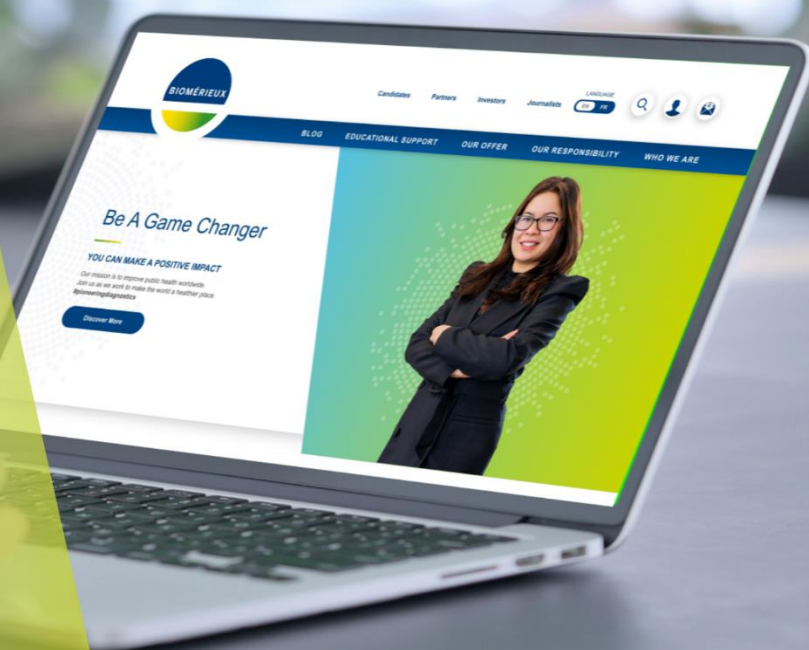


BIOMÉRIEUX

ASSETS HANDBOOK 2024

www.biomerieux.com

#MODERN
#SIMPLIFIED
#PEOPLE-CENTRIC



GLOSSARY

AEM : Adobe Experience Manager

Append Mode: When you edit the metadatas, the save pop-in will suggest you a checkbox “Append mode”. To append the new metadata with the existing metadata in fields that contain multiple values, select Append mode. If you do not select this option, the new metadata replaces the existing metadata in the fields.

Asset: Your media and documents files that will be used on your website.

CMS: A content management system (CMS) is an application that is used to manage web content, allowing multiple contributors to create, edit and publish. Content in a CMS is typically stored in a database and displayed in a presentation layer based on a set of templates

DAM: A digital asset management (DAM) system allows businesses to organize, distribute, measure and securely implement digital files that make up a digital asset library, as a part of streamlining creative and marketing campaign workflows. In this project DAM = AEM Assets

Drag and drop: Action of add an asset into the DAM directly by dragging it from your computer folder to a folder

Folders: where your asset are stored and organized on the DAM.

Main console: the console which allows you to edit or publish a page.

Manage publication: it offers more options than Quick Publish, allowing for the inclusion of child pages, customization of the references, and starting any applicable workflows as well as offering the option to publish at a later date.

Metadata: It's a data that provides information about other data. Example : kg is a metadata of a weight

Popin: Pop-ins are frames that appear above the content of a website. How they work is similar to pop-ups, but the difference lies in the fact that pop-ins only open inside a web page, and can be of various sizes and shapes.

Popup: Pop-ups usually refer to pages that open in a new browser window.

Quick Publish: it's for simple cases and publishes the selected page(s) immediately without any further interaction. Because of this, any non-published references will also be published automatically.

Section : any part presents in the main navigation : Blog, Our offer, Who we are, Educational support, Our responsibilities

Timeline: The place where you can have all life-information about your asset since the day it has been added into the DAM

User rights: depending of their status, user won't all have the same rights on the website. Three categories are used: Super Admin, User Contributor, and Agency/Partner.

Website contribution: The AEM part to contribute content in the website.

CONTACTS

OnebioMérieux team	
Elise FRANTZ	OnebioMérieux Product owner
Marie-Elodie CEÛS	AEM Product owner
Robin BONNEFOUX	Project Leader
Sylvain LAMBERT	IS Business Analyst
Wissal KHIATI	IS Business Analyst

SUPPORT PROCESS WITH SERVICE NOW

2 kind of requests can happen



CONTENT TABLE

I.	INTRODUCTION	2
II.	HOW TO ACCESS TO ADOBE EXPERIENCE MANAGER	2
A.	<i>The environments</i>	2
B.	<i>Adobe Experience Manager login</i>	2
III.	ROLES & PERMISSIONS	6
A.	<i>Definition</i>	6
B.	<i>Type of access according to instances and URLs</i>	6
IV.	DAM ORGANIZATION	7
V.	KEY PRINCIPLES	8
A.	<i>Display modes</i>	8
1.	The Content Tree display	8
2.	Column View	9
3.	List view	10
B.	<i>Types of asset supported by AEM</i>	10
1.	Images	10
2.	Videos	11
a.	Videos formats	11
b.	Videos specificities	12
3.	Documents	14
C.	<i>Asset management</i>	15
VI.	ASSET MANAGEMENT	15
A.	<i>Upload an asset</i>	15
1.	Process for document and images	15
2.	Process for Videos	19
B.	<i>Edit the asset properties</i>	21
C.	<i>Videos thumbnail</i>	22
D.	<i>Publish an asset</i>	24
1.	Manage publication	24
2.	Quick publish	25
VII.	COLLECTIONS MANAGEMENT	25
A.	<i>Create a collection</i>	25
B.	<i>Publish a collection</i>	27
C.	<i>Manage the collections</i>	29
1.	Add other asset	29
2.	Unpublish a collection	29
3.	Edit the collection properties	29

I. Introduction

Adobe Experience Manager is a platform composed of several space to manage websites and assets. In the bioMérieux ecosystem, those spaces are used:

- the **AEM “Asset” space**: all the assets used on www.biomerieux.com or e-media.biomerieux.com are stored and in this space.
- **AEM “Sites” space**: all the website contribution management is manager in this space for www.biomerieux.com or e-media.biomerieux.com

II. How to access to Adobe Experience Manager

A. The environments

ENVIRONMENT	USAGE	AUTHOR URL
PRODUCTION	To display content and assets online	https://author-p45426-e224268.adobecloud.com
PRÉ-PRODUCTION	To train or experiment new features	https://author-p45426-e224269.adobecloud.com

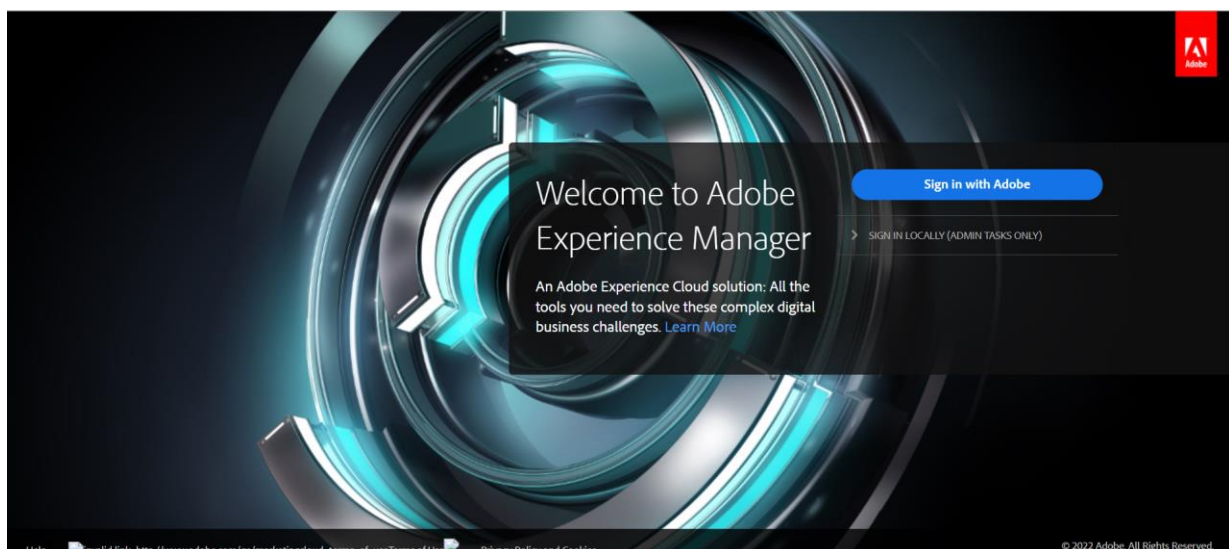
When you are navigating in a browser you can check the environnement thanks the tab name



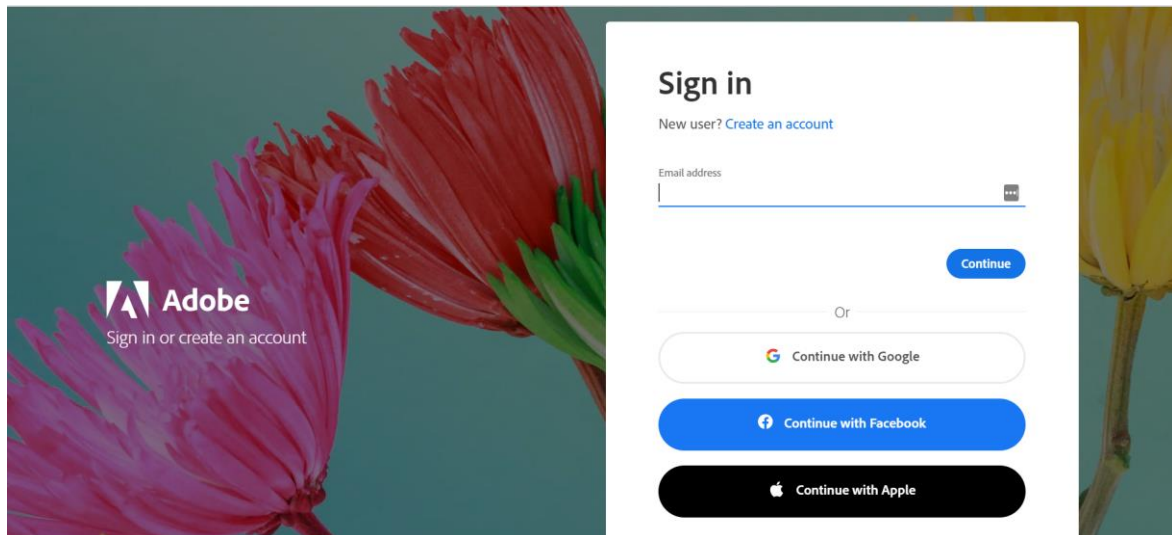
B. Adobe Experience Manager login

To access to Adobe Experience Manager:

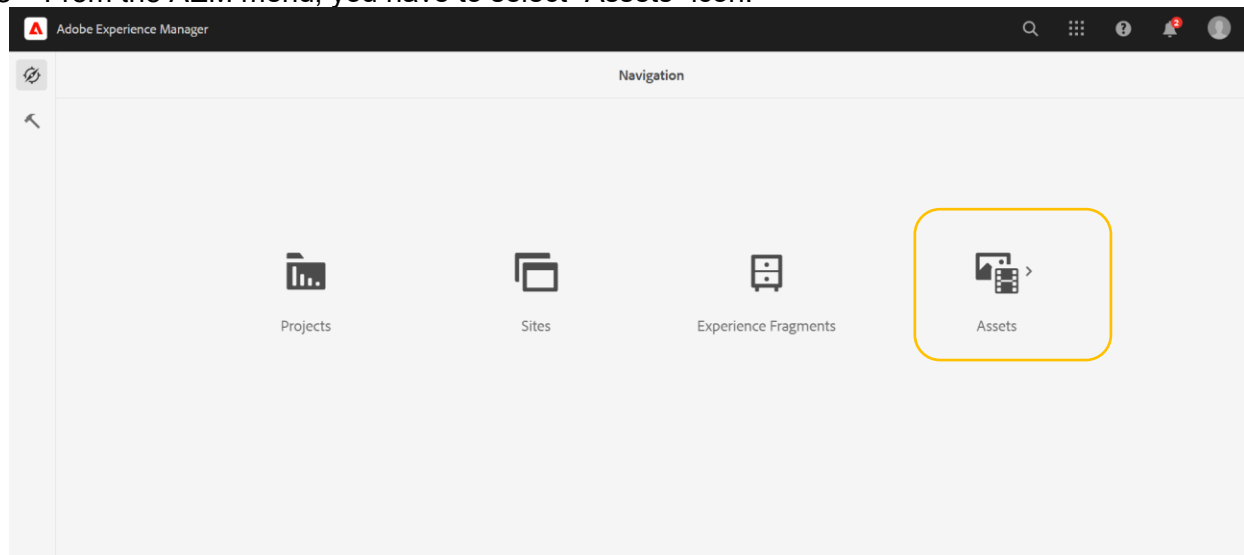
- 1- you have to go in Go to “**Prod Environment**”: <https://author-p45426-e224268.adobecloud.com>



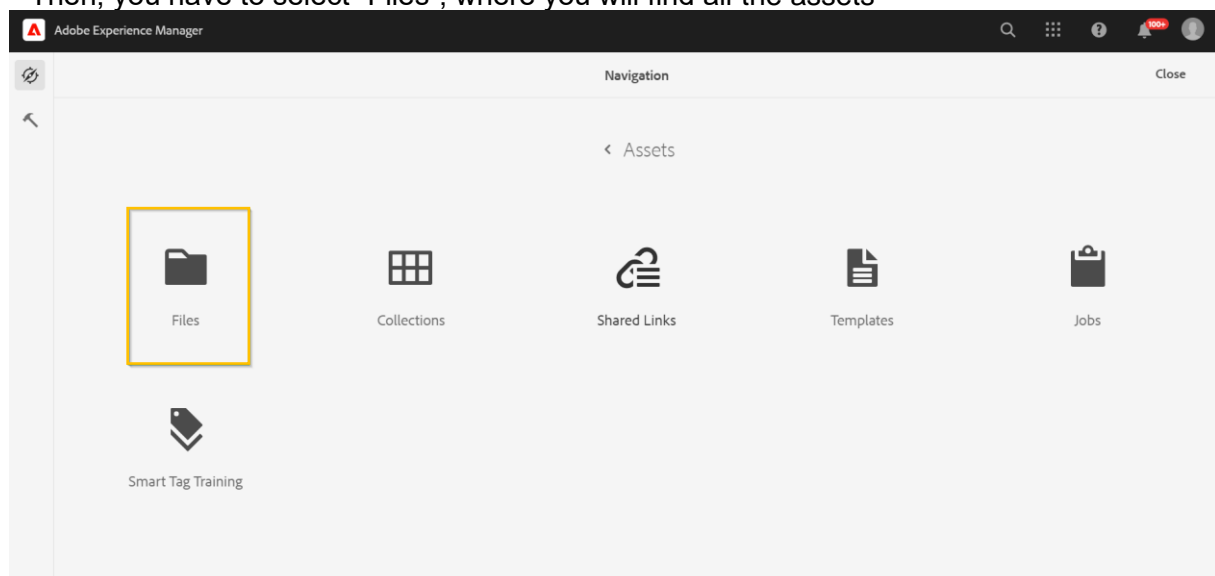
- 2- Then, you have to click on “Sign in with Adobe” and enter your bioMérieux mail address and your password



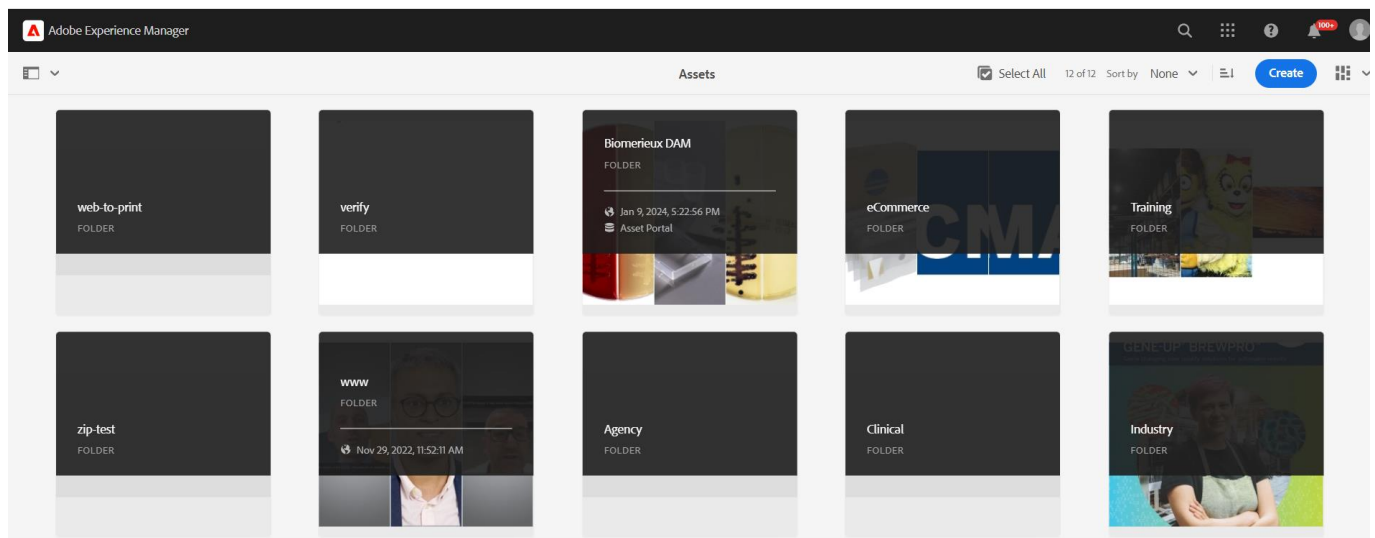
3- From the AEM menu, you have to select “Assets” icon.



4- Then, you have to select “Files”, where you will find all the assets

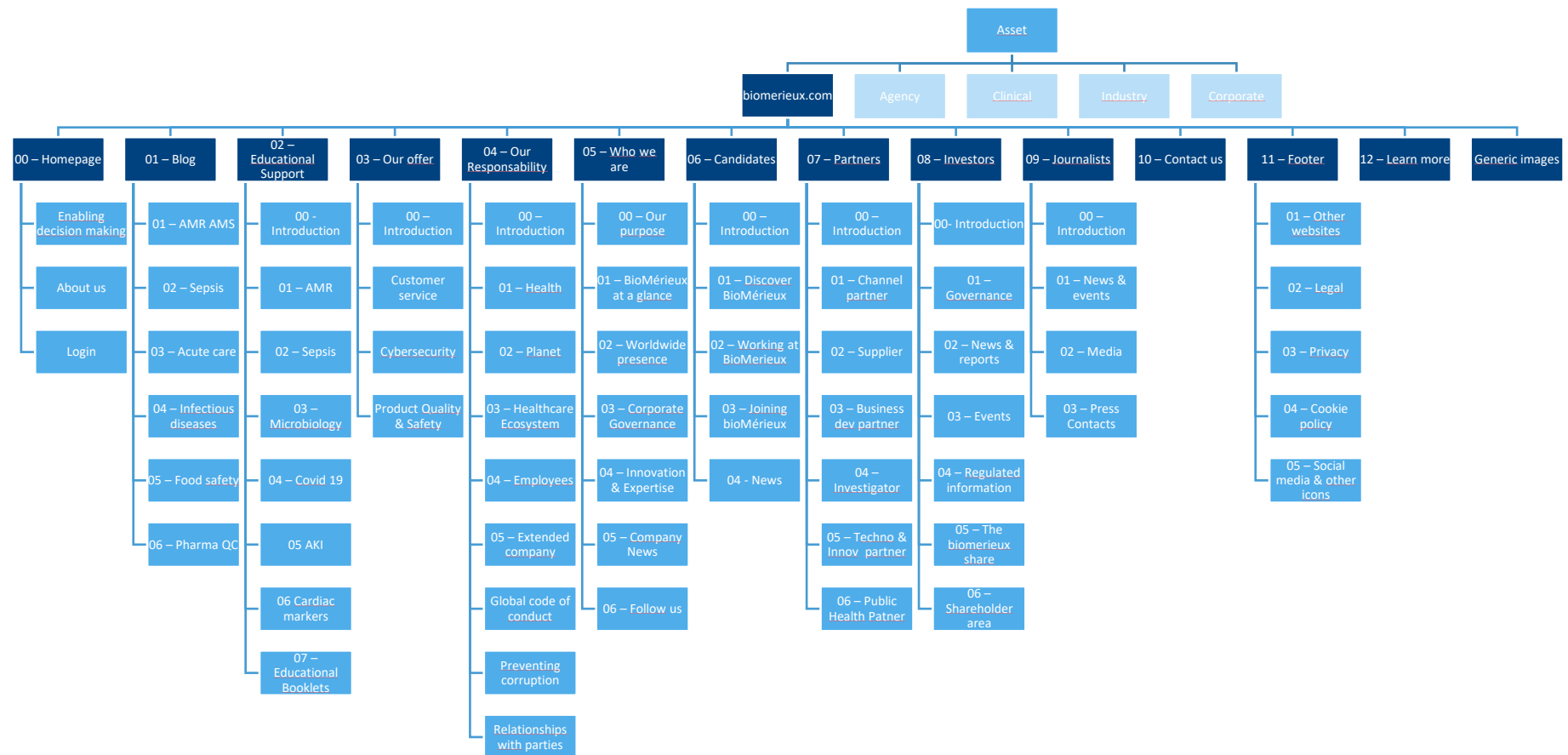


All the assets are organized by folders. Depending your access, you can also consult additional folders



- DAM organization

Two levels are present on the DAM organization



III. Roles & permissions

A. Definition

User type	AEM site space	AEM assets space
Viewer	<ul style="list-style-type: none">Can consult websites content	<ul style="list-style-type: none">Can view assets
Contributor	<ul style="list-style-type: none">Can create, rename, consult, tag, edit, move, and publish websites content	<ul style="list-style-type: none">Can create, rename, consult, tag, edit, move, and publish assets
Admin	<ul style="list-style-type: none">Can create, tag, edit, move, delete and publish websites contentCan create, edit, move and delete tagsCan edit and publish header and footer	<ul style="list-style-type: none">Can create, tag edit, move, delete and publish websites contentCan create, edit, move and delete tags

B. Type of access according to instances and URLs

To access to the asset portal back office, you need to go on [Bioaccess](#) and request:

- For web content edition

URL	INSTANCES	REQUEST THE FOLLOWING ACCESS:
For www.biomerieux.com	for the Corporate site (EN & FR)	<ul style="list-style-type: none">AEM-websites-corp-contributor
	for the NL site	<ul style="list-style-type: none">AEM-websites-NL-contributor
	for the US site	<ul style="list-style-type: none">AEM-websites-US-contributor
For the journalists and investors content on www.biomerieux.com		<ul style="list-style-type: none">AEM_websites-corporate-investors-contributorAEM_Websites-corporate-journalists-contributor
The assets on the DAM for e-media.biomerieux.com		<ul style="list-style-type: none">AEM_Assets_Author_contributor

- For only consultation

URL	INSTANCES	REQUEST THE FOLLOWING ACCESS :
The back-office of content www.biomerieux.com	for the Corporate site (EN & FR)	<ul style="list-style-type: none">AEM-Websites-corporate-viewer
	for the US site	<ul style="list-style-type: none">AEM-Websites-US-viewer

	for the NL site	• AEM-Websites-NL-viewer
The assets on the DAM		• AEM-Asset-author-viewer

- For assets uploading

URL	INSTANCES	REQUEST THE FOLLOWING ACCESS:
The back-office content of www.biomerieux.com	for the Corporate site (EN & FR)	• AEM-Websites-corporate-viewer
	for the US site	• AEM-Websites-US-viewer
	for the NL site	• AEM-Websites-NL-viewer
The assets on the DAM		• AEM-Asset-author-viewer

IV. DAM organization

Currently, the Adobe experience manager DAM is composed of 2 main folders:

- bioMérieux DAM: dedicated to the assets available on e-media.biomerieux.com
- www: dedicated to the website assets used on www.biomerieux.com

bioMérieux DAM	Draft
	Archived
	Online
	Clinical
	Corporate
	Industry
WWW	Homepage
	Blog
	Educational support
	Our offer
	Our responsibility
	Who we are
	Candidates
	Partners
	Investors
	Journalists
	Contact us
	Footer
	Learn more
	Generic images
	Resources
	We are 60
	Resource hub
	Learning lounge

Depending on your access, you can also consult additional folders

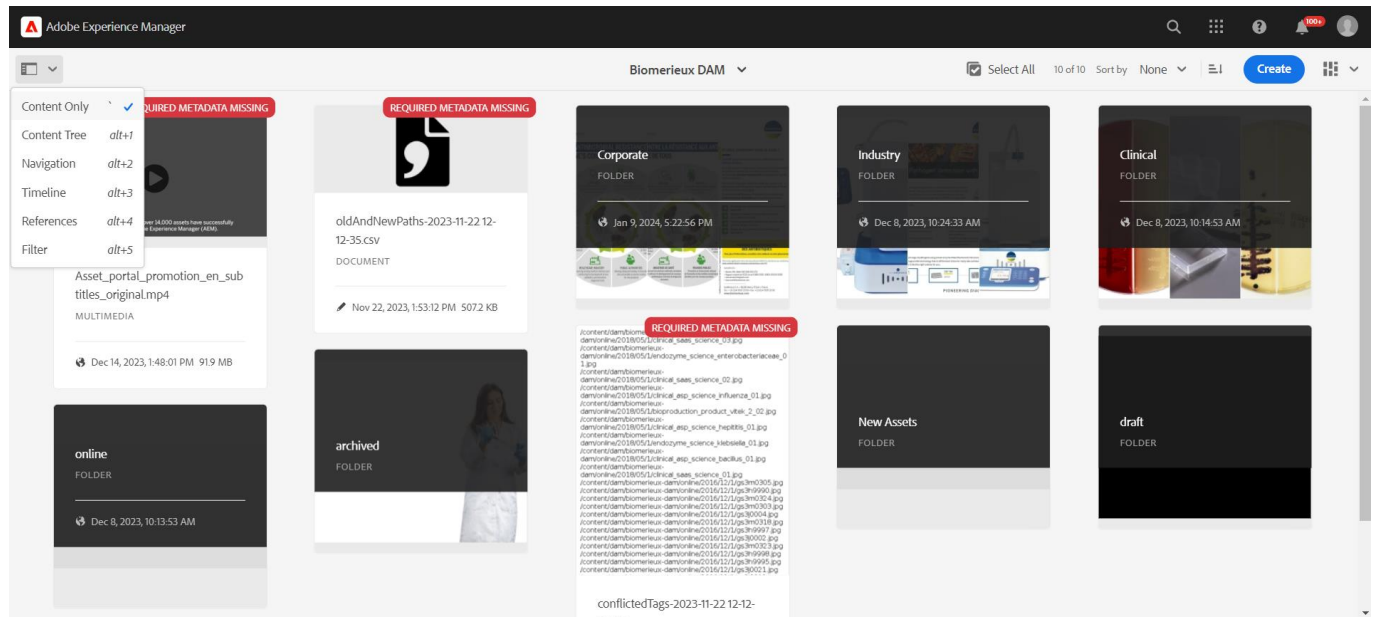
V. Key principles

Before adding content on your pages and templates, you have to import it within the DAM in the appropriate folder corresponding to the right website page.

A. Display modes

On AEM, you display the elements in different ways:

By default, it displays all the folders directly on the screen with a miniature of the content.

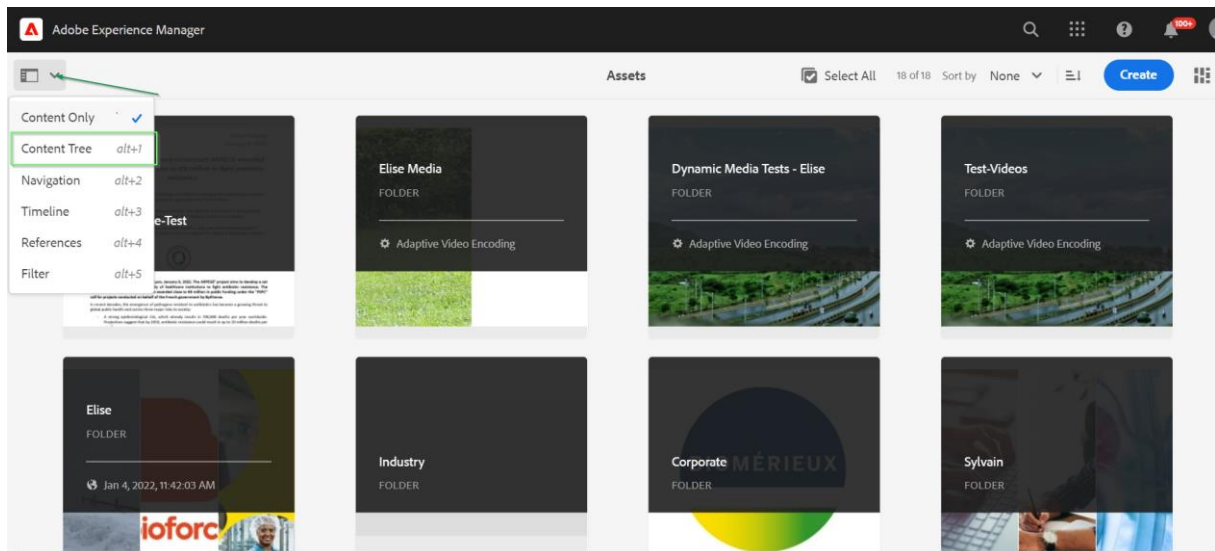


1. The Content Tree display

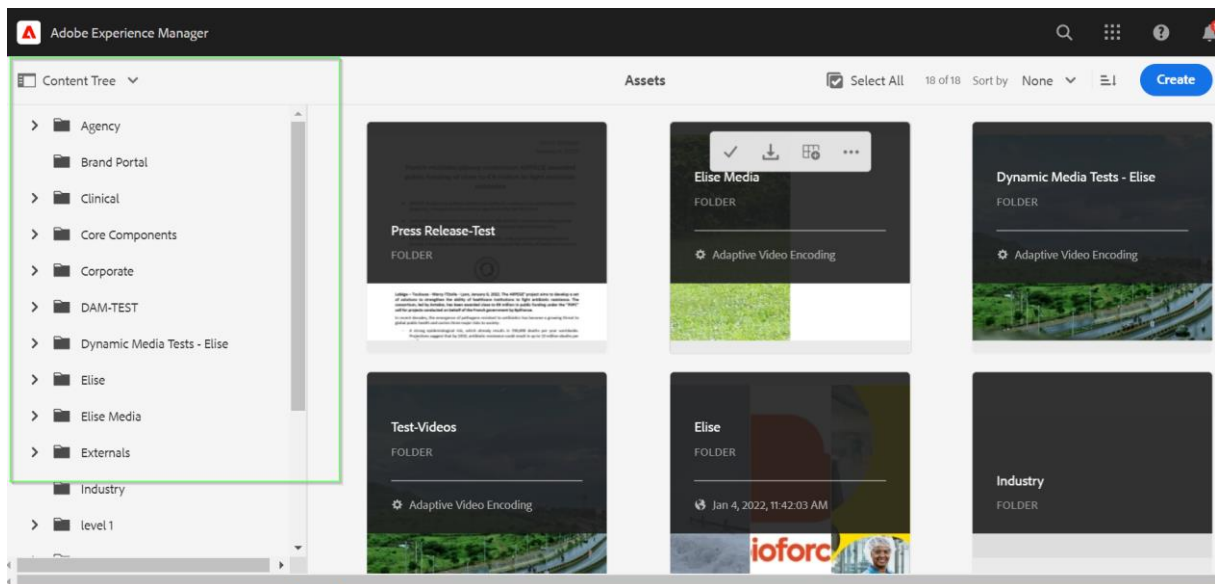
This display mode is practical if you want to navigate easily into the several levels without go back to a precedent screen.

To activate the content tree display:

- 1- you have to click on the display Icon on the top left of your screen, and select “Content Tree” :

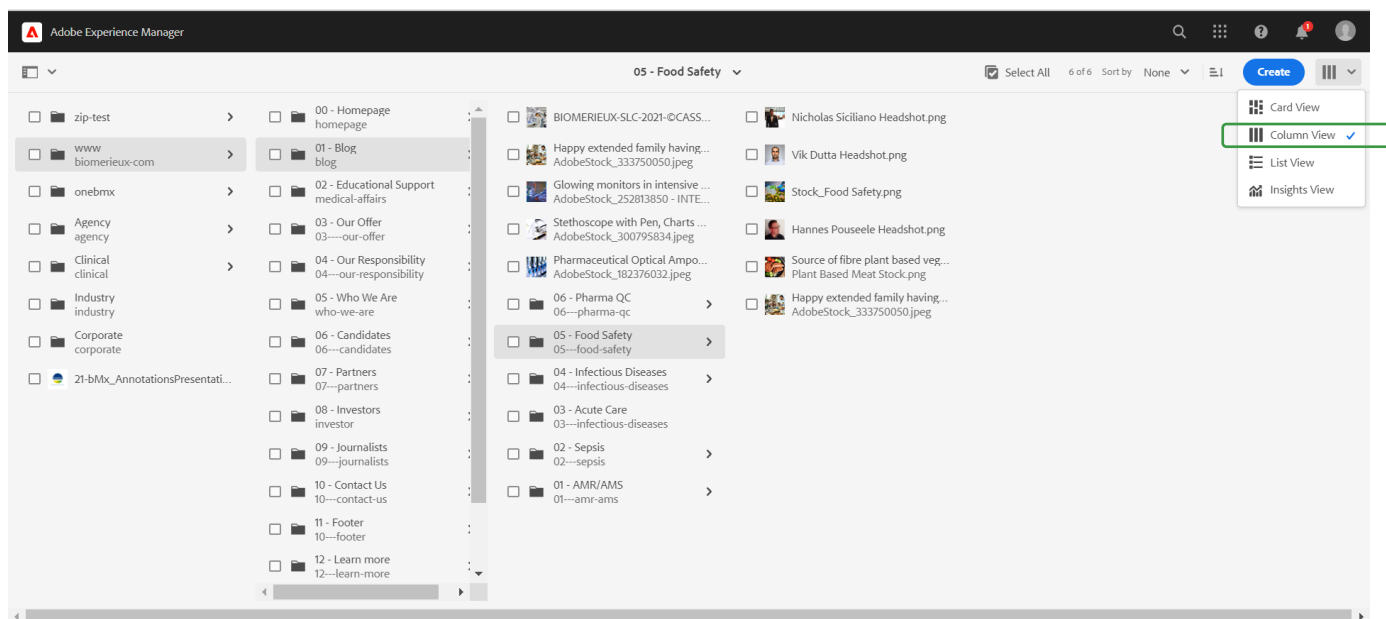


2- Then, all your content tree will be displayed into the left window :



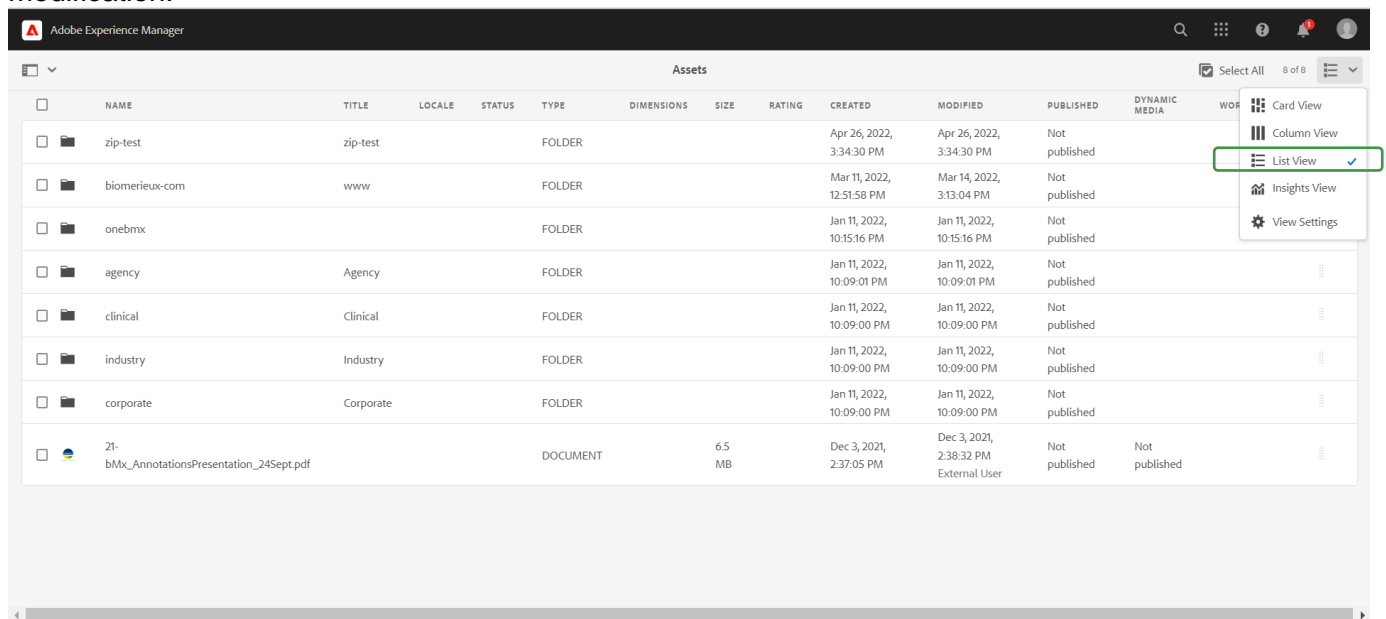
2. Column View

This display mode is practical if you want to know the asset breadcrumb.



3. List view

This display mode is practical if you want to know the asset publication statute, the created date or the last modification:



B. Types of asset supported by AEM

1. Images

File format	Thumbnail generation	Metadata extraction	Width/Height	Crop
BMP	✓	X	✓	✓

File format	Thumbnail generation	Metadata extraction	Width/Height	Crop
EPS	✓	✓	x	x
GIF	✓	✓	✓	✓
JPEG	✓	✓	✓	✓
PNG	✓	✓	✓	✓
RGB	✓	✓	✓	✓
RGBA	✓	✓	✓	✓
SGI	✓	✓	✓	✓
SVG	✓	x	✓	✓
TIFF	✓	✓	✓	x

2. Videos

a. Videos formats

File format	Thumbnail generation	Metadata extraction	Width/Height
3G2	x	✓	x
3GP	x	✓	x
AVI	✓	✓	✓
DIVX	✓	x	✓
F4V	✓	✓	✓
FLV	✓	✓	✓
M2T	✓	x	✓
M2TS	✓	x	✓
M2V	✓	x	✓
M4V	✓	✓	✓
MKV	✓	x	✓
MOV	✓	✓	✓

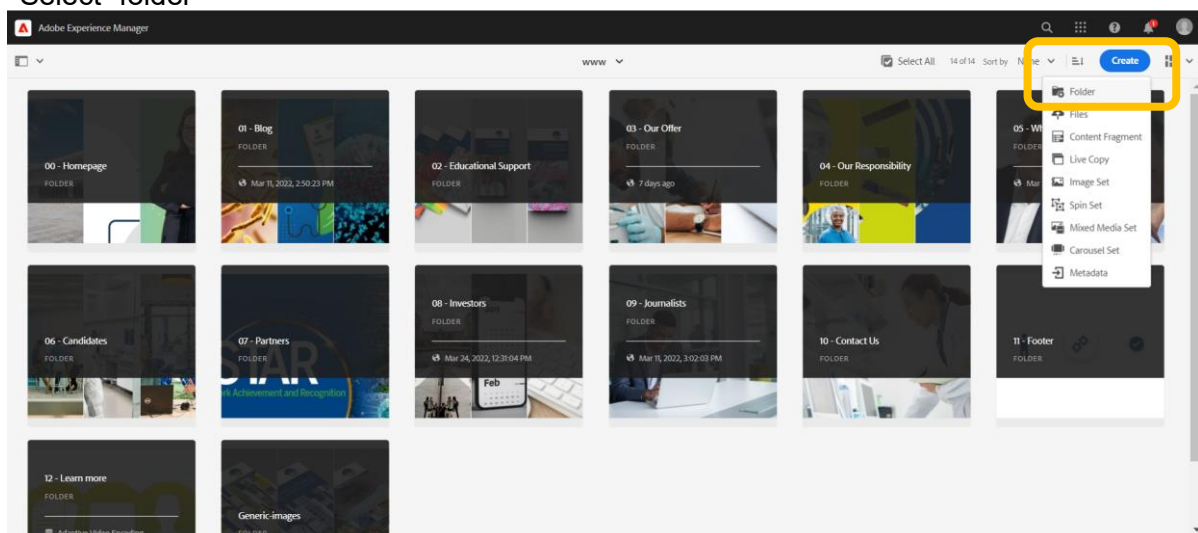
File format	Thumbnail generation	Metadata extraction	Width/Height
MP4	✓	✓	✓
MPEG	✓	✓	✓
MPG	✓	✓	✓
MTS	✓	X	✓
MXF	✓	X	✓
OGV	✓	X	✓
QT	✓	X	✓
R3D	X	✓	✓
SWF	✓	X	✓
WebMD	✓	X	✓
WMV	✓	✓	✓

b. Videos specifics

When you want to add videos on the website, you have to create a dedicated folder: “a dynamic media folder”.

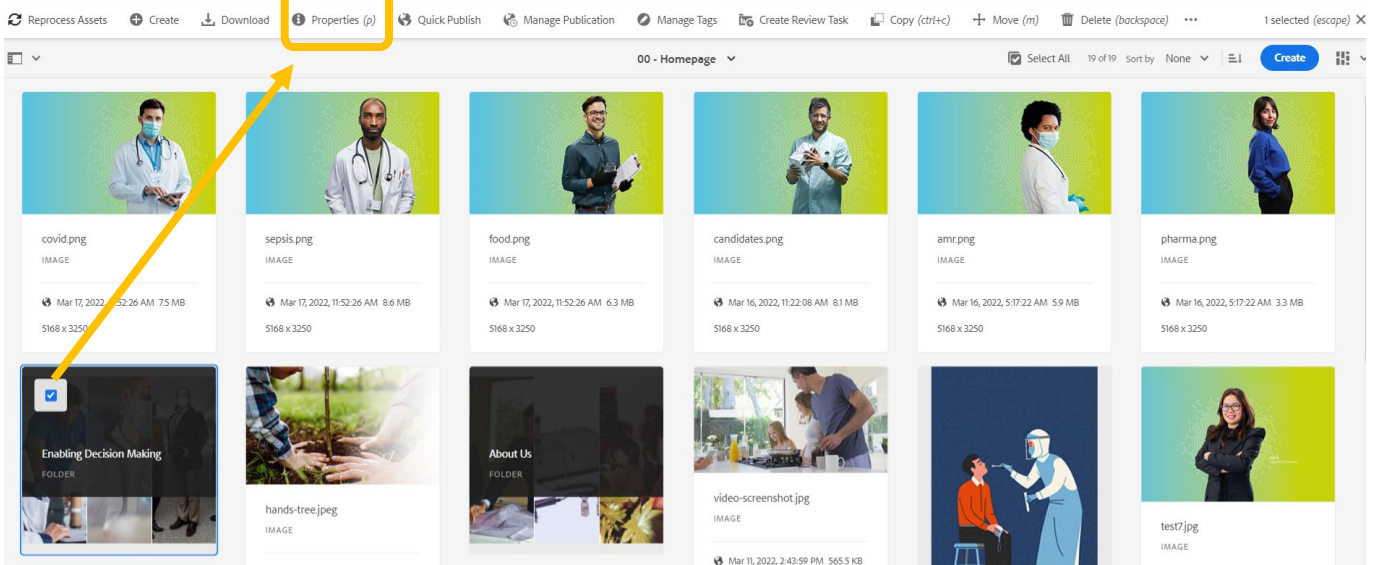
If needed you can create a new folder:

- 1- Click on create
- 2- Select “folder”

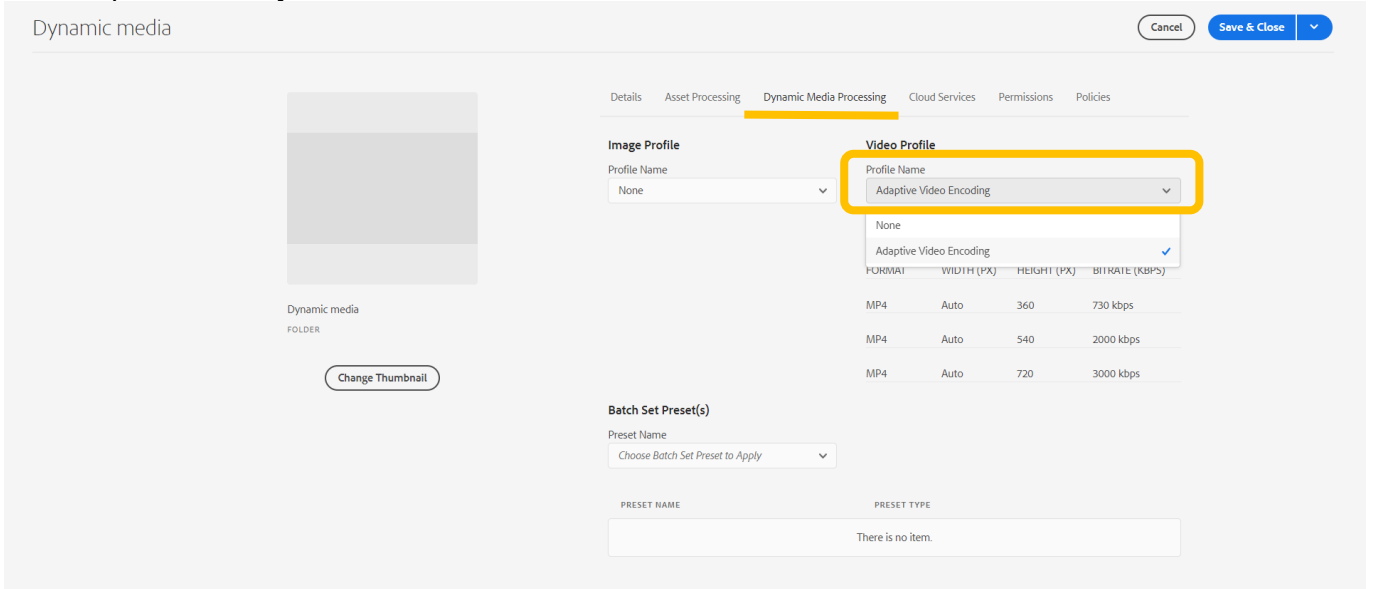


- 3- Name the folder
- 4- Select the concerned folder

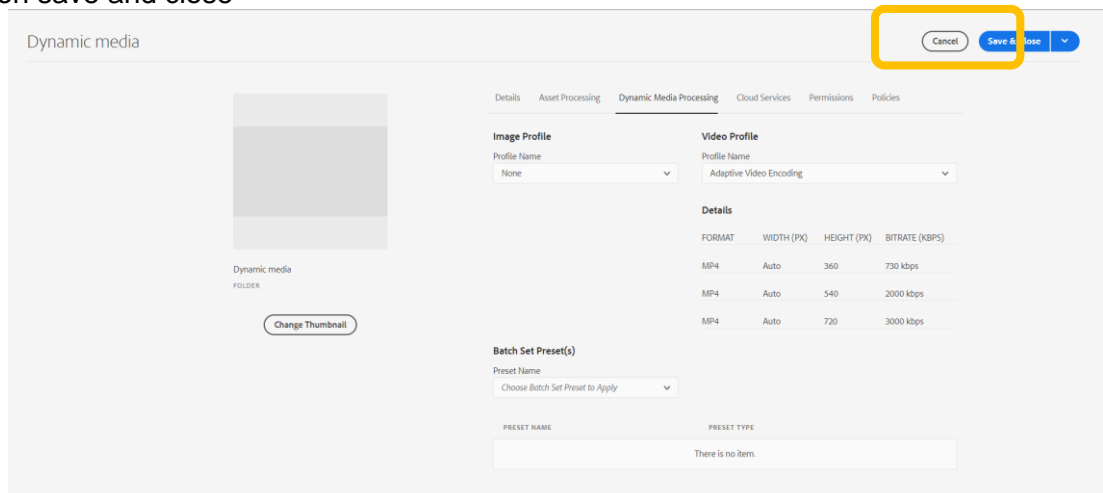
5- Click on properties



6- Click on the tab “Dynamic media processing” and select in the dropdown “profile name” and select “adaptive video dynamic”



7- Click on save and close



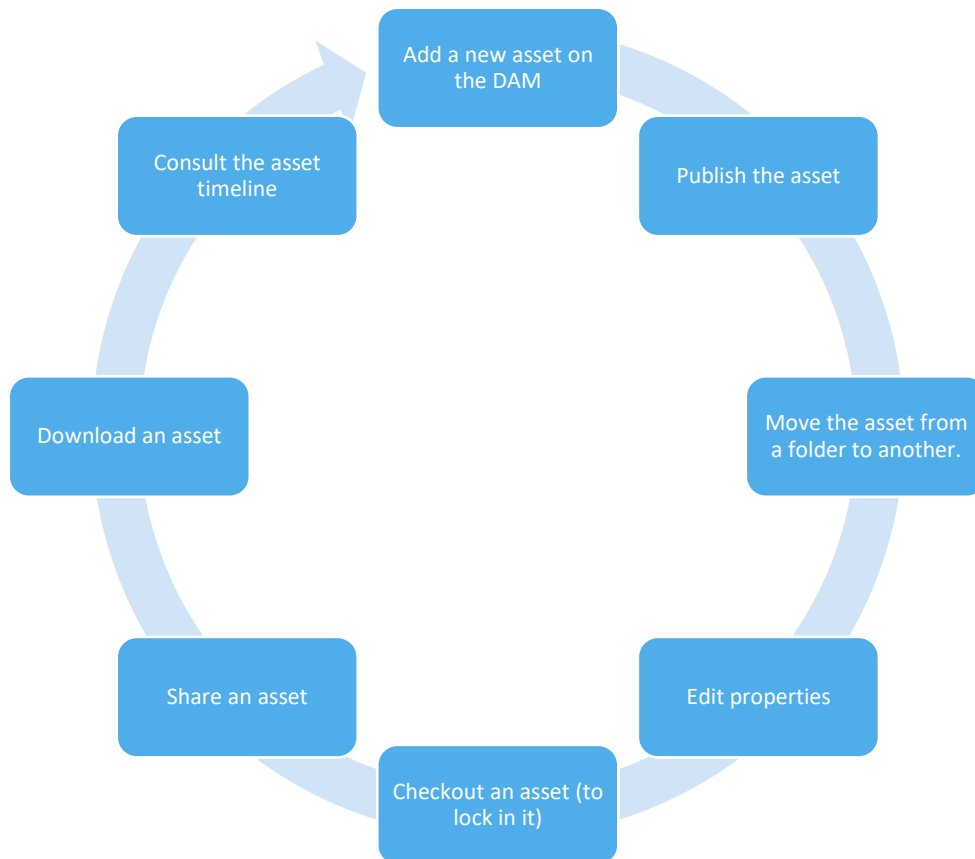
3. Documents

File format	Thumbnail generation	Full-text extraction	Width/Height	Metadata management	Connected Assets
DOC	X	X	X	✓	✓
DOCX	✓	✓	✓	✓	✓
EPUB	X	✓	X	X	X
HTML	X	✓	X	✓	✓
ODF	✓	✓	✓	X	X
ODM	✓	✓	✓	X	X
ODP	✓	✓	✓	X	X
ODS	✓	✓	✓	X	X
ODT	✓	✓	✓	✓	✓
OFG	✓	✓	✓	-	-
PDF	✓	✓	✓	✓	✓
PPT	X	X	X	✓	✓
PPTX	✓	✓	✓	✓	✓
PS	X	X	✓	X	X
RTF	X	✓	X	✓	✓
TXT	✓	✓	X	✓	✓
XLS	X	X	X	✓	✓
XLSX	✓	✓	✓	✓	✓
XML	X	✓	X	X	X

C. Asset management

Many assets are managed in the DAM in order to be use on the website.

Any asset on the DAM can follow a typical lifecycle:



VI. Asset management

Asset displayed in e-media.biomerieux.com are stored in the bioMérieux DAM in the AEM “assets” space.

E-media.biomerieux.com asset’s lifecycle

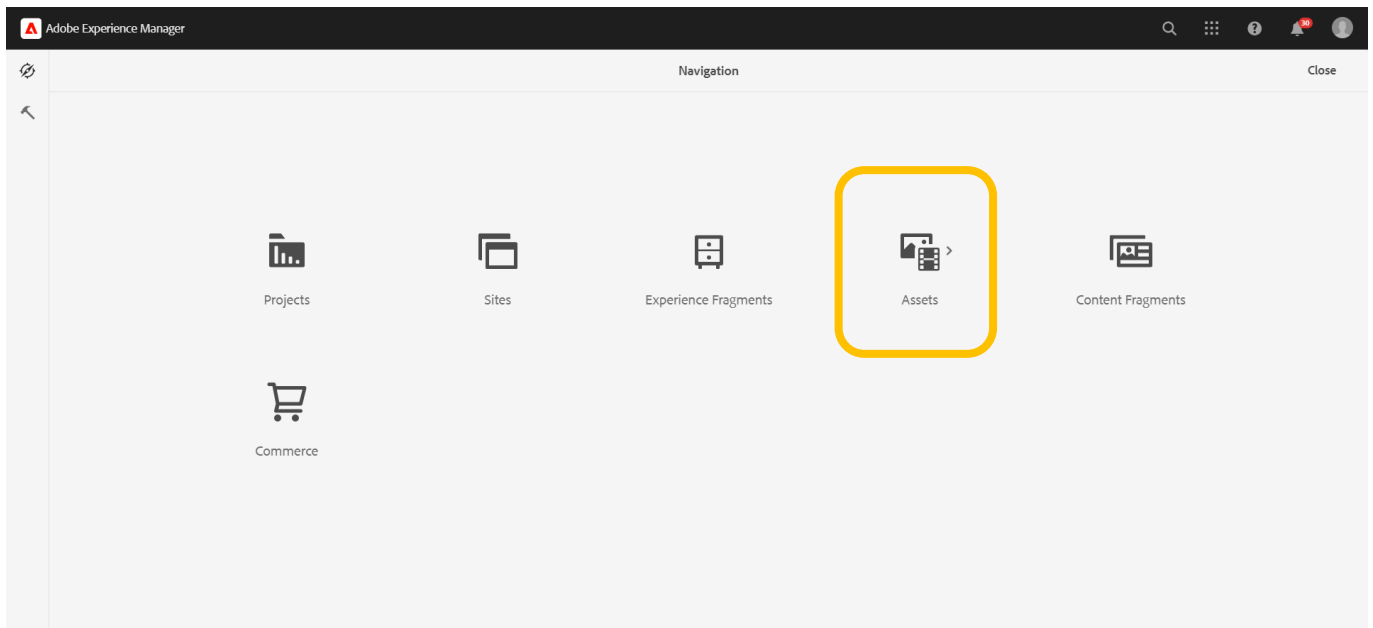


A. Upload an asset

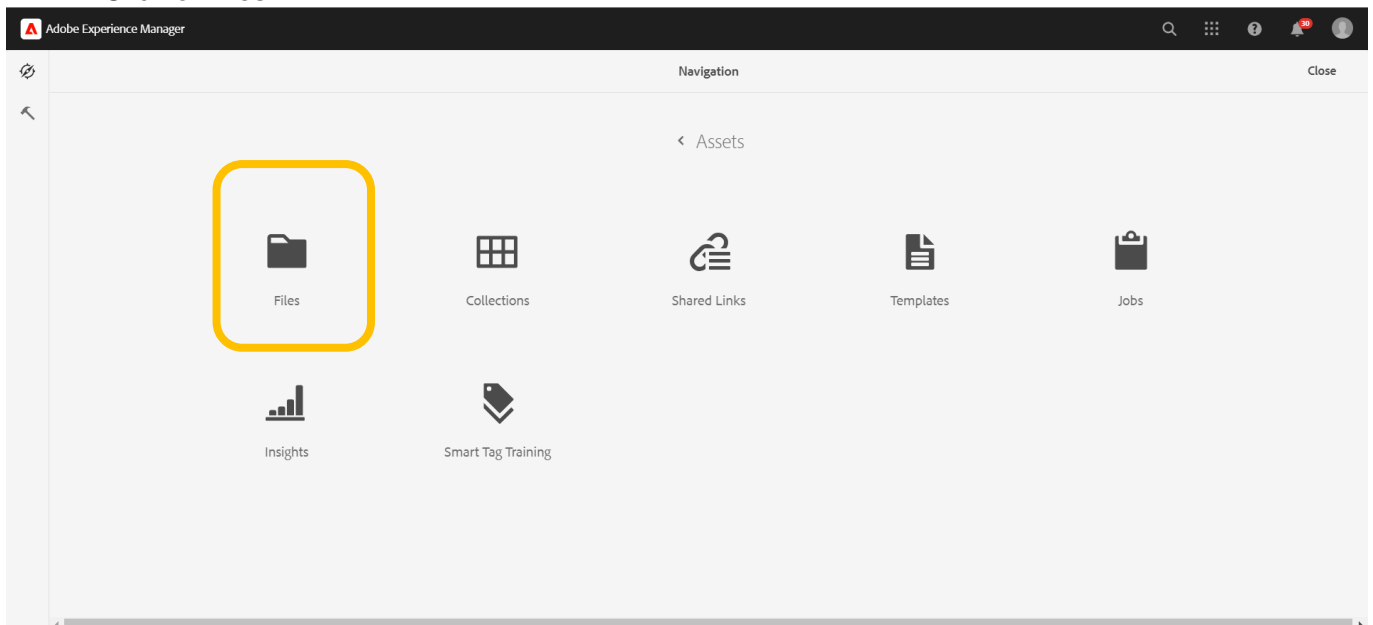
1. Process for document and images

To upload an asset in the Asset portal, you need to:

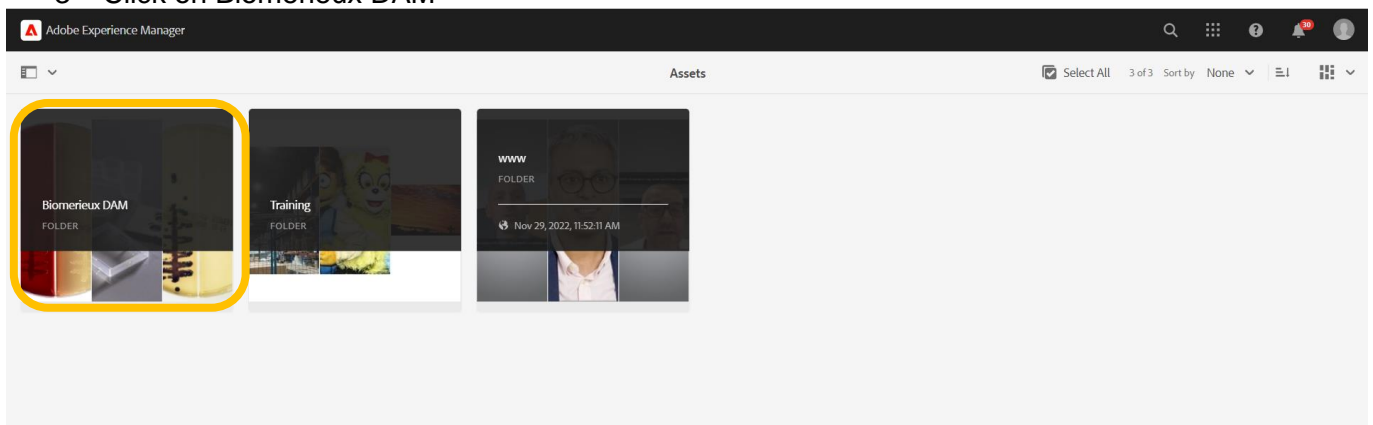
1- Go on AEM and click on Asset



2- Click on files

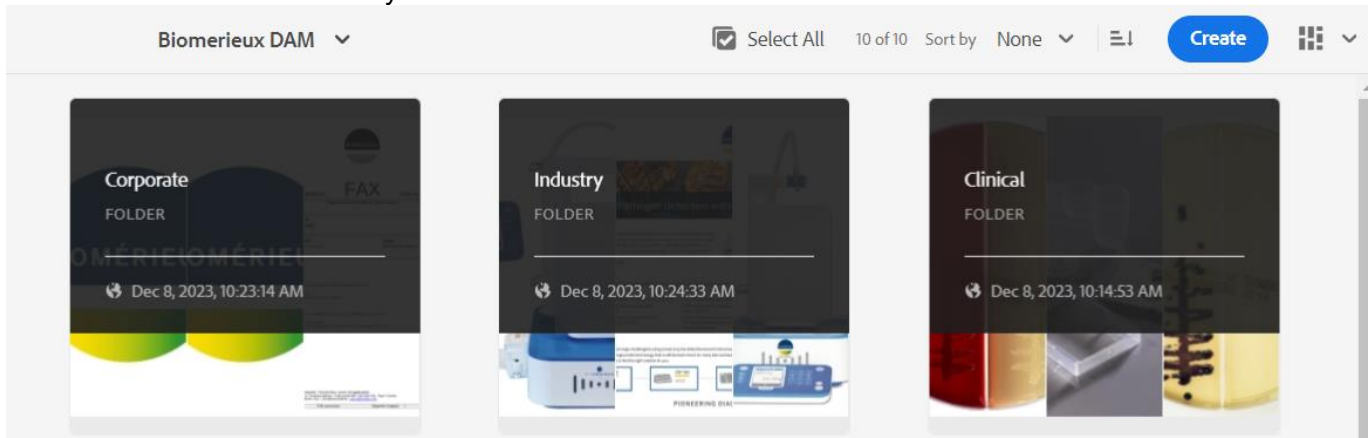


3- Click on Biomerieux DAM

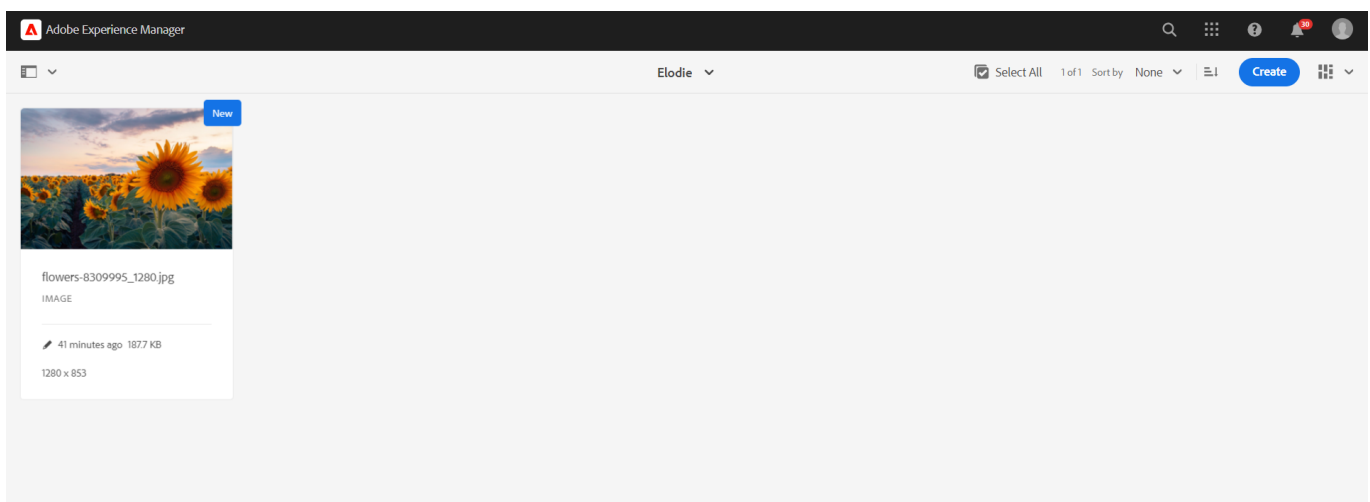


4- Select the appropriate folder between:

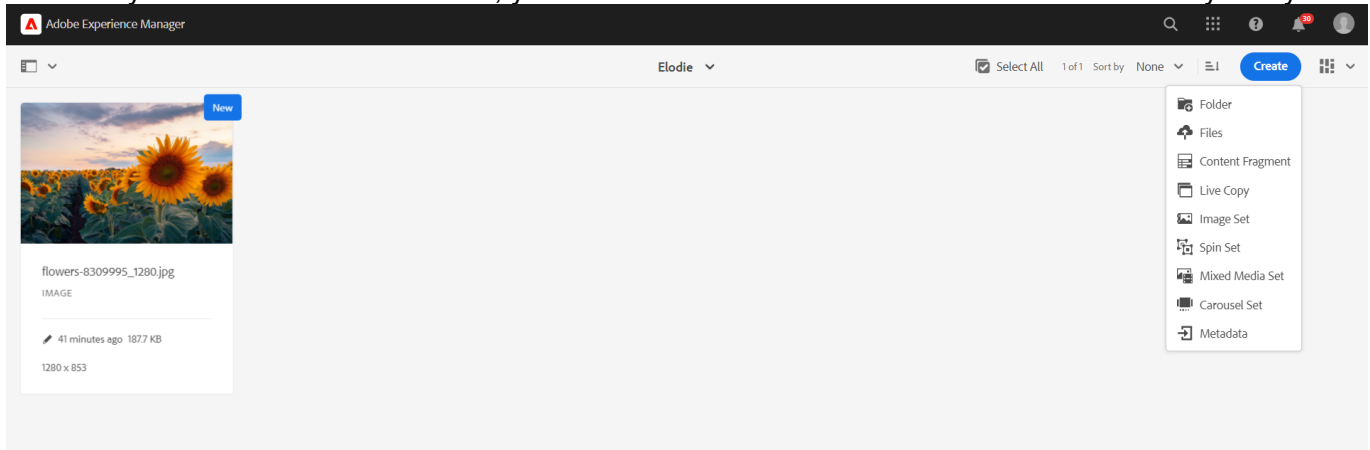
- Clinical
- Corporate
- Industry



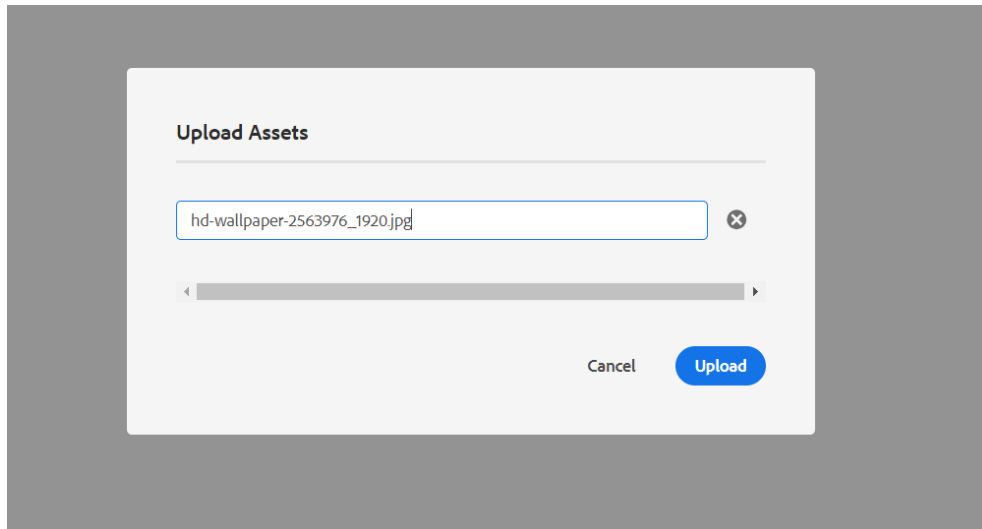
5- Once you are in the good folder, click on create or drag and drop directly the asset



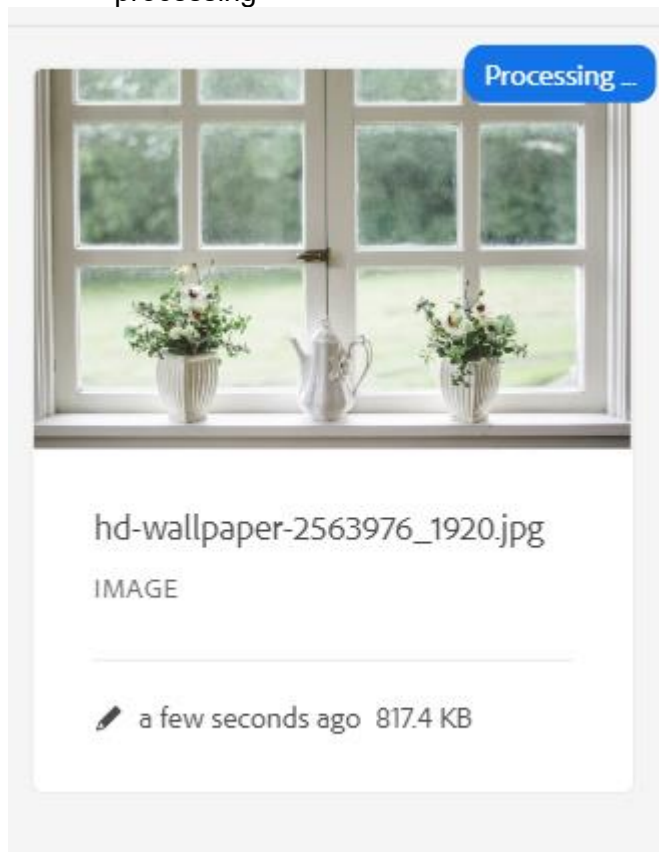
6- If you have clicked on “create”, you need to click on files and then select the asset in your system



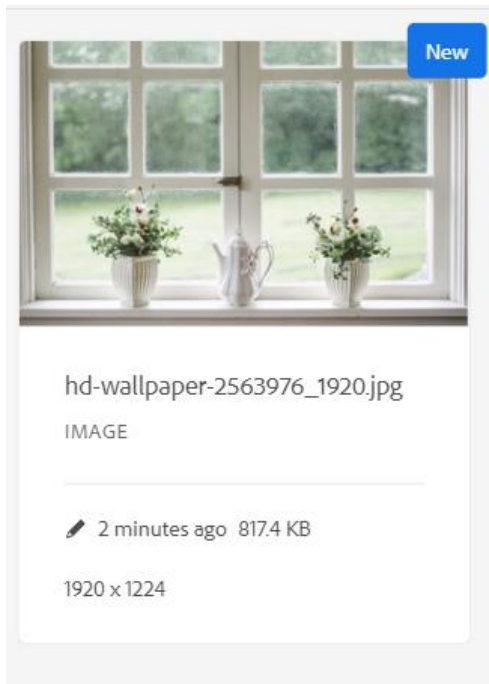
7- Rename the asset or let it as it is but don't forget to let the format extension (.jpg, .pdf...) and click on “upload”



- 8- Normally, AEM will upload the asset and its metadatas, during this moment, the asset is under “processing”



So you have to wait some few minutes and the “new” notification will be displayed.



Once the asset has the “new” notification, you need to edit the asset properties ([3. Edit an asset properties](#))

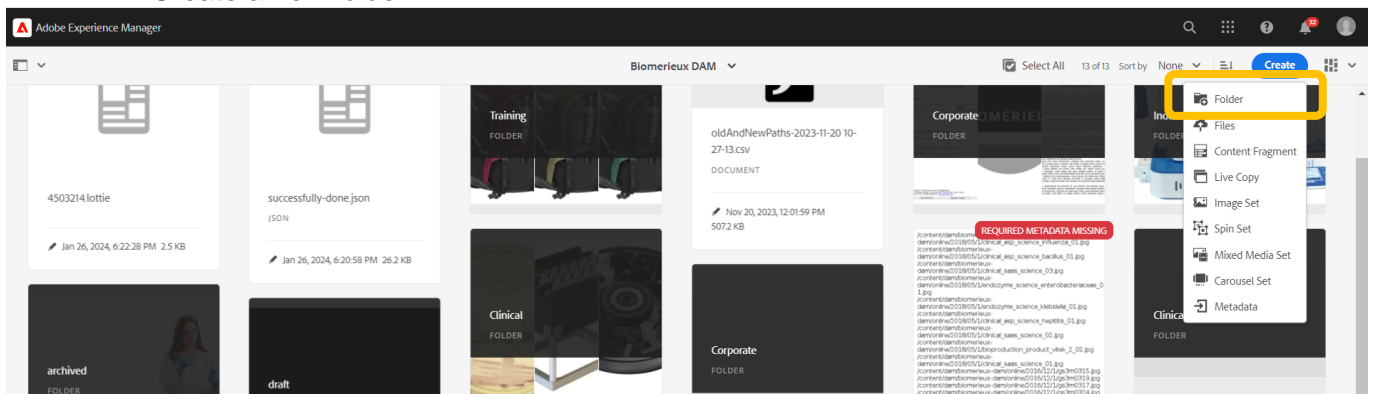
For zip file, you have to inform the description with all the documents contain in the zip file.

2. Process for Videos

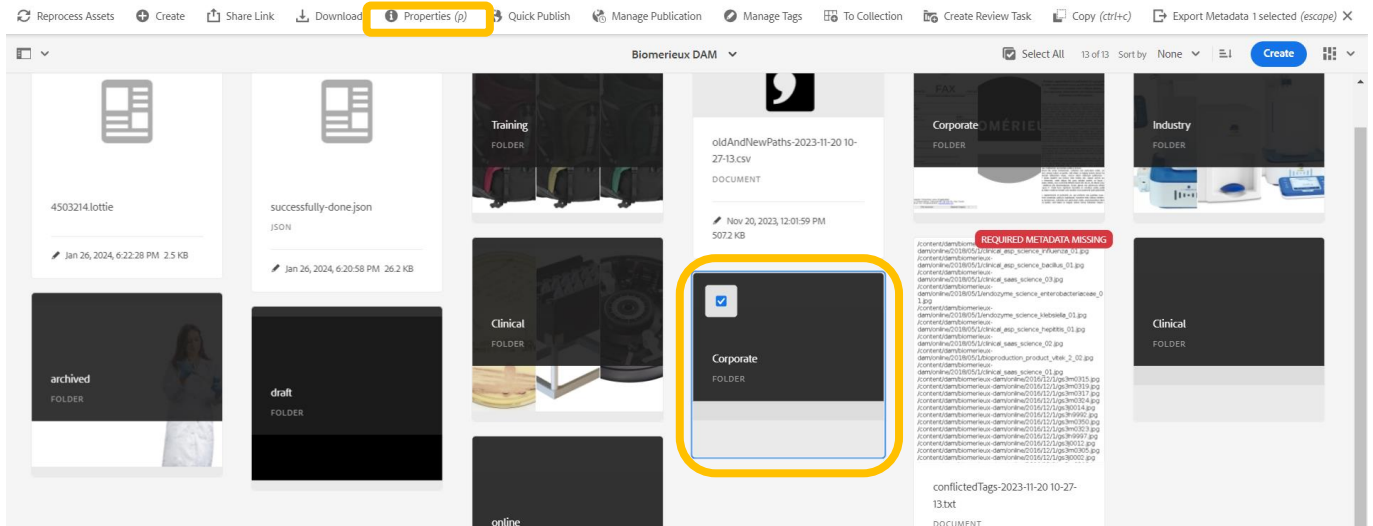
Videos have to be uploaded in dynamic folders .

For that you need to :

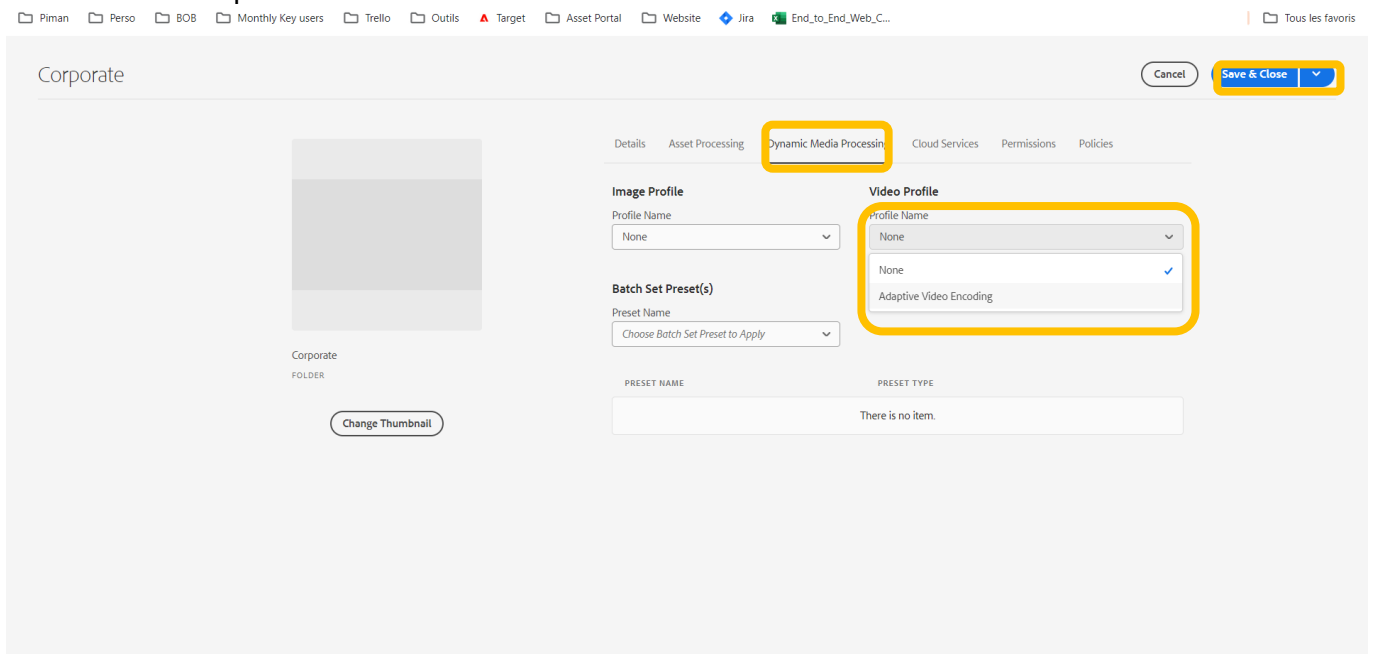
1- Create a new folder



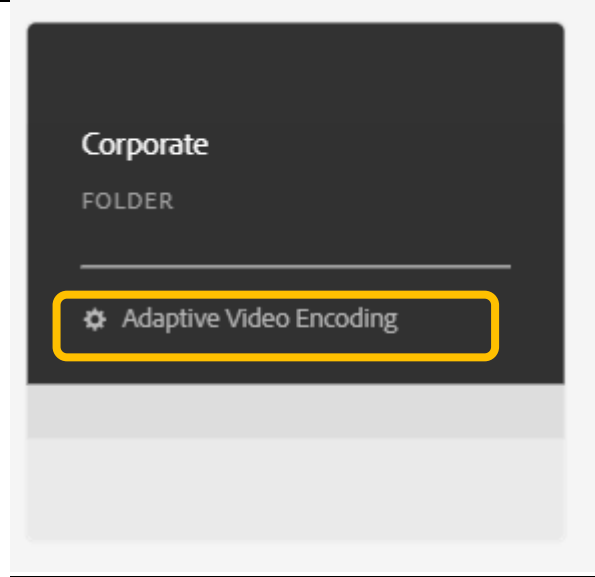
2- Select the folder and go on the folder properties



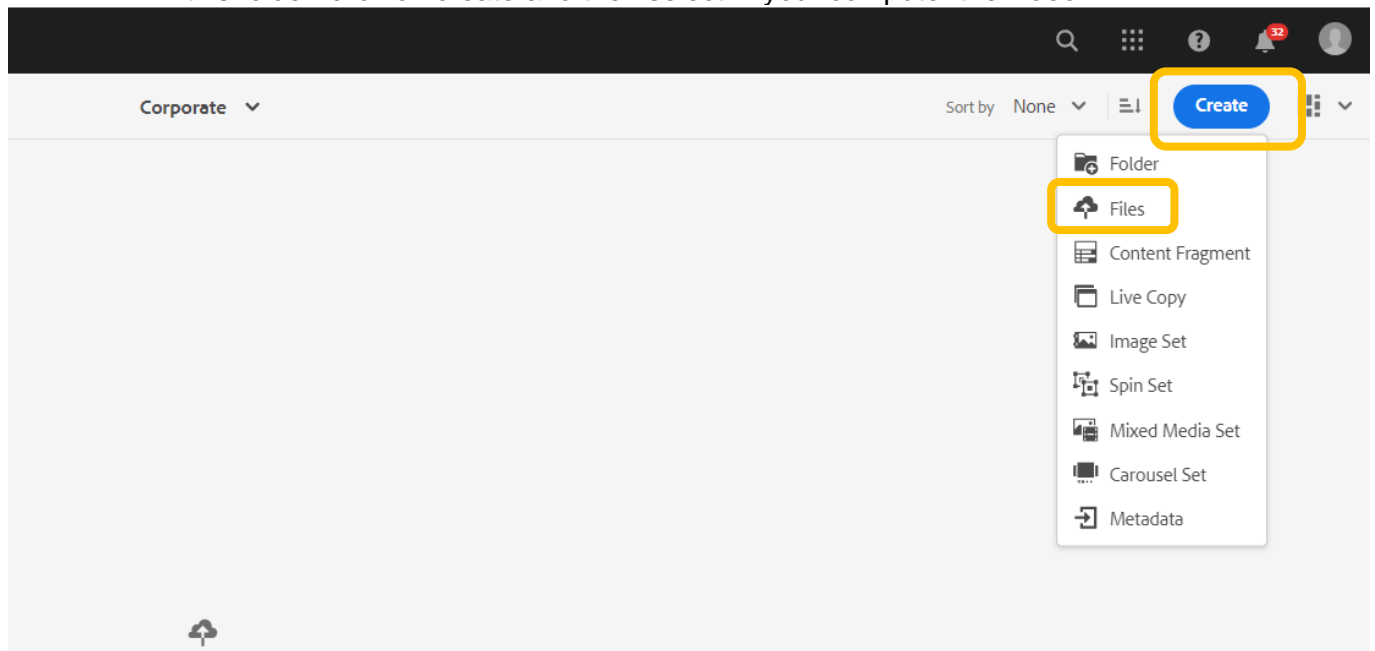
3- Go on the 3rd tab “dynamic media processing” and select “adaptive encoding video” for the Video profile name and click on “save and close”



Now the folder has this details precise “Adaptive video encoding”



4- In this folder: click on create and then select in your computer the video



5- And don't forget to publish the asset thanks quick publish or manage publication ([3.Publish asset](#))

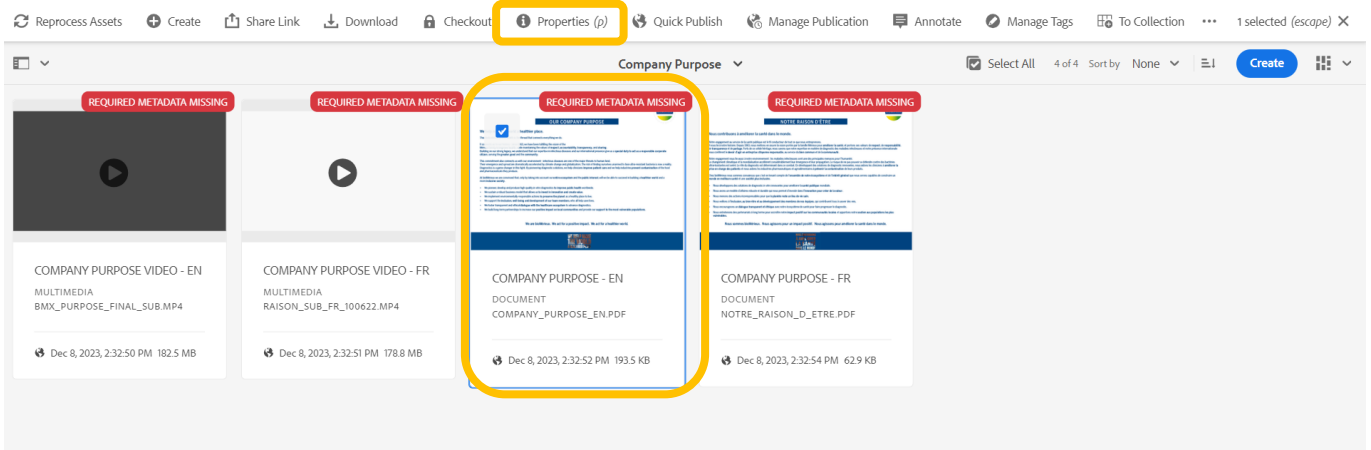
B. Edit the asset properties

Once an asset is in the DAM, you have to edit the requisites data in the properties.

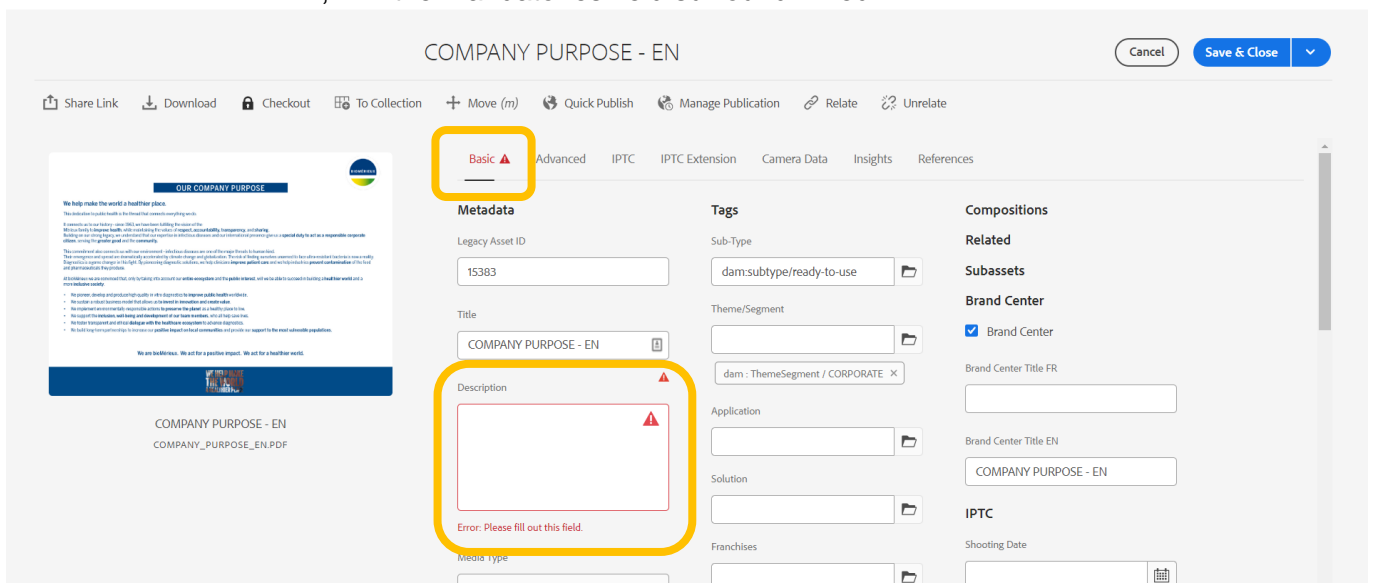
Until the mandatory fields aren't informed, a red label is attached to the asset.

For that,

1- Select on the asset and click on properties.



2- In the tab “basic”, edit the mandatory field surround in red:



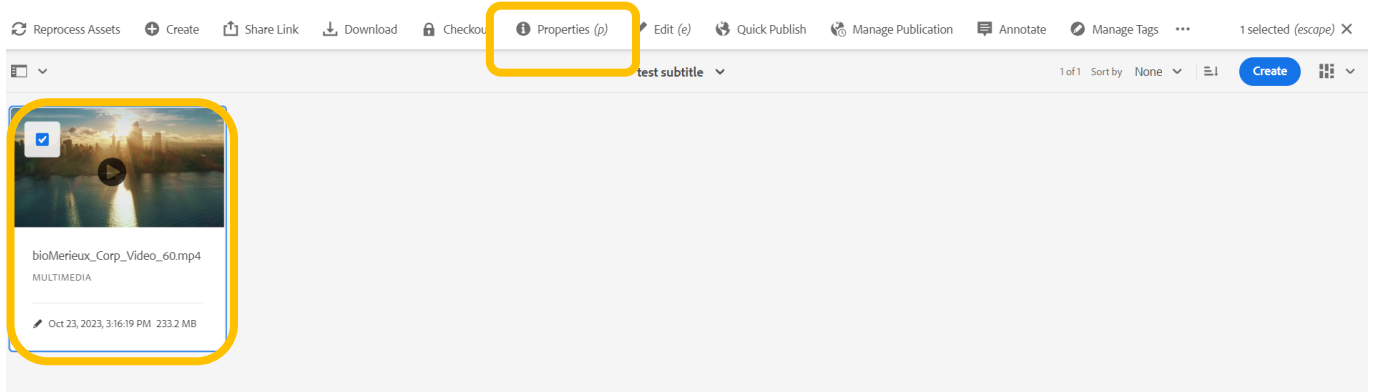
3- Once all those information are informed, you can click on “save and close”

The asset metadatas and tags are really important to ensure a good result display on the asset portal.

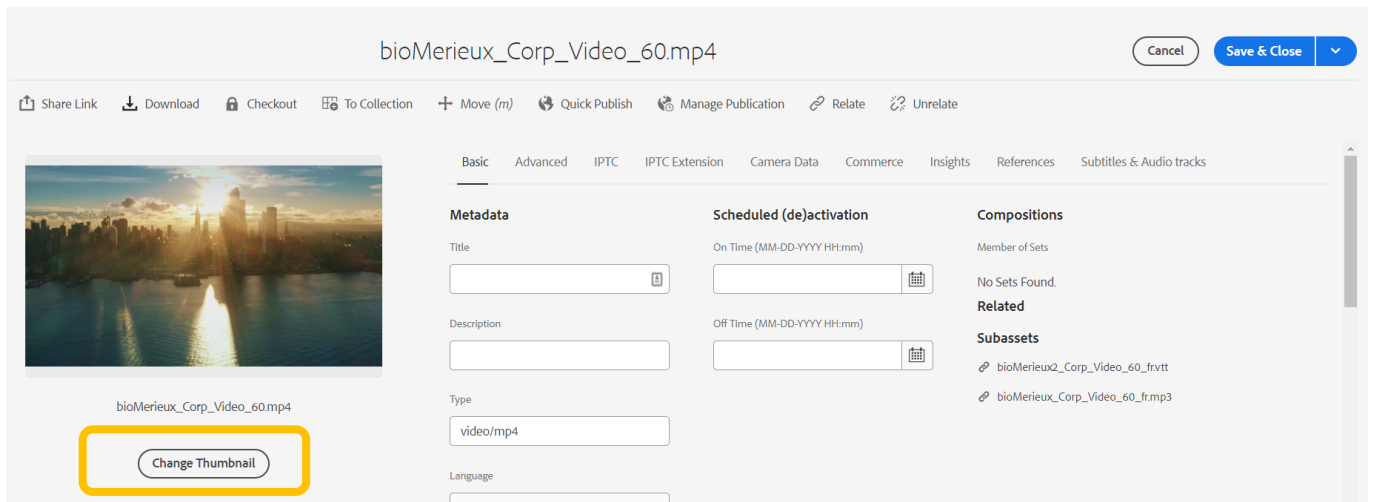
C. Videos thumbnail

You can edit, the video thumbnail image. For that:

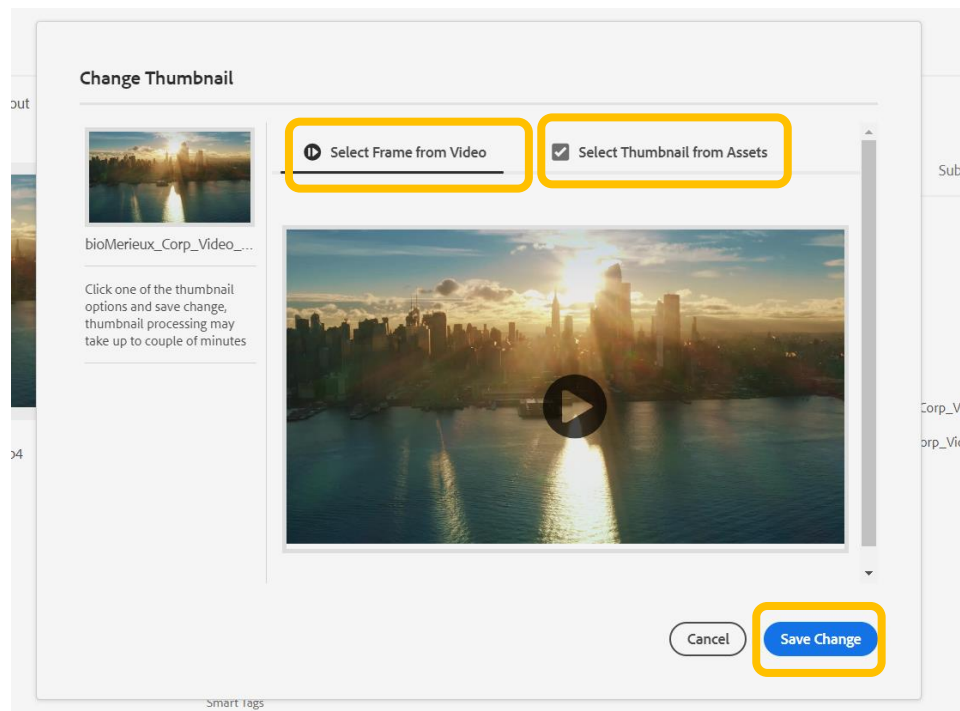
1- Select the video and click on “properties”



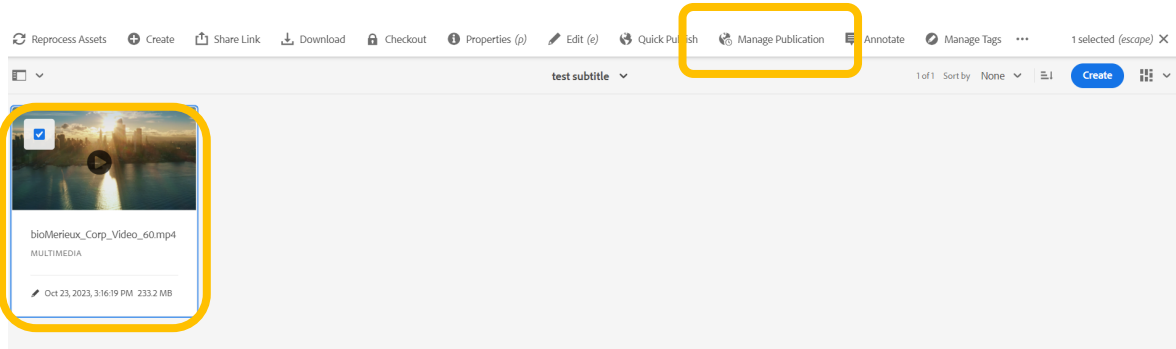
2- Click on “change thumbnail”



3- Click on “Select the frame from the video” or select a picture thanks “select the thumbnail from assets”



- 4- Click on “save change”
- 5- Click on “save & close”
- 6- Select the asset and click on publish the asset thanks “manage publication”



D. Publish an asset

To publish an asset, you have 2 possibilities:

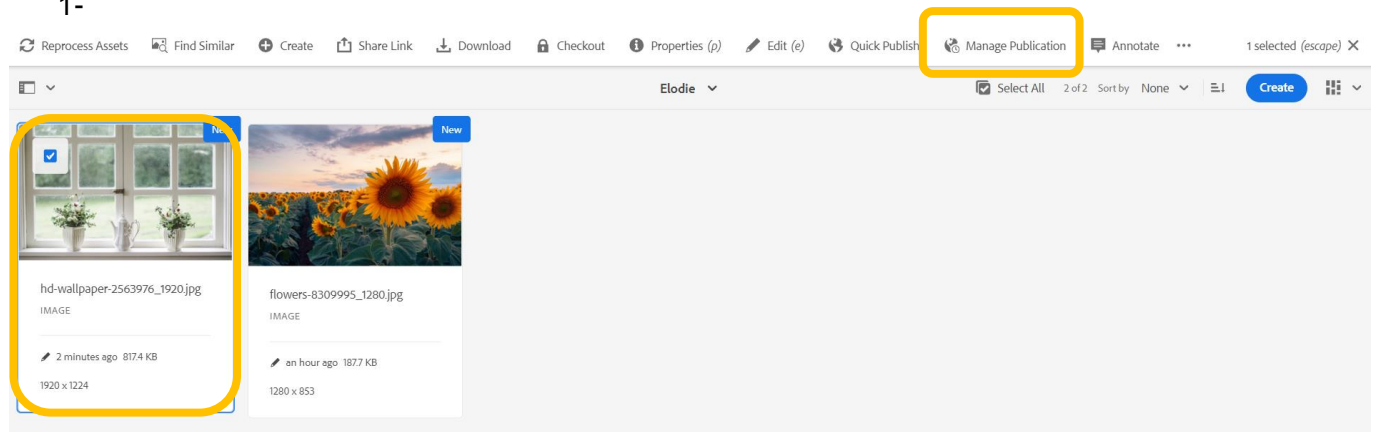
- Thanks “quick publish”
- Thanks “manage publication”

You have to keep in mind that, you can publish an asset only if all the mandatory fields are informed.

1. Manage publication

Once an asset is upload and has all its information informed, you can publish the asset:

- 8- Select the asset and click on manage publication
- 1-



- 2- Click on publish and now then on Next

Manage Publication (Publish)

Options Scope

Cancel Next

Action

Publish Unpublish

Destination

Publish Brand Portal

Scheduling

Now Later

Activation date

▲ Your timezone (UTC+01:00) will be used instead of the server setting (UTC+0000)

2. Quick publish

Once an asset is upload and has all its information informed, you can publish the asset:

- 1- Select the asset and click on quick publish

Reprocess Assets Find Similar Create Share Link Download Checkout Properties (p) Edit Quick Publish Manage Publication Annotate 1 selected (escape) X

Elodie

Select All 2 of 2 Sort by None Create

hd-wallpaper-2563976_1920.jpg
IMAGE
2 minutes ago 817.4 KB
1920 x 1224

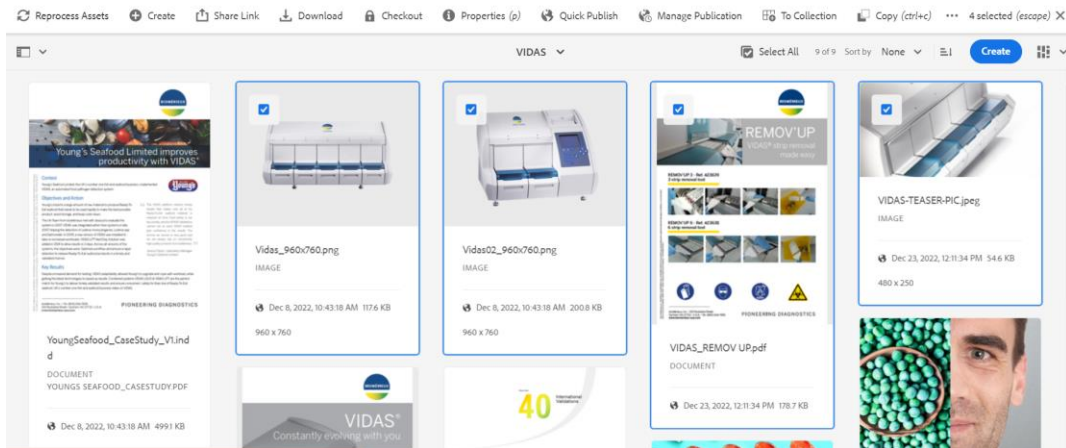
flowers-8309995_1280.jpg
IMAGE
an hour ago 187.7 KB
1280 x 853

VII. Collections Management

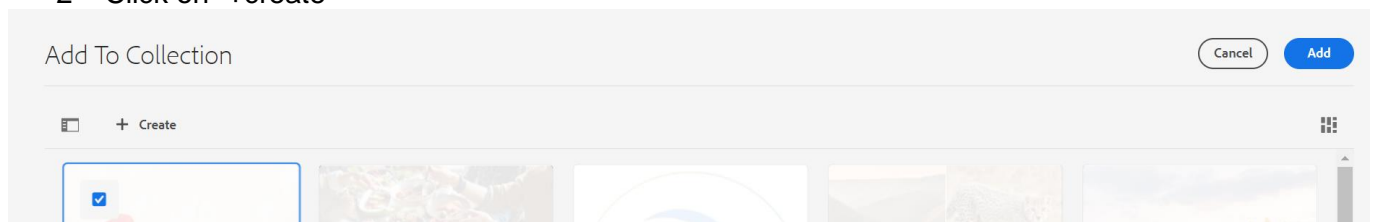
A. Create a collection

To create a new collection, you have to:

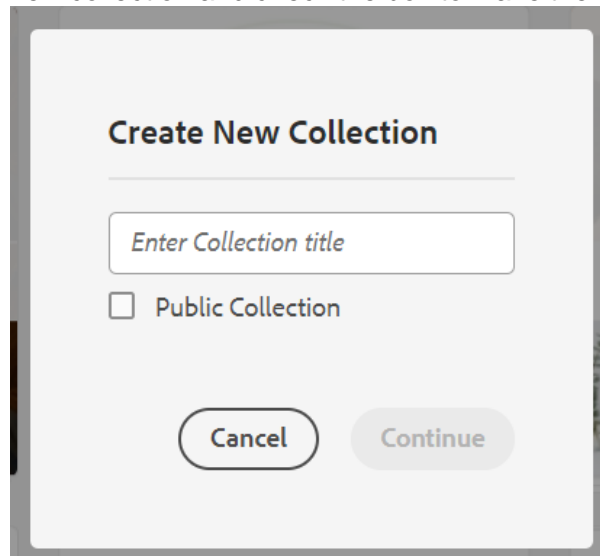
- 1- Select several assets and click on “to a collection”



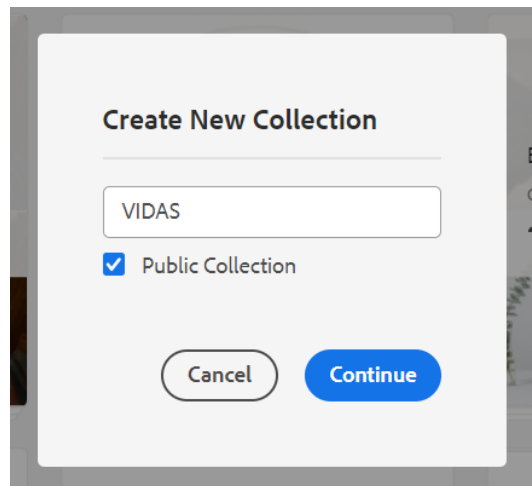
2- Click on “+create”



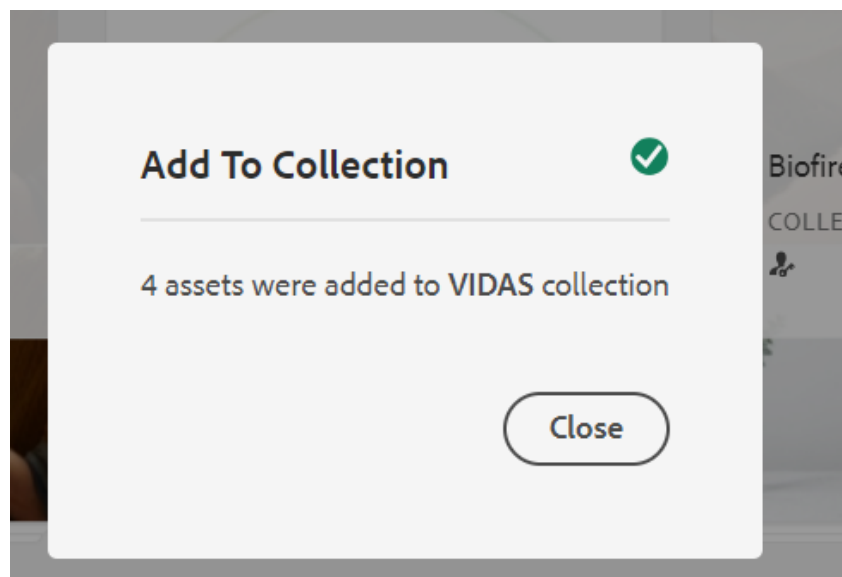
4- Inform a name for the new collection and check the box to make the collection as a public collection



5- Click on continue



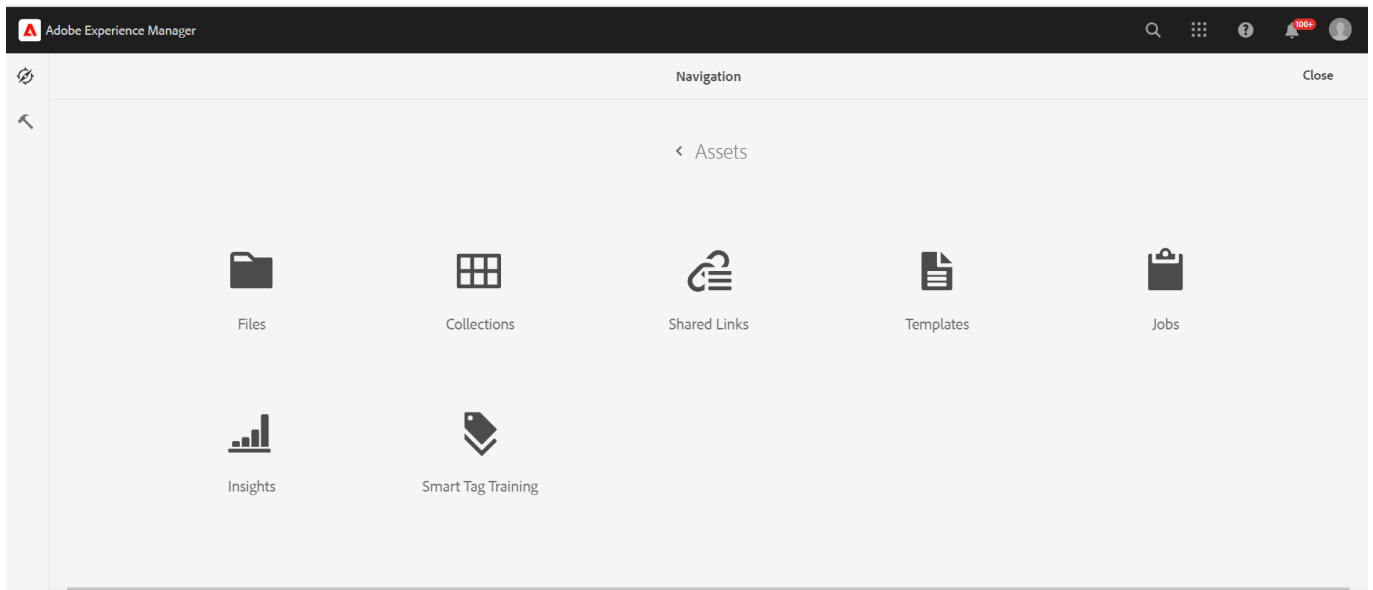
6- Your assets are now in the new collections



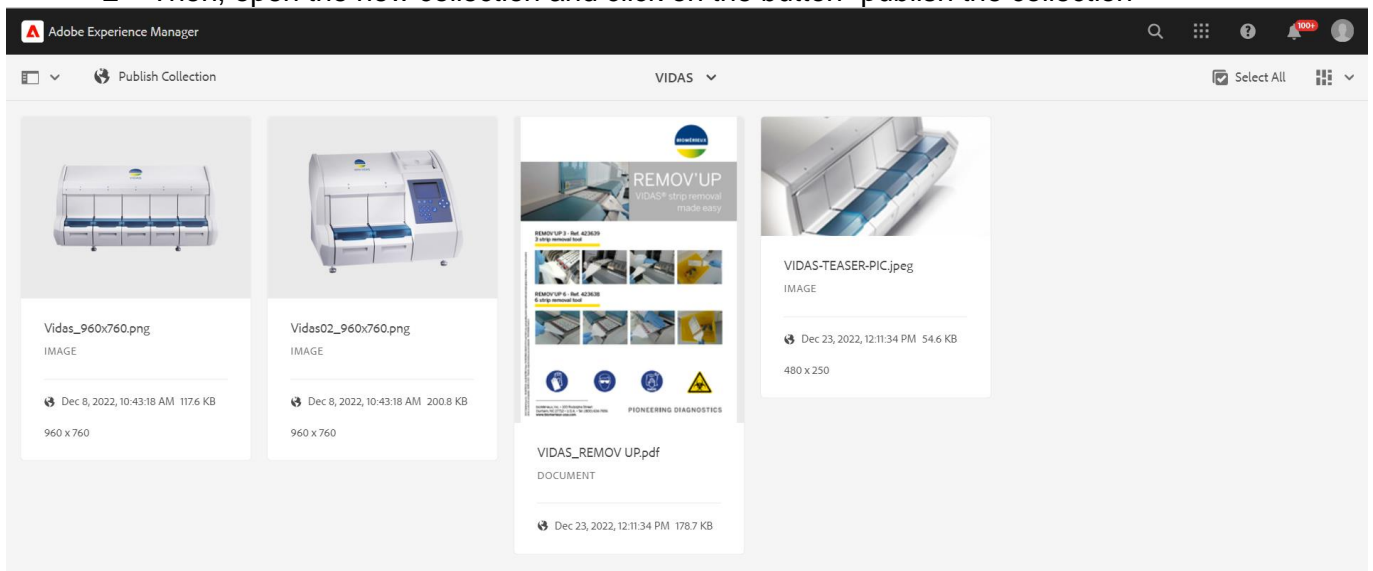
B. Publish a collection

To have the collection and available publish on the e-media.biomerieux.com, you have to:

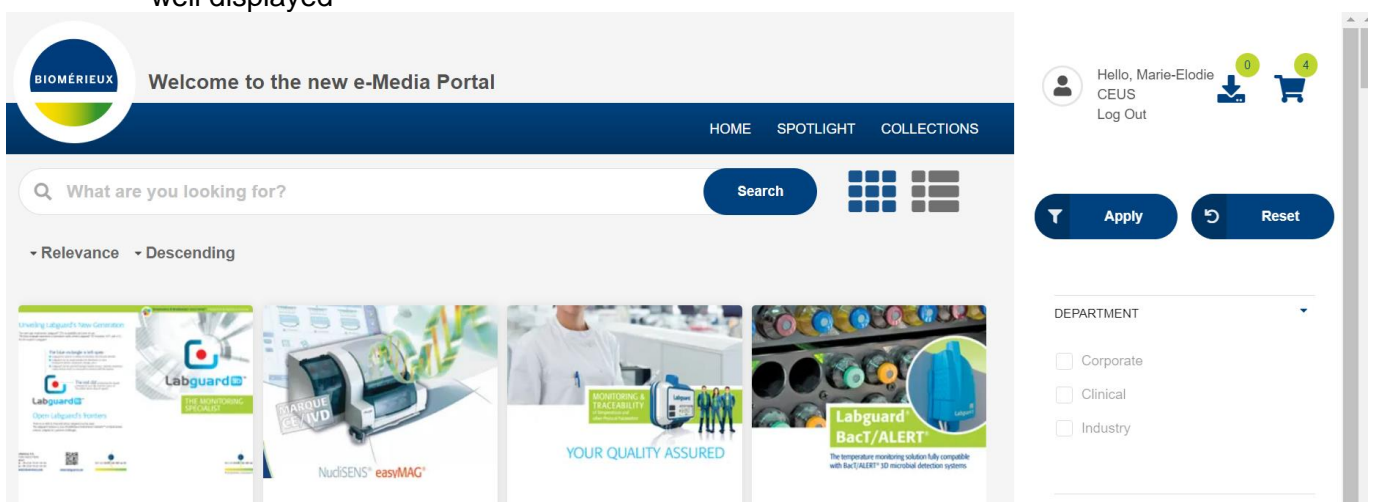
- 1- Go on the Assets space and click on "collection".



2- Then, open the new collection and click on the button “publish the collection”



3- Go on e-media.biomerieux.com and check in the collections page to see if your collection is well displayed



To know:

For the moment only the project team (Elise FRANTZ and Marie-Elodie CEUS) can unpublished a collection.

C. Manage the collections

1. Add other asset

Once a collection is published, you can add new assets, but you have to re-publish each time the collection.

2. Unpublish a collection

For the moment only the project team (Elise FRANTZ and Marie-Elodie CEUS) can unpublished a collection.

3. Edit the collection properties

To come