

DIGITAL ASSET MANAGEMENT PROCESS OVERVIEW (MDM)



Step 1: Identifying Products that Require Content

Go to the **Product-Asset Association** workflow to identify any new families/products that require content. If you are submitting assets for products that are NOT available in the Product-Asset workflow, follow the Vendor-Initiated Asset Maintenance steps.



Step 2: Importing Assets

Upload your assets using the **Asset Import** workflow. Review notification (bell icon) for any import errors. For asset criteria, guidelines, and asset types, refer to the training manual (Appendix B).



Step 3: Enriching Assets

Imported assets will appear in the **Asset Enrichment** workflow. Provide additional attributes (e.g. Language, Talent in Asset, Content Type, etc.).



Step 4: Associating Asset to a Family or Product

Find the SKU(s) in the **Product-Asset Association** workflow to associate the enriched asset with your product. The Digital Asset Management team will review your submission within 3-5 business days.



Step 5: Checking for Rejected Assets

Any rejected submission will be returned to your workflow with a corresponding rejection message from the review team and you will be notified by your buying team.

Asset Import Best Practice:

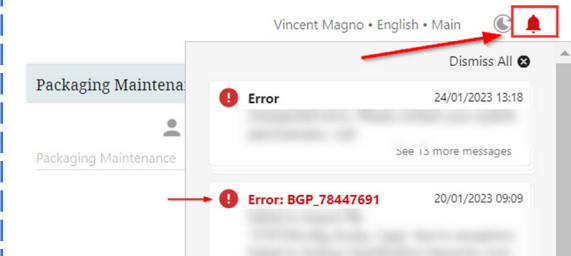
File names should be as descriptive as possible. It is recommended to include a product number and the description of the asset. Avoid using spaces in file names. Only use letters, numbers, hyphens, and underscores, otherwise your asset will not be successfully imported!

Example:

File Name		
a-ikj_bz02.jpg	✗	This file name is not descriptive and contains spaces, it will be rejected by the system.
1234567_OrangeShirt.jpg	✓	This file name is descriptive: it includes the product number and a brief description of the file. It also does not contain spaces. It will be accepted by the system.

Asset Import Errors:

If the asset does not meet the criteria required for import, you will receive a warning notification with an error message indicating the reason why the asset was not successfully uploaded, and your asset will NOT appear in the Asset Enrichment workflow (Step 3). Click on the bell icon (top-right) of the portal to view the error.



Important Notes:

- ✓ Complete steps 1-4 for a successful upload.
- ✓ When enriching multiple assets (step 3), you may export them to an Excel file, enrich attributes, and import the file.
- ✓ Associate assets (step 4) to a family in the *Update Family Asset* workflow OR associate assets to a product in the *Update Product Asset* workflow for assets exclusive to the product variant.
- ✓ Follow the Vendor-Initiated Maintenance steps if the products are not available in Product-Asset Association (step 4).
- ✓ Avoid duplicate submission. Reach out to your buying team to confirm any outstanding tasks.