

Content Administrator
Product Introduction (MAC) / Campaign (MAC)
or Individual Calendar Event or Library Asset

Users Guide

Fluke Partner Portal Extranet Sites

June 2005

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Introduction

The Partner Portal Sites on Support.Fluke.com were designed to be a secure, self-publishing repository for all Marcom / Marketing digital assets such as PDF documents, Images, MSOffice files, software updates, plus all other electronic digital assets (files), with relational integration into enterprise systems such as Oracle.

Its ease in rapid deployment of new assets and the ability to provide these same assets to resellers, end-users, systems such as Print-On-Demand, Electronic Email Fulfillment (Oracle), Fluke Digital Library (on user facing websites such as www.fluke.com), etc., makes the Partner Portal application and its rich set of rendering and administration tools plus a host of other add-on utilities the primary mechanism for distribution of the same.

The main concept behind the Partner Portal is the ease of adding a digital asset. Besides the file itself, only the minimal other data is required, such as the Library category it should be shown in, the Product or Product Series it is related to, the Title of the asset and Description, Thumbnail image and the electronic asset itself.

Restrictions can be imposed to limit the view of this asset based on System, Group, Country, Begin Date, Public Embargo Date and automatic archival with it's interface to Oracle Deliverables Fulfillment System.

In typical application, an automatic digital product launch on the Begin Date could be sent via the subscription email services world-wide, contain descriptions, thumbnails and encoded links to all of the digital launch materials.

Finally, the Partner Portals are multilingual, both in user view and administration tools.

This Content Administrator's Users Guide will help you understand the asset creation process.

What are digital assets?

Digital asset can be anything that can be contained in a computer file. These include, MSOffice or other files, PDF files, Images, Software, Software Updates, Posters, Audio or Video Files, etc. In addition, digital assets can be website URL's to other websites or specific pages on those websites, gateways that pass authenticated user credentials to another application, etc. The end-point for a digital asset is almost endless. In other words if you can view it on your computer, chances are you can make that same media available via the internet to other users.

Product Introduction / Campaign Creator

Partner Portal - Site View

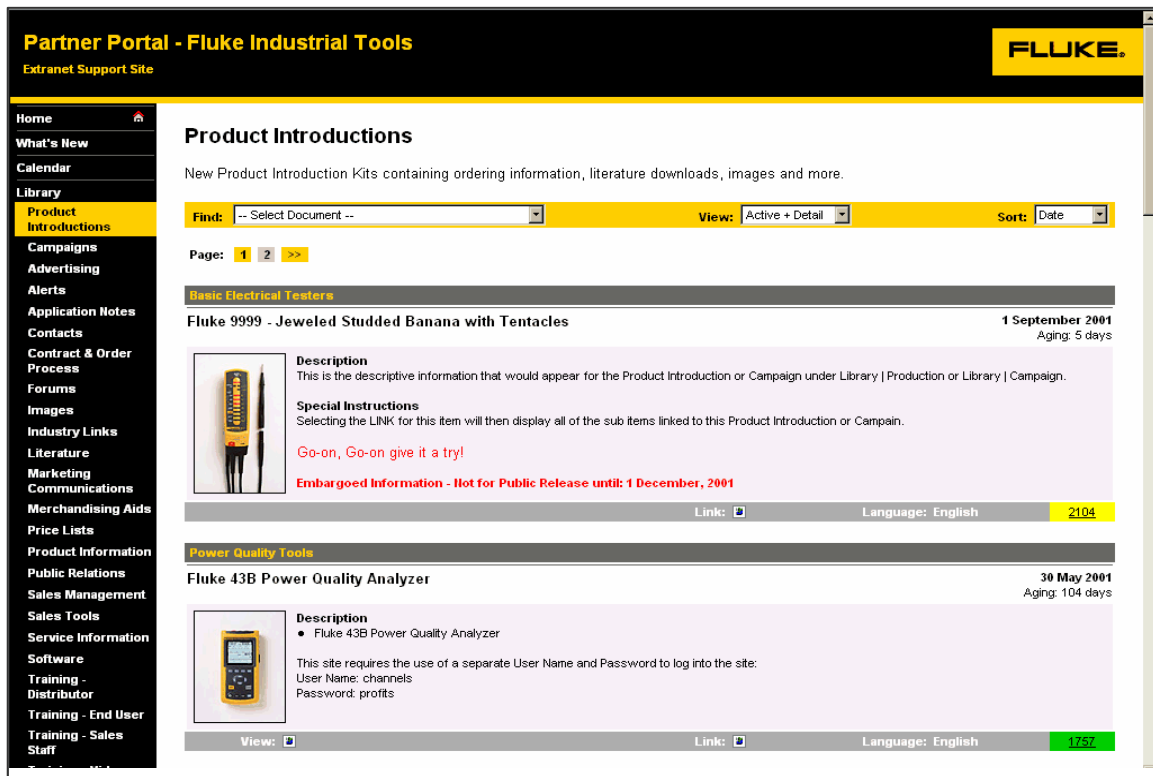



Figure 1 - Product Introduction - User Site View

The creation of either a Product Introduction Kit or Campaign is identical, except for the fact that the entry point into the actual collection of content or calendar items fall under the navigation button, "Product Introductions" or "Campaigns" respectively. On other portal sites, these may have been renamed as "Product List" or "Education Modules". Regardless of the name, the functionality is the same. For simplicity, the acronym MAC, short for Master Asset Container will be used throughout the remainder of this document to reference "Product Introduction", "Campaign" or the MAC Creator Process itself.

What is presented to the user is the MAC container or "Book Cover" to each MAC collection of individual assets. The page showing many MAC container listing is no different than any other listing, except for the fact that the container is used to introduce the attached (related) assets and to provide a LINK to the next page that displays the collection of individual assets.

In the screen shot above, a sample Product Introduction MAC has been created called the "Fluke 9999".


Clicking on the View or Link Icon  will advance the user to the MAC containers container view (Figure 2 - Product Introduction Container - User View).

Partner Portal - Fluke Industrial Tools
Extranet Support Site

FLUKE.

Home
What's New
Calendar
Library
Product Introductions
Campaigns
Advertising
Alerts
Application Notes
Contacts
Contract & Order Process
Forums
Images
Industry Links
Literature
Marketing Communications
Merchandising Aids
Price Lists
Product Information
Public Relations
Sales Management
Sales Tools
Service Information

Product Introduction



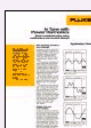
Fluke 9999 - Jeweled Studded Banana with Tentacles

Introducing the New Fluke 9999 What'cha-ma-call-it Banana Probe!!!

This is a splash header that would appear at the top of the listing of all items included in this Production Introduction. You can embed images, or any other HTML tag provided you are syntax correct, otherwise your page will not render correctly. If using embedded HTML tags, use the [View Site] button to see this information while editing this section.

Please see your Site Administrator for the Support.fluke.com Style Guide if altering the default font, size or attributes used on this site.

Application Notes

Digital Multimeters	Application Note
<h3>In Tune With Power Harmonics - Test - Application Note</h3> <div>  <div> <p>Description Basic troubleshooting using multimeters and current clamps</p> <p>Literature Code 1260362</p> <p>File Format Adobe Acrobat Document</p> <p>Embargoed Information - Not for Public Release until: 1 December, 2001</p> </div> </div>	<p>1 September 2001 - 1 December 2001 Aging: 4 days</p>

View: Download: Email: Link: Language: English 2141

This is a splash footer that would appear at the bottom of the listing of all items included in this Production Introduction. You can embed images, or any other HTML tag provided you are syntax correct, otherwise your page will not render correctly. If using embedded HTML tags, use the [View Site] button to see this information while editing this section.

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Figure 2 - Product Introduction Container - User View

Figure 2 above, shows the MAC container asset view for the "Fluke 9999" Product Introduction. The MAC container introduces the individual assets by presenting a Splash Header (optional), then the associated content or calendar event assets, in order of Category, Sub-Category, and Title and followed by the Splash Footer (optional).

Although these content or calendar event items appear in the MAC container, they can optionally appear as individual items in each of their respective Library Categories. This is accomplished by setting the Items Content Grouping specification to "Product Introduction + Individual" or "Campaign + Individual" in each assets administration page.

Selecting "Product Introduction Only" will list the item within the MAC container, but will not show the asset under its individual Library Category.

Selecting "Individual" will only show the asset under its individual Library Category and will not include it in the MAC container.

Creating a Product Introduction / Campaign / Calendar Event or Library MAC Container

The creation of a MAC is only available to those administrators who have Content or Site Administration credentials. Content Submitters are prohibited from creating a MAC; however they are able to edit those assigned to them.

Initially the MAC container itself needs to be created. Once created, all content or calendar items may be grouped within this MAC.

To create a MAC, logon to your Site Administration screen, under the Site Utility, ADD - Content or Event into Category, choose either "Product Introduction" or "Campaign".

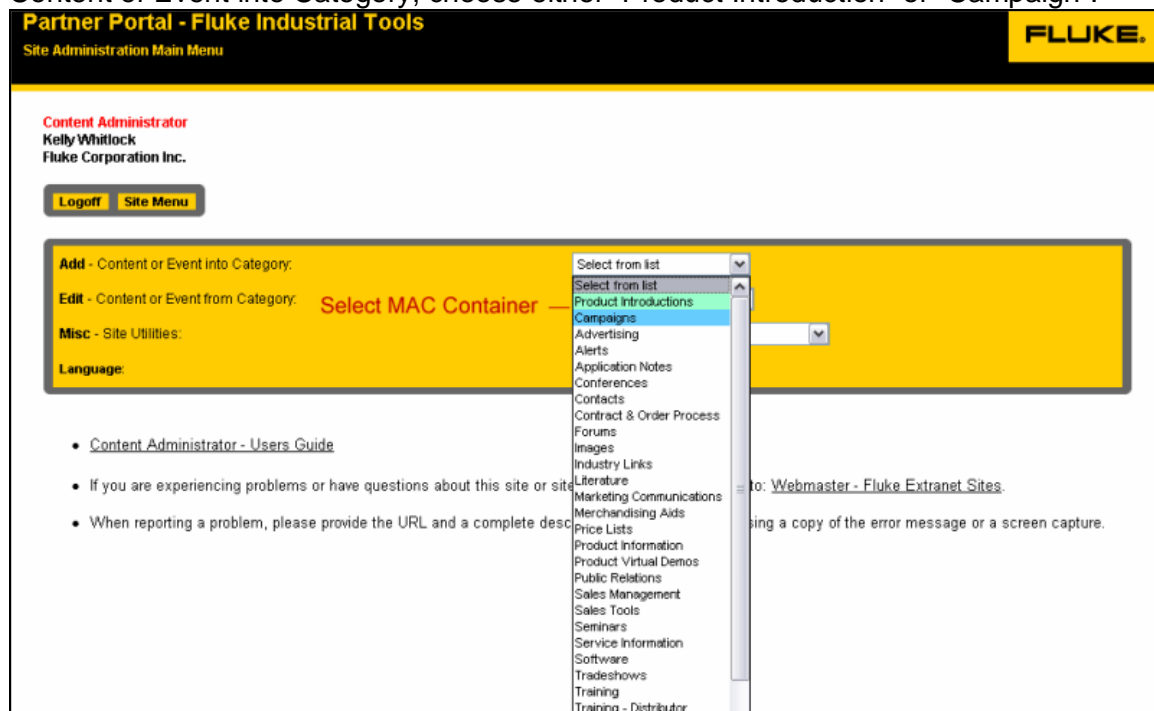


Figure 3 - Site Administration - Main Menu).

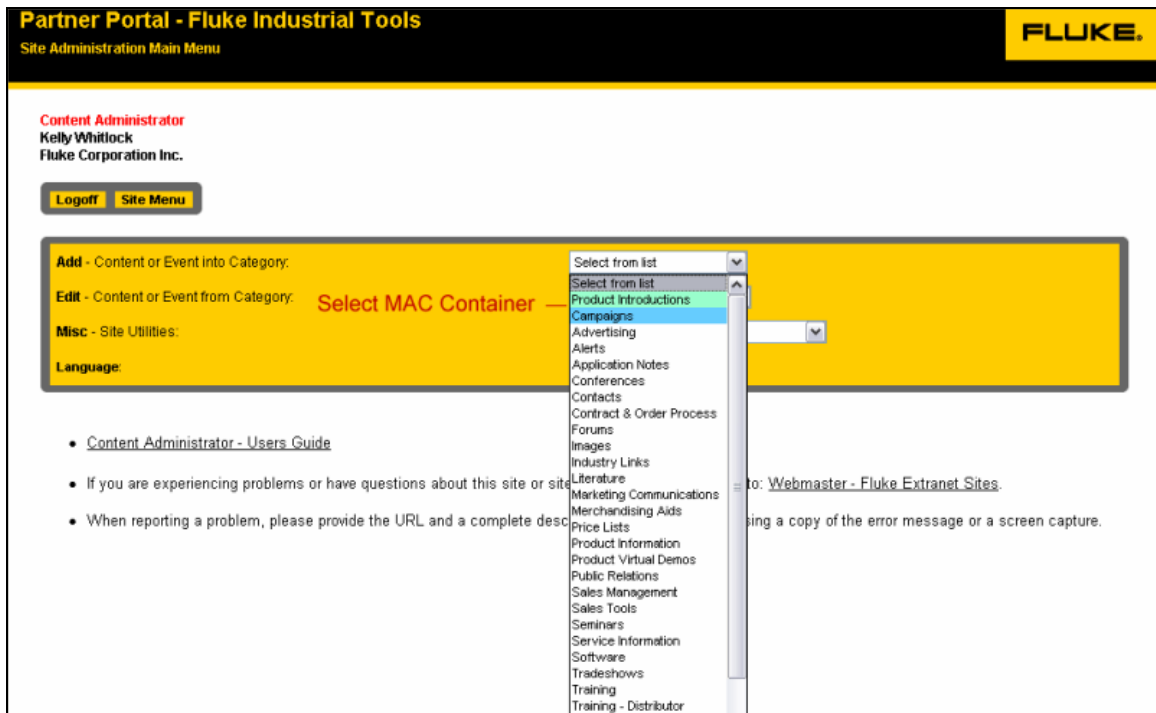


Figure 3 - Site Administration - Main Menu

The next screen that will appear will be the Content / Event Administration Screen. **This screen is the same screen used for entering Individual Calendar Event or Library Asset items as well as defining the MAC container item.** The difference between an individual content or calendar event asset and a MAC container asset is the addition of the Splash Header and Splash Footer text areas.

Partner Portal - Fluke Industrial Tools
Content / Event Administration Screen
FLUKE.

Description	Content or Event Information
Note: ■ Required Information.	<div>Main Menu</div>
Content / Event ID Number:	<div>ADD</div>
Content Grouping:	<div>■ Individual</div>
Category:	<div>■ Product Introductions</div>
Sub-Category:	<div>Select from this list or enter new below</div> <div></div>
Note: New Sub-Categories must be in English	
Product or Product Family:	<div>■ Select from this list or enter new below</div> <div></div>
Title:	<div>■</div> <div></div>
Description:	<div></div> <div></div>
Special Instructions:	<div></div> <div></div>

Figure 4 - Content / Event Administration Screen - Category and Product / Product Family Specific Fields

- Content / Event ID Number**

The ID number will either display ADD for a new item or for an existing item, the actual record ID number will be displayed.
- Content Grouping**

Individual
Item appears under its Library Category Only.

Product Introduction + Individual
Item appears as an individual item under its respective Library Category, and with the MAC container.

Product Introduction Only
Item appears in the MAC container only.

Campaign + Individual
Item appears as an individual item under its respective Library Category, and with the MAC container.

Campaign Only
Item appears in the MAC container only.

For a MAC container, "Individual" is the only option available.
- Category**

Defines where the item will appear under the Calendar or Library navigation buttons. The Category is pre-selected when you select from the Add menu. This cannot be changed, unless you first delete this record and re-enter the data under a new Content or Event Category.
- Sub-Category**

Select from the pre-defined list. If you do not find a sub-category that adequately describes your item, contact your Site Administrator. All

	New Sub-Categories must be in English, however will be automatically translated to the user's preferred language once Infrastructure Translations are done (typically as needed by special request or quarterly.)
<ul style="list-style-type: none"> • Product or Product Family 	The Product or Product Family is a critical sorting/grouping field. Please try to add new Content or Event records using one of the pre-existing selections, or if you require a new Product or Product Family name, contact your Content Administrator to specify a new name by using the input box. All New Product or Product Family names must be in English however will be automatically translated to the user's preferred language once Infrastructure Translations are done (typically as needed by special request or quarterly.)
<ul style="list-style-type: none"> • Title 	Title of the Content or Event item. (Included with Subscription email.)
<ul style="list-style-type: none"> • Description 	Short narrative description of the Content or Event item. (Included with Subscription Service)
<ul style="list-style-type: none"> • Special Instructions 	Short instructions of how to use, order, or other instructions related to the Content or Event item.

Product Introduction - Splash Header:	
Product Introduction - Splash Footer:	

Figure 5 - Content / Event Administration Screen - Product Introduction / Campaign Specific Fields

- Splash Header**

This is the MAC introduction header used to introduce the MAC. This field would not appear when creating a non-MAC content or event item.
- Splash Footer**

This is the MAC footer used to conclude the MAC. This field would not appear when creating a non-MAC content or event item.

Item / Reference Number 1:	<input type="text"/>	Rev: <input type="text"/>	<input type="checkbox"/> Show
Item / Reference Number 2:	<input type="text"/>		

Figure 6 - Content / Event Administration Screen - Item / Reference Numbers

- **Item / Reference Number 1**

Item / Reference Number 1 is used to provide the Oracle Item Number to users related to the content items physical order number. This number is also required for any content item designated in the Group Section as "User". When these two are used in combination, the document file is available for EFF eFulfillment through the Fluke Document Fulfillment System or the POD Everett Print-On-Demand System. The show checkbox, if checked will display the Item Number in the content's description.

For all other cases, this is an optional reference number.

(Whether or not this field is available for use depends on how the Site Administrator has configured this category. For MAC, this field is not available.)

- **Item / Reference Number 2**

An Optional secondary reference number. For a Cloned alternate language asset, this field will contain the original English Item Number and Revision for reference.

(Whether or not this field is available for use depends on how the Site Administrator has configured this category. For MAC, this field is not available.)

Location :	<input type="text"/>
URL to Web Page:	<input type="text"/>
Asset File - (LOW Resolution): (Virus Scan prior to uploading file)	<input type="text"/> <input type="button" value="Browse..."/>
Everett - Marketing Communications Use Only. Asset File - (POD Resolution): (Virus Scan prior to uploading file)	<input type="text"/> <input type="button" value="Browse..."/>
Thumbnail File - (GIF or JPG): (Virus Scan prior to uploading file)	<input type="text"/> <input type="button" value="Browse..."/>
<input type="checkbox"/> Request Thumbnail	

Figure 7 - Content / Event Administration Screen - Content Locator Specific Fields

- **Location**

Reference to a Building, City, State, Country information.

(Whether or not this field is available for use depends on how the Site Administrator has configured this category. For MAC, this field is not available.)

- **URL to Web Page**

If the Content or Event has additional information located on another web page, supply the complete URL.

(Whether or not this field is available for use depends on how the Site Administrator has configured this category. For MAC, this field is not available.)

- **URL to Web Page Pop-Up**

If disabled, the URL Link to a Web Page is direct (same window) as opposed to using a separate pop-up browser window. A Session variable, Session("BackURL") can be interrogated by the link to obtain the parent link to restore this view when the link application is done.

(Whether or not this field is available for use depends on how the Site Administrator has configured this category. For MAC, this field is not available.)

- **Asset File - (Low Resolution)**

Supplies a link for this record so the user can view the asset on-line, download or self-email, email to an associate, the asset or a compressed zip archive file of the asset.

Use the [Browse] button to locate the file on your local drive. The file you selected will be uploaded to this server, once you have clicked on the [Save / Update] button below.

Zip Archive files are automatically created for each uploaded file.

At a later time, if you wish to update this asset, unattach the current file from this record, click on the checkbox to the right of the file name, then clicked on the [Save / Update] button below, then repeat the asset upload process described above.

☒ Available to Electronic Email Fulfillment - (End-User Oracle)

☒ Available to Electronic Fulfillment - (End-User Digital Library)

☐ Exclude From Literature Order Shopping Cart

To enable this asset to be available for Electronic Email Fulfillment (End-User Oracle), or Electronic Fulfillment (End-User Digital Library i.e., any user facing website such as www.fluke.com) the appropriate checkbox

must be checked to provide access to these assets.

(Whether or not this field is available for use depends on how the Site Administrator has configured this category. For MAC, this field is not available.)

- **Asset File (POD)**

Supplies a link for this record to be used by the Everett Print-On-Demand System.

Use the [Browse] button to locate the file on your local drive. The file you selected will be uploaded to this server, once you have clicked on the [Save / Update] button below.

Zip Archive files are automatically created for each uploaded file.

At a later time, if you wish to update this asset, unattach the current file from this record, click on the checkbox to the right of the file name, then clicked on the [Save / Update] button below, then repeat the asset upload process described above.

(Whether or not this field is available for use depends on how the Site Administrator has configured this category. For MAC, this field is not available.)

- **Thumbnail Image**

Adds a visual thumbnail image to this record.

Use the [Browse] button to locate the file on your local drive. The file you selected will be uploaded to this server, once you have clicked on the [Save / Update] button below. At a later time, if you wish to unattach this file from this record, click on the checkbox to the right of the file name.

- **Request Thumbnail**

If you do not have the ability to create your own thumbnail image file for this asset, check this checkbox to have a thumbnail image created. Thumbnails are 80 pixels wide variable height, type .jpg

Forum ID Number:	<input type="text"/>
Forum Moderated:	<input type="checkbox"/> Moderator Name: <input type="text" value="Select from List"/>

Figure 8 - Content / Event Administration Screen - Forum Specific Fields

- Forum ID Number**

If this asset container is to be used to link to one of the forums available on Support.Fluke.com, enter the forum's ID number. To create a new forum, simply copy this asset container's ID number into this field.
- Forum Moderated**

Forums can be moderated or non-moderated. If a forum is moderated, a Forum Administrator needs to be selected from the Moderator Name selection box. To configure a Forum Moderator, the Account Administrator needs to update the account of the designated Forum Moderator by selecting the [x] Forum Moderator in the Group Affiliation section of the user's profile.

(Whether or not these fields are available for use depends on how the Site Administrator has configured this category. For MAC, this field is not available.)

Pre-Announce:	<input type="text" value="0"/> days before
Beginning Date (mm/dd/yyyy):	<input type="text" value="09/21/2001"/> <input type="button" value="..."/> through
Ending Date (mm/dd/yyyy):	<input type="text" value="09/21/2001"/> <input type="button" value="..."/> then
Move to Archive:	<input type="text" value="0"/> days after ending date
Public Release Date (mm/dd/yyyy): (Leave blank if same as Beginning Date)	<input type="text"/> <input type="button" value="..."/>
Mark as Confidential:	<input type="checkbox"/>

Figure 9 - Content / Event Administration Screen - Content Date Rule Specific Fields

- Pre-Announce**

Number of days prior to the Beginning Date to display this Content or Event. Default=0 - No effect on Beginning Date.
- Beginning Date**

Actual Beginning Date of Event or Partner Notification Date of the content. (Included with Subscription Service)
- Ending Date**

Actual Ending Date of Event or Expiration Date of the content. (Included with Subscription Service)
- Move to Archive**

Number of days after the Ending Date to display the Content or Event. Default=0, No effect on Ending Date.
- Public Release Date**

The date that this information can be released to the public. A Public Release Date Notice will appear in the Description section of the

Content Item or Event.

- Mark as Confidential** The caption "Confidential - Not for Public Release" will appear in the Description section of the Content Item or Event.

For assets that are directly related to the Oracle Literature Fulfillment System, the Active / Archive status will override any date restrictions above, except for ending dates, move to archive days. If these date/days are reached, the asset will move to archive although it may still be active in the Oracle Literature Fulfillment System. It is advised to not set a hard ending date or move to archive days for an asset that has an Oracle Item Number such as an "Application Note" PDF file and let Oracle control the retirement of this item from the Portal automatically.



Figure 10 - Content / Event Administration Screen - Content Email Subscription Specific Field

- Send Notice via Subscription Service** Sends a customized email to the user containing Title, Product/Series, Date, Description and link of the record to the Channel Group enabled, whose User Profiles have Subscription Service enabled. The information is sent on the Beginning Date or Pre-Announce Date if specified.

Two broadcast times are available, 9:00pm PST (Pacific Daylight/Standard Time) or 12:00 pm PST (noon). You can check what is in the Subscription Service queue for today or previous days by using Misc – Site Utilities: Subscription Service – Queue, available from the Main Menu.

- Groups** Select each group that is allowed to view this Content or Event. For new Content or Event additions, pre-selected (default) group(s) checkboxes are displayed in red.

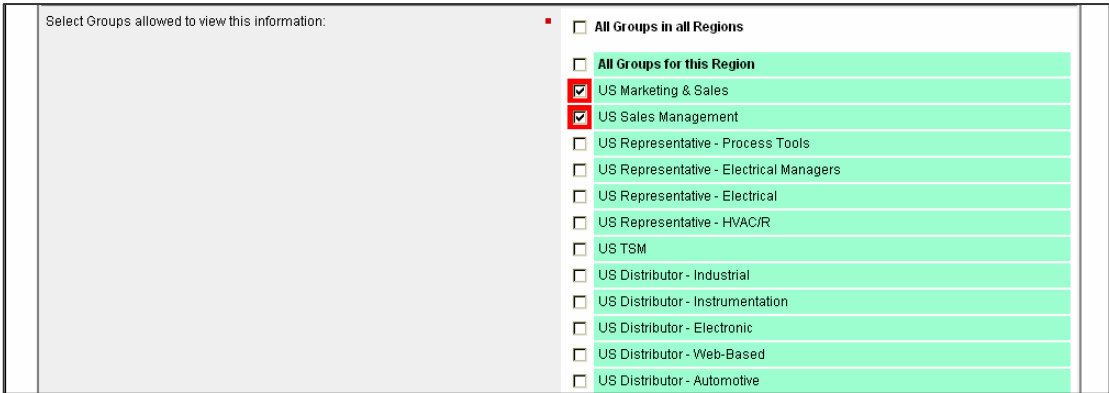


Figure 12 - Content / Event Administration Screen - Content Administrator Group Specific Fields

- **Restricted to Countries**

Select each Country allowed to view this Content or Event or leave blank if no countries are restricted. This is a multi-select area. To select more than one restricted country, hold down the [CTRL] key while selecting with your mouse.



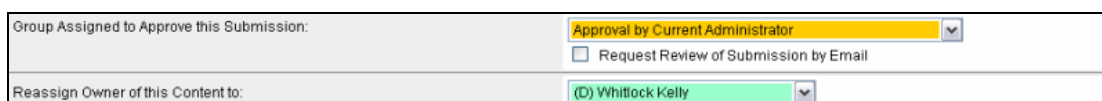
(o) No Country Restrictions – (default) allows all countries to view the asset or clears any previous country restrictions.

(o) Include only these Countries – Check this option and select “Canada” if the asset is only available for Canadian users.

(o) Exclude only these Countries – Check this option select “Brazil”, “Mexico” to exclude this asset from these countries.

- **Group Assigned to Approve**

As a Content / Event Administrator, you can select yourself as reviewer of this submission (default), or you can reassign this asset to another group for review, approval and maintenance of this information. Note: For this submission to appear in the submitter's or other content administrator's queue, the “Reassign Owner of this Content to:” the appropriate person. The “Reassign Owner of this Content to:” selection will only appear after initial submission of a new asset and will not appear during the initial "Add" new asset.



- **Request Review by Email**

If you have selected another Content / Event Administrator, all submissions will automatically appear in the approval queue of the assigned Content Administrator, however, you may want to inform the Content Administrator by email of your submission for date sensitive assets or other reasons that a review is pending. Note: This selection will only appear after initial submission of a new asset and will not appear during the initial "Add" new asset.

- **Special Characters**

Certain characters have special meaning in HTML documents. The following entity names are used in HTML, always prefixed by ampersand (&) and followed by a semicolon. They represent particular graphic characters, which have special meanings in places in the markup, or may not be part of the character set available to the writer.

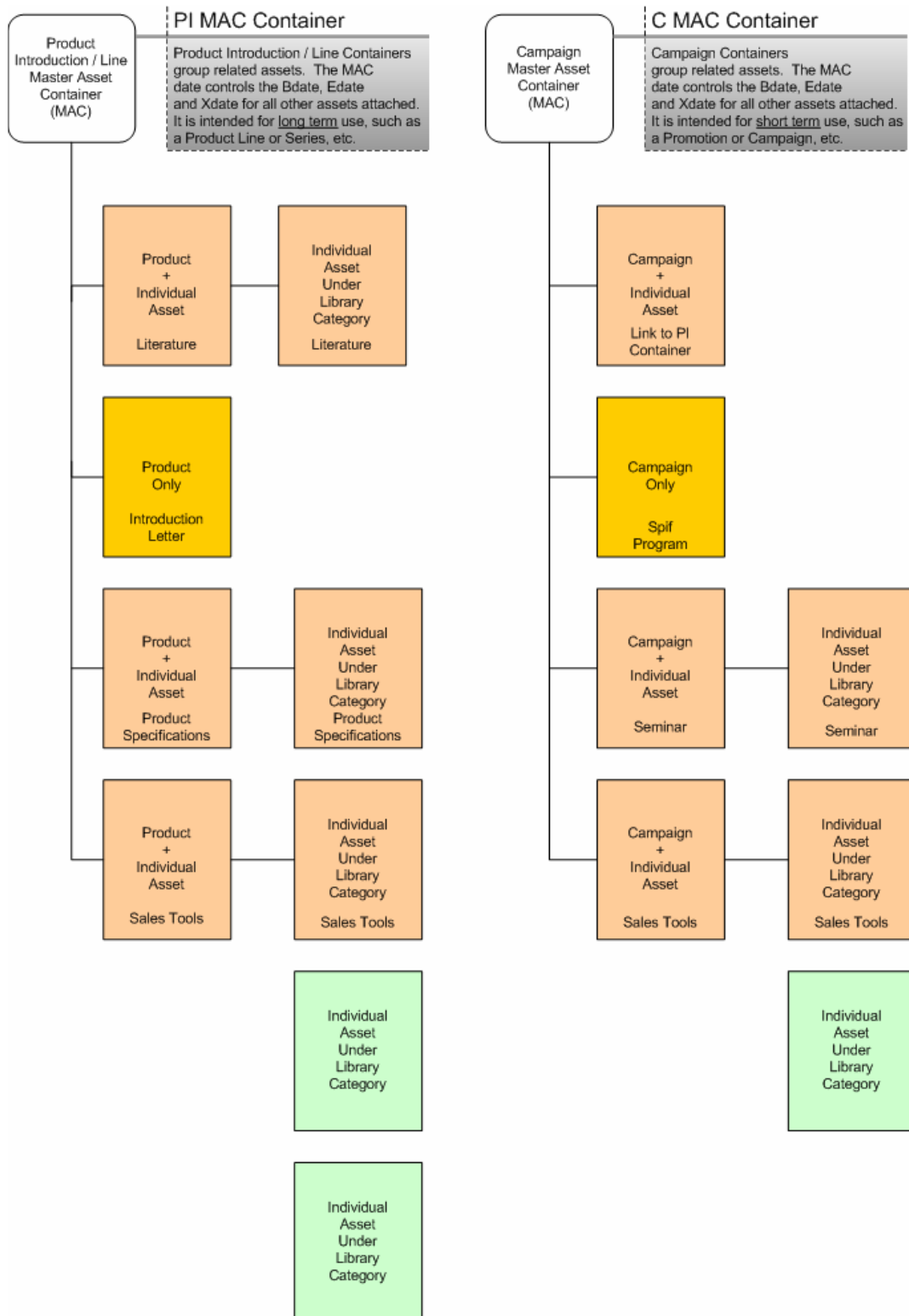
Glyph	Name	Syntax	Description
<	lt	<	Less Than
>	gt	>	Greater Than
&	amp	&	Ampersand
"	quot	"	Double Quote
"	rdquo	”	Right Double Quote
"	ldquo	“	Left Double Quote
'	rsquo	’	Right Single Quote
'	lsquo	‘	Left Single Quote
®	reg	®	Registered
©	copy	©	Copyright

- **Font Attribute Tags**

Certain combinations of characters have special meaning in HTML documents to format the appearance of the text prefixed and suffixed by these font-formatting attributes. The following font attribute names are used in HTML, always prefixed by a > and suffixed by a < sign. Do not use the above conversions for these special characters.

Syntax	Description
	Bold Enabled
	Bold Disabled
<I>	Italics Enabled
</I>	Italics Disabled
<U>	Underline Enabled
</U>	Underline Disabled

MAC Typical Configuration Example



Product Introduction / Line Containers (MAC) are used to group related assets under one main heading. Only assets that are specific to this group should be added, such as Product Literature, specifications, etc. The life of a PI container is intended to last the life of the product or product series. The Beginning Date, Ending Date, Expiration date of the MAC container controls the respective dates of the attached assets.

Product Introduction + Individual - The attached asset will appear in its respective category in the MAC container listing as well as individually within the respective Library Category.

Product Introduction Only - Only appears in its respective category in the MAC container. Such as an introduction letter to the product launch etc.

The only difference between a Product Introduction / Line MAC container and a Campaign MAC container is the length of time the MAC container and all of its attached assets would exist in LIVE state at the site. Campaigns are designed to group assets related to a specific promotion, etc.

It is important to realize if you intend to have an asset appear in both a PI MAC container and also for a limited time in a Campaign Container, that you clone the PI asset and attach the copy (clone) to the Campaign container. When the Campaign expires, the clone will be archived, but not the original attached to the Product Introduction / Line container.

Individual Assets - Exists by themselves as separate assets.

Cloning / Duplicating Individual Assets, MAC for Alternate Language Use

