Digital Asset Management (DAM) – Guidance for Uploading Digital Assets of Mobile Apps before submission to App stores

Legal Links, FAQs, getting started manual etc. you can find in the footer of the page
https://www.siemens.com/dam

Here you can upload and manage your content, including all publishing and versioning.
https://assets.siemens.com
Please use Chrome as your web browser.

Here you can search for (other) assets: https://www.siemens.com/dam

DAM asset folder for mobile app digital assets - please create your own folder here:
https://author.assets.new.siemens.com/assets.html/content/dam/siemens/products/software/mobile-apps
Name of the folder = name of the app
Examples for folder naming convention: soft-starter-simulation; sguard
Examples for asset naming convention: legal-doc-app-icon.docx; marketing-poster.pdf; all-app-pictures.zip

If you want to outsource the data and make it available for the app (Otherwise the app would exceed the limit size if all the assets would be stored directly in the app. The Siemens internal app store has a size limit of 150 MB.), please make the following settings after you uploaded the asset into DAM:
Under Properties/Basic:
• Siemens Contact: your Siemens email address
• Restrictions: Unlimited
• Use restriction: No
• WAP (Publish to Web Asset Pool): YES

Always relate the respective legal document to the assets: in the menu: Properties → Relate → Others/Licenses

Legal documents necessary
If the technical app development was carried out completely Siemens internally and the app has run through the Open Source Software (OSS) and third-party Proprietary Software clearing process → no legal document necessary for the technical app development

If the technical app development was carried out by a third-party and the app has run through the Open Source Software (OSS) and third-party Proprietary Software clearing process → please upload legal rights documentation (i.e. in general the contract concluded with the third party to commission the app development – please redact commercially sensitive information first)

For assets (icons, pictures ...) originating from a Siemens internal source (DAM or any other asset management platform) → usage must be in accordance with the legal rights documented therein; reference should be made to the original source of the asset (format: Word document, referring to the ID number of the asset)
For assets provided by a third party

- In case third party is also the developer of the app: Please check (and upload) contract; this should generally cover this issue
- For separate third-party material: please refer to the contract or if this does not regulate the legal rights please use the legal document templates available at https://intranet.for.siemens.com/cms/059/en/processes/office/Pages/legal_export-controls_model-contracts.aspx

Erstellung/Nutzung von Bildern, Videos und sonstigen Darstellungen - Creation/use of photos, videos and other images

In particular:
https://lkb.siemens.com/content/00000008/LegalKnowledgeBase/y1t6v041dbqp/LKB002307.docx
https://lkb.siemens.com/content/00000008/LegalKnowledgeBase/y1t6v041dbqp/LKB002187.DOCX

For assets created by an employee → please use the following legal document template

Legal Rights Documentation – Employee Created Assets.docx