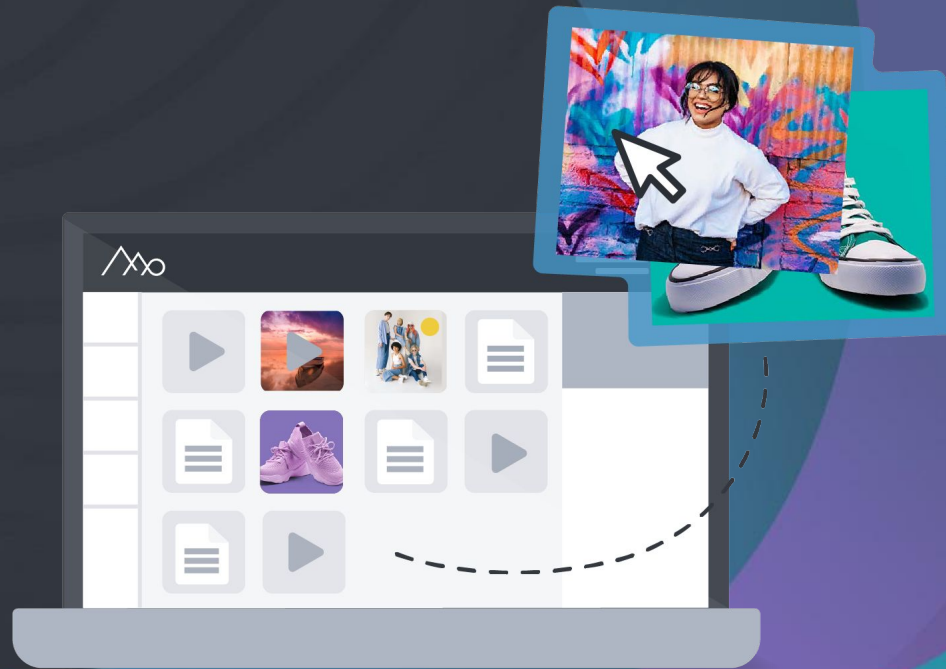




Mediaflow Introduction

Part 1 - Fundamentals





Mediaflow DAM

Process for startup in Mediaflow

Startup meeting

For coordinators.

Briefing before introduction.

Approx. 1 h

Mediaflow introduction

For Pro-users.

Complete presentation of the Mediaflow platform.

Two meetings, approx. 2 + 2 h

Support and management

All users have complete access to our "Knowledge base".

Pro users also have unlimited support via chat, email and telephone.






Mediaflow DAM

Users

Permissions for functions in Mediaflow are set per *user group*, both for Basic and Pro users.

Pro users

1. Access to settings in Mediaflow. 
2. Access to Superadmin mode. 
3. Access to desktop plugins. 
4. Possibility to contact our support team.

Basic users

A standard user who can have access to all features and folders in Mediaflow.

Users in Media Portal and CMS-integration

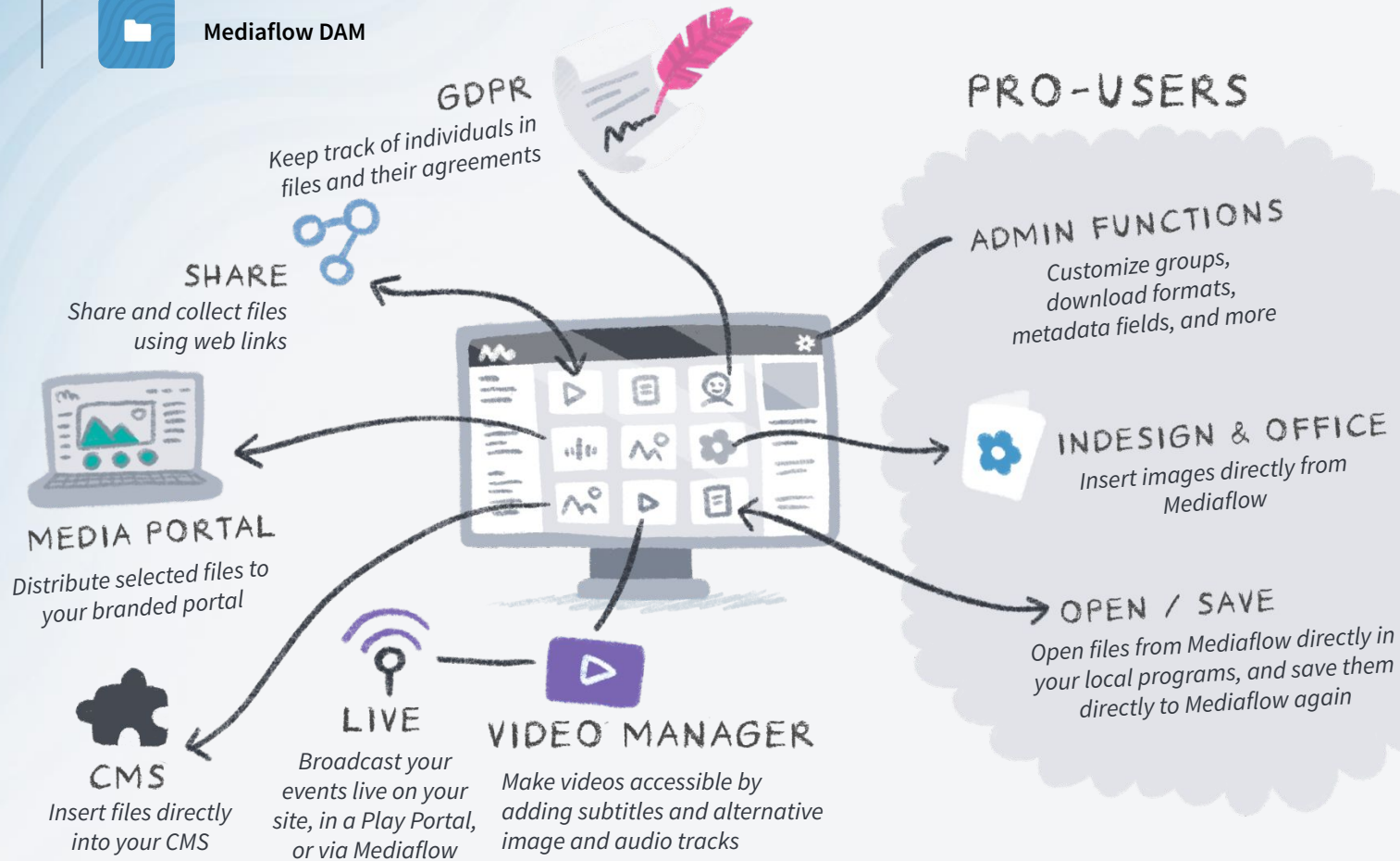
No login in the Mediaflow platform required.



User type and user groups are set by administrators under settings.



Mediaflow DAM











Mediaflow DAM









Introduction outline

Part 1 - Fundamentals

-  Orientation in Mediaflow interface
-  Folders and files
-  Indexing and search
-  Share and collaborate
 -  Web links
 -  Media Portal*

*Additional modules

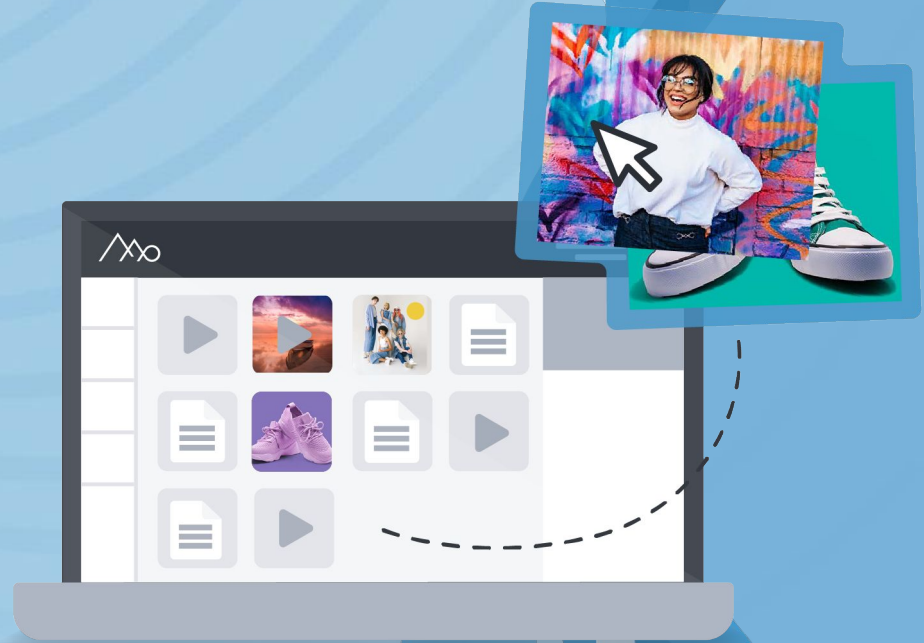
Part 2 - In depth

-  Settings for your Mediaflow
-  Tracking file usage (licenses, etc)
-  Effective workflows
 -  Plugins for Pro users
 -  CMS-integration*
-  The GDPR-tools*
-  Video Manager*
-  Live streaming*



Mediaflow DAM

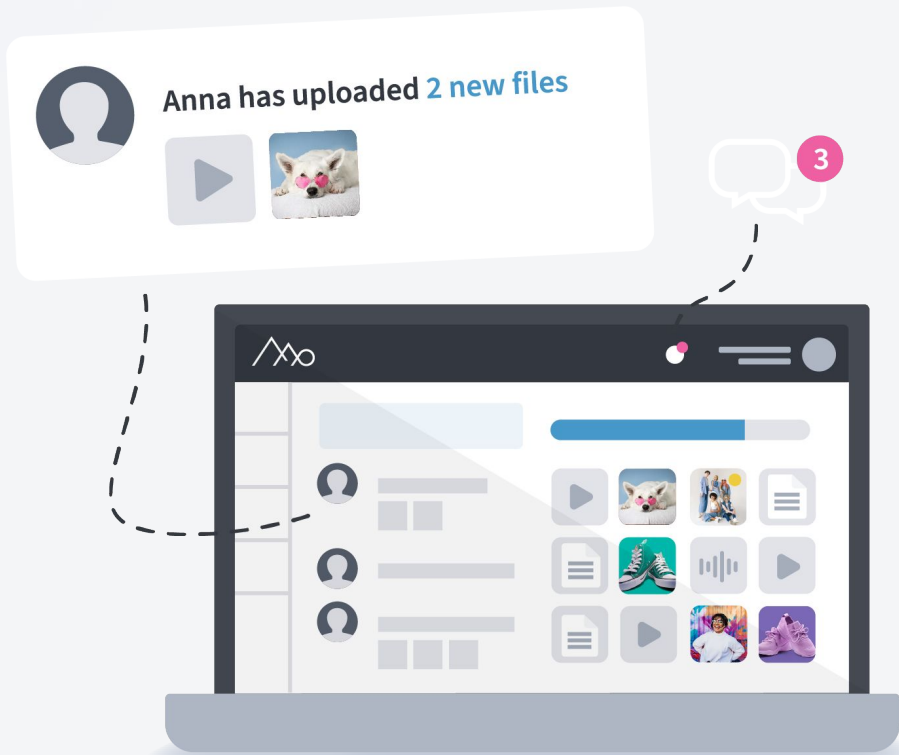
Mediaflow is a cloud-based service that helps you work smarter and more efficiently with your digital assets.





Start page

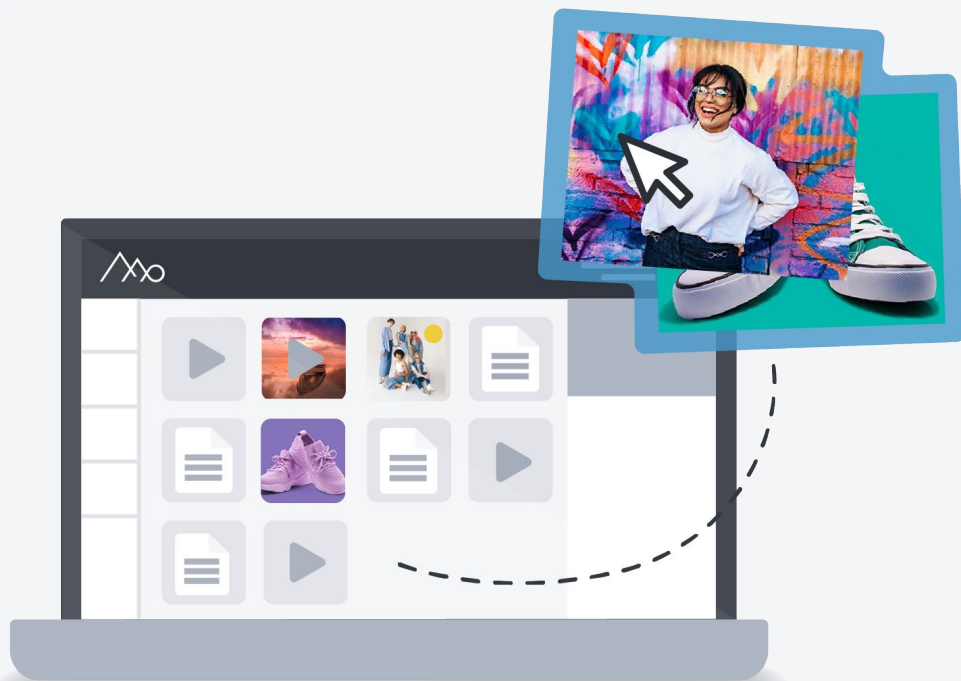
When you log in to Mediaflow, you quickly get a good overview of the activity in the platform.





Media bank

Under the tab "Media Bank", you manage all the files you have uploaded in Mediaflow, collected in a tree structure of folders (categories).

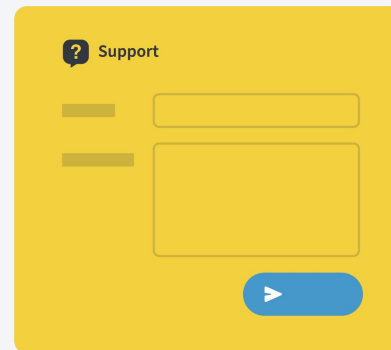




Mediaflow DAM

What happens now?

- We recommend that you get started as soon as possible.
- Would you like us to delete example files and training files?
- You will receive a survey where you can provide us with feedback on your startup.
- If you need further assistance in Mediaflow:
 1. Articles about the features are available in our Knowledge Base.
 2. Contact support via chat, email, or phone.
 3. You will be contacted for a support meeting in approx. three to four months.
 4. One of our account managers will contact you prior to renewal.

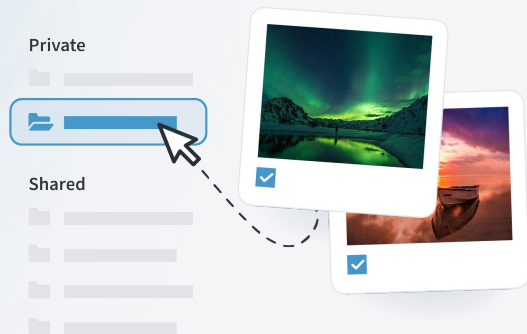












Workspaces

Private - private file area for each user.

Common - your media library in Mediaflow.



Shortcuts - Sort your files based on properties that help you maintain structure and facilitate your workflows.

-  New files
-  My downloaded files
-  My uploaded files (Does not belong to a folder)
-  Does not belong to a folder
-  Files without keywords
-  Duplicates
-  License rights
-  Personal Data (GDPR)



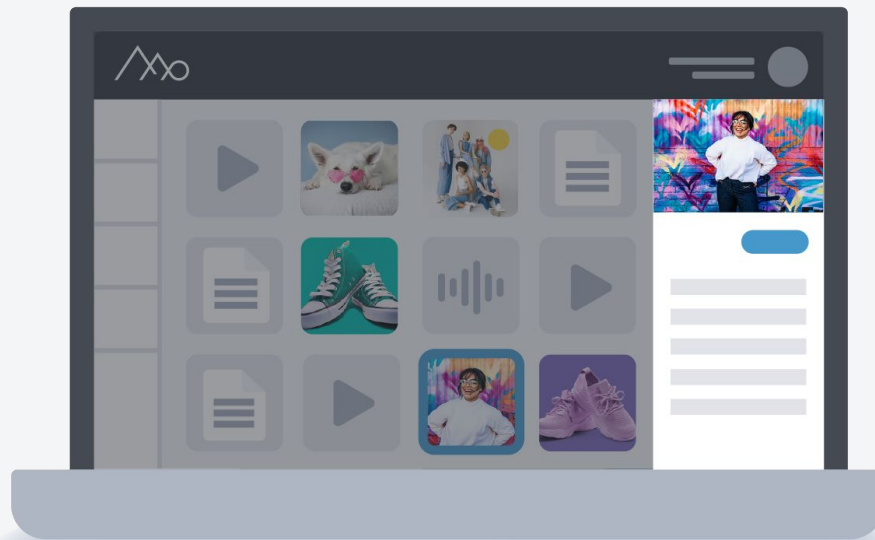
Right panel

Folder Settings

Set who should have access to them and, if necessary, who can do what in the folder.

File Settings

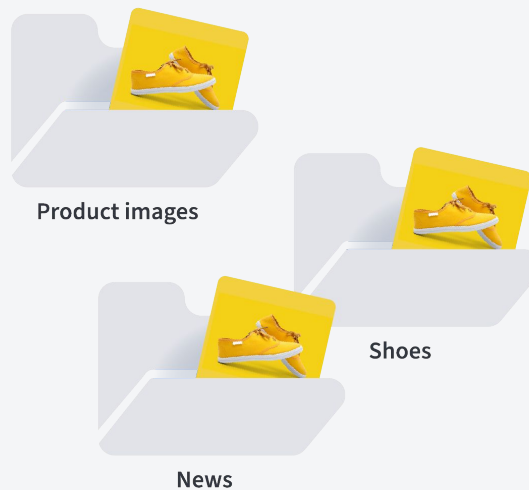
Add metadata, manage GDPR, set restrictions based on licenses, track usage, manage versions, and more.





How do folders work?

- The folders in Mediaflow are a way to group and categorize files.
- A file can be accessed from multiple folders without creating copies.
- The ability to have a file in multiple categories facilitates your workflows.



Shortcut: Does not belong to a folder

- You choose whether to remove a file from a folder or delete it permanently from the platform.
- If you choose to remove a file from a folder, it remains in the other folders where the file is located.
- If you delete a folder, files that are in no other folders are found in the shortcut: *Does not belong to a folder*



Folders (Categories)

Create new folders by clicking on



or right clicking on an existing file.

- has an unlimited amount of folders and levels.
- sorts the folders in alphabetical order

When creating a folder, you choose where in the structure it should be displayed and what settings it should have.





Right panel for folders

Folder access

Here you publish the contents of the folder for external users such as CMS editors and portal visitors, but also for the different user groups in Mediaflow.

Folder security

Here you specify specific permissions for individual folders.

Folder info **Folder access** Folder security

Here you set visibility for this folder and its contents. A checkmark will allow the group and its members to view the folder while a cross will block access.

Group	Access to folder
All users	<input type="checkbox"/>
Internal portal	<input checked="" type="checkbox"/>

Archiving

- Hide a folder and its contents from the tree and in searches.
- Used for outdated or old material that you still want to keep.



Useful tips - Folder structure

Base it on the users

- Create user groups in Mediaflow to be able to hide folders from various users.
- Name folders according to their purpose, e.g. campaign name or project name.
- Create parallel folder structures for e.g. a media portal or CMS integration.
- Name them for recognition, e.g. your organizational structure, categories on the website, or different markets.

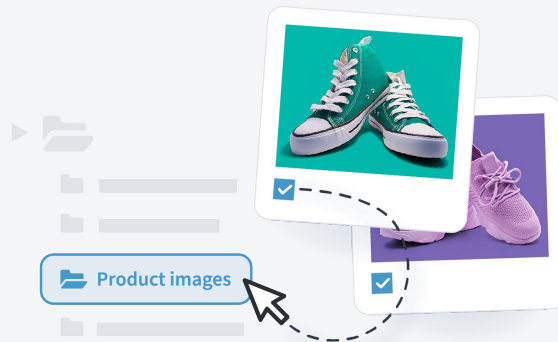
Create a good overview in folders

- Moderate amount of files
- Use the sorting function and viewing modes in folders.

Utilize the archiving function

Let the structure develop over time

Do you have a previous structure in place that works well?
Build from that.





Upload files

When uploading files in Mediaflow, there are several options available under the "Upload" button.

- Drag & drop
- Upload from computer
- Import folders or large amounts of files via FTP client.



It is also possible to upload files to Mediaflow through web links.

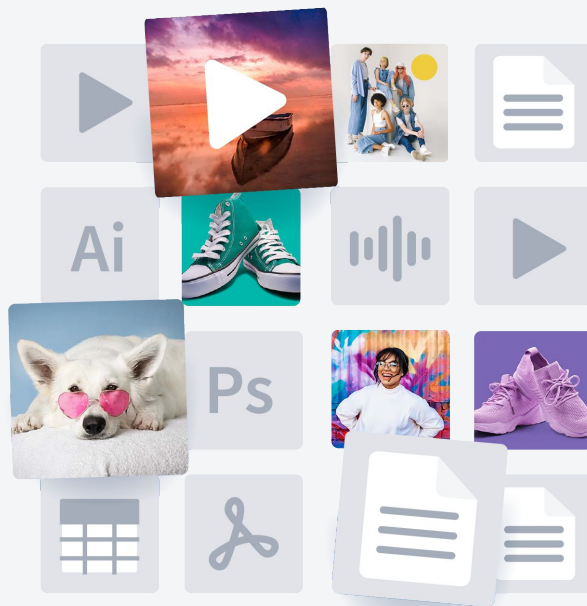


What happens when files are uploaded?

- To enable you to see what files represent, thumbnail images are created
- Mediaflow detects if the files already exist
- The metadata of the files is read
- Colour profiles are extracted
- Faces are detected and matched (in GDPR module).
- Video files are adapted for streaming.

Preview



- Preview support for over 100 file formats
- Browse through PDF, Powerpoint, and Word documents directly in Mediaflow
- Videos and audios can be played within Mediaflow.





Exercise / Folders and files

1. Create folders

Click on the Media bank tab  and then create a  in the root. Name the folder with your name (with a period before the name). Also, create two subfolders under your name and name them "People" and "Nature". Then rename the "People" folder to "Persons" (right-click and choose "Edit folder").

2. Upload files

Click on the folder "People" and upload all images where people can be identified by dragging and dropping from your computer. Upload all images associated with nature in the "Nature" folder.

3. Files in Multiple Folders

Copy the image of jumping teenagers to the "Nature" folder by selecting and dragging it to the folder (choose "copy," not "move"). Select the file and look under Info > Basic Info > Located in Folders. The image is now in both folders.

4. Shortcut Folder: *Does not belong to a folder*

Create a third sub-folder under your name called "City" and upload the image of the alley here. Delete the "City" folder. Find the alley image in the shortcut folder "My Uploaded Files > Does not belong to a folder" and copy it to the root folder with your name by dragging and dropping.



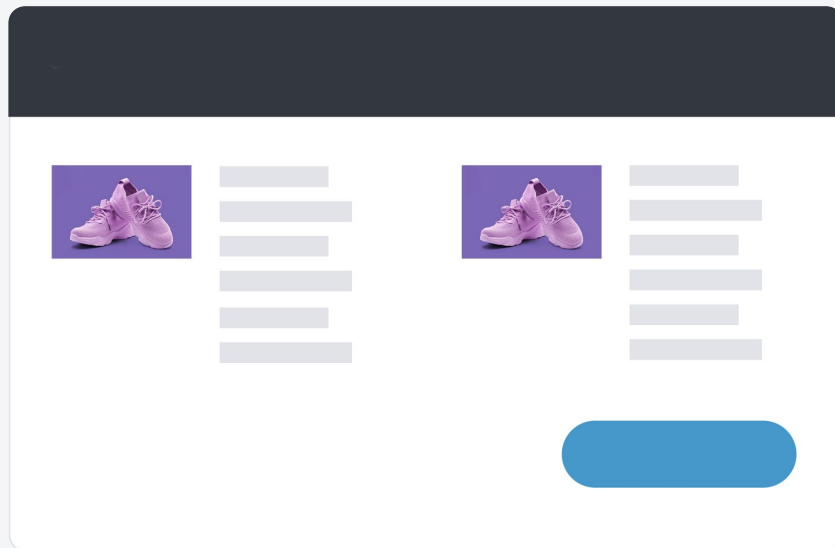
What happens if a file already exists in Mediaflow?

Mediaflow recognizes if you upload an **identical file** and then merges it with the original file. The file will then appear in all folders where you have chosen to place it.

A cropped or edited file will not be recognized as an identical file. The algorithm also does not compare the actual motifs in the file.

Shortcut: Duplicates

- Files with the same name but different content, uploaded to different folders, are stored here.
- Rename one of the files to remove them from the folder.





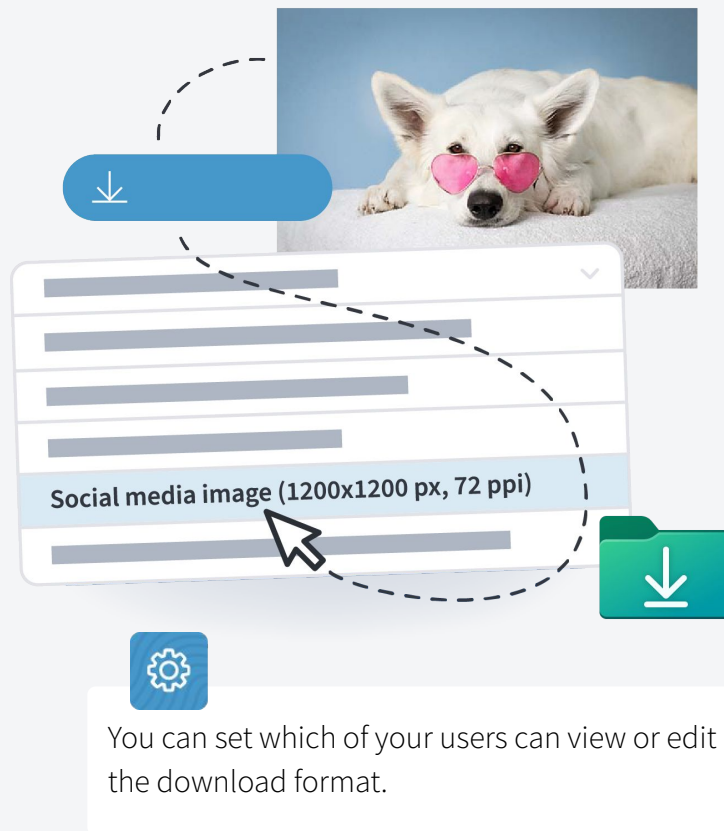
Download files

- Download a copy of the original file by double-clicking or right-clicking and selecting from the list.
- Multiple selected files will be downloaded as a ZIP file.
- The files will be saved in the "Downloaded files" or "Retrieved files" folder on your computer.

Downloading format for images

Downloading format is a template for how an image is transformed during downloading. You create your own templates for your website, print or social media, etc.

- They save you time and make it easy for users who don't have access to image editing programs.
- Choose which download formats are displayed where, in the portal, in the CMS, etc., based on user groups.

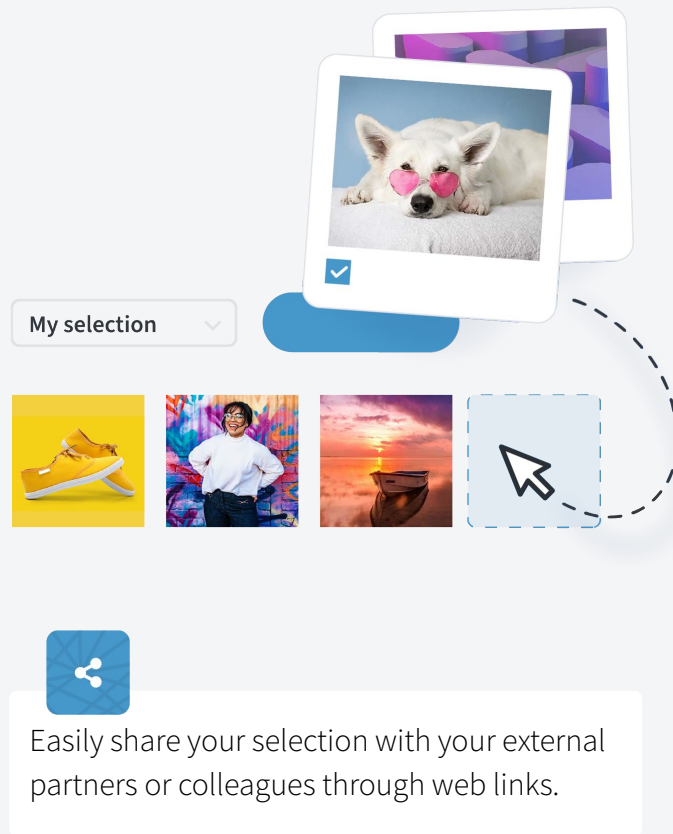




My selections

In a selection, you can gather files from different folders without disrupting your folder structure, for example, for a project or to share with others.

- You can create multiple selections and switch between them in the selection workspace list.
- They are personal and automatically saved in a folder, in the **Private** space.
- From selections, you can download files, print them, or share them through a web link.






Exercise / Folders and files

1. Download format

Right-click on an image in the folder with your name. Try to download any image in the following download formats:

- Facebook cover
- A4 300 dpi

2. My selection

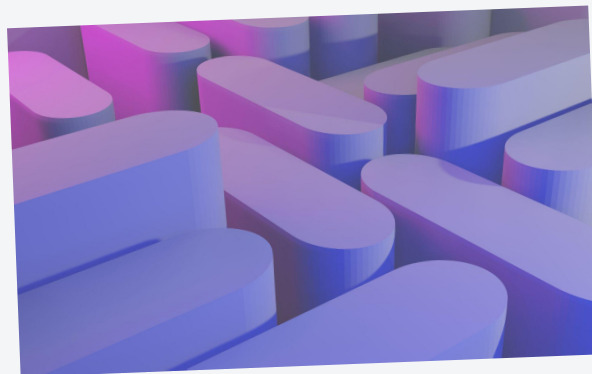
Bring up the workspace for My selection by clicking on the arrow on the black field at the bottom. 

Drag and drop a number of images from different folders into your selection. Then download them.



Metadata

Metadata is information linked to your files. The benefit of metadata in Mediaflow is twofold: firstly, it allows you to easily search among your files, and secondly, it enables you to save important information about them. For example, who has taken the photograph, the file size, and crucial instructions on how the file may be used.



XMP

IPTC

EXIF



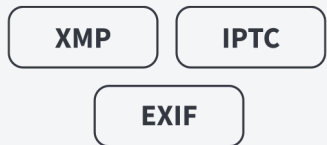
Indexing in Mediaflow

Indexing and tagging are terms used for inputting metadata. Standard metadata fields embedded in your files are included upon uploading. Under the "Indexing" tab, you can edit all metadata fields:

- **Description** and **Instructions** are useful metadata fields.
- The **Alt-text** field is used to improve accessibility.
- **colour marking** is a way to label files that have a certain property that is important for your workflow.
- **Rating** is a way to rate your files.
- Efficient indexing can be done by selecting multiple files at once.
- It is possible to create your own metadata fields according to your needs.



In the settings, you manage colour marking and custom metadata fields.





Keywords

An important tool for effectively searching through your files, both in Mediaflow and in a Mediaportal. Synonyms and related words are automatically suggested when you index. You can also tag common search terms per folder using the *Autoindexing* feature.

Shortcut: Files without keyword 

Files without keywords will appear in the shortcut with the same name.



Add keywords

dog ×

sunglasses ×

cute ×

pet ×



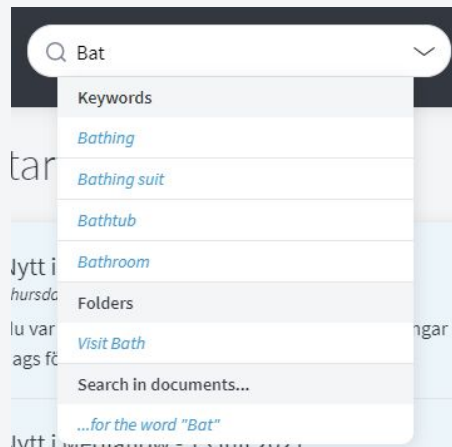
The search function 🔍

The more metadata there is about a file, the easier it is to find.

In the Quick Search box:

- previously entered words are suggested.
- folders whose names contain the search keyword are suggested.
- it is also possible to search for words inside PDF, Word, Excel, or PowerPoint documents.
- certain keywords such as "video", "audio", "document", and "font" can also be searched.

In addition you can further limit your search to a specific file type, folder, and/or property.



To limit a search, use the following special characters:

- = not
- * = part of a word
- "" = a phrase



Useful tips - Keywords

- The more keywords, the better the searchability!
- Use the function for auto-indexing
- Use your internal terminology and what is on demand as a basis
- Use synonyms and related words



If you have a **Media Portal**, you can track the 10 most common search terms.



Exercise / Indexing and searching

1. Folder keywords - autoindexing

Right-click on the folder "Nature" and select "Edit folder". Add the word "Nature" under "Folder keywords." Check both "Apply to files already in the folder" and "Add these keywords to 'Folder keywords' in subfolders".

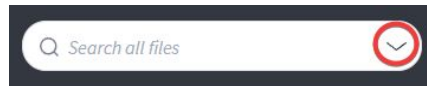
2. Create a subfolder for "Nature" named "Autumn" and add the word "Autumn" (do not remove "Nature") as auto-indexing on the folder according to the above point. Move (do not copy) the image with autumn leaves to the folder. Check that the image has received both "Nature" and "Autumn" as keywords.

3. Enter keywords per file

In the "Nature" folder, enter the keywords "sea" and/or "forest" on the images where it applies.

4. The search function

Click on the folder with your name, go to the search box, and expand the search options (the arrow in the search box) and choose "Portrait orientation" and "Current folder + subfolders" and type "sea" in the search box. Click on search. You should now have found the image with the jumping teenagers.



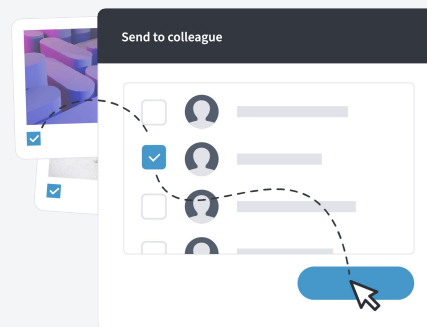
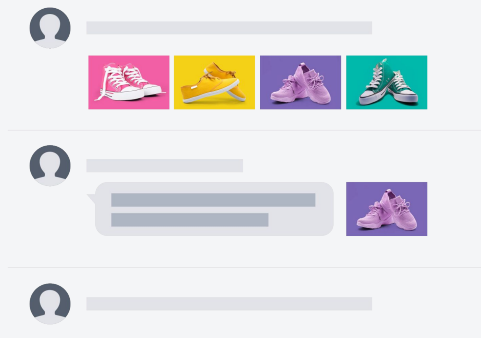


Latest activities

Under Senaste händelserna på startsidan kan du hålla dig uppdaterad om vad dina kollegor har arbetat med. Länkarna och bilderna här går att klicka på så att du snabbt hamnar i rätt mapp.

Messages

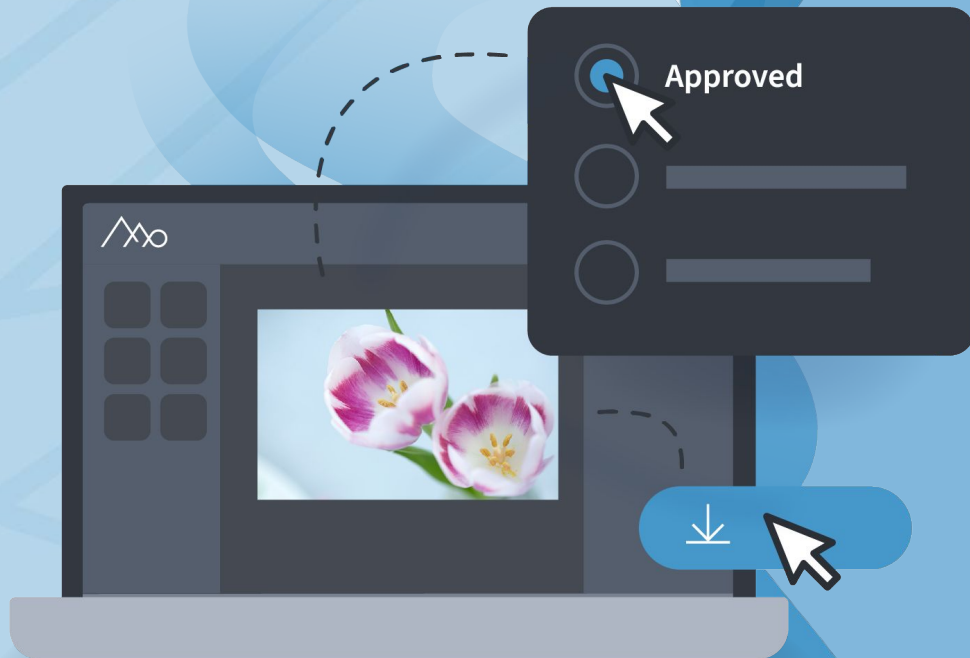
In the built-in messaging feature, you can have conversations with one or several other users. You can choose whether to receive an email notification when someone has messaged you, and you will always receive a notification in the top menu when there are new messages.





Web shares

Web shares are Mediaflows solution for file sharing. Perfect for a workflow with external photographers, agencies and printers, or within a large organization.





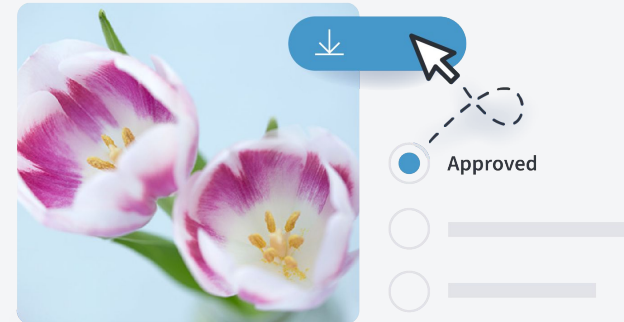
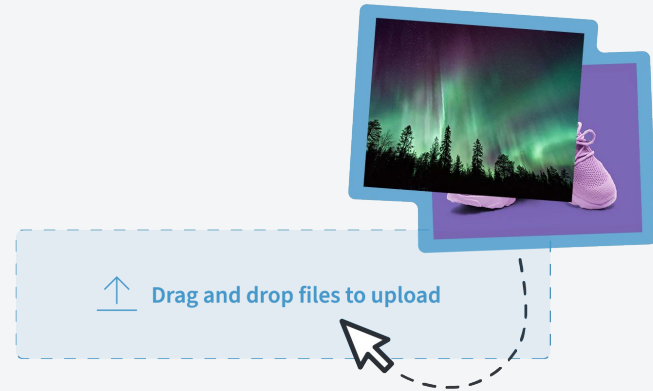
Different types of workflows with web shares

Delivery of files – When you want to send files for someone to download.

Material collection – When you want to receive files, for example from a photographer.

Review – When you want to send files to someone for review.

Selection – When someone needs to make a selection among several files.



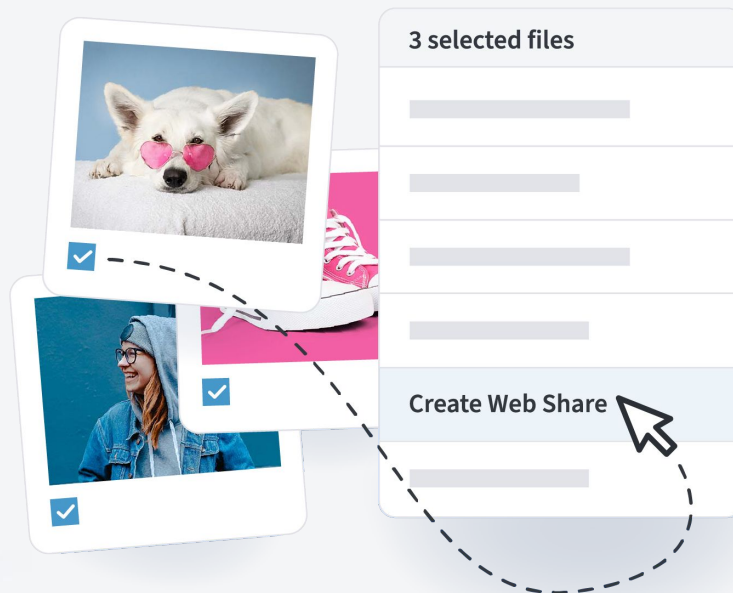


Management of web links

Under the *Shared* tab, you will find a list of available web links, which you can sort and manage.

Web share settings

- Time limitation and password protection.
- Decide who can handle the web link in Mediaflow.
- Allow comments on the web link.
- Add informative text.
- Send the web link directly from Mediaflow or copy it.





Exercise Web shares

1. Create web share:

Bring up the workspace with the selection you created in a previous exercise. Click on the "Create web share" button. Rename the link using your name.

2. Web share settings:

Choose the alternative "Selection (Yes, No, Maybe)". Check the boxes "Information Popup" and "Comments". Select "Save and show link" and click on the link. (The web link will open in a new tab.)

3. Comment in web share:

Choose 1.Yes, 2.No, 3.Maybe and write at least one comment (enter name and click on "send").

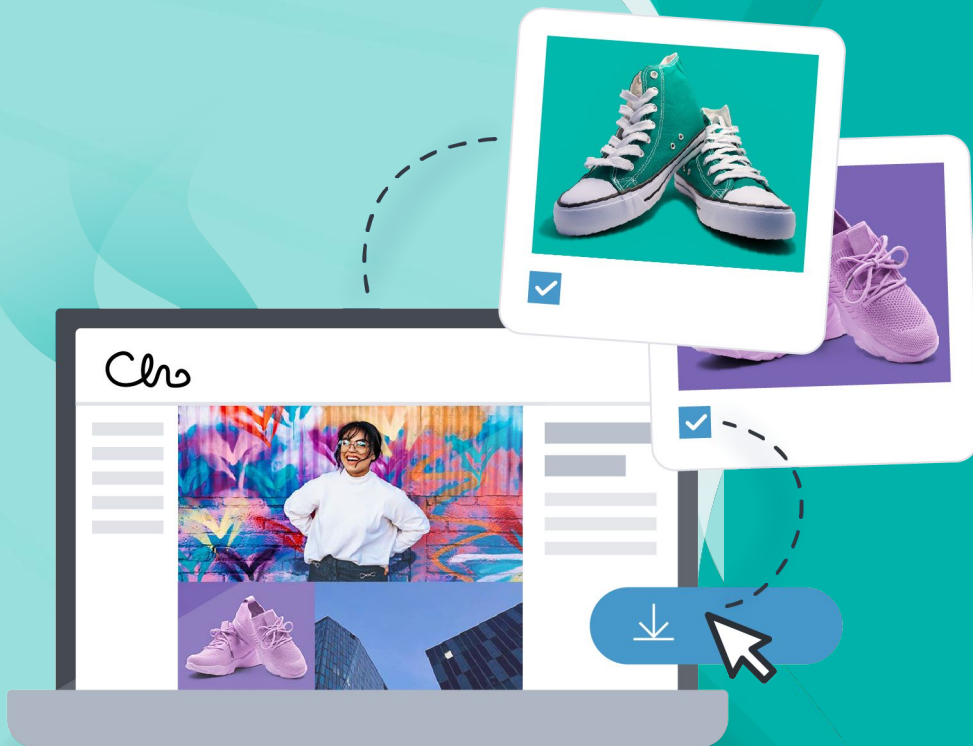
4. Edit web share:

Click on the "Shared" tab in Mediaflow and find your web link. Open the link in a new tab by clicking on the small arrow symbol next to the web link's name, and review the options and comments.



Media portal

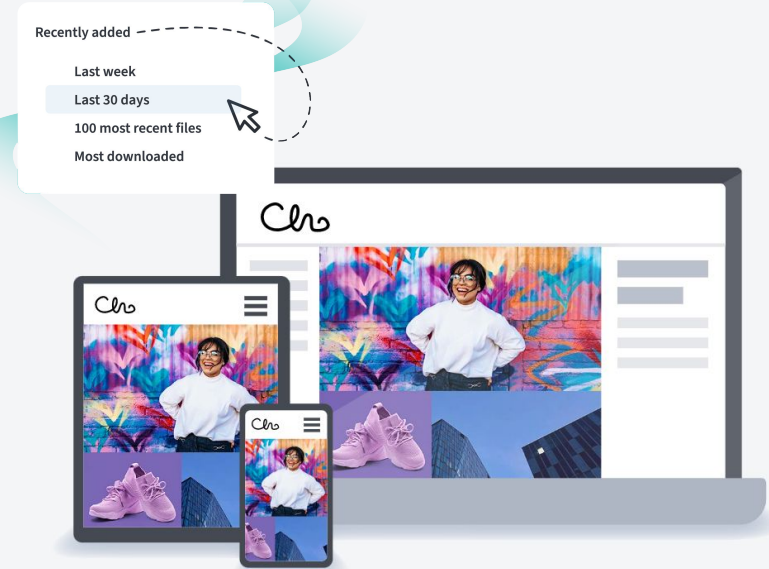
With a media portal, you can make selected files available to different target groups. Visitors can then download your files without having to log in to Mediaflow.





How does a Media portal work?

- The portals utilize ready-made templates and are also optimized for mobile devices.
- Visitors access your portal through a unique link that you can make available through your intranet or website.
- From the start page, you can access your portal as a user.
- You publish folders in the portal under **Folder Access**.

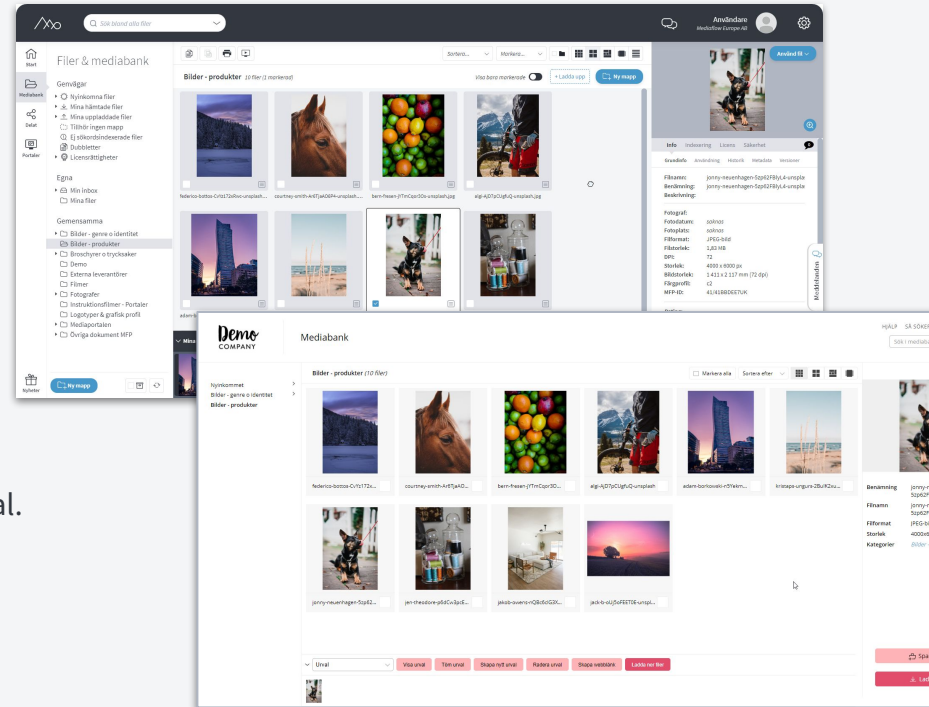




Media portals / Share and collaborate

The difference between a Media portal and a Mediaflow platform

- The appearance of the portal can be customized to your brand, the platform has a standard appearance.
- The portal is responsive, the platform is optimized for desktop.
- You choose which folders are displayed in the portal.
- You also choose which metadata is displayed.
- All visitors in the portal see the same content, in the platform, you can create permission groups.





Exercise Media portals

1. Publish a folder in the Media Portal:

Label the root folder with your name and click on the *Folder Access* tab. Select the group for your portal from the dropdown list to publish the folder. Save by clicking on another tab, folder, or file.

2. Find the folder in the Media Portal:

Go to the start page, click on the portal, and verify that the folder has appeared.



Media portal settings

Under the tab “Portals” you will find:



Default settings for naming and functions, metadata fields, and security.



Editing mode - Customize the appearance to match your brand and visual identity.





MEDIAFLOW

www.mediaflow.com