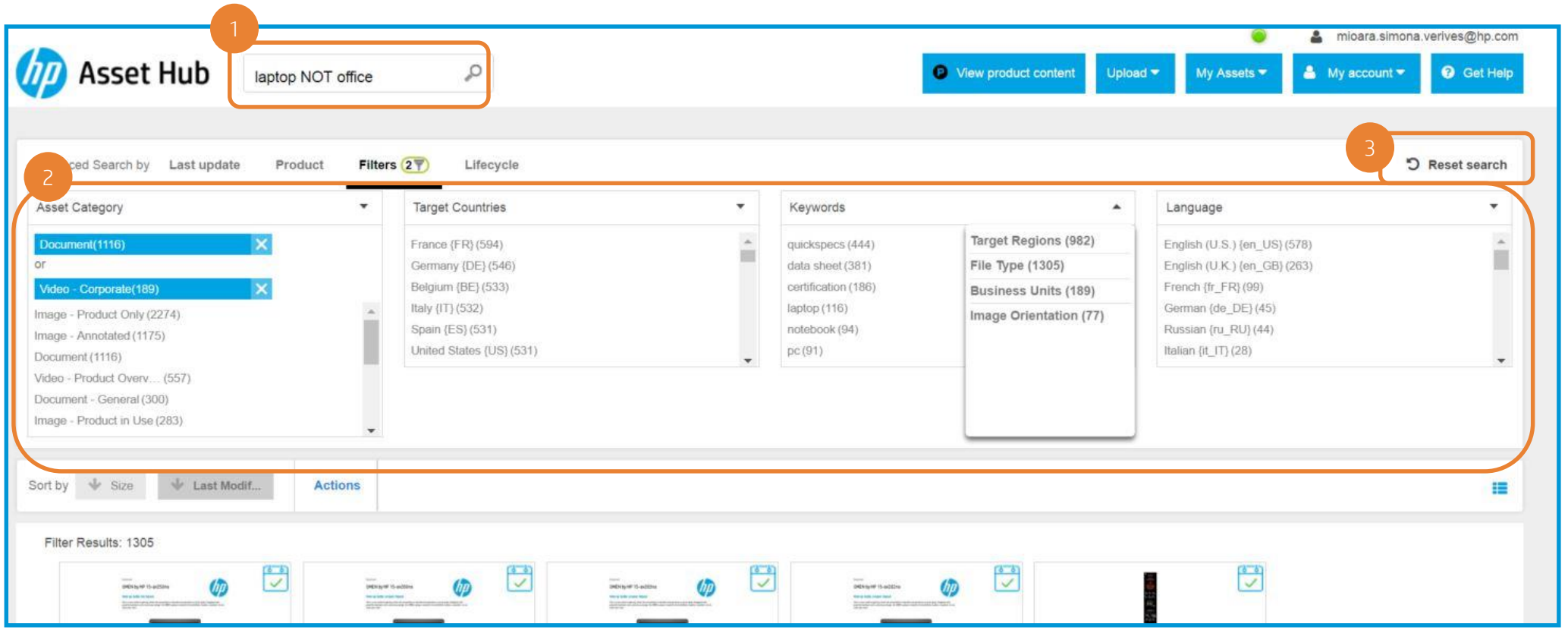
NOT query	-query
query OR query	“query”

Advanced Search

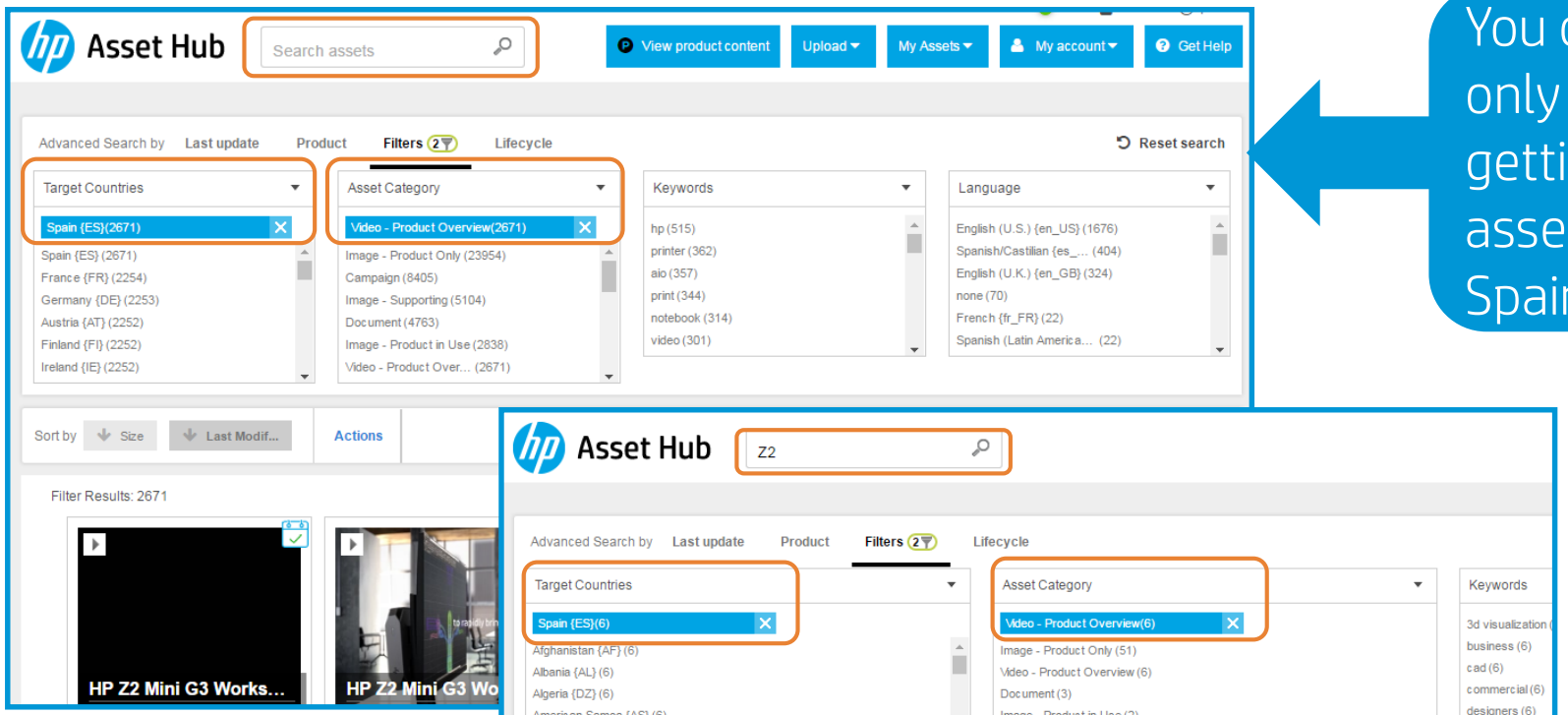
Advanced Search (changing filters)



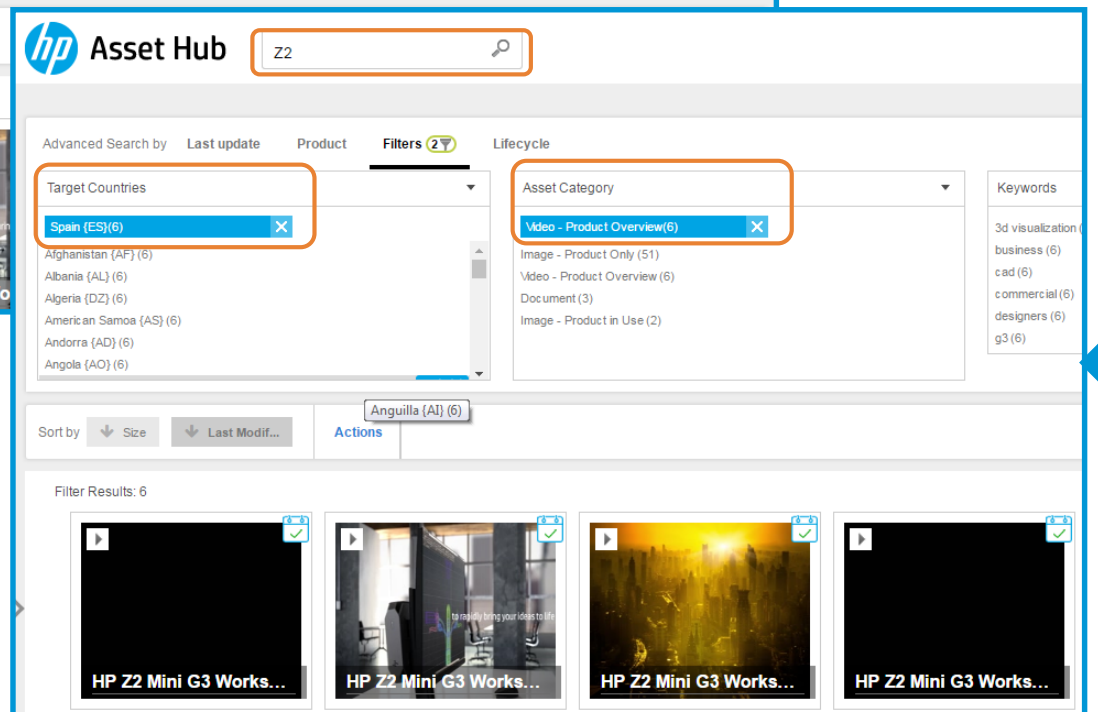
Advanced Search (using filters)



Advanced search (Using filters) - Example

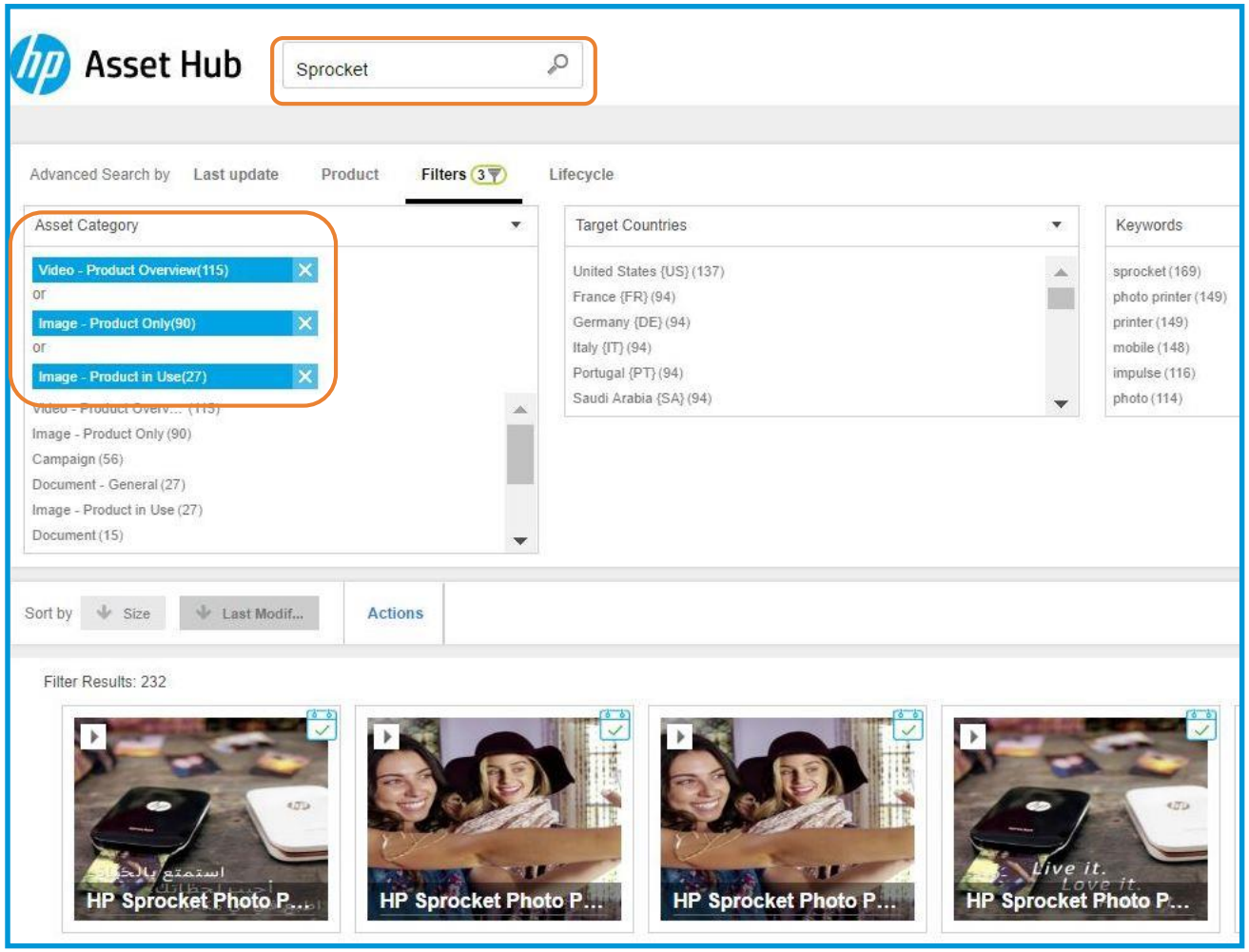


You can let the Search Box empty and only use the filters, in this case we are getting all *Video – Product Overview* assets which *Target Country* is set as Spain.



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.**

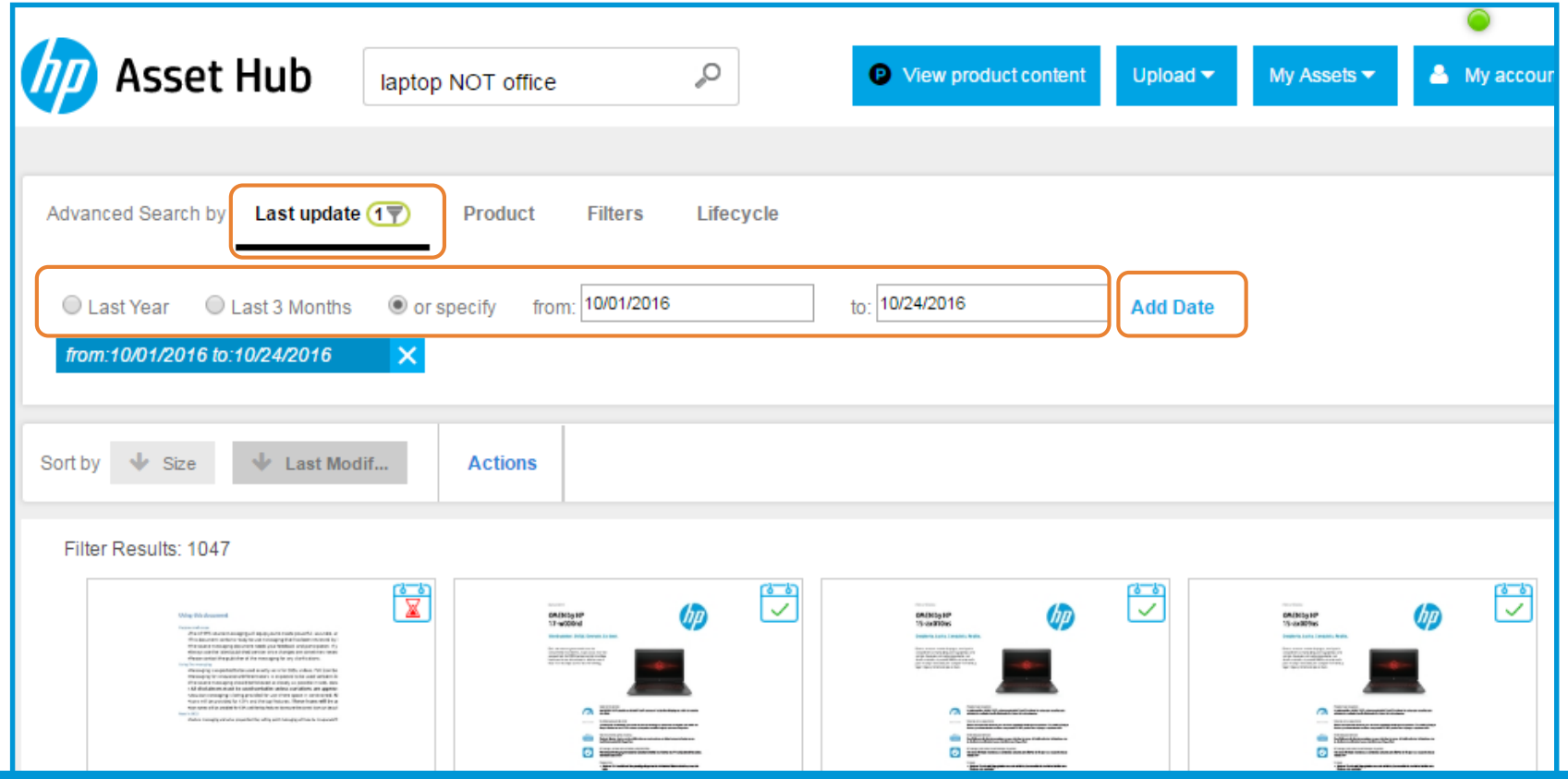
Advanced search (Using filters) - Example



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

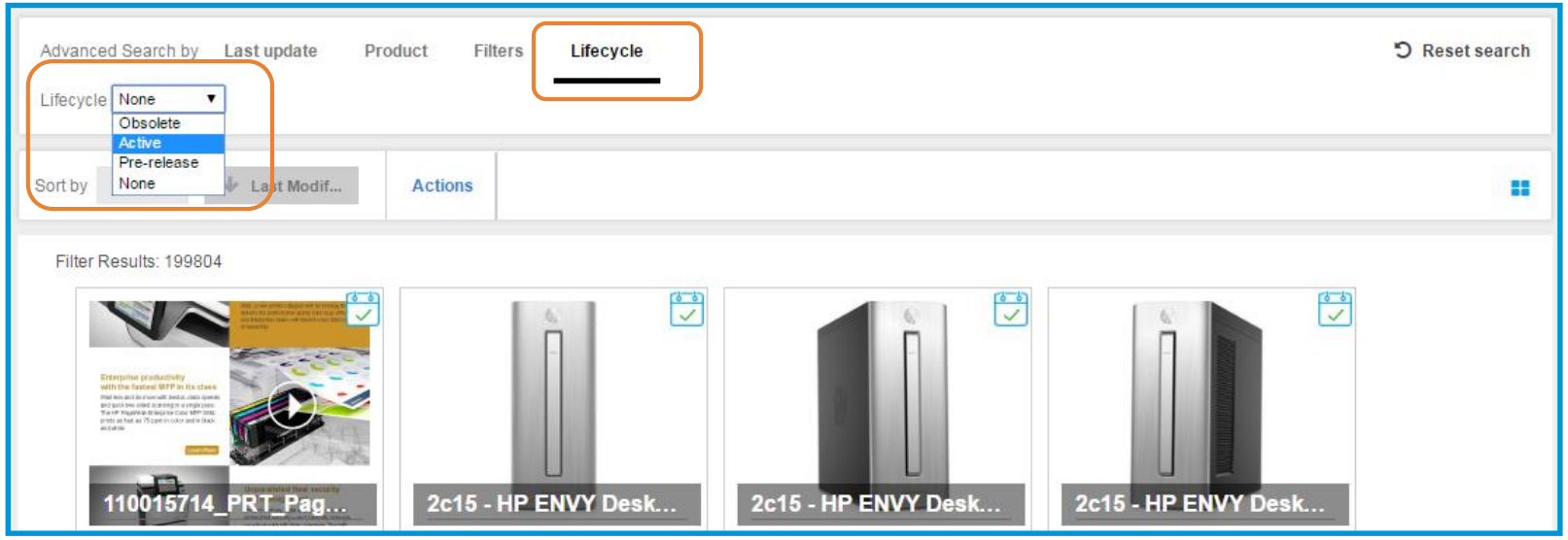
Filtering date range



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 an specific range of dates.

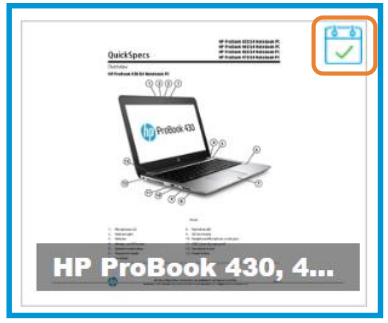
Advanced search

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

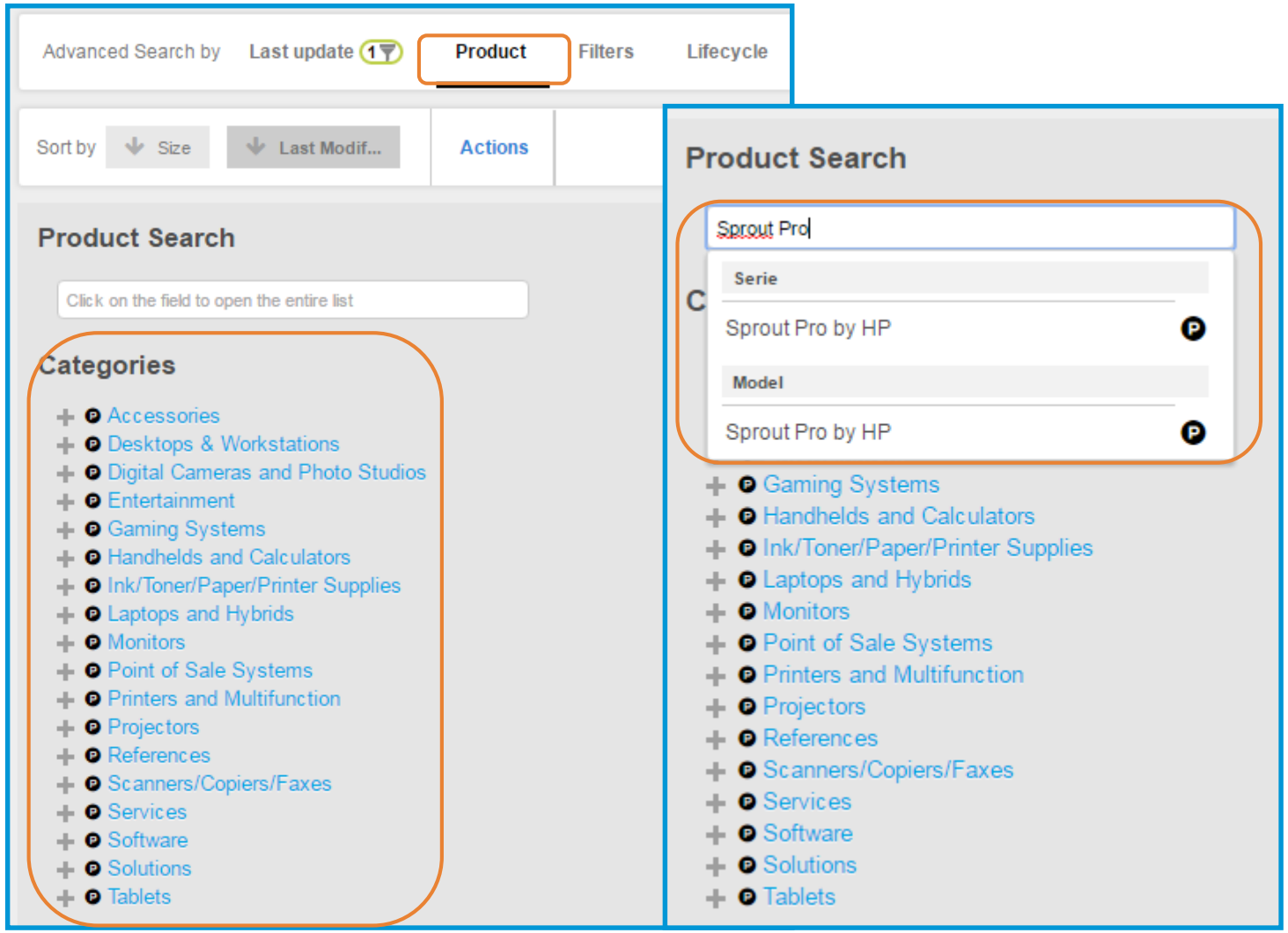


Pre-released

Obsolete

Browse by Product navigation

Product Navigation

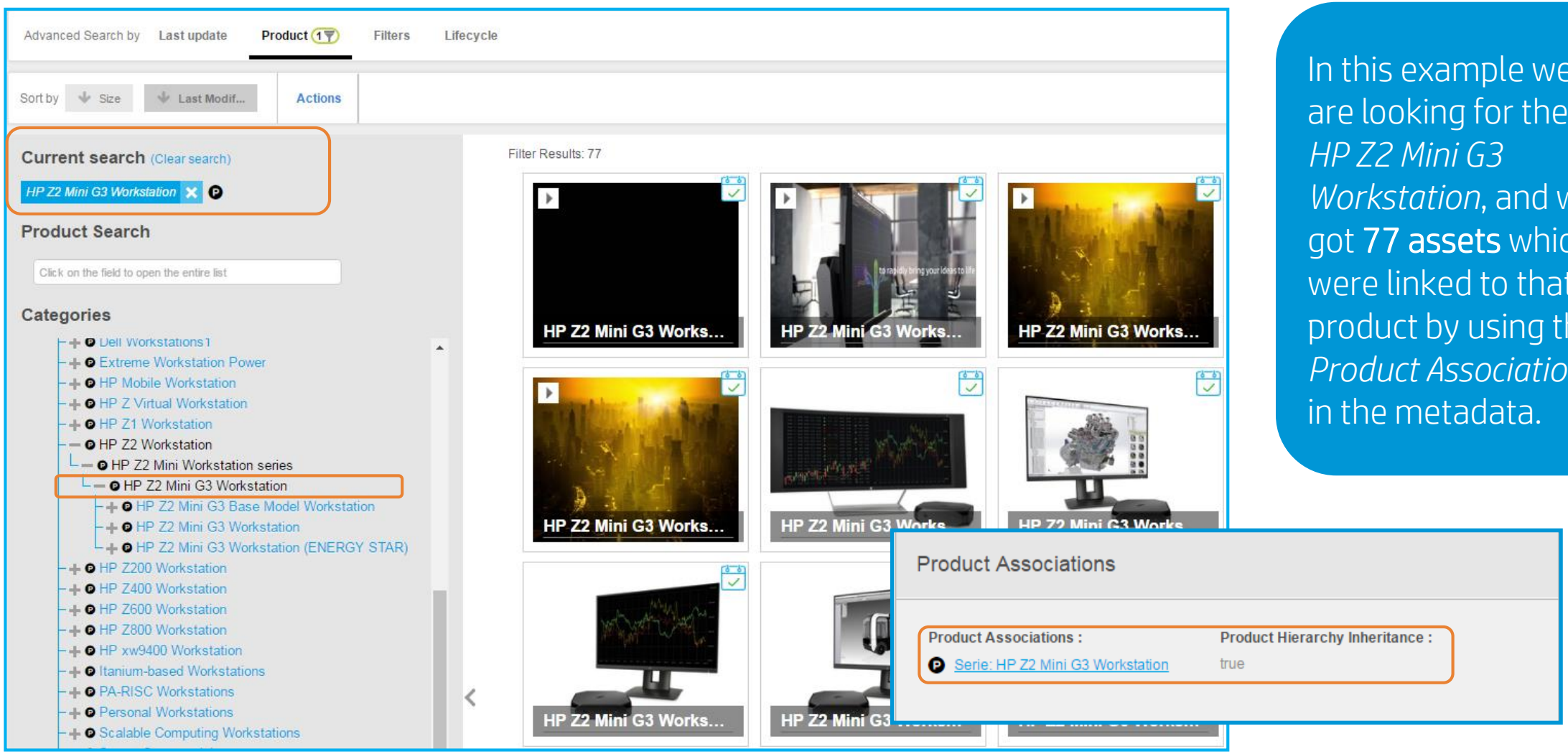


Choose a category and browse through the hierarchy or write the model, series or sku in the search field and you will get the available options.

Results will depend on asset availability and metadata accuracy.

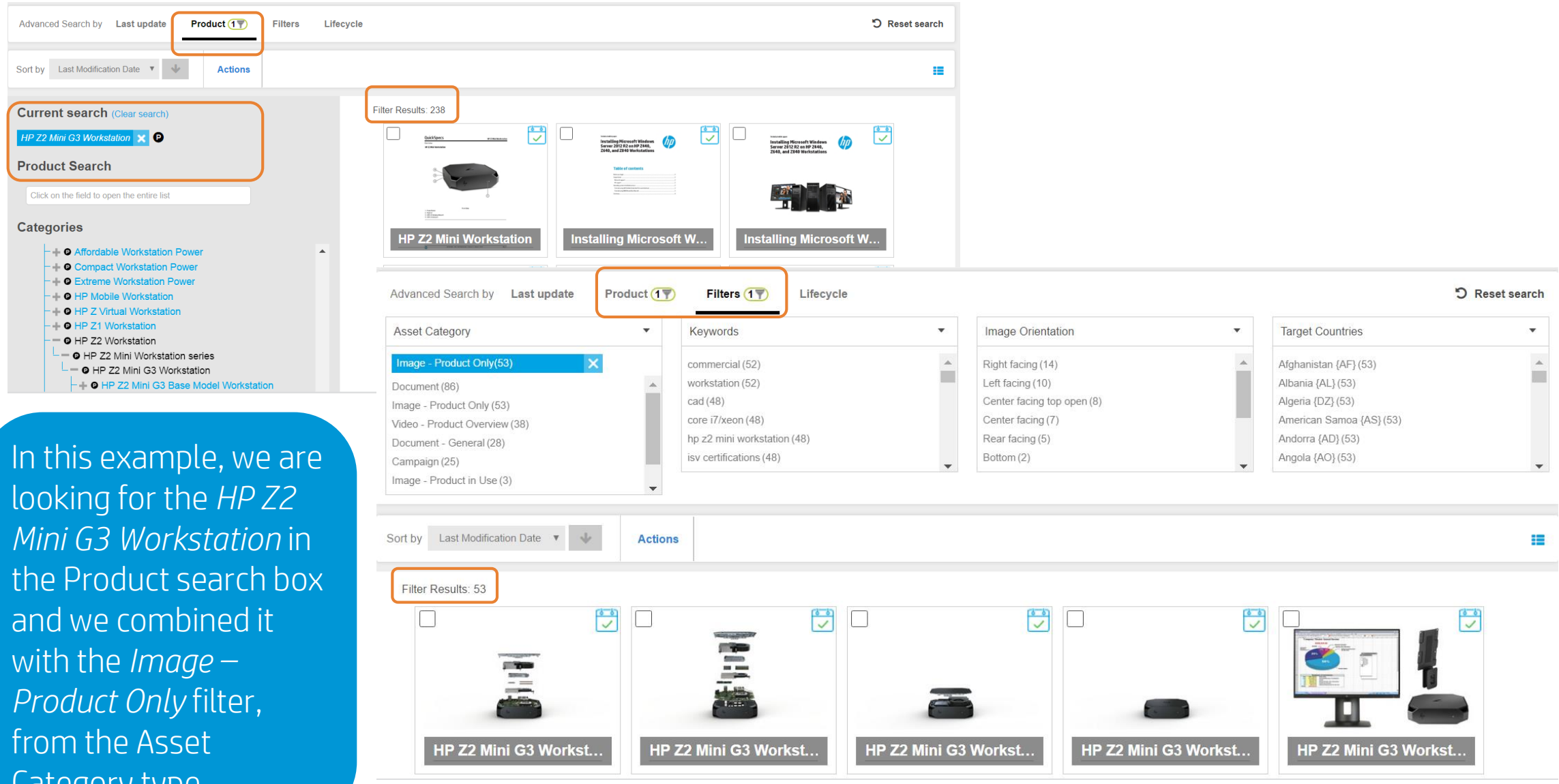
By clicking on the Ⓟ icon, you will be taken to PCB (Product Content Browser), where you can see specs, messaging and other information about the series, model or SKU where you clicked.

Product Navigation - Example



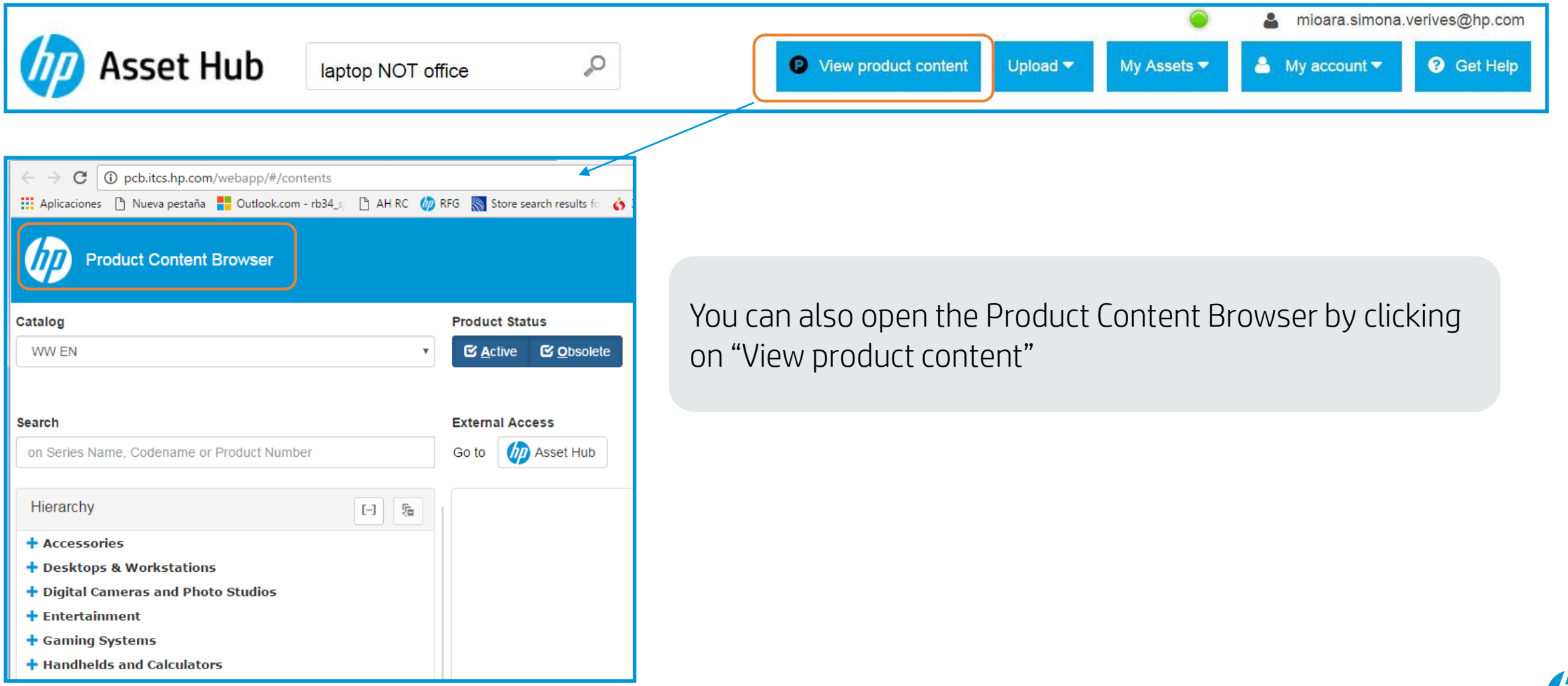
In this example we are looking for the *HP Z2 Mini G3 Workstation*, and we got **77 assets** which were linked to that product by using the *Product Association* in the metadata.

Product Navigation – How to combine product search with filters



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

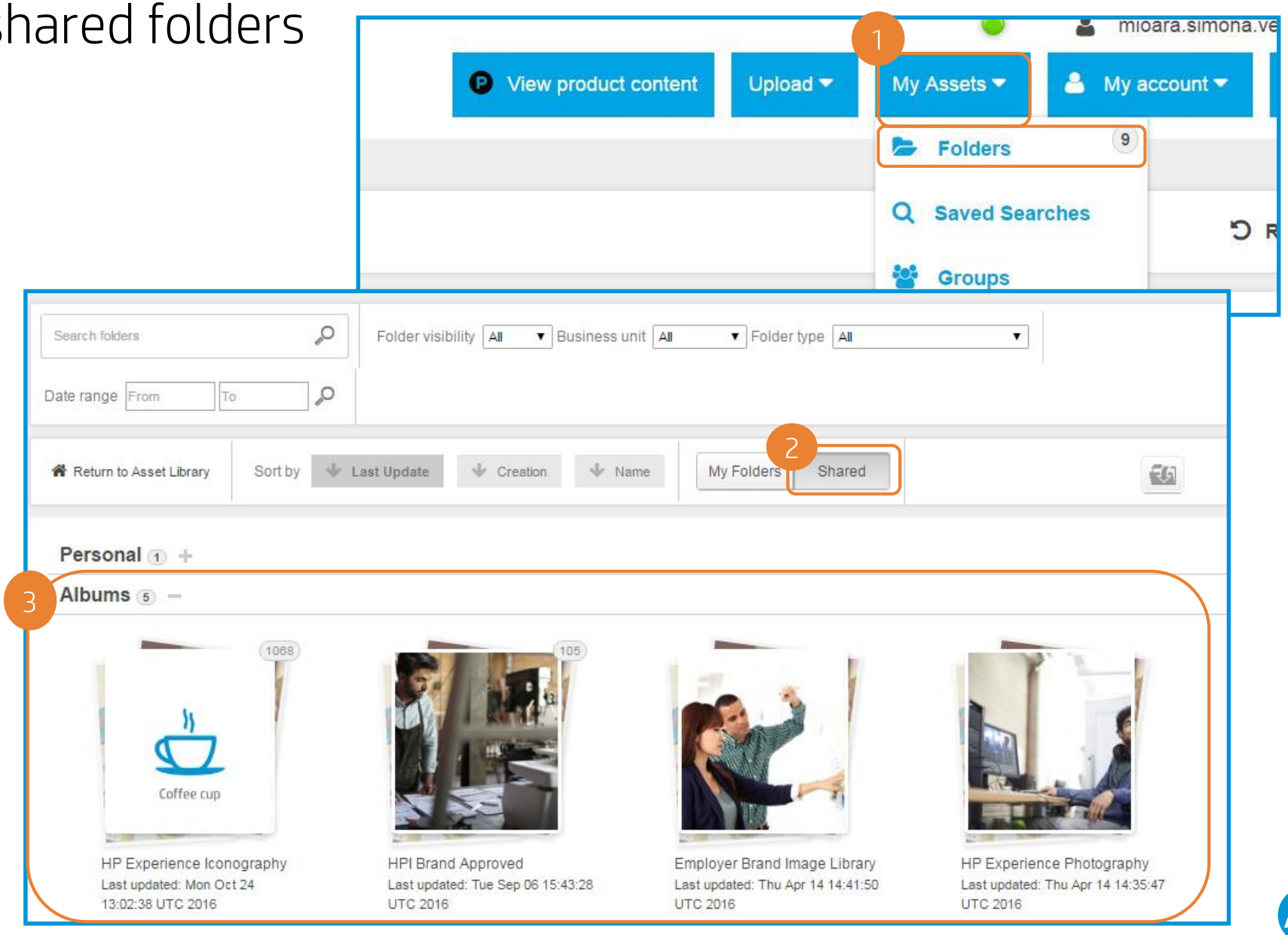


You can also open the Product Content Browser by clicking on “View product content”

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!

What you have learnt …

Asset Hub offers the following search options:

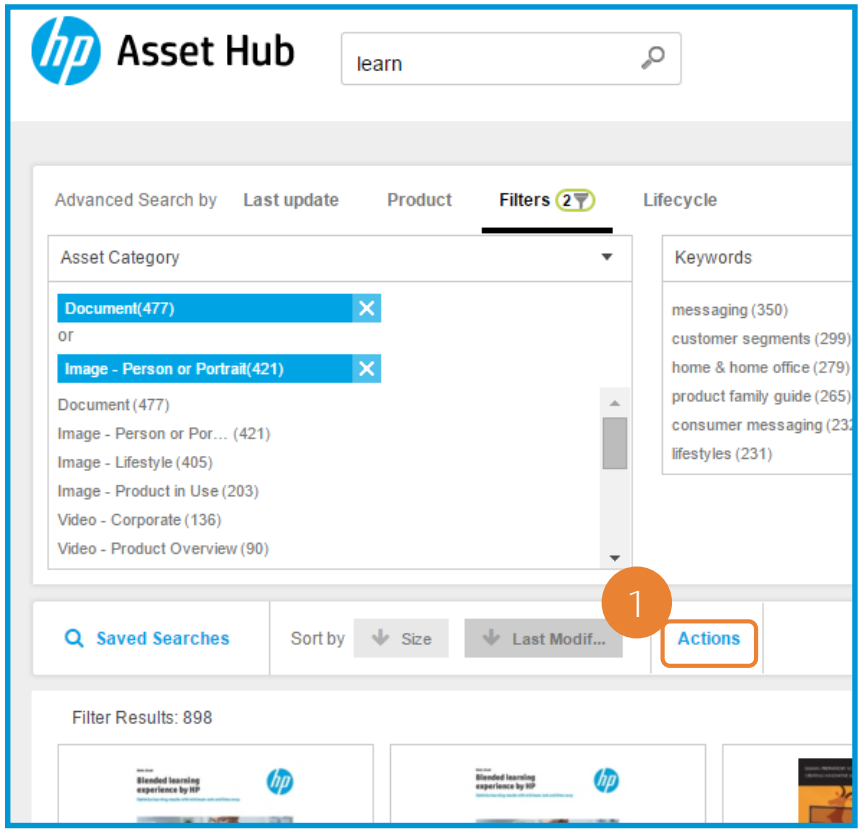
- Keyword search
- Adding search operators
- *Advanced Search* filters
- *Browse by Product* navigation

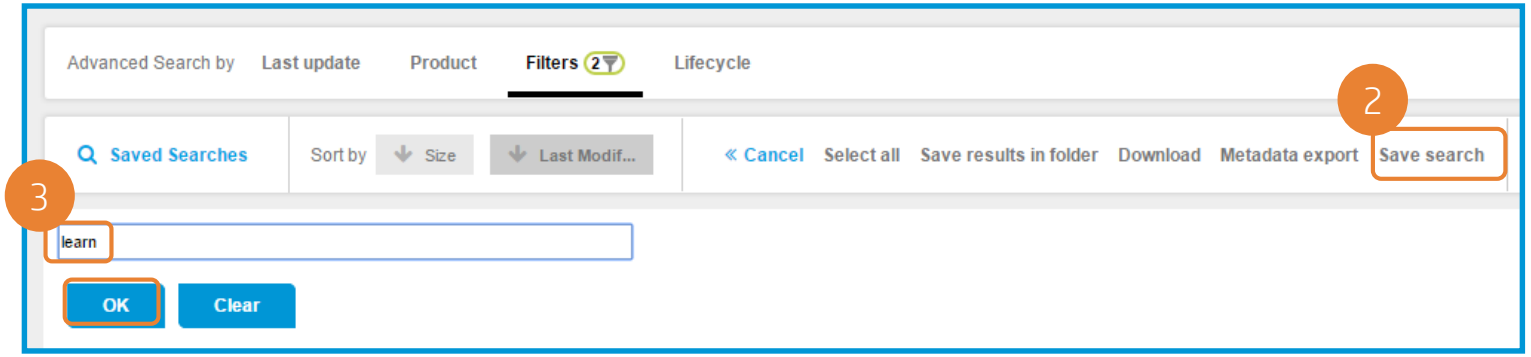
Certain kinds of assets, such as icons, brand images and posters e. g. can be found in asset collections:

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

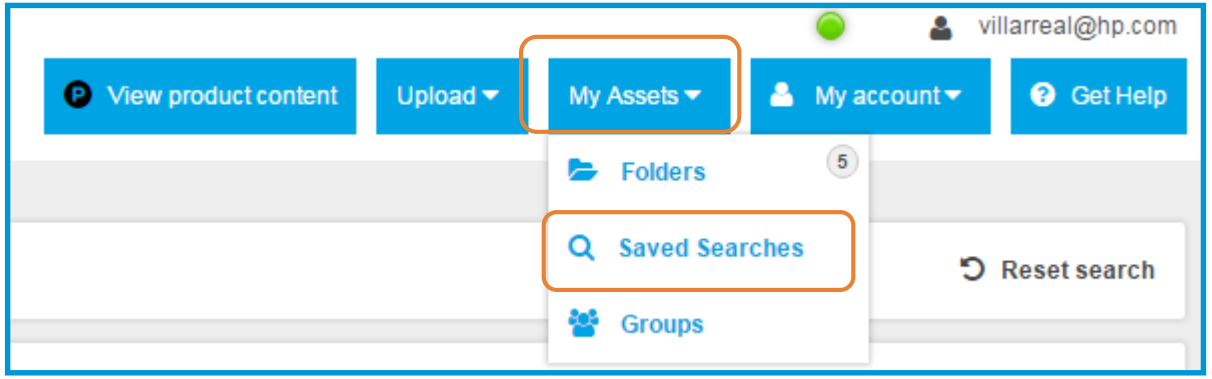
For more detailed information on the Search feature, please read the “Asset Hub Search training deck” and watch the Search video available in the Resource Center.

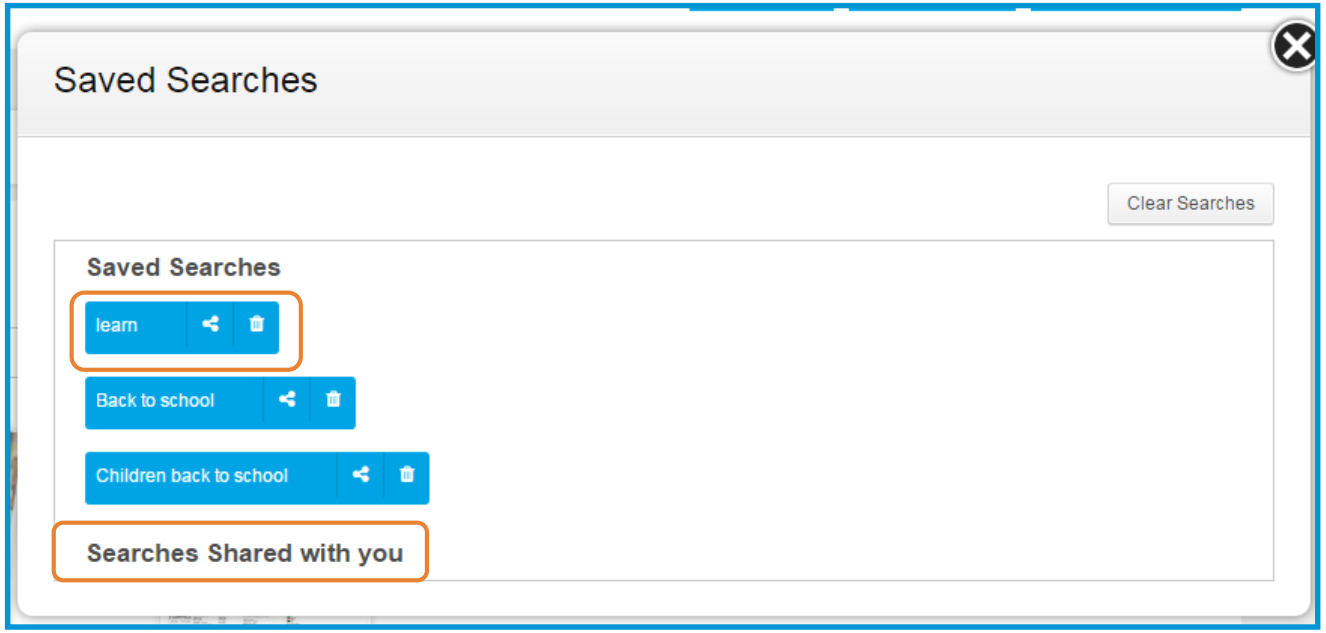
Saved search





Saved search





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

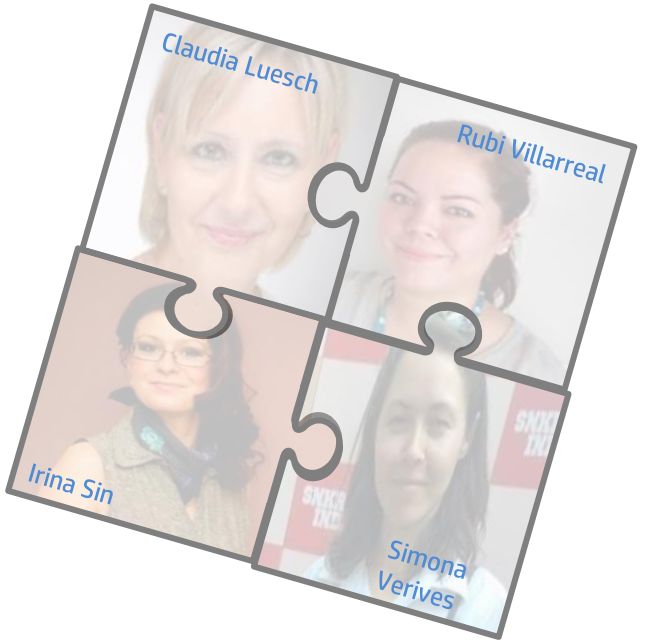
From there you can perform your search again (click on the name of the saved search), share your search, or delete it.

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