

Getting started with the DAM

This Getting Started document introduces you to the background and concept of the DAM. Furthermore it walks you through the basic functionality of our DAM which is based on Adobe Experience Manager (AEM) Assets. Follow this manual to get a good handle on the various functionalities and an understanding of the concept behind.

NOTE: This guide is a work in progress and will be improved and updated as images to support the information become available and as the DAM is extended with additional features. Please keep referring to the maintained copy by navigating to the footer of the DAM search environment at: <https://www.siemens.com/dam>

There are two specialized environments within which you can work on the DAM:

Author environment: here you can upload and manage your content, including all publishing and versioning. This is available at <https://assets.siemens.com>

Publish environment: this environment makes the content available to your intended audience, only in its latest approved version (live-form) – this may take the form of the search and download interface at <https://www.siemens.com/dam> or the web asset pool, which is the intermediate location where contents can be displayed for, and picked by, authors of Siemens webpages.

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Getting started with the DAM

In order to open the search and download interface, visit the URL:

<https://assets.new.siemens.com> or the short redirect URL: <https://www.siemens.com/dam>

If you are a Siemens internal user, you can simply log in. Just click the button “Login with Siemen ID”.



Login is also available for trusted partners. Ask your business partner to go to www.siemens.com/dam and

1. Click 'Login with Siemens ID' OR 'Register Now'
2. Click on 'Sign Up'
3. Complete your details and agree to the terms and conditions
4. Click the link in the confirmation email you receive
5. Visit the Siemens Service Desk and click External Ecosystem > User Rights
6. Enter your details and request user rights for the DAM, entering in the same email address as you signed up with
7. Your access will be confirmed by email
8. Next time you visit the DAM just click 'Login with Entitlement/PKI' and enter your e-mail address and password

In order to open the upload and management interface, visit the URL:

<https://author.assets.new.siemens.com> or the short redirect URL: <https://assets.siemens.com>

If you are a Siemens internal user, you can login using the “S” button and choosing any of the options available to you.

The image displays two screenshots of the Siemens login interface. The left screenshot shows a standard login form with a 'Log In' button and a 'Sign Up' link. The right screenshot shows the 'Entitlement Login' screen with three options: Smart Card, Windows Session + One Time Password, and Soft PKI.

Log In **Sign Up**

S

yours@example.com

your password

Forgot your Siemens ID password?

Log In >

Entitlement Login

Please choose your login method:

- Smart Card**
Immediate access to all content.
- Windows Session + One Time Password**
Additional authentication is required to access this content.
☐ Always use Windows Login
- Soft PKI**
Further authentication may be required for high level secured content.

If you are a trusted partner, follow the steps on the previous page to register before proceeding to log in. There is no need to provide a static IP-address, authentication is completed using the SiemensID Service.

For Siemens employees rights to add assets and manage assets are given automatically, however publishing rights are only available on request through the service desk:

<http://www.siemens.com/servicedesk>

Searching for assets

To quickly search contents of the DAM, please use the search box, which is the entry field for search queries in the upper part of the DAM homepage: <https://www.siemens.com/dam>

You can enter multiple keywords using this entry field. If several keywords are entered, these are linked with operator “AND” automatically. Each additional search term that you indicate will narrow the search results list.



For any search string you can use * as wildcard. For instance: Jelly* will find any asset tagged with Jelly and for instance also Jellyfish.

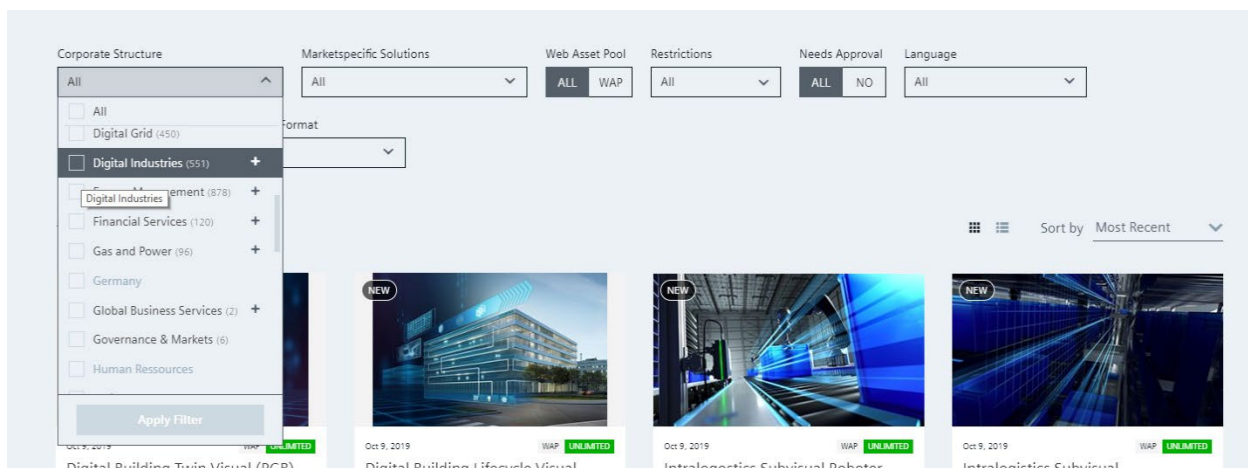
If you would like to use special characters or look for an exact match for your search keyword please surround the word with quotation marks “ ”.

The Best Match results are displayed based on a combination of the number of times the specific word appears within the metadata of the asset(s), certain fields within the metadata which contain the specific words are weighted more highly and this algorithm is continually optimized to improve the results presented to the user.

Filter functions

The provided filters allow you to refine your search for images, videos, documents, icons and other assets. These filters change depending on the type of asset you are searching for.

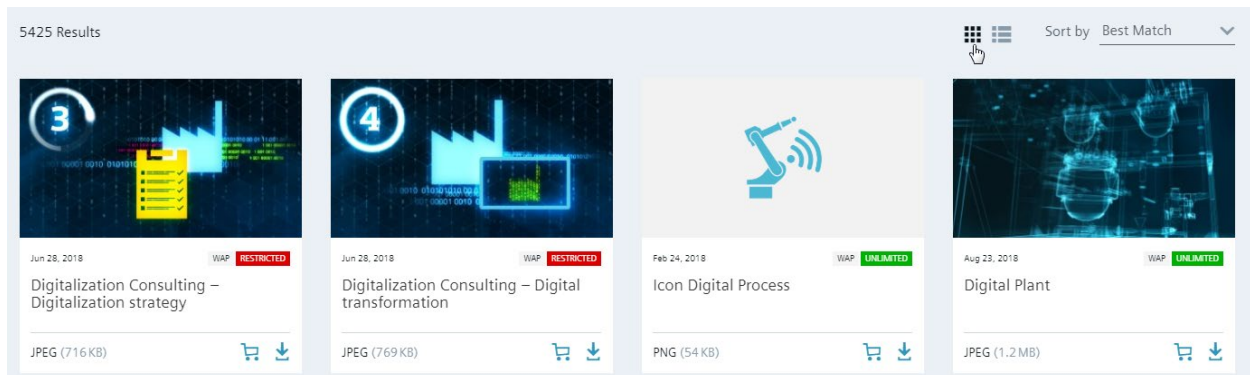
The dropdown menus and numbers beside each option indicate how many results to expect for any chosen filter. You can apply filters individually or in combination to narrow down your search results.



Unrestricted

List view, card view and full screen view

Search results are displayed in the form of card view (where a moderately sized image and some limited information is provided); the list view (where asset details are provided with a smaller preview and additional information in table form); or in full screen view, where limited details are provided, the current image is shown in large size and other results are displayed below allowing the user to scroll through.



5425 Results							Sort by Best Match	
Preview	Title	WAP	Restrictions	Date	File Info	Add / Download		
	Digitalization Consulting – Digitalization strategy	WAP	RESTRICTED	Jun 28, 2018	716 KB 1920 x 1080 px	JPEG (716 KB)		
	Digitalization Consulting – Digital transformation	WAP	RESTRICTED	Jun 28, 2018	769 KB 1920 x 1080 px	JPEG (769 KB)		
	Icon Digital Process	WAP	UNLIMITED	Feb 24, 2018	54 KB 2085 x 2084 px	PNG (54 KB)		
	Digital Plant	WAP	UNLIMITED	Aug 23, 2018	1.2 MB 2028 x 1141 px	JPEG (1.2 MB)		

Unrestricted

Asset download

To download an asset you must first confirm the permitted usage rights. The small indicator (Unlimited, Limited and Restricted) will give an indication of the rights situation.

Unlimited assets are free to use by and on behalf of Siemens group companies with no further restrictions. **Limited** assets have some form of limitation on the rights, potentially regional, time, channel or purpose. **Restricted** assets are marked to indicate that they should not be used in external communications under any circumstances and will be present in the DAM for storage purposes only.

Assets can also be **Restricted by Approval** if the owner has decided that contents should not be used for other purposes without their explicit permission. When you attempt to download the asset you will be prompted to enter the details of your request and this will be sent by email to the 'Siemens Contact'.

If the 'Siemens Contact' is not recognized as an active user of the Siemens DAM Author environment then the DAM will automatically pass this request and email notification onto the Publisher or original Uploader of the asset instead.

There is a filter available on the search results page that you can also use to hide any assets that are classified with permitted usage rights and/or need additional approval.



Left to right: Unlimited (green), Restricted (red), Limited (orange), Unlimited (green) but Restricted by Approval (red)

Unrestricted

Before downloading assets please visit and read the 'Legal Details' tab; and review the classifications assigned to the asset. This legal information will outline the rights Siemens has to use an asset and if any release or license is required but not evidenced then you should reconsider usage of the asset in order to protect Siemens business interests. The costs for non-compliance can be high. If you are uncertain please contact the individual identified as 'Siemens Contact' before use.

Overview

License Details

Tags

✕

Restriction Comments:

This photo was taken by kevin.arlott@siemens.com and copyright is transferred fully to Siemens for use in all situations

Siemens Contact:

kevin.arlott@siemens.com

Rights Expiration Date:

unset

Available on WAP:

✕

Licence transferable:

✓

Licence declaration:

Required with evidence

Model release:

Not required

Music release:

Not required

Property release:

Not required

Customer release:

Not required

Legal Documents:

PDF

Legal-statement-siemens-employee_original.pdf

The asset can be downloaded (or requested if Restricted by Approval), added to your wish list or the link can be copied by clicking the relevant icon. There are a variety of renditions available to choose from and these are pre-sized for a variety of situations. The DAM terms of use must be reviewed and accepted before downloading assets or copying the link to any asset.

Add to collection or download Rendition

🛒

📄

⬇️

Original JPEG (5609x3739 px, 300 dpi) 7.5 MB

🛒

📄

⬇️

Large JPEG (4320x2879 px)

🛒

📄

⬇️

Medium JPEG (2160x1439 px)

🛒

📄

⬇️

Small JPEG (1036x690 px)

Unrestricted

Asset details

You can copy a variety of ID numbers and URLs to your clipboard from the Asset details view. The UUID, MAM ID and Brightcove ID are all shown and can be copied with a click. There is also a link to open the asset in the DAM author environment where you can find out further details about the asset and modify its properties if you are responsible for the asset.

In some circumstances (when an asset is marked as WAP = Yes and published) then a direct link to the asset may also be available to copy (following acceptance of the terms of use). This link is not tracked in any way and should only be used for special cases such as gated download forms.

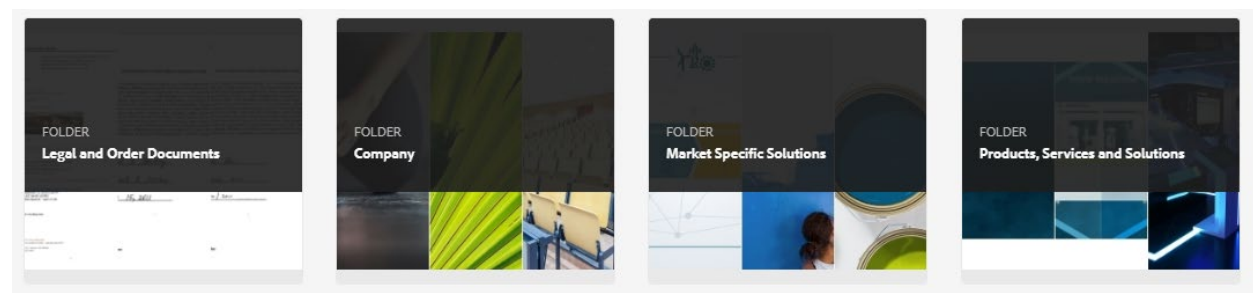
Uploading assets to the DAM

In order to upload assets to the DAM you first need to navigate to a relevant folder within the DAM author environment.

Contents in the DAM are currently split into two distinctive areas:

MAM: Contents in this folder and subfolders were migrated from the former DAM and SMDB. This folder and its subfolders are structured organizationally and regionally. New contents should not* be added to this area, contents in these folders can be updated by means of new versions but no new assets* should be added.

Siemens: This folder and subfolders are structured in an organizationally agnostic way in order to promote cross business and cross region asset visibility and sharing. Promoting consistent messaging and reducing duplication. New assets and folders can be added within lower level subfolders of the Siemens folder structure. Higher levels of this folder structure are locked to ensure the DAM remains a clearer structure to navigate at the highest levels.



*The only exception is Mobility related assets.

The upload process overall

The overall upload process must be as simple as possible, but also must capture important details in order to mitigate risk to Siemens and to ensure assets are findable by others using the DAM. Improvements will be made continually to optimize this process.

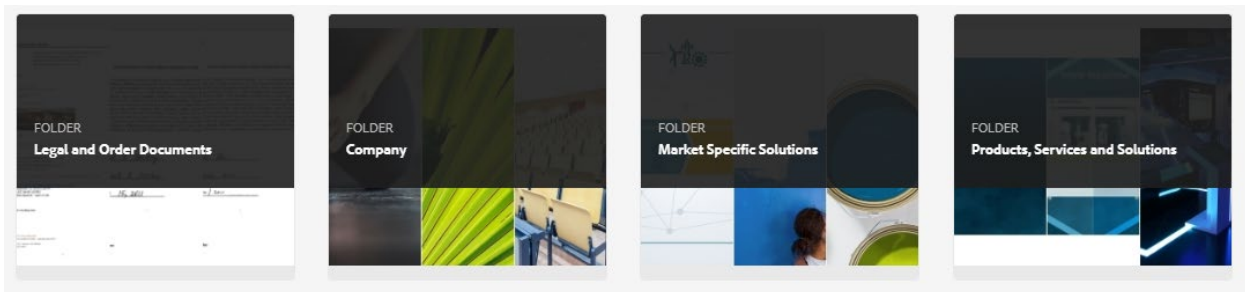
The first step is to upload assets and legal/rights documents, and once these are stored then the assets should be tagged with relevant metadata and related to legal/rights documents or legal/rights statements. The assets and legal/rights documents can then be published if appropriate. The following information guides you through the process in this order.

Choosing a folder to add assets to

The Siemens folder is split into 4 separate folders:

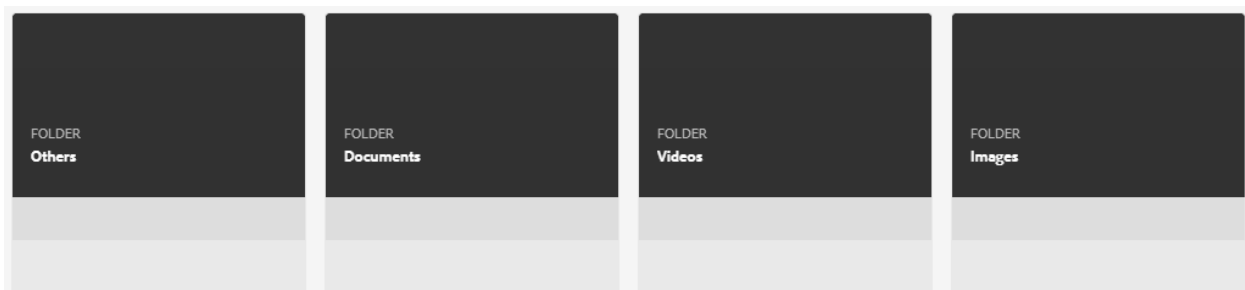
1. Legal and order documents: for storage of transfer of copyright, licensing documentation, model and property releases, and similar documentation of ownership and usage rights.
2. Company: for storage of assets relating to the company, mission, businesses, strategy, innovation and core communications topics as well as stock imagery.
3. Products, solutions and services: for storage of assets specifically capturing/about a specific product, solution or service offering from Siemens. In this folder assets generally will not be targeted and provided within context of a particular audience.
4. Market specific solutions: for storage of assets specifically targeted at a particular customer segment/target market, often these assets will feature products, but the situations and context will be specific to a particular target audience.

Each of these folders is broken down further into business relevant folders. Regional contents can be placed first into a folder titled 'Regions' and then titled according to the specific region at any level of this folder structure.



When a mix of assets and folders are present in one folder of the DAM this can slow the navigation speed within the author environment of the DAM and the web content management system. For this reason, within any folder assets should be split into 4 folders to distinguish between the common asset types and ensure consistent high performance of the DAM. These 4 folders are: Images, Videos, Documents and Others.

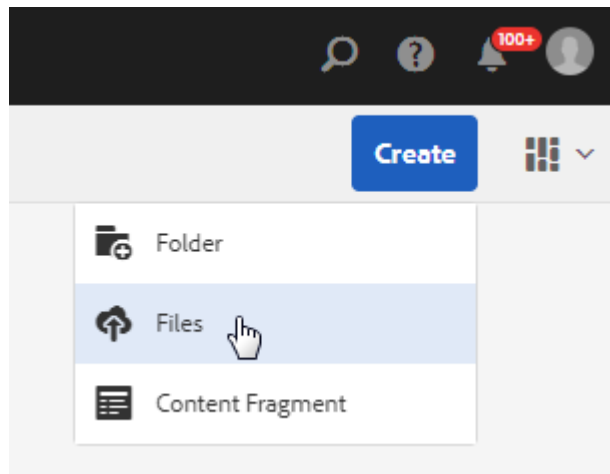
NOTE: Compared to previous versions of the DAM, videos can now be placed at any location within the Siemens folder. These videos can still be published to the Web Asset Pool and to the Brightcove Connector for use on Web Content Management systems.



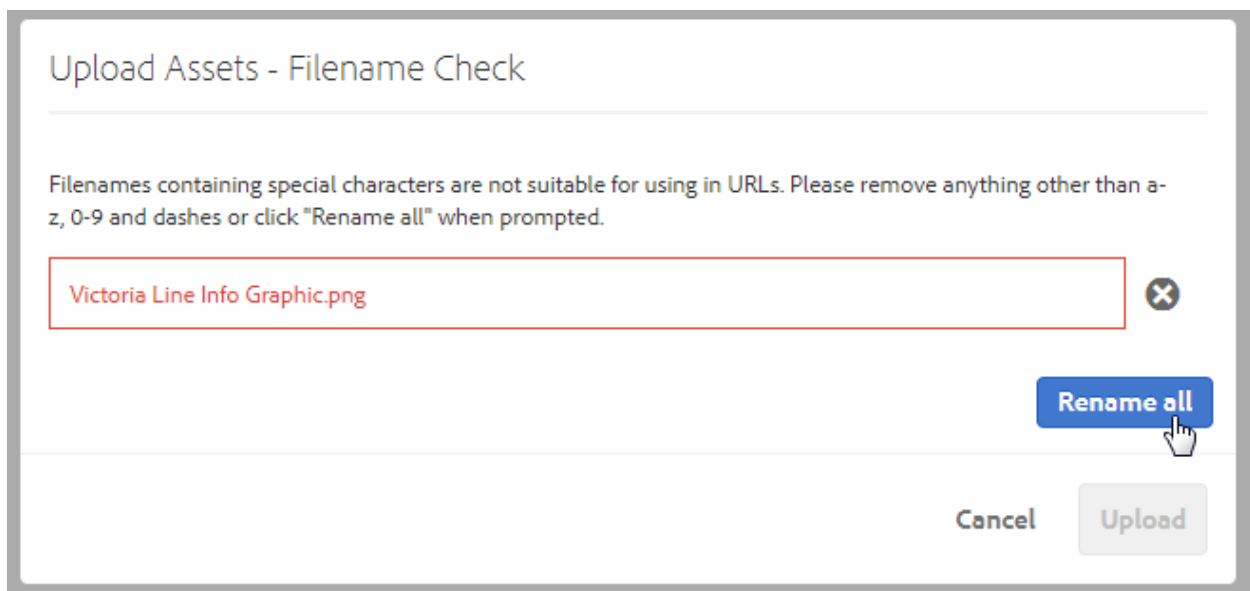
Unrestricted

Uploading assets using the 'Create' button

To upload assets into the chosen location you can navigate to the specific location and click the "Create" button at the top right hand corner of the screen and then the option "Add File" can be selected. A picker window will appear and an asset can be selected from your computer for upload into the DAM. You can select multiple assets by using the Ctrl button on your keyboard and single clicking on a number of files.



A prompt will appear to encourage the user to review the filename(s). At this point you may wish to alter the filename for Search Engine Optimization purposes, usually this would take the form of highlighting specific keywords within the name, separating those words with a hyphen (-) and removing version numbers, special characters, spaces and dates. By clicking 'Rename all' special characters and spaces will be removed automatically. The DAM also prevents the upload of assets without a filetype extension at the end.

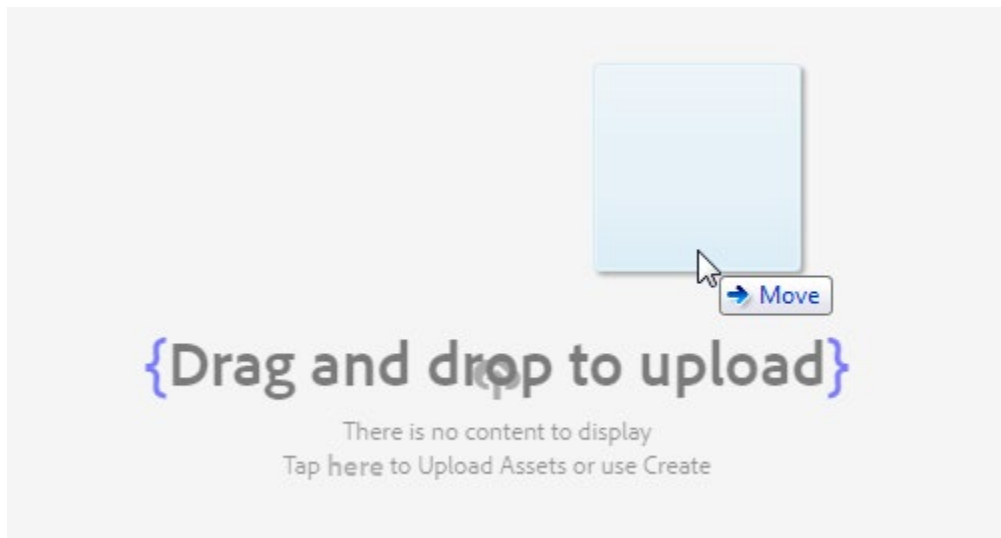


Once the user corrects any unsuitable filename(s) the upload can be started and an indicator will show progress. The asset(s) will appear within the folder once uploaded

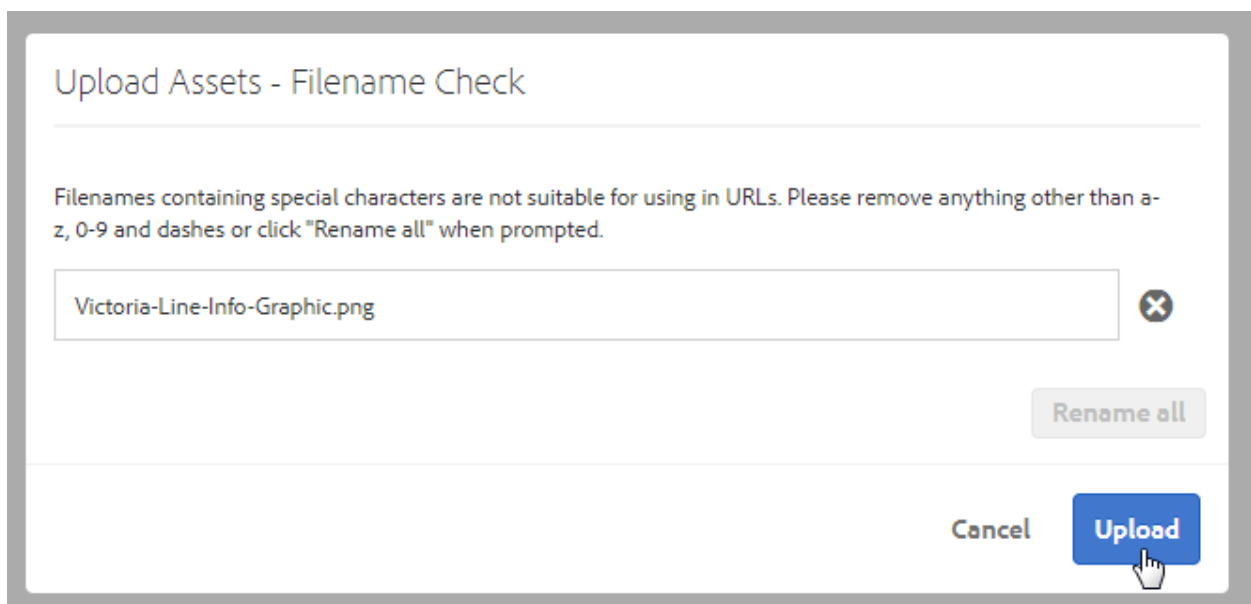
Unrestricted

Uploading assets via drag and drop

To upload assets into the chosen location you can navigate to the specific location and then with the browser window open alongside a windows explorer window you can drag and drop assets into the DAM browser window.



A prompt will appear to encourage the user to review the filename(s). At this point you may wish to alter the filename for Search Engine Optimization purposes, usually this would take the form of highlighting specific keywords within the name, separating those words with a hyphen (-) and removing version numbers, special characters, spaces and dates. Special characters and spaces will be removed automatically. The DAM also prevents the upload of assets without a filetype extension at the end.

A screenshot of a dialog box titled 'Upload Assets - Filename Check'. The dialog has a white background and a grey border. At the top, the title is in a blue font. Below the title, there is a line of text: 'Filenames containing special characters are not suitable for using in URLs. Please remove anything other than a-z, 0-9 and dashes or click "Rename all" when prompted.' Below this text is a text input field containing the filename 'Victoria-Line-Info-Graphic.png'. To the right of the input field is a small circular icon with an 'X'. Below the input field is a button labeled 'Rename all'. At the bottom right of the dialog are two buttons: 'Cancel' and 'Upload'. A mouse cursor is pointing at the 'Upload' button.

Once the user confirms the filename(s) the upload will begin and an indicator will show progress.

The asset(s) will appear within the folder once uploaded.

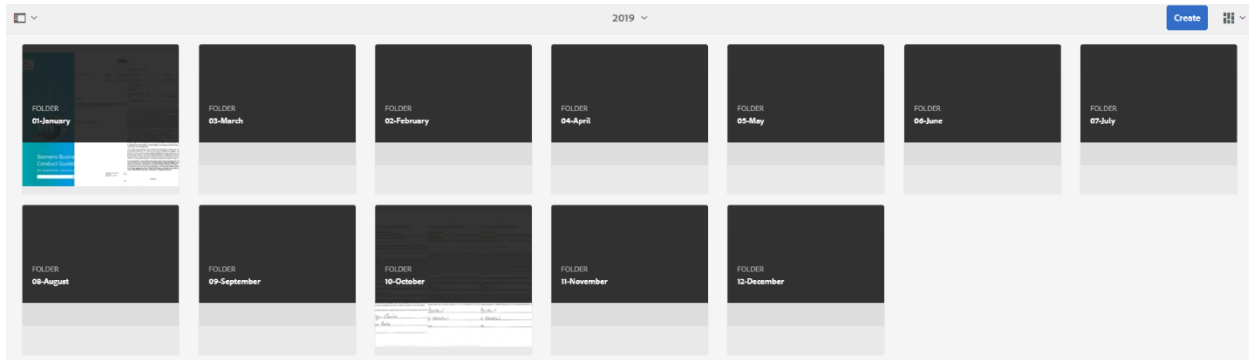
Unrestricted

Uploading legal and order documents

It is necessary to outlining the specific rights situation for Siemens alongside every asset within the DAM. This manages the risk of future claims against Siemens for breach of copyright and privacy rights. This can be done by uploading a signed declaration and relating it to the asset, by selecting a legal summary statement or a combination of both.

Legal declarations are the preferred medium for documenting rights, however in some circumstances order documents may also summarize the rights situation. If contract documents are added to the DAM then commercially sensitive information (e.g. hourly rates and charges from trusted partners) within the documents should be redacted before upload.

The legal documents folder and order documents folder are split into subfolders by year, by month and then by region. Assets signed in a particular time period should be uploaded to the relevant folder. If a legal document is likely to be used over a longer time period (for example with framework agreements or similar) then these can be added to the “Framework documents” within a regional folder instead of being documented by year.



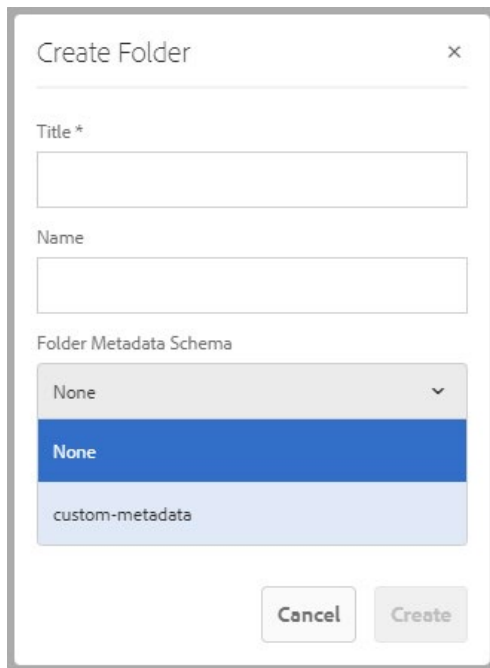
The process to add legal and order documents is the same as that for assets, simply use the “Create” button or the drag and drop functionality to add your documents to the relevant folder.

It is mandatory to outline the specific rights situation alongside all new assets added to the DAM. A 2 week grace period is allowed to provide the opportunity to publish assets for urgent cases and important situations; however legal documents must be added within those two weeks.

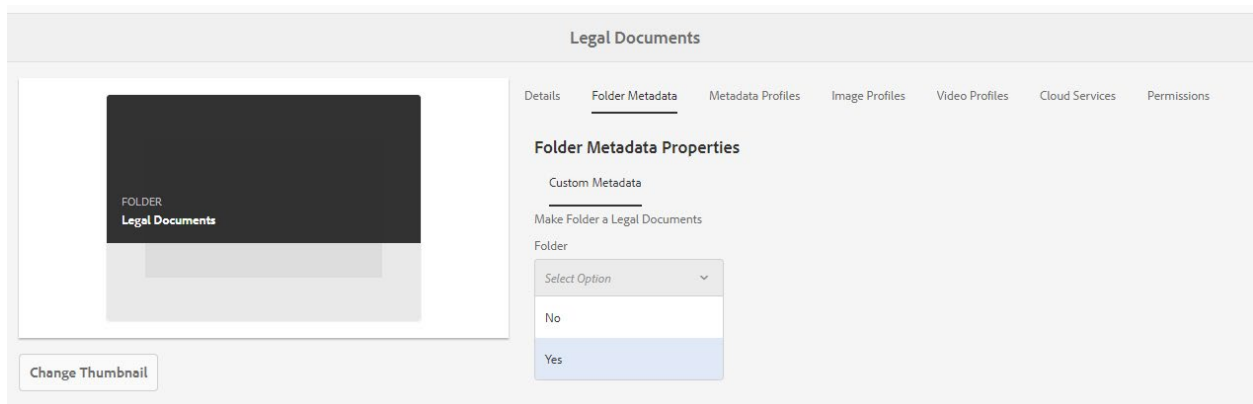
Assets which do not have related legal/rights documentation or a statement selected will be unpublished automatically after the grace period. User rights will be restricted for those users that add assets on a frequent basis without outlining the specific rights situation within the grace period.

OPTIONAL: If you would like to store your legal/rights documents for a particular photoshoot or project alongside the assets you can also add them to a folder within your project folder titled 'legal-documents'.

When creating the folder the option: 'custom-metadata' must be selected within the Folder Metadata Schema dropdown.

A 'Create Folder' dialog box with a close button (X) in the top right. It contains two text input fields: 'Title *' and 'Name'. Below these is a 'Folder Metadata Schema' dropdown menu. The dropdown is open, showing three options: 'None' (highlighted in blue), 'None' (in a darker blue), and 'custom-metadata' (in a light blue). At the bottom are 'Cancel' and 'Create' buttons.

Once the folder is created the properties of this folder must be adjusted and under the Folder Metadata tab the dropdown menu Make Folder a Legal Documents Folder must be marked as 'Yes'.

A screenshot of the 'Legal Documents' folder's 'Folder Metadata Properties' panel. The panel has tabs for 'Details', 'Folder Metadata', 'Metadata Profiles', 'Image Profiles', 'Video Profiles', 'Cloud Services', and 'Permissions'. The 'Folder Metadata' tab is active. Under 'Custom Metadata', there is a section 'Make Folder a Legal Documents Folder'. Below this is a 'Folder' dropdown menu with 'Select Option' as the current selection. The dropdown is open, showing 'No' and 'Yes' (highlighted in blue). To the left of the panel is a thumbnail of the folder icon, which is a dark rectangle with 'FOLDER' and 'Legal Documents' text. Below the thumbnail is a 'Change Thumbnail' button.

Finally the folder has to be published.

This will ensure all assets added within the legal-documents folder are hidden from search results and no label identifying missing legal documents is shown.

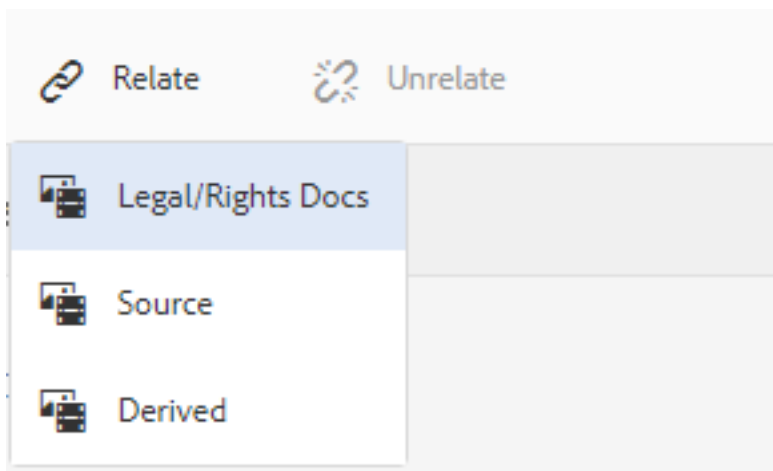
Unrestricted

Connecting legal/order documents and assets

The connection between assets and legal documents can be formed on a one to one, one to many or many to many basis. This means that multiple assets can be related to multiple legal documents, one asset can be related to one legal document, or any combination.

Assets are connected to legal documents using the “Relate” function while an asset(s) is selected.

1. Select your asset or open the asset properties view
2. Click the “Relate” button at the top of the screen
3. Choose “Legal/Rights”
4. Navigate through the folder structure to locate your legal document
5. Select the legal document(s) by clicking on the thumbnail(s)
6. Click OK
7. The notification will confirm that a relation has been created



Selecting a legal summary statement

To outline the rights situation for some assets it is possible to select a legal summary statement within the “Legal Information” tab, instead of, or as well as connecting a legal/rights document.

For example:

If you work for a Siemens company with an automatic transfer of rights to Siemens and you created a product specification sheet without any imagery and entirely using Siemens intellectual property, then you could select the statement:

“Asset created by an employee of a Siemens company with an automatic transfer of rights to Siemens”

AND would not need to upload further legal documentation.

OR if you work for a Siemens company with an automatic transfer of rights to Siemens and you captured and edited a video entirely by yourself and the video featured recognizable individuals and purchased backing music, then you could select the statement:

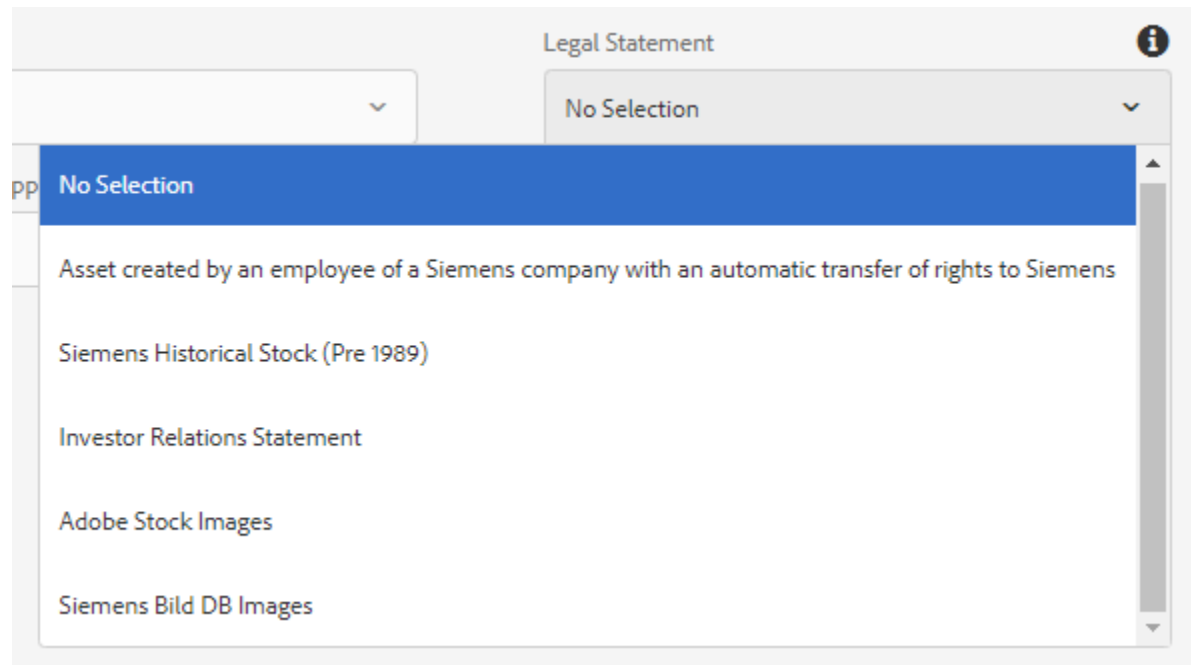
“Asset created by an employee of a Siemens company with an automatic transfer of rights to Siemens”

AND you would also need to upload and relate appropriate model release documentation and music rights documentation.

The following statements are available for selection:

“Asset created by an employee of a Siemens company with an automatic transfer of rights to Siemens”, “Siemens Historical Stock (Pre 1989)”, “Investor Relations Statement”, “Adobe Stock Images” and “Siemens Bild DB Images”.

You can choose these from the dropdown menu and review the documentation associated before saving the changes to the asset properties.



Adding relevant metadata to improve findability and search results

Meta data is critical for the findability of assets. Any piece of content stored in DAM is only findable, if it is tagged according to unified standards. Below please find a description of the metadata fields and the standards applied for the DAM.

To add metadata to an asset please select the asset using the 'Tick' button which appears while hovering over an asset thumbnail, and click "Properties" at the top of the screen, or click on an asset and then select "Properties".

You will find a number of tabs containing metadata within the DAM, in order to manage the metadata of your asset you should only need to complete the first two tabs "Basic" and "Legal Information"

Siemens Mobility delivers last Velaro high-speed trains for Turkey

Basic Legal Information Details IPTC IPTC Extension Camera Data Insights References

Metadata

Original File Name
IM2021050578MO.jpg

Type
image/jpeg

Title (en)
Siemens Mobility delivers last Velaro high-speed trains f

Local Language Title
Siemens Mobility liefert die letzten Velaro-Hochgeschw

Description (en)
Siemens Mobility has completed the delivery of high-s

Local Language Description
Siemens Mobility hat die Auslieferung der von der türks

Social

Title

Description

Tags
☒

Corporate Structure : Mobility

Language
☒

Region
☒

City
☒

Keywords
Velaro
HQMOPR202104096171
Add

Local Language Keywords
Velaro
HQMOPR202104096171
Add

Siemens Contact (email address) ⓘ
eva.haupenthal@siemens.com

Additional Siemens Contacts (email addresses)
presspictures.cc@siemens.com
Add

Restrict download/usage by approval ⓘ
No

WAP (Publish to Web Asset Pool) ⓘ
Yes

Selected for Siemens Public Press Library ⓘ
Yes

Sites References

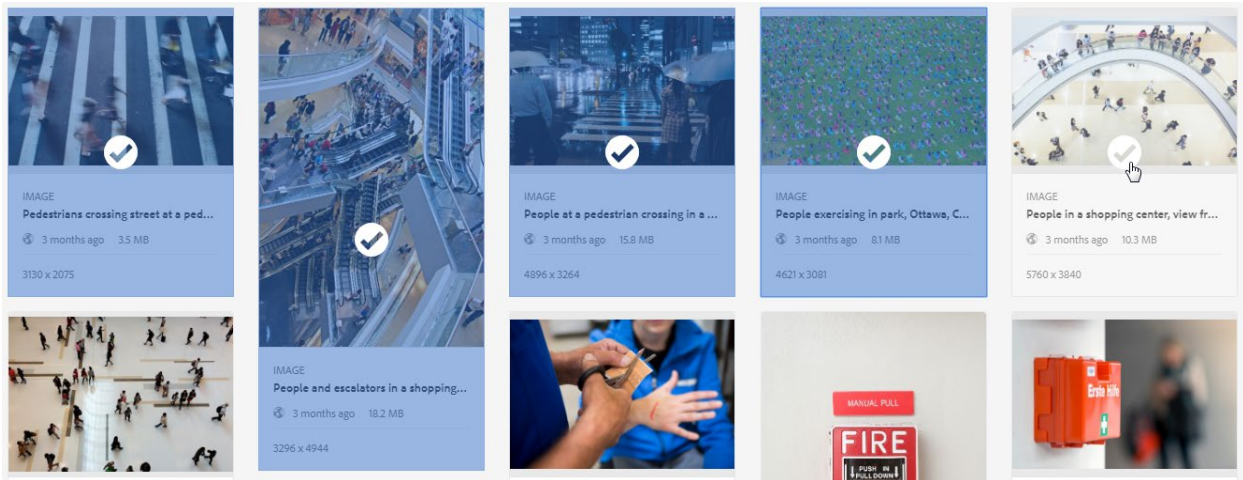
Referenced By 3 Pages

Newsroom
Siemens Mobility zakończył dostawę pociągów dużych prędkości Velaro dla Turcji
Newsroom

Subassets

NOTE: When attempting to add metadata to multiple assets it is often beneficial to perform this action by selecting multiple assets in bulk.

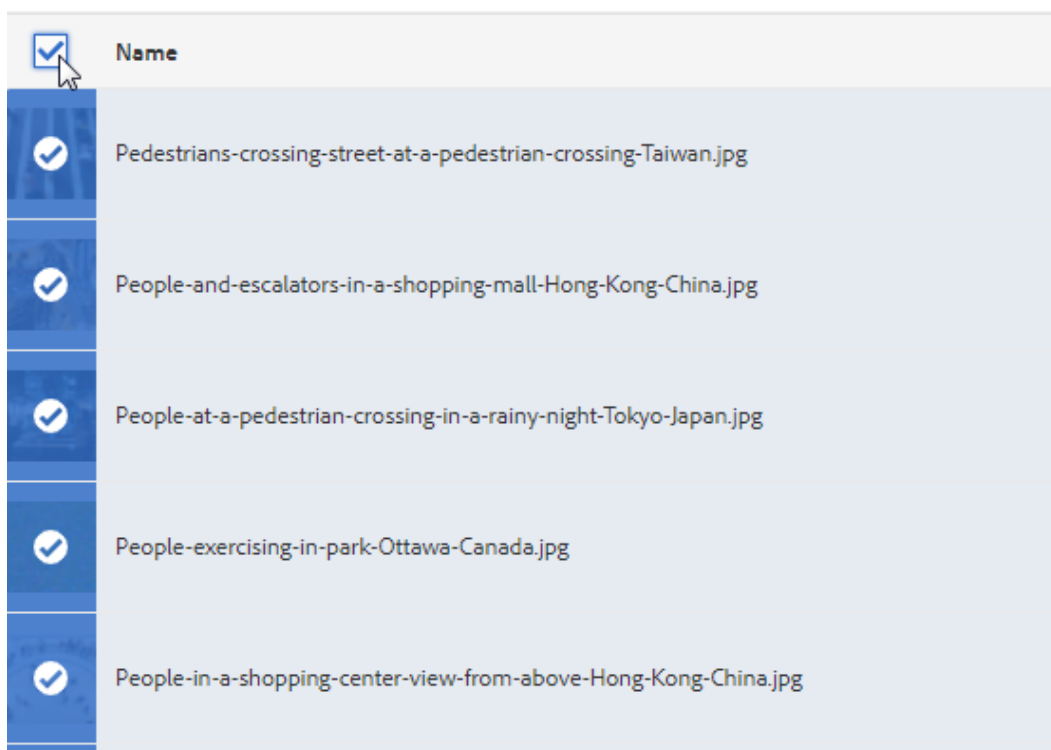
Unrestricted



Simply click the “Select” button and then select all other assets to be tagged before proceeding to click “Properties”. Add all widespread metadata to the assets (E.g. Corporate Structure, Topic and other data that will be common across all files) and then save and return to each asset one by one or in smaller groups (using the Append option when prompted during the save process) to ensure that your metadata assignment is as efficient as possible.

NOTE: When selecting multiple assets to update metadata in bulk, it is important to know that there are 4 dropdown fields (Restrictions, Restricted by Approval, Use Restriction and WAP) which have default values assigned, when editing in bulk these default values will be chosen automatically and will overwrite the existing choices even when using ‘Append mode’, it is planned to resolve this in future. The recommendation for now is to modify assets in groups which have matching values for these 3 dropdown fields.

When selecting a large number of assets it is often beneficial to use the list view as this provides a tick box to “Select all” at the top of the list of assets on display.



Unrestricted

Other metadata tabs for information only:

The tab “Details” identifies some critical data about the asset upload and the asset ID, including the unique ID applied to all assets the ‘Siemens UUID’. This replaces the previously known ‘MAM ID’ which is still available and searchable for old assets, but not for newly uploaded assets.

Basic	Legal Information	<u>Details</u>	IPTC	IPTC Extension	Camera Data	Insights	References
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Creation Information	Image Details	Digital Rights
Uploader z00026kp	Width 5048	Copyright This content is subject to copyright.
Upload Date 2018-08-24T13:36:29.438Z	Height 3359	Copyright Owner
Last Modified By z00026kp	DPI 300	I-Edit
Last Modified 2021-04-29T13:49:58.459+02:00		one2edit ID
Siemens UUID ebe4bb4c-92e4-4cb6-a8ea-77e00217ac05		one2edit Source
MAM-ID (Deprecated) 		Article Number
		Article Type

The tabs “IPTC”, “IPTC Extension” and “Camera Data” contain metadata which is useful for some cases. This data allows pre-population by the photographer/creator of the assets and if metadata is embedded within the asset then it is added automatically to the DAM on asset upload and is visible within these tabs.

The tab “Insights” is an out of the box feature from Adobe, however in the current version of the DAM it is unlikely to provide valuable results, it is possible that it will be connected in future to provide valuable information about asset usage but currently it does not contain valuable information.

Adding metadata to the “Basic” tab for an asset

To add metadata simply click in the empty space provided beside the field title within the asset metadata properties view and complete the information identified below where relevant and necessary. Items marked with an * are recommended for all cases, fields marked without an * may only be relevant in specific situations and could be considered lower in importance depending on the intended usage.

NOTE: On completion of the relevant metadata please click ‘Save’ in the top right hand corner of the window before navigating to other tabs within the properties in order to ensure that captured data is saved.

***Field Title:** please insert a meaningful English Title for the asset(s)

Field Local Language Title: please insert the Title in any other language(s)

Field Description: please insert an English description of the asset(s) selected to provide additional relevant information to the viewer of the asset(s) – you may choose to include information about content, variations or version information here

Field Local Language Description: as above for any further language

Field Social Title: please insert an informative and interesting title in English for the asset, this title is potentially used if the asset itself is shared later on social media.

Field Social Description: please insert an informative and interesting description in English for the asset, this description is potentially used if the asset itself is shared later on social media.

***Field Tags:** please select from the available tags. **Tags** defines for instance the filter “Corporate Structure”, “Vertical Market” and “Topic” / “Core Topic”.

NOTE: Although you will see fields for Language, File type, and Orientation it is not necessary to tag these as these are entered elsewhere (in the case of Language) or the DAM will detect them automatically.

***Field Language:** if the asset contains copy or audio in a specific language please select the relevant language of the asset from the list.

Field Region: if the asset is specifically targeted at, or only relevant for a specific region please identify this using this field. Select the country from the list provided.

Field City: If the asset features a specific city or location, please identify this using this field. Select a city from the list provided.

Field Keywords: please add search terms in English. It is not necessary to list every subject of each asset or the concept and topic covered by the asset, however it is useful to provide a limited number of additional keywords to highlight specific features or the focus of the specific asset to aid findability. If the keyword is already identified within another field it does not need to be repeated. Please avoid using generic keywords such as ‘Digitalization’ unless the asset has this as a specific focus.

***Field Siemens contact:** Please enter the email address of the Siemens owner for the asset(s). This can be different from the uploading user as this is tracked separately.

Field Additional Contact: Please enter additional email addresses for others who have some responsibility for the asset(s).

***Field Restrict download/usage by approval:**

Please select No – if you wish the asset to be downloadable by all users of DAM.

Please select Yes – if you would like to prevent users from downloading this asset until the named Siemens Contact has approved the download of this asset.

This field only prevents the download of the asset from DAM, it does not prevent users from using the asset on Siemens Internet pages and other systems connected to the DAM.

Email and DAM Notifications will be sent to the named “Siemens Contact” automatically and the Siemens Contact must approve or reject the download request. In the event the Field “Siemens Contact” is not populated or the user is not an active user of the Siemens DAM Author environment then notifications will be sent to the asset Publisher, followed by the asset Uploader (if the preceding users are not found or inactive).

***Field Web Asset Pool (WAP):** please select Yes or No

Any assets to be used on public webpages must have the Web Asset Pool Flag selected to Yes. Once the flag is selected, the asset MUST be PUBLISHED to make it available for use on the Internet. The Web Asset Pool will only contain flagged assets that are published. This is also critical for videos published to the WAP and to Brightcove.

In the event a user “publishes” an asset in DAM, and the asset is FLAGGED for WAP use and the asset can be used on public websites.

Field Selected for Siemens Public Press Library: This field is an indicator only. When ‘Yes’ is selected then this asset has been chosen for use on the external Siemens press library and is available for the media to use. This has been controlled by an alternative field which only HQ Press colleagues have permission to see and manage. Every-day users of DAM do not need to take notice of this field unless they would like to check the assets usage before unpublishing or deleting the asset.

Adding metadata to the “Legal Information” tab for an asset

Making transparent the usability of our assets is critical to prevent claims against Siemens. To add metadata simply click in the empty space provided beside the field title within the asset metadata properties view and complete the information identified below where relevant and necessary. Items marked with an * are recommended for all cases, fields marked without an * may only be relevant in specific situations and could be considered lower in importance depending on the intended usage.

NOTE: On completion of the relevant metadata please click ‘Save’ in the top right hand corner of the window before navigating to other tabs within the properties in order to ensure that captured data is saved.

***Field Restrictions:**

Please select **Unlimited** – if you have ALL rights for future usage, to indicate that this asset can be used without giving it a second thought. Unlimited assets are displayed and available for use on Siemens Internet pages.

Please select **Limited** – if your asset has some limitation, e.g. only for print, rights for 3 years only, regional limitation, no Social Media. During the creation of web-pages, limited assets are displayed on the site level, however, indicate that the legal rights need to be checked.

Please select **Restricted** – if your asset should not be used externally.

Field Comment (Rights): please comment on the rights situation. For instance: no social release; or to highlight particular restrictions or requirements for usage to those who locate the asset.

Field Expiry Date: please indicate when the asset will expire (due to any relevant reason).

***Field Model Release:** please indicate the most accurate statement relating to whether the permission of recognizable individuals within the asset(s) has been formally documented. Please select **Required and evidence attached/uploaded** – if there are recognizable individuals within your asset and a model release or equivalent statement of permission has been uploaded and related to the asset.

Please select **Required and complete evidence NOT attached/uploaded** – if there are recognizable individuals within your asset but no model release has been uploaded and related to the asset.

Please select **Not required/Not applicable** – if there are no recognizable individuals within your asset.

Field Music Release: please indicate the most accurate statement relating to whether a license or release has been obtained (and documented) to use music or audio contained within the asset(s).

Please select **Required and evidence attached/uploaded** – if there is licensable audio/music within your asset and a license or equivalent document has been uploaded and related to the asset.

Please select **Required and complete evidence NOT attached/uploaded** if there is licensable audio/music within your asset but no license has been uploaded and related to the asset.

Please select **Not required/Not applicable** – if there is no licensable music or audio within your asset.

Unrestricted

Field Property Release: please indicate the most accurate statement relating to whether a release has been obtained (and documented) if permission is required to obtain or publish visuals from the location or property within the asset(s).

Please select **Required and evidence attached/uploaded** – if there is permission required to obtain or publish content from the location shown within your asset and a release or equivalent document has been uploaded and related to the asset.

Please select **Required and complete evidence NOT attached/uploaded** – if there is permission required to obtain or publish content from the location shown within your asset but no release has been uploaded and related to the asset.

Please select **Not required/Not applicable** – if there is no permission required to obtain or publish visuals from the location or property within the asset(s).

Field Customer/Partner/Supplier Release: please indicate the most accurate statement relating to whether a release has been obtained (and documented) if permission is required to publish content relating to the Customer / Partner / Supplier featured within the asset(s).

Please select **Required and evidence attached/uploaded** – if there is permission required to publish content relating to the Customer / Partner / Supplier featured within your asset and a release or equivalent document has been uploaded and related to the asset.

Please select **Required and complete evidence NOT attached/uploaded** – if there is permission required to publish content relating to the Customer / Partner / Supplier featured within your asset but no release has been uploaded and related to the asset.

Please select **Not required/Not applicable** – if there is no Customer / Partner / Supplier featured within the content.

***Field Copyright/License Declaration:** please indicate the most accurate statement relating to whether appropriate copyright or license has been obtained (and documented) for the use/publication of the asset(s).

Please select **Required and evidence attached/uploaded** – if there is permission required to store and/or publish the asset and evidence has been uploaded and related to the asset,

Please select **Required and complete evidence NOT attached/uploaded** – if there is permission required to store and/or publish the asset but no evidence has been uploaded or related to the asset.

Please select **Not required/Not applicable** – if a Legal Statement has been selected.

***Field Is License Transferable:** Although many photographers commissioned directly by Siemens are willing to allow the license to be transferred and ultimately the use of another organization or third party, many stock providers and other situations make it likely that licenses to use assets are not transferrable to others (such as business partners, distributors or journalists).

Please select **Yes** – if the documentation clearly states that the license is transferrable to third parties

Please select **No** – if you are uncertain or the documentation makes it clear that the license only grants use of the asset to Siemens.

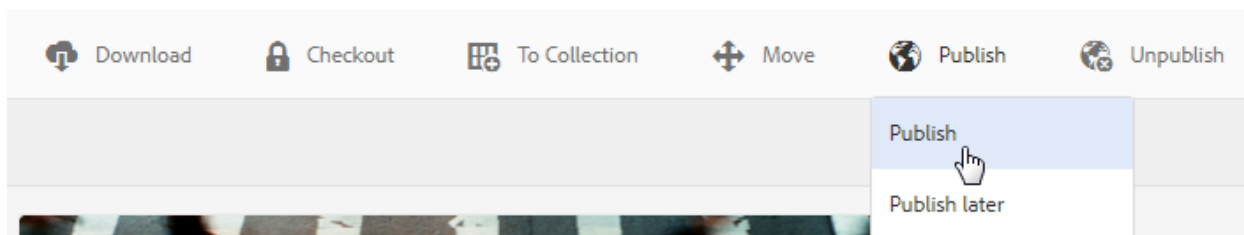
Field Legal Statement: There are currently a small number of statements available for selection, if appropriate please select this statement instead of or in addition to uploading legal documentation: “Asset created by an employee of a Siemens company with an automatic transfer of rights to Siemens”, “Siemens Historical Stock (Pre 1989)”, “Investor Relations Statement”, “Adobe Stock Images” and “Siemens Bild DB Images”.

You can choose these from the dropdown menu and review the documentation associated before saving the changes to the asset properties.

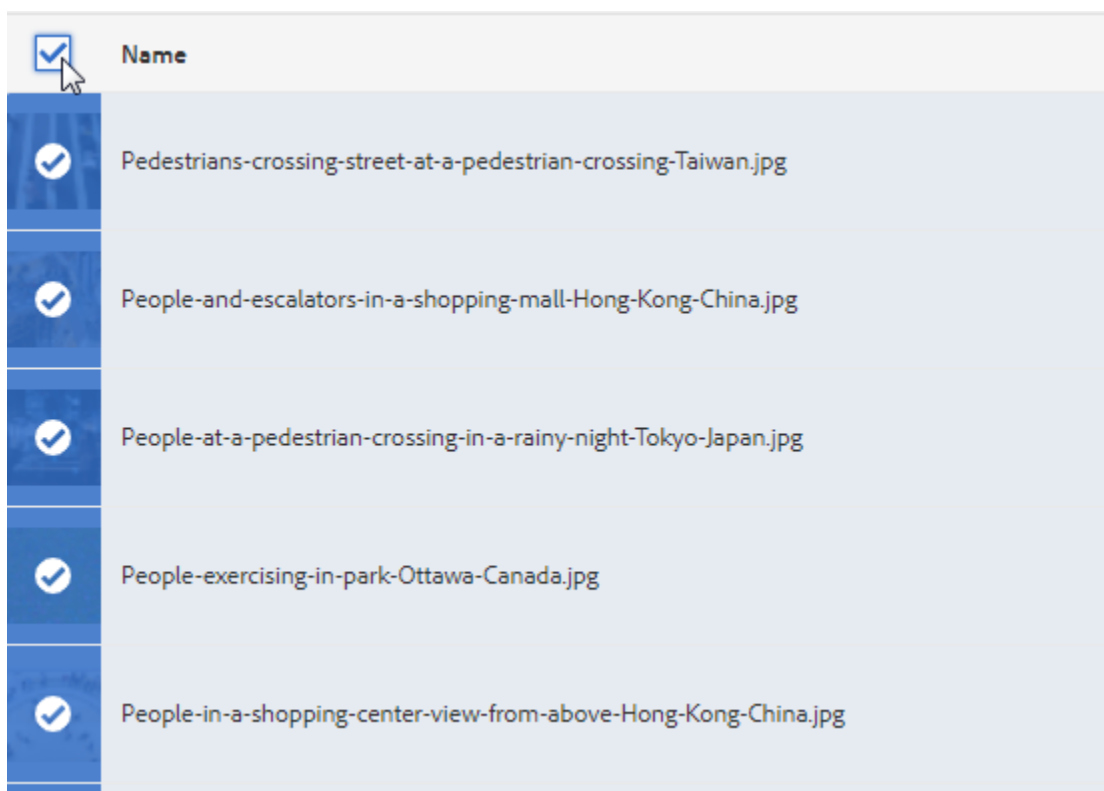
Unrestricted

Publishing an asset

In order to make an asset available for users of the DAM to find using the Search and Download instance and the Web Asset Pool it is necessary to publish the asset. This can be done via the “Publish” button at the top of the page.



Please select the asset or multiple assets using the ‘Tick’ button which appears while hovering over an asset thumbnail, and click “Publish” at the top of the screen, or click on an asset and then click “Publish” while viewing the properties of an asset.



NOTE: It is advisable to publish large volumes of assets in coordination with the service desk to ensure that this publishing is done out of peak hours to minimize potential impact on DAM performance for users. This is only necessary for the publishing of large numbers of assets (greater than 200) in any one period of an hour or less. Please contact the service desk if you are unsure.

If your asset is not available within approximately 30 minutes please review once again the metadata properties of the asset to ensure that relevant metadata is completed (E.g. Restrictions, Release Details and WAP) otherwise the asset will not be successfully visible.

Unrestricted

Updating / Replacing assets

In some cases it is necessary to update an asset on DAM. To do so, simply upload an asset with exactly the same filename and filename extension into the same folder. The best approach in 95% of cases is to use the 'Create Version' option, however the two options are explained in more detail below:

Two options are available:

Keep both – this will keep the existing asset without any changes and add the new file alongside the original with no connection between the two assets and a new UUID. Any usage of the original asset on webpages and in other systems will continue to use the old asset.

Create Version – this will replace the existing file but keep all the existing metadata and existing UUID. Any usage of the original asset on webpages and in other systems will continue and the old asset will be replaced by the new asset.

Once the new version is uploaded and the preferred option chosen the metadata should be reviewed, updated as necessary and then the asset should be published/republished.

Note: Our DAM and web content management systems are based on the UUID of assets and not the specific filename or folder, therefore you can create a new version (with the same filename and using Create Version as described above) and even move an asset between folders without affecting live webpages.

Moving and/or renaming assets

In some cases it is necessary to move or rename an asset or folder within DAM to improve findability within the author environment. Only Siemens employees with publishing rights can move or rename assets or folders and there is a limit of 150 assets that can be modified at once.

Note: this 150 asset limit includes any legal document relations that are attached to the assets (e.g. a move of a folder or group of 90 assets each connected to their own legal document would not be possible and should be broken into smaller batches).

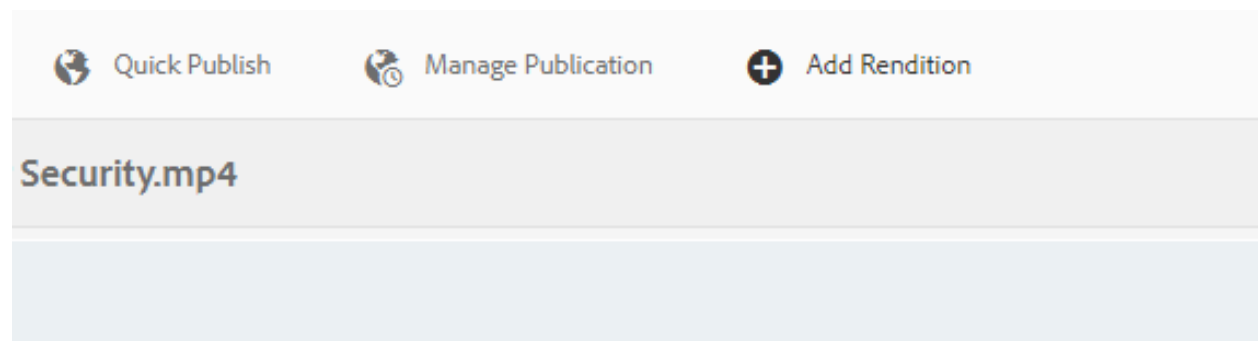
When an asset or folder is moved you will be given the option to rename the asset or folder.

Once a move or renaming operation is completed then the asset or folder will be automatically republished.

Replacing the start image of a video

For every video uploaded to DAM a start image is generated (this is the static image that is visible to users before they click 'Play' on the DAM Search environment preview and webpages.

It is possible to replace the start image / holding image of a video that is published. To do this please click on the asset and choose the 'Add Rendition' button at the top of the screen:



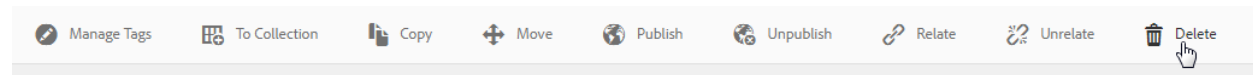
Follow the steps and upload a new .png file with exactly the correct name "brc_poster.png" and then re-publish the video. This this asset will become the new start image / holding image for the video embedded on webpages so it is important that it is in the correct aspect ratio 16:9.

Note: replacing a video with a new version will overwrite both the video AND the brc_poster.png, if you have uploaded a custom brc_poster.png then we would recommend that you download a copy of this rendition before uploading the new version of the video so that the automatically generated brc_poster.png can be replaced again easily.

Deletion of assets

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For legal reasons Siemens never deletes assets that have been published, the upload, processing and publishing of assets is recorded in order to inform future potential legal proceedings.



Users can select an asset or multiple assets using the 'Tick' button which appears while hovering over an asset thumbnail, and click "Delete" at the top of the screen, or click on an asset and then click "Delete" while viewing the properties of an asset.

If the asset has not been published already then the asset will be deleted and a confirmation will be shown.

If the asset has been published already then the user will be informed and the asset will be moved into a parallel folder within the "Archive" section of the DAM which is read only. The asset will be automatically unpublished and removed from the Content Distribution Network (CDN) and Dispatchers and will be replaced with a 1px x 1px image on any Siemens internet pages. Due to caching the automated removal from all systems can take up to 72 hours.

Please also be aware that assets may continue to appear for users inside the Siemens network or local browser caches for up to 1 year.

Uploading assets with the help of trusted partners

In many cases it is efficient to engage the services of Trusted partners (such as agencies or photographers) to support the upload process. This prevents assets from being sent to Siemens using unsecured services and reduces overall effort.

The trusted partner has to be instructed by the Siemens Orderer. The Siemens orderer shall provide the file storage place and all meta tags. According to the instructions provided the trusted partner can upload and meta tag all assets. This includes also the upload of a legal document. However the Publishing of the assets is the task of the Asset Owner from Siemens. The asset owner has the task to review the upload, including the legal document.

Only after a successful check the Asset Owner from Siemens should publish the asset. Subsequently, after publishing the assets the asset owner can inform the trusted partner and request the invoice for this order.

Support

Support is available from the Digital Communications Service Desk at:

<https://www.siemens.com/servicedesk>

Or alternatively on Yammer within the Web Experience Yammer group:

<https://intranet.siemens.com/web-yammer>

Supported file types and sizes in the DAM

In general, all file types are allowed to be uploaded in DAM. But please note, that according to the file type, possible actions afterwards will change. For example, using a tiff-file will automatically create a web-rendition (jpg-file) in order to enable use on webpages. Also the creation of a thumbnail is dependent of the used file type.

There are file size restrictions on DAM. For upload from the browser this restriction is currently 2Gb for any single file. Larger assets can be added by recording a ticket with the Digital Communications Service Desk for upload to DAM:

<http://www.siemens.com/servicedesk>. Once you have logged a ticket you will need to share the video file(s) via Secure File Exchange with the service desk representative. Videos that are being sent to Brightcove for publication on Siemens webpages cannot exceed 5Gb for any single file regardless of the process followed for upload.

Applications (HTML5 and similar)

Assets for **web based applications** should not be added to DAM at the current time, instead these should be added directly to the web content management system where the application will be published.

Supported file types

These file types may be used for **pictures**: PNG, GIF, TIFF, JPEG, BMP, PNM, PGM, PBM, PPM, PSD*, EPS, DNG, PICT, PSB

These file types may be used for **documents**: AI, DOC, DOCX, ODT, PDF, HTML, RTF, TXT, XLS, XLSX, ODS, PPT, PPTX, ODP, INDD, PS, QXP, EPUB

These file types may be used for **videos**: AAC, MIDI, 3GP, MP3, M4A, MPG, OGA, OGG, RA, WAV, WMA, DVI, FLV, M4V, MPEG, OGV, MOV, WMV, SWF

Supported **Mime** types: 3G2, 3GP, AAC, AFM, AI, AIFF, AVI, BMP, CSS, DOC, EPS, F4V, FLA, FLV, FPX, GIF, ICC, ICM, INDD, JPEG, JPG, MP3, OTF, PDF, PFB, PFM, PICT, PNG, PPT, PS, PSD, RAW, RTF, SVG, SWF, TAR, TIF, TIFF, TTC, TTF, WAV, WMA, XLS, F4V, FLV, M2V, M4V, MOV, MP4, MPEG, MPG, MTS, OGV, VOB, WEBM, WMV, XML, ZIP

Supported **Video** Formats for **Dynamic Media Transcoding**: .mp4, .mov, .qt, .flv, .f4v, .wmv, .asf, .mpg, .vob, .m2v, .mp2, .m4v, .avi, .webm, .ogv, .ogg, .mxf, .mts, .mkv, .r3d, .rm, .ram, .rm, .flac, .mj2

Supported **Archive** Formats: TGZ, JAR, RAR, TAR, ZIP
Other Filetypes: SVG

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