



We create chemistry

Administrator Manual

EM Media Archive (EMMA)

Contents

1. General	2
2. Hiding files	2
3. Uploading files:	2
- Individual pictures:	2
- Illustrations	5
- InDesign	5
- Mass upload	5
4. Approving uploaded files	7
5. Keywording	8
6. Mass attributions	10
7. Registering new users in the system	12
8. Duplicates	12
9. Hidden files	12
10. Address management	13
11. Create navigation	13
12. User registration	14
13. Activity log	15
14. Super-Administrators	16
- General	16
- Statistics	16
- User registration	16
15. Providers	18

1. General

The menu item "PDFs" is visible only to administrators at first. Once enough documents are available, a minor programming intervention displays them to users.

Administrators are responsible for the following in their own designated area:

- Uploading and releasing files; creating search terms
- Lightbox contact/processor/approver
- General queries about EMMA

Only super-administrators, and administrators in their specific area, see open files and can release them for users

Administrators have access to other features in addition to the features for users.

2. Hiding files

This can be done picture by picture or via a mass modification. In both cases, the labeled button needs to be used:



Only administrators and super-administrators see these files even after they have been hidden (via the "Administrator" box / Hidden files).

3. Uploading files:

- Individual pictures:

Select "Upload Picture" in the Upload box on the right hand side.

Select "Navigation" (more than one option can be chosen) and **use the Add button to apply.**

Upload

Pictures
 Illustrations
 Audio & Video
 Open Files
 PDFs

Please note that the uploaded file will not automatically appear in the EM Media Archive. The publishing depends on the approval by the database responsables. Upload supports the formats: TIF, JPG, PNG, BMP, GIF.

To ease and accelerate this inevitable quality assurance process please fill in all fields of the respective upload form.

- Please do not duplicate pictures already existing in this database.
- Make sure that the minimum file size requirements (300 dpi of 10x10 cm) are met.
- Please make sure that BASF is the owner of or has the unlimited copyright, for worldwide use.

You intend to upload more than 20 pictures? Please contact the database responsables.

Navigation* * Required fields

Please select ▼

Please select ▼

Add

Delete

Upload picture*

Upload picture* **Browse**

New name

Search

Pictures ▼

And-Search ▼

Go

Lightbox

Please select ▼

» Management

» New Lightbox

What's new?

» Pictures (136)

» Illustrations (25)

» Audio & Video (12)

» Open Files (1)

» PDFs

Upload

» Pictures

» Illustrations

» Audio & Video (12)

» Open Files

» PDFs

Administrator

Duplicates

Please select ▼

Hidden files

Please select ▼

Then use "Browse" to select the picture (a new name can be given but this is optional. If you give a new name, it will be displayed in the panes right below the picture.)

If download restrictions/limitations apply, select them in "Primary characteristics".

Primary characteristics

<p>Restriction(s)</p> <p><input type="checkbox"/> Use only for cover pages</p> <p><input type="checkbox"/> Use only for inner pages</p> <p><input type="checkbox"/> Region</p> <p><input type="checkbox"/> Business unit</p>	<p>Download Limitations</p> <p><input type="checkbox"/> Only for Marketing</p> <p><input type="checkbox"/> Only for Communications</p> <p><input type="checkbox"/> Only for EM-internal</p> <p><input type="checkbox"/> Only for SBU</p> <p><input type="checkbox"/> Only for Administration</p>
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Restriction Note

New files

Please select ▼

» Address management

» Mass upload

» Statistics

» Activity Log

» Create Navigation

» Matchcode creation

» User registration (0)

"Description" is a free text field for individual use.

In "Your responsible BASF contact", enter the name of the administrator responsible for the picture. The administrator is responsible for ensuring that pictures are uploaded only if the relevant permissions are in place.

If a particular region and/or business unit was selected in "Primary Characteristics", it needs to be selected in the "Regions" / "Business Units" fields, respectively.

In "License Agreement," the applicable licensing agreement **must be** selected for each picture. If an applicable licensing agreement is not available, it needs to be sent to the provider to make it available in the system.

Description

English



Your responsible BASF contact*

Regions

- Global
- Asia Pacific
- Europe
- North America
- South America

Business Units

- Personal Care
- Hygiene
- Home Care, I&I
- Industrial Solutions

- Illustrations

- Upload Illustration

- Save illustration (.eps or similar) in a .zip file (not .zipx!).

- Upload along with a .jpg of the same file. Unlike for pictures, a new name has to be assigned. The procedure is otherwise the same as for pictures.

- InDesign

- Upload a packaged .zip file (not .zipx), with thumbnail* and a PDF and again assign a new name, ideally the WM number. Then proceed as described for pictures.

- Create thumbnail from PDF: Save PDF file, file / export / in picture / .jpg (all pages of the PDF will be created as pictures. Select page 1 as thumbnail).

- Mass upload

- Mass upload is available for picture files only.

- In the administrator box on the right hand side, click "Mass upload".

- All the details common to the pictures to be uploaded can be entered right here (such as navigation, download restrictions/limitations, search terms, licensing agreements, etc.) – see screen.

You are here: MassUpload

Mass upload

Please note that the uploaded file will not automatically appear in the EM Media Archive. The publishing depends on the approval by the database responsables. Upload supports the formats: TIF, JPG, PNG, BMP, GIF.

To ease and accelerate this inevitable quality assurance process please fill in all fields of the respective upload form.

- Please do not duplicate pictures already existing in this database.
- Make sure that the minimum file size requirements (300 dpi of 10x10 cm) are met.
- Please make sure that BASF is the owner of or has the unlimited copyright, for worldwide use.

You intend to upload more than 20 pictures? Please contact the database responsables.

Navigation

* Required fields

Please select

Please select

Add

Delete

Upload picture*

Upload picture **Browse** (a)

GettyImages-175415822.jpg 7.61 MB	×
GettyImages-599752366.jpg 9.54 MB	×
GettyImages-642751714.jpg 7.25 MB	×

Primary characteristics

New name

Restriction(s): Use only for cover pages

Download Limitations: Only for Marketing

Search

Pictures

And-Search

Go

Lightbox

Please select

» Management
» New Lightbox

What's new?

» Pictures (166)
» Illustrations (27)
» Audio & Video
» Open Files (1)
» PDFs

Upload

» Pictures
» Illustrations
» Audio & Video
» Open Files
» PDFs

Administrator

Duplicates

Hidden files

New files (b)

» Address management
» Mass upload
» Statistics
» Activity Log
» Create Navigation
» Matchcode creation
» User registration (0)

In the "Upload picture" field, then click "Browse" (a), navigate to the location of the files and select all the files to be uploaded. The upload status per picture will be displayed. When the file name text turns green, the file is ready for upload. Then click "Upload" at the bottom of the page. The system will now start creating the files under "New files."

Via the administrator box (b), you can select the new files, edit them if necessary, and approve them for all users in the system (see item 4.).

4. Approving uploaded files

Via the Administrator section / New files / Pictures (...) you can either approve individuals files using the i button or approve multiple files via mass attribution to make them available for all users in the system. To approve the files, click the "Activate" button.

Administrator

Duplicates
Please select ▼

Hidden files
Please select ▼

New files
Please select ▼

- » Address management
- » Mass upload
- » Statistics
- » Activity Log
- » Create Navigation
- » Matchcode creation
- » User registration (0)

The screenshot displays the image management interface for image 2055. The main area shows a DNA double helix image. To the right, the image number is 2055, and the resolution is set to 72dpi JPG / RGB. The 'Activate' button is highlighted with a red box. Below the image, there are 'Views: 0' and 'Downloads: 0' statistics. The 'Restriction Note' section contains a table with the following data:

Restriction Region:	Restriction Business Unit:	Download Limitations:
No	No	None

Below this table, there are sections for 'Regions' (Global) and 'Business Units' (Personal Care, Hygiene, Home Care, I&I, Industrial Solutions). The 'License Agreement' is GettyImage & iStock, 'Valid from' is unlimited access, and 'Date of expiry' is unlimited access. The 'File name' is GettyImages-642751714, 'New name' is empty, and 'Create on' is 16.05.2019. The right sidebar contains a search bar, a lightbox section, a 'What's new?' section with links to Pictures (136), Illustrations (25), Audio & Video (12), Open Files (1), and PDFs, an 'Upload' section with the same categories, and an 'Administrator' section with a 'Duplicates' dropdown menu.

Both the administrator and the super-administrator are notified whenever download requests are submitted.

5. Keywording

Keywords can be added to a single document or by mass attribution.

To add keywords to a single image, use **i** to switch to the detail view. In "Search key word(s)", click on the pen icon. In the "Search key word" field, existing search terms will be suggested after you type the first three characters and can then be selected. If the right search term is not available, it is created as a suggestion in the same field (but is not assigned to the image until the new term has been approved). Use the "Add" button to add terms one by one. When you finish entering all the terms, click the white checkmark in the blue box.

Search key word(s):

Language:

Search key word

Add

English		
blue		 

Description:



Navigation structure:

 Global Topics » Miscellaneous/Industry independent

To avoid clutter, these new search terms go to "Matchcode creation" / Suggestions first of all. There, the administrator/super-administrator can double-check the spelling and grammar, make any necessary edits and approve the new terms right then and there. The new terms will not show up with the image until after approval has been granted.

New terms can also be created via "Matchcode creation" and "Create new match code" They do not need separate approval in this case, and appear in the system straight away.

Nomenclature for match codes: lower case only, plural only; if a term consists of several words, create and assign each word as a separate term. Exception: names (e.g. cities, countries, regions). The system will also find files that contain parts of the search term.

You can modify match codes at any time via "Matchcode creation." This will modify them in one go in all the files to which this term was assigned. Just click the pen icon beside the term, edit and save. Terms to be deleted are hidden using the same icon as in item 2.0. Only super-administrators or providers can delete terms completely.

6. Mass attributions

For attribution of more than one image in the overview, click "Start mass processing." Then set a checkmark in the upper right corner of each file to be attributed and click "Edit."

The screenshot displays a file management interface with a grid of image thumbnails. At the top, it shows "Results: 64 files" and navigation controls including a "Back" button, a page indicator "1 of 4", and a "show 16" dropdown. Below this are buttons for "Share search result", "Generate link", and "Stop mass processing". A row of action buttons includes "Select All", "Deselect All", "Edit", and "Hide".

The main grid contains eight image thumbnails arranged in two rows of four. Each thumbnail has a green checkmark in its top right corner, indicating it is selected for mass attribution. Below each image is a set of icons (download, star, left arrow, info, right arrow, power) and a text label with a file ID. The labels are: "sustainable development shutterstock 368259503", "herbs glassware shutterstock 674582902", "GettyImages-157439988", "GettyImages-568956083 (1)", "GettyImages-579023399", "GettyImages-556223089", "GettyImages-476102011", and "GettyImages-470621993".

On the right side, there is a sidebar with several sections: "Pictures" with a dropdown menu and a "Go" button; "Lightbox" with a "Please select" dropdown and links for "Management" and "New Lightbox"; "What's new?" with a list of categories: "Pictures (166)", "Illustrations (27)", "Audio & Video", "Open Files (1)", and "PDFs"; "Upload" with a list of categories: "Pictures", "Illustrations", "Audio & Video", "Open Files", and "PDFs"; and "Administrator" with "Duplicates" and "Hidden files" sections, each containing a "Please select" dropdown.

The "Mass processing" screen will now open. The first field lists all the files you selected.

Mass processing

[Back](#) « »

Following media items will be edited:
 sustainable development shutterstock 368259503, herbs glassware shutterstock 674582902, GettyImages-157439988

Restriction Note:
✎

Restriction Region:	Restriction Business Unit:	Download Limitations:
✎ False	✎ False	✎

Regions
✎ Europe

Business Units
✎ Home Care and I&I

License Agreement:
✎ null

Search key word(s):
✎

Description:
✎

Navigation structure:
✎

Search

Pictures

And-Search

[Go](#)

Lightbox

Please select

- » Management
- » New Lightbox

What's new?

- » Pictures (166)
- » Illustrations (27)
- » Audio & Video
- » Open Files (1)
- » PDFs

Upload

- » Pictures
- » Illustrations
- » Audio & Video
- » Open Files
- » PDFs

Administrator

Duplicates
 Please select

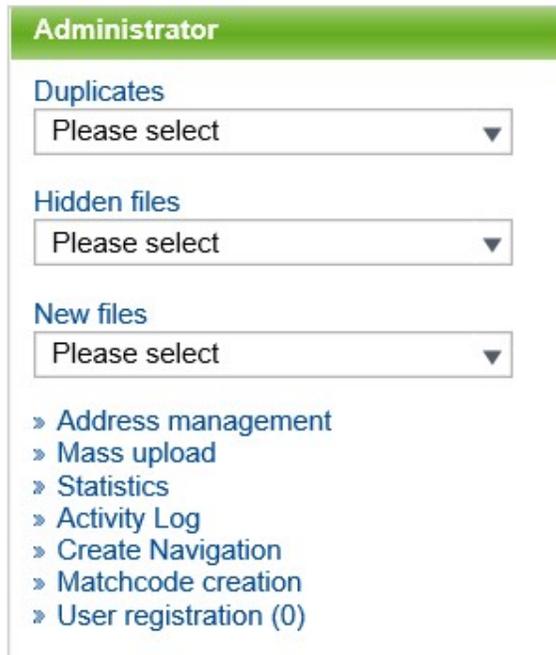
Hidden files
 Please select

New files
 Please select

Every attribute with a pen icon can be edited by clicking on the pen. Important: When you finish an item, always accept the changes by clicking the blue box with the white checkmark. Otherwise your changes will not be saved.

7. Registering new users in the system

When external registration requests are received, the relevant administrator (depending on business unit and region) receives an email notification and then has to process the request via "User registration" in the administrator box.



This section also provides the following options: Duplicates, Hidden files, New files, Address management, Mass uploads, Statistics, Lightbox requests (Activity Log), changes to the navigation structure, keywording, and user management.

8. Duplicates

You can use "Duplicates" to automatically display duplicate or multiple instances of the same image and hide them using the  button. The search is based on search terms, file size and format.

9. Hidden files

Here, authorized users can show hidden files to all users via the  button. Authorized users may be the relevant administrators, super-administrator or provider.

10. Address management

Here, you can define a stand-in for a specific period. To do this, press the "Add new record" button and enter the stand-in's email address, set the date and select "Update." You can edit this entry using the pen icon and delete it using the trash can icon.

You are here: AddressManagement

Deputy

[+ Add new record](#)

E-Mail	Deputy from	Deputy to		
erika.mustermann@basf.com	16.5.2019	23.5.2019		 

11. Create navigation

Here, you can create new navigation items (left navigation bar only). Any changes to the navigation header need to be programmed by the provider.

You are here: NavigationCreation

Create Navigation

Pictures Illustrations Videos Open Files PDFs

Navigation

English

1. Navigation level

2. Navigation level

[Create](#)

12. User registration

Here, all administrators can process new access requests from external individuals, create new users or deactivate registered users.

To do this, make your selection using "Please select" and press the "Show list" button.

Role changes for registered users can be implemented here via the "Edit" button.

An Excel download of users can be launched using "CS Export".

You are here: UserRegistration

User Registration

Please select User count: 0

[Show List](#)

First name	Last name	Company	Org. Unit
------------	-----------	---------	-----------

[Deactivate](#) [CS Export](#) [New User](#) [Edit](#)

13. Activity log

You can view and process incoming Lightbox requests via Activity Log.

To do this, enter the applicant's email or a period of time and press the "Show activity log" button.

Activity Log

E-Mail: From:  To: 

Show activity log

Drag a column header and drop it here to group by that column

Created on	E-Mail	Activity
02.05.2019	kevin.salmon@basf.com	Lightbox downloads approved (1070)

14. Super-Administrators

- General

Super-administrators receive notification of all new registrations and see all registered users. They can grant rights and roles, including super-administrator rights. They see all hidden files, filtered by administrator. Only super-administrators are authorized to instruct the provider to make changes to EMMA. Until further notice, current super-administrator acts as contacts for external queries from the regions.

- Statistics

Super-administrators can see here the name and business unit of anyone who downloaded pictures, how many pictures they downloaded in a particular period, and which resolution they chose.

To find out this information, make your selection and press the "Show statistic" button.

Statistics

Type::

Type:: From: To:

Region

- Global
- Asia Pacific
- Europe
- North America
- South America

Business Unit

- Personal Care
- Hygiene
- Home Care, I&I
- Industrial Solutions

Show statistic

- User registration

In addition to the already described permissions of administrators, super-administrators also have permission to log in as any user (without login data). Do this by clicking on the user and pressing the login button.

This is useful for troubleshooting, e.g. if a user is unable to download a picture that he or she should actually be able to access.

You are here: UserRegistration

User Registration

Please select Activated user All User count: 262

[Show List](#)

First name	Last name	Company	Org. Unit
Frank	Henze	BASF Personal Care and Nutrition GmbH	EUU/OGB
Susanne	Hessert	BASF SE	APD/CR
Fumiichiro	Hirayama	BASF Japan Ltd.	A-EMA/CJ
Norbert	Hirsch	BASF Personal Care and Nutrition GmbH	E-EMC/FC
Nadja	Höfli	BASF SE	EM/K
Ulrike	Hömke	BASF Personal Care and Nutrition GmbH	E-EMC/QM
Anna-Maria	Janz	BASF SE	E-EMD/HW
Astrid	Jentscheck	BASF SE	EM/HA
Eun Young	Jeong	BASF East Asia Regional Headquarters Ltd.	A-EMA/CM

Deactivate
CS Export
New User
Edit
Login

15. Providers

Providers have all the same rights as super-administrators.

They also have the following additional permissions:

- Upload licensing documents and archive any superseded versions
- Completely delete entire files
- Direct access to the database
- Make layout and/or text changes to EMMA
- System modifications