



SAS[®] Marketing Operations Management 6.5: User's Guide

The correct bibliographic citation for this manual is as follows: SAS Institute Inc. 2016. *SAS® Marketing Operations Management 6.5: User's Guide*. Cary, NC: SAS Institute Inc.

SAS® Marketing Operations Management 6.5: User's Guide

Copyright © 2016, SAS Institute Inc., Cary, NC, USA

All Rights Reserved. Produced in the United States of America.

For a hard copy book: No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, or otherwise, without the prior written permission of the publisher, SAS Institute Inc.

For a web download or e-book: Your use of this publication shall be governed by the terms established by the vendor at the time you acquire this publication.

The scanning, uploading, and distribution of this book via the Internet or any other means without the permission of the publisher is illegal and punishable by law. Please purchase only authorized electronic editions and do not participate in or encourage electronic piracy of copyrighted materials. Your support of others' rights is appreciated.

U.S. Government License Rights; Restricted Rights: The Software and its documentation is commercial computer software developed at private expense and is provided with RESTRICTED RIGHTS to the United States Government. Use, duplication, or disclosure of the Software by the United States Government is subject to the license terms of this Agreement pursuant to, as applicable, FAR 12.212, DFAR 227.7202-1(a), DFAR 227.7202-3(a), and DFAR 227.7202-4, and, to the extent required under U.S. federal law, the minimum restricted rights as set out in FAR 52.227-19 (DEC 2007). If FAR 52.227-19 is applicable, this provision serves as notice under clause (c) thereof and no other notice is required to be affixed to the Software or documentation. The Government's rights in Software and documentation shall be only those set forth in this Agreement.

SAS Institute Inc., SAS Campus Drive, Cary, NC 27513-2414

June 2016

SAS® and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.

P1: momug

Contents

<i>What's New in SAS Marketing Operations Management 6.5</i>	<i>ix</i>
<i>Accessibility</i>	<i>xiii</i>

PART 1 Introduction 1

Chapter 1 • Introduction To SAS Marketing Operations Management	3
Overview of SAS Marketing Operations Management	3
Define Browser Settings	3
Log On To SAS Marketing Operations Management	4
Chapter 2 • Access Control In SAS Marketing Operations Management	5
Access Control In SAS Marketing Operations Management	5

PART 2 Administrative Tasks 25

Chapter 3 • Users and Groups	27
Overview	27
Registering and Managing Users	27
User Management Notifications	29
Chapter 4 • Configuring the Digital Asset Manager Module	31
Overview of the Digital Asset Manager Module	31
Getting Started	31
Managing Vaults	32
Working with Security Policies	33
Specify Default Module Settings	37
Specify Asset Attributes	38
Configure Advanced Search Capability for Users	39
Configure the Recycle Bin	40
Configure the Asset Metadata Report	40
Chapter 5 • Setting Up the Dashboard	43
Overview of the Marketing Dashboard Module	43
Create a Dashboard for the Partner Channel Management Module	43
Configure a Dashboard	44
Create a Dashboard Page	44
Creating and Configuring a Predefined Channel	44
Create a New Channel	47
Configure an Existing Channel	51
Assign Exclusive Group Permissions to a Channel	51
Chapter 6 • Setting Up the Calendars	53
Calendar Administration	53
Getting Started	53
Giving Permissions on a Calendar	57

Chapter 7 • Configuring the Strategic Planner	59
Strategic Planner Administration	59
Other Configurations for Strategic Planner	81
Chapter 8 • Customizing Offer Management	89
Overview	89
Getting Started	89
Chapter 9 • Setting Up Marketing Events	93
Getting Started	93
Chapter 10 • Customizing Approvals	95
Overview	95
Configure Summary Value in Approvals	96
Chapter 11 • Configuring Resource Management	97
Overview of the Resource Management Module	97
Creating Resource Categories	98
Working with Resources	98
Resource Management Settings	99
Timesheet Settings	99
Resource Management Notifications	100
Chapter 12 • Configuring Product Information Management	101
Product Information Management Administration	101
Chapter 13 • Customizing Tenants	105
Overview	106
Account Policies	106
Password Policies	107
Notification Settings	108
E-mail Settings	109
Cataloger Settings	111
Audit Settings	113
Date Calculation Settings	113
Exchange Rate Settings	114
Artwork Producer Settings	114
Format Watcher Settings	115
Default Solution Settings	115
Digital Library (DAM) Settings	115
Approval Settings	117
Import Invoice Settings	118
Back-Office Settings	119
Concurrent Login Settings	119
My Calendars Settings	119
Product Information Management Settings	119
Claims Management Settings	119
User and Vendor Selection	120
Holiday Management	120
Language-Specific Settings	121
Chapter 14 • Setting Up Digital Asset Finder	123
Overview	123
Getting Started	123
Creating a Digital Asset Finder (DAF) Query	123
Configuring an Application	124

Chapter 15 • Configuring Reports	127
Getting Started	127
Updating and Viewing Reports	127
Chapter 16 • Configuring the Leftbar	129
Overview	129
Getting Started	129
Configuring Leftbar	130
Chapter 17 • Setting Up Object ID Series	133
Overview	133
Getting Started	133
Chapter 18 • Configuring Routes	135
Route Configuration	135
Chapter 19 • Configuring Data Transfer	137
Data Transfer Configuration	137
Create a Data Transfer Configuration	137
Chapter 20 • Importing Data	139
Import Data	139
Getting Started	139
Chapter 21 • Configuring Web Services	143
Overview	143
Registering WSDLs	143
Web Service List	144
Chapter 22 • Integration Toolkit	145
Integration Toolkit	145
How to Apply the Integration?	145
Chapter 23 • Configuration Manager	151
Using the Configuration Manager Utility	151
Chapter 24 • Customizing the Schema	159
Schema Designer	159
Getting Started	161
Example: Creating a Facet	165
Chapter 25 • Creating Processes	169
Process Designer	169
Chapter 26 • Customizing the Forms	195
Overview	195
Getting Started	195
Form Configuration	195
Chapter 27 • Configuring the Partner Channel Management	203
Overview	203
Registering Capabilities	203
Configuring the Asset Descriptor	204
Managing Orders	204

PART 3 User Tasks 205

Chapter 28 • Understanding Dashboards	207
Overview	207
Getting Started	208
Channel Selection and Layout	208
Chapter 29 • Understanding Calendars	219
Calendars	219
Chapter 30 • Understanding Strategic Planner	225
Overview of the Strategic Planner Module	226
User Roles in Strategic Planner	227
Getting Started	227
Creating and Organizing Plans	228
Managing Programs, Campaigns, and Activities	233
Moving Activities across Programs or Activities	239
Estimate Management	240
Commitments or Purchase Order (PO)	244
Creating and Managing Activities	245
Using the Best Practices Builder	246
Budgets	246
Providing Reviews	253
Changing the Budget or Forecast for a Plan	253
Requesting for Resources	256
Embedded Reports	256
Strategic Planner Reports	257
Strategic Planner Notifications	258
Chapter 31 • Managing Offers	267
Overview of the Offer Management Module	267
User Roles	267
Getting Started	268
Creating Offers	268
Offers in Strategic Planner	269
Offer Calendar	270
Offer Management Notifications	270
Chapter 32 • Using Marketing Workbench	273
Overview of the Marketing Workbench Module	274
User Roles in Marketing Workbench	275
Marketing Workbench Process	275
Operation Modes	275
Getting Started	276
Request Mode	276
Managing Projects	278
Managing Deliverables	282
Marking the Project or Deliverable as Complete	287
Reopening Project or Deliverable	287
Managing Tasks for a Deliverable Using the List View	287
Managing Tasks for a Deliverable Using the Visual View	292
Performing Tasks	292
Marketing Workbench Reports	294
Marketing Workbench Notifications	294

Chapter 33 • Managing Resources	303
Overview of the Resource Management Module	303
User Roles	303
Getting Started	304
Capacity Planning	304
Resource Allocation	305
Allocation View Tab	307
Viewing Your Allocations in the Calendar	308
Chapter 34 • Understanding Approvals	309
Overview of the Approvals Manager Module	309
Review Cycle in Approvals	309
User Roles	310
Getting Started	310
Reviewing an Approval Job	313
Comparison between the Media Annotations Tool and Adobe Acrobat	315
Viewing a Completed Job	316
Working with Your Route	317
Approval Reports	318
Approval Notifications	318
Chapter 35 • Managing Product Information	321
Overview of the Product Information Management Module	322
User Roles	322
Getting Started	322
Managing Products	323
Managing Stock Keeping Units	325
Managing Packages	326
Packaging Elements	327
Product Components	327
Product Component Contents	328
Approvals	328
Approving the Pending Jobs	329
Batch Update History	330
Product Information Management Notifications	330
Chapter 36 • Understanding the Digital Library	333
Overview of the Digital Asset Manager Module	334
Chapter 37 • Managing Claims	369
The Claims Management Module	369
Claims	370
Labels	372
Claims and Labels in Digital Library	373
Claims Management Notifications	373
Chapter 38 • Using Site Builder	375
Overview of the Site Builder Module	375
Roles in Site Builder	376
Getting Started	376
Managing Sites	376
Managing Pages	378
Reviewing a Site	382
Site Builder Reports	383
Site Builder Notifications	383

Chapter 39 • Working with Timesheets	385
Timesheets	385
Getting Started	386
Filling a Timesheet	386
Creating Timesheets	387
Copying Timesheets	388
Timesheets for Approval	388
Timesheets Notifications	389
Chapter 40 • Understanding Artwork Producer	391
Overview of the Artwork Producer Module	392
Roles in Artwork Producer	392
Prerequisites	393
Getting Started with Artwork Producer	393
Artwork Generation	394
Format Definition	397
Book Type Definition	403
Artwork Producer Notifications	405
Chapter 41 • Using Knowledge Manager	407
Overview of the Knowledge Manager Module	407
User Roles	408
Getting Started	408
Discussion Forum	408
Creating a Topic	409
Posting Comments	410
Closing and Reopening a Forum	411
Search for Forum, Topic, or Post	411
Knowledge Manager Notifications	411
Chapter 42 • Reports	413
Overview	413
Getting Started with the Reports Module	413
Creating and Scheduling New Reports	414
Scheduling a Pre-defined Report	416
Chapter 43 • Managing Vendors	419
Tools	419
Adding Rate Card Item Type	422
Chapter 44 • Using Partner Channel Management	425
Overview of the Partner Channel Management Module	425
Media Library	426
Estimate Management	427
Media Library Notifications	428
Glossary	431

What's New in SAS Marketing Operations Management 6.5

Overview

SAS Marketing Operations Management 6.5 includes customer-driven enhancements across the core solution areas, a set of REST APIs for integration needs, as well as several usability and technology enhancements.

Usability Enhancements

Enhancements for usability include the following:

- Favorites: You can mark a page within a module as your favorite and get a quick link to access your favorite or frequently visited page.
- Icons: You can use icons to help identify your current page or the destination page for your next action.
- Pop-up windows: The sizes of pop-up windows are modified to reduce the need for scrolling, reduce unused white space, and make action buttons visible at all times.

Strategic Planner Module

Enhancements for the Strategic Planner module include the following:

- Vendor currency for commitments and invoices is auto-populated: When you create commitments and invoices as part of expenses, the vendor currency is automatically populated, based on your configuration.
- Payment due date is not mandatory for commitments: You can create commitments without entering a payment due date. You can add the date later as required.

Marketing Workbench and Approvals Modules

Enhancements in the Marketing Workbench and Approvals modules include the following:

- Bulk re-assign of users for briefs, projects, deliverables, or tasks: As a user who creates and manages projects or workflows, you can reassign users to briefs, projects, deliverables, and tasks in bulk, in one easy-to-use window.
- Comments for approvals are not mandatory: As an approver, you can approve a document or image without entering the mandatory comments, based on your configuration.
- Autocomplete enhancement: The system can automatically mark a deliverable complete once the last task is completed, deleted, or canceled. The system can also automatically mark a project complete once the last deliverable is completed, deleted, or canceled. Ensure that the finish mode of the deliverable or project process is configured as **Automatic** for this feature to be triggered.
- Auto-selection of a default contributor if there is only one group or one user: If there is one group with one user configured in the system to perform a particular task in the workflows, the system automatically selects that user in every instance of the workflow that is created.
- Obsolete processes: As a system administrator, you can mark workflow processes within the project, deliverable, and task packages obsolete. You can also mark the Estimate and Approvals job processes obsolete. Users are not able to create new instances of any process that you mark obsolete.
- Deny access group for projects: As an administrator, you can control access to certain project types by configuring them with groups or users who are denied access. These users or groups of users cannot select and create projects of this type in the system.
- Data transfer from the Strategic Planner module to the Marketing Workbench module: The Data Transfer configuration utility enables you to transfer information from the fields of one type of deliverable to the fields of another type of deliverable. This utility is enhanced to enable administrators to automatically transfer information from a marketing activity to a brief or to a project. You can also transfer Offer information from the marketing activity to the brief or project.

Artwork Producer Module

Enhancements in the Artwork Producer module include the following:

- Alert while sharing artwork, book, format, or book types based on status: If you share an artwork or book that is in a draft state, you are alerted by the system. Users can view the artwork or book only when they are generated. As a format designer, if you share format or book types, you are alerted by the system. Other users can see these types only when the status is released or published.
- Support for Adobe Creative Cloud: You can use Adobe Creative Cloud to create and generate your artwork templates. The system supports InDesign templates created in

InDesign CS 4, CS5.5, CS6 and Adobe Creative Cloud 2015 with an Adobe InDesign Creative Cloud 2015 server in your deployment. The version of InDesign in which the template is created needs to be lower than or the same version as the server version in your deployment of SAS Marketing Operations Management. Check with your system administrator for the InDesign server version that is installed in your SAS Marketing Operations Management deployment.

Reporting Module

Report for deleted and disabled users: You can create a report about the activities and tasks that that deleted or disabled users have performed by selecting the user's name in the filters.

Integration of SAS Marketing Operations Management and SAS Marketing Automation

Integrating SAS Marketing Operations Management and SAS Marketing Automation enables you to create campaigns in SAS Marketing Automation via the SAS Marketing Operations Management Marketing Workbench interface. Prior to Customer Intelligence Studio 6.5, you could create only selected campaigns with a single communication node. With Customer Intelligence Studio 6.5, you can now use a new SAS Marketing Automation web service to create campaigns with multiple communication nodes. This enables support for multi-channel campaigns.

Note: To use the new SAS Marketing Automation web service requires custom configuration in SAS Marketing Operations Management. Consult SAS US Professional Services and Global Delivery for more information.

Integration of SAS Marketing Operations Management and Other Systems

You can use a new set of REST APIs that are included with SAS Marketing Operations Management to achieve several key integration needs. The new APIs are in the Marketing Workbench, Strategic Planner, and the Digital Library modules. The APIs are available for user groups and for the infrastructure. For more information, see SAS Marketing Operations Management 6.5: API Reference Guide.

Platform, Technology, and Infrastructure

The following enhancements are made to SAS Marketing Operations Management:

- Support for Amazon Cloud deployment.

- The tenant is automatically created and points to a previously created blank database with no tables in it. The utility populates the tables within the database.
- Updated hardware, software and stack, browsers, and third-party software support:
 - SQL Server 2014
 - .NET 6.1
 - Browser support is upgraded to the latest versions of Internet Explorer, Firefox, Chrome, and Safari.
- Performance tested for core modules and key REST APIs.
- Support for FTPS protocol for file transfer.
- Localization support for French(Canadian).
- Support for built-in facets or system facets with other entities.
- Support for currency data type fields in list control and facet series using form control.
- Forced password change on first login by users.
- Mandatory facet fields and form configuration checks.

Accessibility

SAS Marketing Operations Management 6.5 has not been tested against U.S. Section 508 standards and W3C Web Content Accessibility Guidelines (WCAG). If you have specific questions about the accessibility of SAS products, send email to accessibility@sas.com or call SAS Technical Support.

Part 1

Introduction

Chapter 1

Introduction To SAS Marketing Operations Management 3

Chapter 2

Access Control In SAS Marketing Operations Management 5

Chapter 1

Introduction To SAS Marketing Operations Management

Overview of SAS Marketing Operations Management	3
Define Browser Settings	3
Log On To SAS Marketing Operations Management	4

Overview of SAS Marketing Operations Management

SAS Marketing Operations Management provides a comprehensive framework for managing all aspects of marketing, from planning to creative services management. It consists of modules that you can use individually or together as an integrated enterprise solution. In addition, you can use pre-defined reports that are related to planning, resource allocation, project status, budget, content, usage audits, and much more.

SAS Marketing Operations Management is internationalized and comes with language support for German, Japanese, Korean, Russian, French, and Spanish. You can choose one of these languages as a default setting when you install the solution. The user interface labels and display texts appear in the selected language to all users of that tenant (instance). You can enter data in the selected language and generate reports.

The operating system, database, and instructions for installing and configuring the system are in English. The locale of the operating system and database must be in **ENG US**. The audit logs, error logs, and system error messages (not SAS Marketing Operations Management error messages) also appear in English. The simple search within the Digital Asset Manager module does not work for language translations that are entered in the Named Hierarchy (picklist) value selections. Since the database tables are in English, configuration information for calendars, dashboard channels, and reports display database fields in English.

Define Browser Settings

To define your browser settings:

1. Go to **Tools** ⇒ **Internet options**, and click the **Security** tab.
2. Click **Custom level**.

3. In the Security Settings - Local Intranet Zone window, scroll to **Downloads**. Select **Enable** under **File download**, and click **OK**.
4. Click the **Privacy** tab.
5. In the **Pop-up Blocker** section, turn off the pop-up blocker for the SAS Marketing Operations Management site.

Log On To SAS Marketing Operations Management



To access the solution, enter the site address in the browser. The login screen appears. Enter the user name and password, and click **Log On**.

Note: When you log on for the first time, you are prompted to change the password.

A favorite link is available on all windows that contain the top bar. To view the favorite links that you have stored, click the link in the top right corner of the Dashboard window. You can perform the following operations:

- To save a page as your favorite page, to the page, click the favorite link, and then click **Add to Favorites**. Enter the name for the page and select the folder in which the link should reside, and then click **Add**.

To create a new folder and add the favorite link to it, click **New Folder**. Enter the name for the new folder and click **Create**. You can create a new folder only at the root level.

- You can organize the favorites by clicking **Organize Favorites**. You can perform the following actions:
 - You can rearrange the folders and links by dragging them in the order that you want.
 - You can move links from one folder to another by selecting the links and clicking . Select the folder that you want to move the links to and click **Move**.
 - You can delete folders and links by selecting them and clicking .
 - You can rename folders and links by clicking **Rename**.

To log off from the solution, click the **Sign Out** link. You should not just close the browser window.

Note: Only a registered user can access the solution.

Chapter 2

Access Control In SAS Marketing Operations Management

Access Control In SAS Marketing Operations Management	5
Overview of Access Control	5
Access Control in the Dashboard Module	6
Access Control in the Calendars Module	6
Access Control in the Strategic Planner Module	6
Access Control in the Offer Management Module	10
Access Control in the Marketing Workbench Module	12
Access Control in the Resource Management Module	13
Access Control in the Approvals Module	14
Access Control in the Product Information Management Module	14
Access Control in the Digital Library Module	16
Access Control in the Claims Management Module	20
Access Control in the Knowledge Manager Module	20
Access Control in the Site Builder Module	22
Access Control in the Artwork Producer Module	22
Access Control for the Timesheets Module	23
Access Control for the Reports Module	23
Access Control in the Media Library Module	24

Access Control In SAS Marketing Operations Management

Overview of Access Control

Enterprises and other organizations need to control applications to achieve greater business efficiency and comply with a wide range of laws and regulations. Hosting applications on the Internet implies a need for an efficient means of access control, ensuring that only essential individuals or teams gain access to the resources in an application. Access control and security policies can be customized for an organization's business processes. The access control for every module is described in this chapter.

Note: To override privileges for specific users and groups, you use the Leftbar Configuration in SAS Marketing Operations Management.

Access Control in the Dashboard Module**Table 2.1** Access Control in the Dashboard Module

User Role	View Channel
Creator	Y
Permitted group users	Y

Access Control in the Calendars Module**Table 2.2** Access Control in the Calendars Module

User Role	View Channel
Creator	Y
Permitted group users	Y

Access Control in the Strategic Planner Module

Table 2.3 Access Control for Plans

User Roles	View Plans	View Activities	View Estimates	View Commitments	View Invoices
Plan Authors	Y	N	N	N	N
Plan Budget Manager	N	N	N	N	N
Plan Creator	Y	N	N	N	N
Plan Reader	Y	N	N	N	N
Plan Reviewer	N	N	N	N	N
Plan Author Groups	Y	N	N	N	N
Plan Reader Group	Y	N	N	N	N
Budget Manager	N	N	N	N	N
Marketing Activity Coordinator	N	Y	N	N	N
Marketing Activity Creator	N	Y	N	N	N
Marketing Activity Owner	N	Y	N	N	N
Marketing Activity Reader	N	Y	N	N	N
Marketing Activity Reviewer	N	N	N	N	N
Commitment Creator	N	N	N	Y	N
Invoice Creator	N	N	N	N	Y
Estimate Coordinators	N	N	Y	N	N
Estimate Creator	N	N	Y	N	N

User Roles	View Plans	View Activities	View Estimates	View Commitments	View Invoices
Estimate Readers	N	N	Y	N	N
Estimate Reviewers	N	N	N	N	N
Estimate Vendor Resource	N	N	N	N	N
Complete Access Group List	Y	Y	N	Y	Y

Table 2.4 Access Control for Budgets, Reviews, and Bulk Changes

User Roles	Budgets			Reviews	Bulk Changes
	View Budgets	View Commitments	View Invoices		
Plan Authors	N	N	N	N	N
Plan Budget Manager	N	N	N	N	N
Plan Creator	N	N	N	N	N
Plan Reader	N	N	N	N	N
Plan Reviewer	N	N	N	Y	N
Plan Author Groups	N	N	N	N	N
Plan Reader Group	N	N	N	N	N
Budget Manager	Y	Y	Y	N	N
Marketing Activity Coordinator	N	N	N	N	N
Marketing Activity Creator	N	N	N	N	N
Marketing Activity Owner	N	N	N	N	N
Marketing Activity Reader	N	N	N	N	N
Marketing Activity Reviewer	N	N	N	Y	N
Commitment Creator	N	N	N	N	N
Invoice Creator	N	N	N	N	N
Estimate Coordinators	N	N	N	N	N

User Roles	Budgets			Reviews	Bulk Changes
	View Budgets	View Commitments	View Invoices		
Estimate Creator	N	N	N	N	N
Estimate Readers	N	N	N	N	N
Estimate Reviewers	N	N	N	Y	N
Estimate Vendor Resource	N	N	N	N	N
Complete Access Group List	Y	Y	Y	N	Y
Budget Delegate	N	N	N	N	Y
System Administrator	N	N	N	N	Y

Access Control in the Offer Management Module

Table 2.5 Access Control in the Offer Management Module

[illegible]

Access Control in the Marketing Workbench Module**Table 2.6** Access Control in Manage Mode

User Roles	Project	Deliverable	Task	Brief	Plan or Marketing Activity
Complete Access User	Write	Write	Write	Read	Read
Complete Access Group	Write	Write	Write	Read	Read
Project Manager	Write	Write	Write	Read	Read
Acting Project Manager	Write	Write	Write	Read	Read
Deliverable Manager	Read	Write	Write	Read	Read
Project Readers users or groups	Read	Read	Read	Read	Read
Deny Access users or groups	No Access	No Access	No Access	No Access	No Access

Table 2.7 Access Control in Perform Mode

User Role	Project	Deliverable	Task	Brief	Plan or Marketing Activity
Contributor	Read (If configured)	Read (If configured)	Write (To post a response)	Read (If configured)	Read (If configured)

Table 2.8 Access Control in Request Mode

User Role	Project	Deliverable	Task	Brief	Plan or Marketing Activity
Brief Initiator	Read	Read	Read	Write	Read
Readers	Read	Read	Read	Read	Read

User Role	Project	Deliverable	Task	Brief	Plan or Marketing Activity
Reviewer	No Access	No Access	No Access	Read	No Access

Note:

- If the deliverable is added in the brief, then the reviewer has Read access to the deliverable.
- The project manager, acting project manager, the complete access group users, brief initiator, or the reader have access to view the marketing activity or plan only if they have planner-related user roles such as plan author, marketing owner, reader, and so on.

Access Control in the Resource Management Module

Table 2.9 Access Control for the Capacity Planning Tab

User Role	Resource Allocation	Modify Resource Allocation	View
Resource Category Head	Y	Y	Y
Acting Resource Category Head	N	N	N

Table 2.10 Access Control for the Resource Allocation Tab

User Role	Resource Allocation	Modify Resource Allocation	View
Resource Category Head	Y	Y	Y
Acting Resource Category Head	Y	Y	Y

Table 2.11 Access Control for the Allocation View Tab

User Role	View
Resource Category Head	Y
Acting Resource Category Head	Y

Access Control in the Approvals Module

Table 2.12 Access Control for My Approval Job

User Role	Access for Approval Job
Job Initiator	Write
Readers	Read

Table 2.13 Access Control for My Reviews

User Role	Access for Approval Job
Reviewer	Read

Access Control in the Product Information Management Module

Table 2.14 Access Control for Products

User Role	Create Product	View Products	Edit Product	Delete Product
System Administrator	Y	Y	Y	Y
Author	Y	Y	Y	Y
Reader	N	Y	N	N

Table 2.15 Access Control for Stock-Keeping Units

User Role	Create Stock Keeping Units	View Stock Keeping Units	Edit Stock Keeping Units	Delete Stock Keeping Units
System Administrator	Y	Y	Y	Y
Author	Y	Y	Y	Y
Reader	N	Y	N	N

Table 2.16 Access Control for Packages

User Role	Create Packages	View Packages	Edit Packages	Delete Packages
System Administrator	Y	Y	Y	Y
Author	Y	Y	Y	Y
Reader	N	Y	N	N

Table 2.17 Access Control for Packaging Elements

User Role	Create Packaging Elements	View Packaging Elements	Edit Packaging Elements	Delete Packaging Elements
System Administrator	Y	Y	Y	Y
Author	Y	Y	Y	Y
Reader	N	Y	N	N

Table 2.18 Access Control for Product Components

User Role	Create Product Components	View Product Components	Edit Product Components	Delete Product Components
System Administrator	Y	Y	Y	Y
Author	Y	Y	Y	Y
Reader	N	Y	N	N

Table 2.19 Access Control for Product Component Content

User Role	Create Product Component Content	View Product Component Contents	Edit Product Component Content	Delete Product Component Content
System Administrator	Y	Y	Y	Y
Author	Y	Y	Y	Y
Reader	N	Y	N	N

Access Control in the Digital Library Module

Table 2.20 Access Rights in the Digital Library Module

Access Rights	Complete	Delete	Create Item	Edit Search Information	Create Version	View Original	View Preview	View Thumbnail	No Access
View Thumbnail	Y	Y	Y	Y	Y	Y	Y	Y	N
View Collection Information	Y	Y	Y	Y	Y	Y	Y	Y	N
View MoreInfo	Y	Y	Y	Y	Y	Y	Y	Y	N
Add Comments	Y	Y	Y	Y	Y	Y	Y	Y	N
Dynamic Rendering	Y	Y	Y	Y	Y	Y	Y	Y	N
View Preview	Y	Y	Y	Y	Y	Y	Y	N	N
Rate Assets	Y	Y	Y	Y	Y	Y	Y	N	N
Download Original	Y	Y	Y	Y	Y	Y	N	N	N
Linking and Unlinking Assets	Y	Y	Y	Y	Y	N	N	N	N
Lock and Freeze	Y	Y	Y	Y	Y	N	N	N	N
Check in New Version	Y	Y	Y	Y	Y	N	N	N	N

Access Rights	Complete	Delete	Create Item	Edit Search Information	Create Version	View Original	View Preview	View Thumbnail	No Access
Upload Preview and Thumbnail	Y	Y	Y	Y	Y	N	N	N	N
Collection Update	Y	Y	Y	Y	N	N	N	N	N
Item Update and Asset Expiry	Y	Y	Y	Y	N	N	N	N	N
Edit Search Information	Y	Y	Y	Y	N	N	N	N	N
Associate Facet to a Section	Y	Y	Y	Y	N	N	N	N	N
Modify Section Information and Change Sort Order	Y	Y	Y	N	N	N	N	N	N
Create New Collection	Y	Y	Y	N	N	N	N	N	N
Create New Item	Y	Y	Y	N	N	N	N	N	N
Copy Assets	Y	Y	Y	N	N	N	N	N	N
Create New Section	Y	Y	Y	N	N	N	N	N	N

Access Rights	Complete	Delete	Create Item	Edit Search Information	Create Version	View Original	View Preview	View Thumbnail	No Access
Delete Collection	Y	Y	N	N	N	N	N	N	N
Delete Item	Y	Y	N	N	N	N	N	N	N
Move Assets	Y	Y	N	N	N	N	N	N	N
Delete Section	Y	Y	N	N	N	N	N	N	N
Modify Security Policy	Y	N	N	N	N	N	N	N	N

- If a user is an owner or belongs to a group and access rights are specified for the group, then the highest level of access specified for the owner or the group are granted to the user. If the user does not belong to any group or is not the owner, then the user has the access rights specified for everyone.
- To move an asset from one section to another, you need Delete access to the source section and Create access to the destination section.
- To copy an asset from one section to another, you Download Original access to the source section and Create access to the destination section.
- Only an administrator or an item owner can unfreeze or unlock an asset.

Access Control in the Claims Management Module

There are no specific roles in the Claims Management module.

Access Control in the Knowledge Manager Module

Table 2.21 Access Rights in the Knowledge Manager Module

User Roles	Create Forum	View Forums	Edit Forum	Delete Forum	Search Topic and Post	Create Topic	View Topic	Post Reply	Edit Topic
Forum Creator	Y	Y	Y	Y	Y	Y	Y	Y	Y
Moderator	N	Y	Y	N	Y	Y	Y	Y	Y
Permitted Group	N	Y	N	N	Y	Y	Y	Y	N
Topic Invitees	N	Y	N	N	Y	N	N	Y	N
Topic Creator	N	Y	N	N	Y	Y	Y	Y	Y

Note: Only the administrator can create a form.

Access Control in the Site Builder Module

Table 2.22 Access Control in the Site Builder Module

User Role	Edit Site Link	View Site Link	Review Site	Review Comment	Create Page
Site Owner	Y	Y	Y	Y	Y
Site Author	Y	Y	Y	Y	Y
Site Reviewer	N	Y	Y	Y	N

Note: If the site is locked by one of the users (Site Owner or Site Author), then the other user has only View access.

Access Control in the Artwork Producer Module

Table 2.23 Access Control for Artwork

Access Rights	Artwork Creator	Artwork Shared User
Create	Y	N
Edit	Y	N
Delete	Y	N
View	Y	Y
Catalog To DAM	Y	Y
Copy Artwork	Y	Y

Table 2.24 Access Control for Formats

Access Rights	Format Creator	Format Shared User
Create	Y	Y
Edit	Y	Y
Delete	Y	Y
View	Y	Y

Access Rights	Format Creator	Format Shared User
Create Artwork	Y	Y

Table 2.25 Access Control for Book Types

Access Rights	Book Type Creator	Book Type Shared User
Create	Y	N
Edit	Y	N
Delete	Y	N
View	Y	N
Create Artwork	Y	Y
Email	Y	N

Access Control for the Timesheets Module

Table 2.26 Access Control for the Timesheets Module

Access Rights	Approver	Creator
Timesheets	Y	Y
Timesheets for Approval	Y	Y
Approve Timesheets	Y	N

- An approver is added for Timesheets through the TimeSheet settings.
- A creator can be any user of the system.

Access Control for the Reports Module

Table 2.27 Access Rights for Standard Reports

User Role	Generate	Schedule	View
Creator	Y	Y	Y
Reader	N	N	Y

Table 2.28 Access Rights for Ad Hoc Reports

User Role	Edit	Delete	Schedule	View	Export to Excel	Print
Creator	Y	Y	Y	Y	Y	Y
Author	Y	N	Y	Y	Y	Y
Reader	N	N	Y	Y	Y	Y

Access Control in the Media Library Module

Table 2.29 Access Control in the Media Library Module

User Role	View Order	Create Order	Process Order
Order Creator	Y	Y	Y
Order Processor	Y	Y	Y

Part 2

Administrative Tasks

<i>Chapter 3</i>	
Users and Groups	<i>27</i>
<i>Chapter 4</i>	
Configuring the Digital Asset Manager Module	<i>31</i>
<i>Chapter 5</i>	
Setting Up the Dashboard	<i>43</i>
<i>Chapter 6</i>	
Setting Up the Calendars	<i>53</i>
<i>Chapter 7</i>	
Configuring the Strategic Planner	<i>59</i>
<i>Chapter 8</i>	
Customizing Offer Management	<i>89</i>
<i>Chapter 9</i>	
Setting Up Marketing Events	<i>93</i>
<i>Chapter 10</i>	
Customizing Approvals	<i>95</i>
<i>Chapter 11</i>	
Configuring Resource Management	<i>97</i>
<i>Chapter 12</i>	
Configuring Product Information Management	<i>101</i>
<i>Chapter 13</i>	
Customizing Tenants	<i>105</i>
<i>Chapter 14</i>	
Setting Up Digital Asset Finder	<i>123</i>
<i>Chapter 15</i>	
Configuring Reports	<i>127</i>

<i>Chapter 16</i>	
Configuring the Leftbar	129
<i>Chapter 17</i>	
Setting Up Object ID Series	133
<i>Chapter 18</i>	
Configuring Routes	135
<i>Chapter 19</i>	
Configuring Data Transfer	137
<i>Chapter 20</i>	
Importing Data	139
<i>Chapter 21</i>	
Configuring Web Services	143
<i>Chapter 22</i>	
Integration Toolkit	145
<i>Chapter 23</i>	
Configuration Manager	151
<i>Chapter 24</i>	
Customizing the Schema	159
<i>Chapter 25</i>	
Creating Processes	169
<i>Chapter 26</i>	
Customizing the Forms	195
<i>Chapter 27</i>	
Configuring the Partner Channel Management	203

Chapter 3

Users and Groups

Overview	27
Registering and Managing Users	27
Register Users	27
View Existing Users or Groups	28
Create a User	28
Unlock a User Account	28
Edit a User Profile	28
Create a Group	28
User Management Notifications	29

Overview

Use the application utility to administer the various modules in SAS Marketing Operations Management. You can create and manage users and groups, register new users, and configure the dashboard and settings for the modules.


Registering and Managing Users

Register Users

To register new users:

1. In the **Administration** menu in the Dashboard window, click **User Registration**. A list of users who have requested registration is displayed.
2. Click the **First Name** link to register a user. Enter the relevant information.
3. Click **Accept** to register the user or **Reject** to reject the user's request for registration. Enter the reason for the rejection. An email is sent to the prospective user informing the user of the registration or the reasons for the rejection.

View Existing Users or Groups

In the **Administration** menu in the Dashboard window, click **User Management**. Search for a user by entering a name in the **Search** field or select an alphabet to see a list of users in alphabetical order. Click  to view the list of users in a particular group and to select the group.

Create a User

To create a user:

1. In the Dashboard window, click **Create**.
2. Enter information about the user. The login name and email address are mandatory fields.

Note: The email address should take the form *email@example.com*. The only validations are for @ and for a dot. The number of dots that follow the email address are not checked.

3. Click **Upload** to upload a photograph of the user. This action is possible only if the **Enable Profile Picture** setting is **Yes**.
4. Select the default solution page for the user from the list.
5. Click **Add** to add the user to a group.
6. Click **Save** to save the user profile.

Enter the password and confirm it.

Unlock a User Account

When a user enters an incorrect password more than the number of times specified in the client settings, that user's account is locked. To unlock the account, select the user and click **Unlock**.

Edit a User Profile

Click the first name link of the user in the Users window. A User Details screen is displayed. Modify the necessary information and click **Save**.

Create a Group

To create a group:

1. Click **Groups** under **User Management** to view existing groups.
2. Click **Create** to create a new group.
3. Enter the name (mandatory) and description for the new group.
4. Click **Add** and select users to add to the group.
5. Specify parent groups and child groups for the newly created group by clicking **Add** in each section.
6. To add the new group, click **Save**.

User Management Notifications

The User Management and User Registration functions automatically send email notifications to SAS Marketing Operations Management users when the following events occur:

- When a user registers for SAS Marketing Operations Management using the **Register Now** link on the login page, a notification is sent to the administrator for the registration request.
- When the administrator creates a login for the new user, a notification is sent to the newly registered user with a new ID and password.
- When the user clicks the **Forgot password** link on the login page, a notification that contains the password is sent to the user.

Chapter 4

Configuring the Digital Asset Manager Module

Overview of the Digital Asset Manager Module	31
Getting Started	31
Managing Vaults	32
Create a Vault	32
Working with Security Policies	33
What is a Security Policy?	33
Organizing Digital Assets	33
Assigning Access Rights to Groups	34
Defining a Security Policy	35
Applying a Security Policy	35
Create Security Policies	36
Specify Default Module Settings	37
Specify Asset Attributes	38
Configure Advanced Search Capability for Users	39
Configure the Recycle Bin	40
Configure the Asset Metadata Report	40

Overview of the Digital Asset Manager Module

The Digital Asset Manager module contains a digital library in which the digital assets that are related to packaging graphics, sales brochures, point-of-purchase, advertising, and other communications resources are organized in a centralized, secure repository. Administrators can search, browse, and retrieve these digital assets through any web browser.

Getting Started

Click **Digital Library** in the left pane on the dashboard.

The following links are available to users with administrative rights:

- **Vaults:** Create or edit vaults and vault properties.

- **Security Policies:** Create or edit security policies for a section and vault. The administrator defines a security policy, which specifies the access rights for users and groups.
- **Settings:** Allow default setting for the application.
- **Asset Descriptor:** Define the information that is shown next to each asset thumbnail in the list view.
- **Recycle Bin:** Permanently delete assets, or restore deleted assets into their original section.
- **Asset Metadata Report Configuration:** Configure a predefined report layout.

Managing Vaults

Vaults are secure spaces on the file system where all digital assets are stored. The digital library can contain multiple vaults. Each brand, operating company, business unit, division, or department might have a separate vault.

Create a Vault

To create a new vault:

1. Click **Vaults** in the left pane under **Administration**. A list of the existing vaults and their details is displayed.
2. Click **Create** to create a new vault and enter the following information:
 - A name and description for the vault.
 - The location of the vault. Enter the complete file path, including the name of the vault.

Note: A vault can be located in the installation directory, but it must be located in a folder other than the tenant folder. For example, a vault can be in a folder named **Vaults** under **D:\SASMOM60**. If there is a tenant named **MOM**, do not locate the vault in this folder because this could lead to performance issues.

- The required disk space. The default value is 10 GB.
- Note:* When the specified capacity is reached, the system sends an email notification to the administrator and to the section owner. You can specify other users if required.
- The security policy. See [“Create Security Policies” on page 36](#).
3. Select the **System Vault** check box to store application-related assets that are not visible to users.
 4. Specify the following optional information (available only if **Log Audit** in the **Settings** section is set to **True**):
 - Set terms and conditions for downloading content from the vaults. To control the use of assets, departments can enforce users to accept legal terms and conditions before they can download assets. If you specify vault-specific terms and conditions, you can upload PDF and HTML file types. Images are not allowed.
 - Specify a facet to use for tracking the reason for a download. You must configure a facet and a form (the facet should be associated with the AUDITLOG entity).

You can configure different facets for capturing different reasons for downloads. A facet can be vault specific.

After you select the facet, click **Configure Form** to edit the form for the facet.

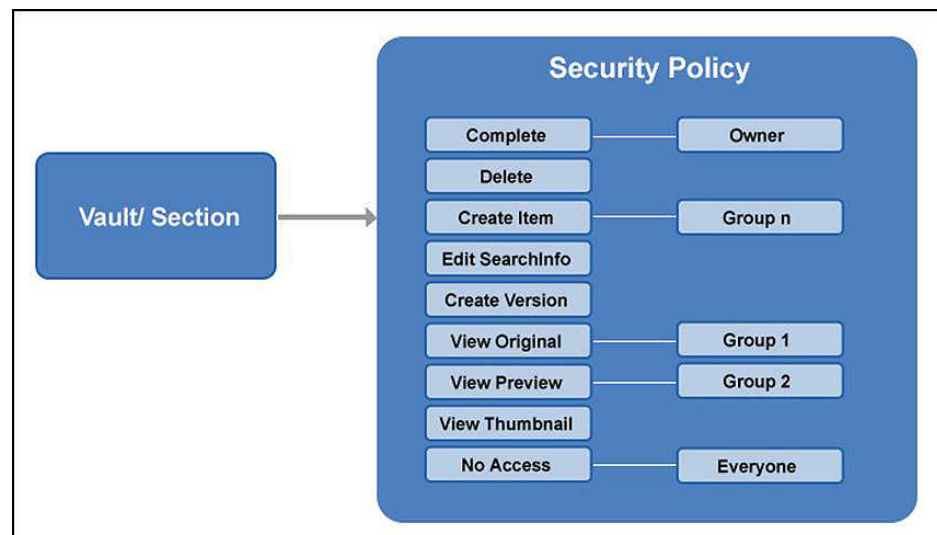
5. Click **Save** to save the new vault.

Working with Security Policies

What is a Security Policy?

A security policy enables the administrator to restrict access to the system and to protect digital content from unauthorized use. The security policy allows restricted access to a selected user group within the policy. Security policies are applied at the vault level or at the section level.

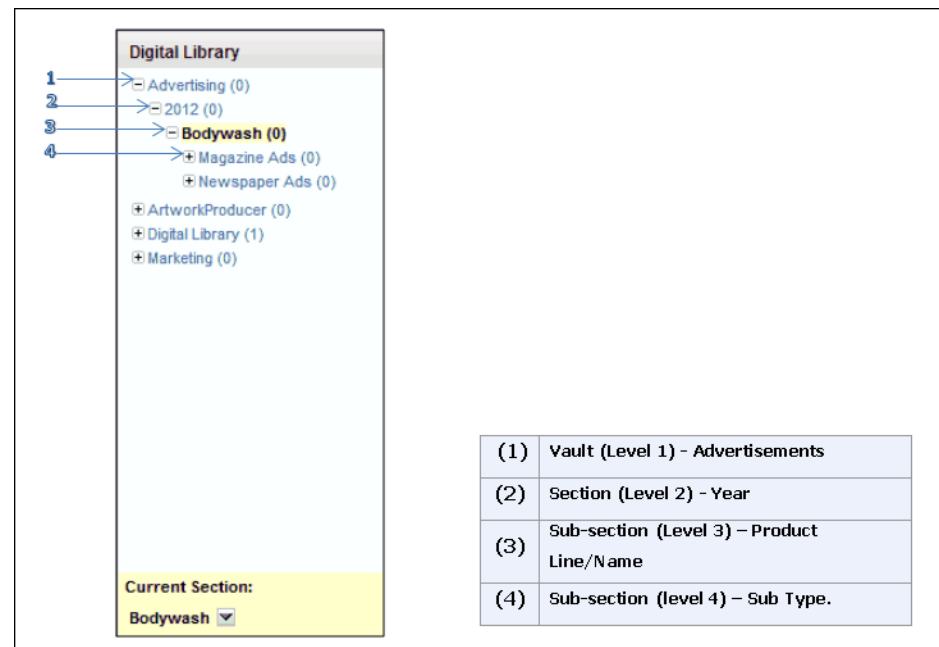
Figure 4.1 Security Policy Overview



Organizing Digital Assets

You can arrange the digital assets in a hierarchy.

1. **Vaults:** You can create vaults per content type (for example, you could have a separate vault for advertisements, collateral, packaging, logos, icons, and product photos).
2. **Sections and Sub-sections:** Each vault can contain sections that are based on the year of creation or on the product line (Level 2). Additional sub-sections can be based on the product name or code name (Level 3), which could further branch into subtypes based on the type of content (Level 4).

Figure 4.2 Vault Hierarchy

Assigning Access Rights to Groups

You can assign different access rights for every group in the digital library.

The access rights and the actions that the right allows the group to perform are shown in the following figure:

Figure 4.3 Access Rights

Access rights	View												Edit												Admin											
	Thumbnail	Collection	Metadata	Comments	Dynamic	Preview	Assets	Original	Linking	Unlinking	Assets	Lock	Freeze	Click	Search	Update	Assets	Search	Assets	Section	Section	Section	Section	Section	Section											
Complete	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y											
Delete	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y											
Create Item	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y											
Edit Search Information	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y											
Create Version	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y											
View Original	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N											
View Preview	Y	Y	Y	Y	Y	Y	Y	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N											
View Thumbnail	Y	Y	Y	Y	Y	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N											

- The left column lists the access rights that a group can have in the digital library. The rights are arranged in decreasing order of privilege. For example, if group A has the access right for creating an item, group A also has the rights for every action below Create Item, such as Edit Searchinfo, Create Version, View Original, and so on.
- The top row contains the actions that a group can perform in the digital library as a result of being assigned a certain access right. For example, if group A has Create Item access, the users in group A can View Thumbnails, View Moreinfo, and perform any other task marked with a Y.

Note:

- To move an asset from one section to another, the user must have Delete access to the source section and Create Item access to the destination section. Otherwise, an error occurs.

- To copy an asset to another section, the user must have View Original access to the source section and Create Item access to the destination section. Otherwise, an error occurs.

Defining a Security Policy

Default Groups Available for Security Policies

Every security policy that you create contains default groups.

- **Everyone:** All users or groups who are not granted explicit access in a policy. Typically, the Everyone group should be assigned No Access so that the administrator can give restricted access to selected groups. In this way, unauthorized users are prevented from accessing vaults or sections because every user belongs to the group Everyone.
- **Owner:** The user who creates a section is the owner of all the contents in the section. You can give these roles explicit privileges in the security policy. You can also give the other groups different access rights based on the actions that those groups need to perform.

Keep the following questions in mind when you are defining and applying a security policy:

- What vaults and sections are in the digital library?
- What groups are defined in your system?
- Which groups require what type of access on each vault or section in the digital library, at each level in the hierarchy?
- What access should you give to all other users or groups that do not have explicit access (those users who do not belong to the group Everyone)?
- Who is the owner of the section to which the policy is being applied and what access rights should the owner have?

Applying a Security Policy

After you define the policy, you must apply it to a vault or section.

- Only one security policy can be applied to any given vault or section.
- The policy can include multiple groups of users, and each group can have a different access right to the vault or section.
- Based on their access rights to the vault or section, the users in the group might be allowed to perform certain actions on the vault or section.

You can apply a policy to one of the following section levels:

1. The selected section only (not including its sub-sections)
2. The selected section and its immediate sub-sections
3. The selected section, all its sub-sections, and the tree below the selected section

Here are some examples of how a security policy works:

- **Case 1:** If a user belongs to multiple groups, that user is assigned different access rights on the same section or vault because each group has different access rights to a particular section or vault. The system allows that user the highest of all the possible

access rights that apply to that user. For example, suppose User 1 belongs to Group 1 and Group 2. Group 1 has View Original access to Section 1 and Group 2 has View Thumbnail access to Section 1. In this case, User 1 is allowed View Original access to Section 1 because that is the highest possible access right.

- **Case 2:** The No Access right is the lowest access right. For example, supposed User 1 belongs to Group 1 and Group 2. Group 1 has No Access to Section 1 and Group 2 has View Thumbnail access to Section 1. In this case, User 1 gets View Thumbnail access to the section because that is the highest possible access right, despite the fact that User 1 has No Access as a member of Group 1.
- **Case 3:** A user requires access to all higher levels in a hierarchy of sections in order to be able to access the lower-level sections in the digital library. For example, suppose there is a hierarchy of the following sections **Digital Library** ⇒ **Product Name** ⇒ **Images** ⇒ **High Res**. A user has No Access to the **Images** section but has View Original access on the **High Res** section. The user cannot navigate through the hierarchy to this section, but the user can search the contents of the **High Res** section by using the simple or advanced search facility. If the user tries to search and then navigate to the parent section, the user does not get access to view the parent section.

Create Security Policies

Click **Security Policies** in the left pane under **Administration**. A list of security policies is displayed.

To create a security policy, click **Create**. Enter the following details:

- Name and description of the security policy.
- Select the permission for the owner of the asset. By default, the user who creates or uploads the asset into the digital library is the owner of the asset.
- Select the permission given to all the users of the system for this security policy.
- Select the group and access level for each user group from the list..

Figure 4.4 Security Policy Definition Window

Security Policy Definition

* Name: Legal Department SP

Description:

Owner Permission: Complete

Everyone Permission: No Access

Group Permissions


<input type="checkbox"/>	Group Name	Access Level	Access Details
<input type="checkbox"/>	Campaign Designer	Create Item	
<input type="checkbox"/>	Designers	Complete	

Delete Add Group

Save Cancel

The following access permissions are available:

- **Complete:** The user gets complete access, including the ability to change the security policy.
- **Delete:** The user can delete an asset and has all the permissions listed below.
- **Create Item:** The user can upload an asset and has all the permissions listed below.
- **Edit SearchInfo:** The user is allowed to edit the search information and has all the permissions listed below.
- **Create Version:** The user is allowed to create a version of an asset and has all the permissions listed below.
- **View Original:** The user can view and download the original file, and has all the permissions listed below.
- **View Preview:** The user can view and download the preview, and has all the permissions listed below.
- **View Thumbnail:** The user can view and download the thumbnail.
- **No Access:** The user has no access to the asset, section, or vault.

To view the access details, click .

Note: The security policy Default_SP is a default security policy that is available in the system and that gives the Everyone and Owner groups Complete access. You can apply this security policy to vaults or sections to which all the groups get Complete access. You can alter this policy in order to prevent any user from creating an additional folder structure if you want to.

Specify Default Module Settings

To specify the default behavior for the Digital Asset Manager module, click **Settings** in the left pane under **Administration**. The Administration Settings window appears.

Specify the default behavior for the following settings:

- **Layout:** The section content screen can be viewed in a grid or as a list. You can set the default layout of thumbnails for the assets and the default number of rows and columns for the list and the grid. A business information layout can be set to a single column or to a double column.
- **Sort:** Specify how the application sorts the vaults, sections, collections, and assets. Sorting can be done by name, date created, or popularity. The sorting order can also be either ascending or descending.
- **Search result:** Set the default value for the maximum number of assets that are returned in a search.
- **E-mail notification:** Set the default value for the email validity period, in days.
- **Vault:** Set the default disk space that is available for vaults that are created in the digital library.
- **Batch Download Configuration:** When a user downloads multiple files and selects the ZIP file option, a ZIP file that contains all the selected files is created. Set the number of days for which this ZIP file is valid.

- **Terms and Conditions for downloading assets:** This setting works in combination with the Audits Setting that you set in the “[Audit Settings](#)” on page 113. If you set **Terms and Conditions** to **Yes**, then three options are available:

Note: Use of images for the terms and conditions is not supported.

- **Text:** Enter text in the text area.
- **File:** Upload a PDF file or an HTML file for the term and conditions.
- **None:** Specify the terms and conditions for each vault as you create it.
- **Reason for downloading assets:** Set this item to **Yes** to prompt the user for a reason when a file is downloaded. You can also select either a default facet or a vault-specific facet.
- **Default Facets to be displayed during Asset upload:** Specify which facets are displayed when users create or edit assets. The option for configuring facets associated with digital assets to be mandatory or expanded by default is available. If a facet is expanded by default. You can create or edit assets without requiring you to select and add the facet. If a facet is marked **Mandatory**, the facet is expanded by default and users cannot delete the facet when creating or editing assets. The mandatory facet setting enables organizations to ensure that values are entered for mandatory fields for all assets cataloged in the digital library.

Specify Asset Attributes

When a user views assets or collections in a list (rather than in a grid), additional information related to the asset or collection is also shown. Use the asset descriptor to select the asset attributes from the technical and business information that is associated with the asset.

Click **Asset Descriptor** in the left pane under **Administration**. The Asset Descriptor window appears.

Figure 4.5 Asset Descriptor Window

Administration : Asset Descriptor

▲ Configure Asset Descriptor

Select:

Select Source:

▲ Selected Attributes

	Attribute Name	Source	Bold	Italic	Color	Preview
<input type="checkbox"/>	Name	Digital Asset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value=""/>	Name
<input type="checkbox"/>	Description	Digital Asset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value=""/>	Description
<input type="checkbox"/>	Asset Created On	Digital Asset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value=""/>	Asset Created On
<input type="checkbox"/>	Product Name	PROMOTIONAL_ASSET	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value=""/>	Product Name

▲ Select Attributes

<input type="checkbox"/>	Attribute Name	Description
<input type="checkbox"/>	Section Path	The hierarchical path of the section in which the asset is located
<input type="checkbox"/>	Section Name	The name of the section in which the asset is located
<input type="checkbox"/>	Description	A brief description of the asset
<input type="checkbox"/>	Lock	Indication of whether the asset is locked
<input type="checkbox"/>	Freeze	Indication of whether the asset is frozen
<input type="checkbox"/>	Name	The name of the asset
<input type="checkbox"/>	Locked by	Name of the person who has locked the asset (if locked)
<input type="checkbox"/>	Asset Created On	The date on which the asset was cataloged into the library
<input type="checkbox"/>	Current Version Date	The date on which the current version of the asset was cataloged
<input type="checkbox"/>	Last Version Date	The date on which the last version of the asset was cataloged
<input type="checkbox"/>	File Size	The size of the original asset file
<input type="checkbox"/>	Download Count	The count of the number of times the asset has been downloaded

Specify the following information:

- **Configure Asset Descriptor:** Select the assets or a collection for which the attributes are to be displayed. Select the source from which you select the attributes. You can associate the available facets available in the list.
- **Selected Attributes:** The attributes that you selected are displayed here. You can select formatting information such as bold, italic, and color.
- **Select Attributes:** A list of attributes from either the selected facet or from the digital asset appears. Select the attributes to be displayed by clicking the check box next to the attribute name, and then clicking **Select**.

Note: Additional business information can be associated with a digital asset by associating a facet with the information. Refer to the Schema Designer user guide for more information about creating facets. Associate the facet with the DIGITALASSET entity.

Configure Advanced Search Capability for Users

You can select facets (and their attributes) that are associated with assets or with collections. These facets and attributes can be displayed to a user for the purpose of creating advanced searches.

To configure the advanced search capability for users:

1. In the left pane under **Administration**, click **Advanced Search Configuration**.

2. In the Administration: Advanced Search Configuration window, select assets or collections and their associated facets that you want to display to users. All fields for the selected facets are shown in the **Include Attributes** section.
3. Select the fields that you want to exclude from a user's search, and click **Exclude**. To exclude all fields, click **Exclude All**. The excluded fields are displayed in the **Excluded Attributes** section.

Configure the Recycle Bin

When a user deletes an asset, it goes to the recycle bin. Click **Recycle Bin** in the left pane under **Administration**. You can perform the following operations:

- **Delete Permanently**: You or any user who belongs to the administrators group can select one or multiple assets and delete them permanently.
- **Restore**: You can select and restore the assets in the recycle bin.
- **Empty Recycle Bin**: You can delete all the assets in the recycle bin permanently.

Note: When assets are deleted from the recycle bin, they are not deleted immediately. The assets are cleared from the file system when the scheduled task runs at the appointed time. The system clears the recycle bin and users do not see the deleted assets in the system or on that machine.

Configure the Asset Metadata Report

Metadata is associated with digital assets. Metadata includes system information, business information, version history, comments, and so on. The asset metadata report helps export all this metadata into a report in a printable format. In the Digital Asset Manager module, the Asset Metadata report is available in the Section Cart, Simple Search, Advanced Search and Revive Asset windows. This report can be printed in either PDF or XLS format by the end user.

Click **Asset Metadata Report Configuration** in the left pane under **Administration** to see the template list. A template is a preconfigured layout.

To add templates, click **Add**. The Asset Metadata Template window appears.

Figure 4.6 Asset Metadata Template Window

Asset Metadata Template

Template Name:

Description:

Publish Template: ☒

Allowed Field Omission: ☒

Asset Summary

☒ Select All

<input checked="" type="checkbox"/> Asset Name	<input checked="" type="checkbox"/> Asset Description
<input checked="" type="checkbox"/> Asset Owner	<input checked="" type="checkbox"/> Asset Created On
<input checked="" type="checkbox"/> Last Version Date	<input checked="" type="checkbox"/> Download Count
<input checked="" type="checkbox"/> Expiry Date	<input checked="" type="checkbox"/> Lock
<input checked="" type="checkbox"/> Locked By	<input checked="" type="checkbox"/> Section Name
<input checked="" type="checkbox"/> Section Path	<input checked="" type="checkbox"/> Average Rating
<input checked="" type="checkbox"/> Number of Ratings	

Business Information

Facet Selection

Select Facet:

Selected Facets

Facet Type Name	Description
No facet types found.	

Version

☒ Select All

<input checked="" type="checkbox"/> Version	<input checked="" type="checkbox"/> Current
<input checked="" type="checkbox"/> Created On	<input checked="" type="checkbox"/> Submitted By

Enter the following information:

- **Template Name and Description:** Enter the name and description.
- **Publish Template:** If you select this check box, then the template is visible to the user.
- **Allow Field Omission:** If you select this check box, then the user can select the fields to be displayed in the report.
- **Asset Summary:** Select all fields that you want to be displayed in the report. The fields that you select are the only fields that the user will be able to add to the report.
- **Business Information:** Select the facets that are associated with the assets and that need to be displayed on the report. After you select the facet, click **Configure Form** to configure the form. To configure forms refer to [“Form Configuration” on page 195](#) for more information.
- **Version:** Select the fields to be displayed on the form.

Chapter 5

Setting Up the Dashboard

Overview of the Marketing Dashboard Module	43
Create a Dashboard for the Partner Channel Management Module	43
Configure a Dashboard	44
Create a Dashboard Page	44
Creating and Configuring a Predefined Channel	44
About Predefined Channels	44
Create a Predefined Channel	47
Create a New Channel	47
Configure an Existing Channel	51
Assign Exclusive Group Permissions to a Channel	51

Overview of the Marketing Dashboard Module

The Marketing Dashboard module displays aggregated and summarized information about strategy, plans, budgets, workflow, digital content, and so on. The information appears on a dashboard that can contain multiple pages. Each page can use multiple channels of information. You can configure pages and channels for the dashboard.

By default, the solution contains two dashboards. If your implementation includes the Partner Channel Management module, you can create an additional dashboard for that module.

Create a Dashboard for the Partner Channel Management Module


By default, the system contains two dashboards. You can create an additional dashboard for the Partner Channel Management Module if your system includes that module. To create that dashboard:

1. Expand **Administration** in the left pane, and click **Dashboard Admin**. The Dashboard Configuration window appears, which contains a list of existing dashboards.

2. Click **Create Dashboard**, and enter the appropriate information. The name of this dashboard must be **PCM Dashboard**.
3. Click **Save**. The Dashboard Details window appears. You can now add pages and channels to the new dashboard. To configure pages, see [“Create a Dashboard Page” on page 44](#). To configure channels, see [“Create a New Channel” on page 47](#).


Configure a Dashboard

To configure dashboards:

1. In the left pane under **Administration** click **Dashboard Admin**. The Dashboard Configuration window appears, which contains a list of existing dashboards.
2. Click the name of the dashboard that you want to configure. You can reconfigure dashboard details and add or delete pages or channels to a dashboard.
3. Click  to preview a dashboard or a page.
4. If you want to delete a dashboard, click **Delete**.

Create a Dashboard Page

To create a page for a dashboard:

1. In the left pane, click **Configure Pages**. A list of existing pages appears.
2. Click **Create Pages** and enter the page information to create a new page.
3. Click  to preview the page.
4. Click **Save** to save your changes. A window appears in which you can edit the page details and add configured channels to the page.

Creating and Configuring a Predefined Channel

About Predefined Channels

In the Dashboard module, you can use predefined channels for the dashboard. You can also use predefined filters and add additional ones. (For information about creating new channels, see [“Create a New Channel” on page 47](#).)

Predefined channels exist for the following modules:

- **Strategic Planner:** The predefined analytical channels for the Strategic Planner module include comprehensive information about marketing plans, budgets, commitments, activities, and assets. You can create the following predefined channels in this module:

Table 5.1 Predefined Channels for the Strategic Planner Module

Channel	Description	Editable
Marketing Budgets	An interactive analytical channel. Information about the selected plan is displayed in both tabular and graphical format.	No
Breakup of Planned and Spent Amounts	An interactive analytical channel. A breakdown of planned and spent amounts for a selected plan is displayed in a graphical format.	No
Marketing Calendar	An interactive analytical channel. All programs and activities that are in the market during a particular time are displayed.	No
Executive Dashboard	The budgets and commitments are displayed against spends, media budgets, and media expenses.	No

- **Marketing Workbench:** The channels for the Marketing Workbench module include details about all projects that are currently active. Users who are Project Managers or who have Read or Author access to a project can view this information. You can create the following predefined channels for this module:

Table 5.2 Predefined Channels for the Marketing Workbench Module

Channel	Description	Editable
My Projects	Displays all the active projects for which you are the project manager.	Yes
My Projects as Reader	Displays all the projects for which you have Read access.	No
My Tasks as Reader	Displays all the tasks for which you have Read access.	No
My Task List	Displays the details of all the tasks assigned to you.	No

- **Approvals:** You can create the following predefined channels for this module:

Table 5.3 *Predefined Channels for the Approvals Module*

Channel	Description	Editable
My Approval Jobs	Displays all the active jobs for which you are the job initiator.	Yes
My Read-only Approval Jobs	Displays all the active jobs for which you are the reader.	Yes

- **Calendars:** You can configure multiple instances of a calendar by using different filters, one for each type of activity such as advertising and email. You can create the following predefined channels for the Calendar dashboard:

Table 5.4 *Predefined Channels for the Calendars Module*

Channel	Description	Editable
My Tasks	Displays all the marketing workbench tasks and approval jobs for which you are the contributor.	Yes
Projects Calendar	Displays all the active projects for which you are the project manager. This is an interactive analytical channel that displays the projects in both tabular and graphical formats.	Yes
Marketing Plan	Displays all current marketing plans and activities that are in the market during a particular time, depending on the user preference settings.	Yes
Holidays	Displays all current holidays, depending on user personalization settings. For example, holidays might be displayed for the country in which the user resides.	Yes
Events	Displays all current events, depending on user personalization settings.	Yes Only the event creator can edit this channel.
My Offers	Displays all current offers.	Yes
Marketing Activity Types	Displays current marketing activities, grouped by marketing activity types.	Yes

Channel	Description	Editable
My Tasks - Resource	Displays all the tasks for which you are a resource.	Yes

- **Other Entities:** Although Other Entities is not a module, you can create the following predefined channels for it:

Table 5.5 Predefined Channels for Other Entities

Channel	Description	Editable
Analysis of Estimates and Actuals	Displays details of the estimate versus the actuals per vendor for a selected fiscal year.	No
Overspent Activities	Displays all activities for which the amount spent is higher than the planned amount.	No
My Briefs as Reader	Displays all briefs for which you have Read access.	No

Create a Predefined Channel

To create a predefined channel:

1. Click **Predefined Channel Setup** in the left pane.
2. Select the predefined channel that you want to create, and click **Create Channel**. The channel is created, and a window appears that displays the name, type, and creation status of the channel.
3. (Optional) Add new filters or columns to the channel:
 - a. Click **Configure Channels** in the left pane. The predefined channel that you created is displayed in the list.
 - b. Click on the predefined channel name. Edit the channel details by adding new filters or columns. You cannot delete the mandatory filters or mandatory columns, but you can add new ones.

Create a New Channel

To define a new dashboard channel:

1. Click **Configure Channels** in the left pane. A list of existing channels is displayed.
2. Click **Create Channel**.

3. In the **Channel Details** section, enter a name and description for the channel, and specify the following information for the channel definition:

- **Type:** Select the type of channel that you are creating.

Type	Target Entity	Additional Information
Approvals	WORKFLOWPROCESS	You can see all the information from the Approvals module.
Artwork Producer	FORMAT	The formats generated in Artwork Producer are displayed on the Dashboard. You do not need to go to the Artwork Producer module.
Digital Library	Digital Asset is selected by default.	All the assets stored in the Digital Library can be displayed on the Dashboard. Select the display mode as List , Carousel view , or Section Navigation .
Knowledge Manager	TOPIC or FORUM	You can see all the forums and topics that were created in the Knowledge Manager module.
Link	No Entity needs to be selected.	Select the column layout. Add the display images by clicking Add . Enter the URL, display text, description, URL type. Upload the image file.
Marketing Workbench	ACTIVITY or WORKFLOWPROCESS	You can create channels per user role. Users can see all the activities assigned to them in the Marketing Workbench module.
Calendar	Select any entity from the drop-down list.	You can create calendars for any entity.
Other Entities	Select any entity from the drop-down list.	This entity is a generalized entity type. Use this channel type to display information from other entities in the system on the dashboard channel.
Site Builder	SITE	You can see all the sites created in the Site Builder module.

Type	Target Entity	Additional Information
Static	No Entity needs to be selected.	<p>You cannot personalize a static channel. You can upload an HTML document, a flash file, XML, XSL, or other documents such as Microsoft Word, Microsoft Excel, PDF, and so on. You can enter a rich text message and format the message.</p> <p><i>Note:</i></p> <ul style="list-style-type: none"> • The generated HTML must contain only one body tag. • If images and CSS files are part of the HTML page, then their path must contain only the filename. (HTML page files and images must be created in the same folder.) • No JavaScript function calls should be in body tab attributes.
Strategic Planner	PLAN, MARKETINGACTIVITY, COMMITMENT, or INVOICE	<p>The Strategic Planner channels displays information about plans, campaigns, or activities. You should configure a separate channel for each user role such as authors, readers for a plan or marketing owner, activity coordinators, budget managers, or readers for a campaign or activity. Select the appropriate role under the Define Filters list when you are configuring the channels.</p>
Timesheet	Timesheet	<p>You can create channels with all the information that is created in the Timesheet module.</p>

- **Default:** Specify whether the channel is shown by default to all users.
- **Removable:** Specify whether a user can remove the channel from the dashboard.
- **Allowed Caching:** Specify whether caching is allowed for this channel.

- **Cache Expiration Interval:** For each user, the channel contents are cached for a certain period of time. This value specifies the interval at which the dashboard service clears the cache and regenerates new contents for the channel. Select the refresh interval, which ranges from five minutes to one month.
 - **Group:** The channels can be grouped based on their contents. Specify a group for the channel.
 - **Display State:** Specify the default appearance of the channel (whether the channel should be displayed in a maximized or minimized state when it is published).
 - **Status:** Select whether to publish the channel. A published channel is visible to users.
 - **Personalize:** Set up filters for the content that is to be shown in the channel and specify the fields to be displayed in the channel. The user can overwrite these filters and can specify which columns are displayed by personalizing the channel contents. If this option is set to **No**, the user cannot personalize the channel.
4. If the **Display Mode Selection** section is present, select the display mode. The display mode specifies how the content is displayed to the user.
 5. If the **Target Entity Selection** section is present, select the target entity. Depending on the channel type, entities related to the type are displayed. For example, if the channel type is **Approvals**, then the target entity is **WORKFLOWPROCESS**. See [Step 3 on page 48](#) for more information about target entities.
 6. If the **Additional Details** section is present, specify the required information.
For the Static channel type, specify the file type that you want to upload and display on the channel. If you specify HTML, the following constraints apply:
 - The generated HTML content must contain only one body tag.
 - If images and CSS files are part of the HTML page, then their path must contain only the filename. (HTML page files and images must be created in the same folder.
 - No JavaScript function calls should be in the body tab attributes.
 7. If the **Links** section is present:
 - To add a link, click **Add**. In the Web Link Channel window, specify information about the link that you want to add. If you enter a URL that is not URL for SAS Marketing Operations Management, you must enter the complete path.
 - To delete an existing link, select the check box next to the link and click **Delete**.
 8. In the **Criteria Builder** section, you define filters for the channel, define columns to display in a channel, and set up personalization fields for a channel. If the **Criteria Builder** section is present:
On the **Define Filters** tab:
 - a. Drag a field from the Target Entities, Related Entities, or Related Facets column into the workspace on the tab.
 - b. Specify the required information in the Select Filter window and click **Add**. The filter appears in the workspace.
 - c. Drag additional fields into the workspace. Between each filter in the workspace, select the AND or OR operator condition.
 - d. To group filters:

- Select the filters by holding down the Alt key, and click **Group**.
- Click **Insert Group**, and then add filters to that group.

On the **Define Display Columns** tab:


- Drag a field from the Target Entities, Related Entities, or Related Facets column into the workspace on the tab.
- Specify the required information in the Select Column window and click **Add**. The filter appears in the workspace.

On the **Define Personalization Fields** tab:

- Drag a field from the Target Entities, Related Entities, or Related Facets column into the workspace on the tab.
 - Specify the display text in the Select Field window and click **Add**. The filter appears in the workspace.
- Click **Save** to save the new channel, or click **Cancel** to cancel the channel creation.

Configure an Existing Channel

To configure an existing channel:

- Expand **Administration** in the left pane, and click **Dashboard Admin**.
- Click **Configure Channels**. A list of existing channels is displayed.
- Click on the name of the channel that you want to edit, and make the necessary changes to the information.
- Click  to preview the channel.
- Click **Done** when you have finished configuring the channel.

Assign Exclusive Group Permissions to a Channel

All groups have access to a channel unless you assign exclusive group permissions.

Note: If a group does not have access to a particular module, then you must ensure that that group is denied access to a dashboard channel that was created for that module.

To assign exclusive group permissions to a channel:

- Expand **Administration** in the left pane, and click **Dashboard Admin**.
- Click **Configure Channels**. A list of existing channels is displayed.
- Click the name of the channel for which you want to assign permissions. The Channel Details information appears.
- In the **Define Groups** section, click **Add Group**.

5. In the **Available Group** list, select the groups that you want to have permission to this channel, and click **Select**.
6. Click **Done** to save your changes.

Chapter 6

Setting Up the Calendars

Calendar Administration	53
Getting Started	53
Overview	53
Configure Calendar	53
Defining Dates	55
Setting Up Filters	55
Defining Columns to Display on the Calendar	56
Setting Up Personalization Fields for a Calendar	56
Predefined Calendars	57
Giving Permissions on a Calendar	57

Calendar Administration

This utility allows the administrator to configure calendars in the system for any entity. The calendars are based on a start and end date for the selected entity. This utility is similar to the Dashboard administration utility.

Getting Started

Overview

After login click **Calendar Admin** link on the dashboard on the left pane under **Administration** section to configure the calendars. On the left pane of the calendar configuration screen there are links to configure calendars. A list of configured calendars is displayed.

Configure Calendar

Click **Create Calendar** on the configuration screen to create a new calendar for an entity. A calendar details screen is displayed.

Enter the following details:

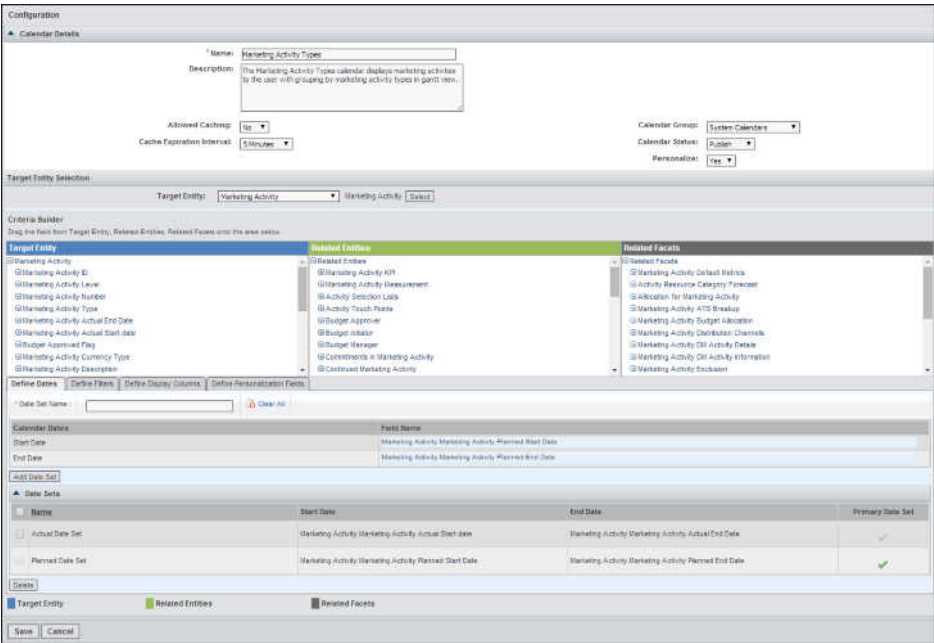
- **Name and Description:** Enter the name and description.

- **Allowed Caching:** Select whether caching is allowed for this calendar.
- **Cache Expiration Interval:** For each user, the calendar content that is displayed is cached for a certain time period. The value specified allows the dashboard services to clear the cache and regenerate new contents for the calendar. Select the refresh interval from a drop-down list, which has a time period ranging from 5 minutes to one month.
- **Calendar Group:** You can group the calendar on their contents. You can specify the group for the calendar.
- **Calendar Status:** Select whether to publish the calendar. Only a published calendar is visible to the end-users.
- **Personalize:** You can set up filters for the content to be shown on the calendar. Specify the fields to be displayed. The end user can overwrite these filters and can specify which columns are to be displayed by personalizing the channel content. If this option is set to No, the user is not allowed to personalize the calendar.
- **Target Entity Selection:** To set up the calendar, specify the target entity on which the calendar is based.
- **Criteria Builder:** Build the criteria for the calendar using the Target Entity, Related Entity, or the Related Facets.
- **Define Dates:** Specify the start date and the end date by dragging and dropping. Refer to [“Defining Dates” on page 55](#) for more information.
- **Define Filters:** Define the filters. Refer to [“Setting Up Filters” on page 55](#) for more information.
- **Define Display Columns:** Specify the columns to be displayed. Refer to [“Defining Columns to Display on the Calendar” on page 56](#) for more information.
- **Define Personalization Filters:** Set the personalization filters to facilitate additional filter criteria. Select and specify the fields, which the end users can personalize.

For the Section Navigation view, by default the section path is selected. Do not select any more personalization fields. Refer to [“Setting Up Personalization Fields for a Calendar” on page 56](#) for more information.

Save the channel definition.

Figure 6.1 Calendar Configuration



Defining Dates

You can add multiple date sets by specifying a date set name and clicking **Add Date Set**. The user can switch between the different calendars. Mark one of them as **Primary** to allow the calendar to be painted by default for that date set.

Setting Up Filters

In the define filters tab, define the filters by selecting any field from entity fields, related entity fields, and related facet fields. Drag the fields into the filters tab below as filter criteria for displaying assets. You can set conditions between filters using conjunctions such as **AND** or **OR**.

Figure 6.2 Define Filters



After dragging the fields into the filter tab, a select filter pop-up is displayed. Specify the operator and enter the filter value. Click **Add** to add the filter

The following actions can be performed in the define filters tab:

- **Group**: To group the defined filters, select the filters by holding the **Alt** button on your keyboard and click **Group**.
- **Ungroup**: Select the group and click **Ungroup** to ungroup the filter criterion.

- **Insert Group:** Click **Insert Group** to insert a group and then add the filters to it.
- **Edit:** Select the filter criteria and click **Edit** to make changes in the criteria.
- **Delete:** Select the criteria and delete it.
- **Move Up:** Select the criteria and click **Move Up** to position it above the other criterion.
- **Move Down:** Select the criteria and click **Move Down** to position it below the other criterion.

Defining Columns to Display on the Calendar

In the define columns tab the columns can be defined by selecting any field from entity fields, related entity fields, and related facet fields. Drag the fields into the columns tab below. In the define display columns tab the columns are displayed with the field name, field data type and you need to specify the display separator. You can specify the display columns for every view of the calendar such as the monthly view, weekly view, Gantt view, and so on. When you select the Gantt view, you can group the columns. You can specify the information which will display on a mouse over. Specify the heading for the excel which is generated for the calendar.

On the define columns tab, you can delete the selected columns or clear all the selections.

Setting Up Personalization Fields for a Calendar

In the define personalization fields tab, define the fields by selecting any entity fields, related entity fields, and related facet fields. Drag the fields into the define personalization fields tab below. These are the fields that the end user can personalize on. In the define personalization fields tab, two more tabs are present. They are the following:

- **Display Setting Fields:** By default the following fields are available for personalization on any calendar that is created:
 - **Show Holidays:** The end user can decide whether the holidays need to be displayed on the calendar.
 - **Show Events:** Events are a separate entity from marketing activities in Strategic Planner. The end user can decide whether the events created in the system should be shown on the calendar.
 - **Display Mode:** The end user can decide the display mode of the start and end of an activity.
 - **Show all items for a day:** The end user can decide whether all the items or only the selected items for a day should be displayed on the calendar.

Figure 6.3 Define Personalization Fields — Display Setting Fields

Personalization Option	Default Value
Show Holidays	No ▼
Show Events	No ▼
Display Mode	Show Start to End Date Bar ▼
Show all items for a day	No ▼

Configure Form

☒ Target Entity
 ☐ Related Entities
 ☐ Related Facets

Save Cancel

- **Personalization Filter Fields:** You can define the personalization fields by selecting any entity fields, related entity fields, and related facet fields. Drag the fields into the define personalization fields tab below. These are the fields that the end user can personalize on in addition to the above fields.

Drag and drop the fields the end users can use for personalizing the Calendar and creating various views. Define the position of the filters on the form by clicking **Configure Form**.

Predefined Calendars

To create predefined calendars click **Predefined Calendar** on the left pane. A list of predefined calendars is displayed. Select the calendar and enter the name and click **Create Calendar**. These calendars have been provided with some predefined filters. This utility also assists the administrator to create multiple instances of a predefined calendar.

Giving Permissions on a Calendar

After configuring a calendar, you can give exclusive permissions on each calendar. Select the groups that should have access to the calendar. After creating and saving the calendar configuration, on the calendar details screen select the groups by clicking **Add Group**.

Note: If a group has no access to a certain solution, then make sure the group is denied access to a calendar created for that module.

Chapter 7

Configuring the Strategic Planner

Strategic Planner Administration	59
Overview	59
Planner Settings	60
Business Units	76
Cost Centers	77
Forecast Duration	77
Activity Templates	78
Financial Accounts	78
Cost Categories	78
Exchange Rates	79
Measurement Types	79
KPI Types	79
Activity Type Color Configuration	80
Best Practice Builder	80
Other Configurations for Strategic Planner	81
Facets for Activity	81
Move Activity Configurations	82
Configurable Notifications	83
Report Configurations	84
Import Invoice in Strategic Planner	85

Strategic Planner Administration

Overview

After signing in, click **Strategic Planner Admin** on the dashboard screen on the left pane under **Administration**. The planner settings is displayed by default.

On the left pane there is an **Administration** section, which has links to administrative applications, which are as follows:

Note: Only if the **Best Practice Builder** setting is set to **Yes**, then you can see the last link.

Planner Settings

Overview

To view the planner settings click **Planner Settings** on the left pane. A Planner Settings read-only screen is displayed. To edit the details click **Edit** at the bottom of the screen. Each section of this screen is explained individually as follows:

Plan Bulk Updates

Table 7.1 Plan Bulk Updates:

Settings	Expected Values	Explanation
Budget and Forecast Reallocation required	True or False	To enable budget and forecast reallocation for a plan in the Sandbox, set the value to true. The default is true.
Add new Forecast Attribute at Plan level	True or False	If the budget and forecast reallocation is enabled, then in forecast reallocation new forecast attributes can be added at the Plan level in the sandbox. To enable this, set the value to true. The default is true.
Aligning Multiyear Marketing Activity required	True or False	To enable multiyear marketing activities for a Plan through the Sandbox set the value to true. The default is true.

Forecast Configuration

Table 7.2 Forecast Configuration:

Settings	Expected Values	Explanation
Forecasting required	Yes or No	Whether forecasting is required or not
Forecast Title	User defined	Name of the attribute used for forecasting.

Fiscal Configuration**Table 7.3** *Fiscal Configuration:*

Settings	Expected Values	Explanation
Fiscal Year required	Yes or No	You can have a plan per fiscal year or a rolling plan. This setting indicates whether fiscal year is required.
Fiscal Month	Appropriate month	This setting sets the first month of the fiscal year.

Business Unit Specific Configuration**Table 7.4** *Business Unit Specific Configuration:*

Settings	Expected Values	Explanation
Business Unit Specific Cost Centers required	Yes or No	Apply this setting if the cost centers are configured per business unit
Business Unit Specific Cost Category required	Yes or No	Apply this setting if the cost categories are configured per business unit
Business Unit Specific Vendors required	Yes or No	Apply this setting if the vendors are configured per business unit
Business Unit Universe propagation required	Yes or No	This setting determines whether the users and groups selected for the Business Unit Universe are propagated to the lower level Business Units. If this is set to true, Business Unit Universe users and groups are propagated to lower level Business Units at the time of creation. The users and groups are propagated while editing the Business Unit Universe after creation.

Budget Configuration**Table 7.5** Budget Configuration:

Settings	Expected Values	Explanation
Expense tracking required in planning module	True or False	You can set the expense tracking for the planning module or not. By default, expenses can be tracked from the budget manager view. Expense tracking includes commitments and invoices.
Budgeting required at Activity level 1	True or False	You can select if you want budgeting at activity level 1 (typically a program level).
Forecast editable to budget manager	True or False	You can specify if the budget manager can edit forecasts from the budget manager screens.
Cost Centers editable to budget manager	True or False	This setting indicates whether the budget manager can edit cost centers from the budget manager screens
Budget Approval Mandatory	True or False	If this is set to true, then only activities with approved budgets are displayed in the list of budgets. If this is set to false, then all in progress activities are displayed in the budget list of budget manager
Display expense tracking Information	True or False	This setting allows the budgeting info that is, commitments and invoices to be displayed in planner. If the value for this is false, then commitments and spends sections are not displayed in planner
Budget Manager selection type	Single select or Multi-select	You can select multiple or single budget managers on the activity screen. The default is multi-select
Allow workflow operations in case of budget rejection	Yes or No	These settings allow or disallow the workflow operations in case of budget rejection. The default value is yes

Settings	Expected Values	Explanation
Allow operations for expenses in case of budget rejection	Yes or No	These settings allow or disallow the expense operations in case of budget rejection. The default value is no

Release Money Configuration

Table 7.6 Release Money Configuration:

Settings	Expected Values	Explanation
Release unallocated amount in case of overspends	Yes or No	You can specify whether to release the unallocated amount, in case of overspend in the marketing activity. If the default value is yes, then a confirmation message is shown before the unallocated amount is released. If the setting is no, then the unallocated amount cannot be released.

Activity Configuration

Table 7.7 Activity Configuration:

Settings	Expected Values	Explanation
Auto Generate Activity Number	True or False	This setting enables you to auto generate the activity number (at all levels of the activity). Select true to auto generate the number. False allows the end user to enter the activity number manually.
Activity Level 1 Type Selection Required	True or False	You can select the activity type at the activity level 1 (typically a Campaign). Select false to disable the selection of the type. The default is set to True.
Type Selection After Approval	True or False	You can disable the type selection after the budget is approved. This is done where the budget approval process is followed. This setting is used to disable the type selection. The default is set to True.

Settings	Expected Values	Explanation
Same Family Type Selection After Approval	True or False	You can enable the type selection after the budget is approved. This is done where the budget approval process is followed. This setting is used to allow the type selection, but only from the same family.
Allow Invoices in Closed Activity	True or False	Invoices are received even if the activity is closed. This setting allows the user to create invoices in a closed activity.
Restrict Activity Type selection	Yes or No	If this setting is Yes, then only the activity types belonging to the program will be available for selection at the campaign level. For example, if a program level activity is of the type Advertising, its sub types such as Advertising-TV and Advertising-Print Media are available for selection at the campaign level. If this setting is No, then all the activity types are available for selection.
Consider Integrated Campaign as a special type	Yes or No	This setting is visible only if Restrict Activity Type selection is set to Yes. If this setting is Yes, and the named hierarchy for Activity Type has Advertising, Direct Marketing and Integrated Campaign as root level types and you can select Integrated Campaign at the program level. Advertising and Direct Marketing along with their children are available for selection at the campaign level for the program of the type Integrated Campaign. If it is No, the subtypes configured for Integrated Campaign is available for selection.

Settings	Expected Values	Explanation
Display Value for Integrated Campaign	User defined	Specify the name for the Integrated Campaign. This value is always at the root level in the Marketing Activity Type named hierarchy.
Separator for Activity Type	>>, >, -, /, \, ->, =>	Configure the separator between each activity. The default is >>

Activity Path Configuration

Table 7.8 Activity Path Configuration:

Settings	Expected Values	Explanation
Grouping on Activity in Lists	True or False	The activity path is stored for each activity from the plan level onwards. This activity path is displayed on the lists either as a column or as a group.
Separator for Activity Path	>>, >, -, /, \, ->, =>	The separator between each level can be configured. This separator is applied both on the list and the reports screens. The default is >>

Set the following other activity configuration parameters:

- Configure activity types as a hierarchy of values. To configure the types click **Click here to configure** link next to the title configure activity type. A named hierarchy details screen is displayed. The existing hierarchy for the activity types is displayed.
- Select the radio button at the level where you want to add values to the hierarchy. Click **Add Value**. An add NH-Value screen is displayed.
- Enter the value and click **Save**. The new value is added to the hierarchy. The total number of values added under the root appears next to it. Add more values using the same interaction. To create a hierarchy within any activity type, select the appropriate radio button and follow the steps to add the value.

The above procedure is used to configure all the activity configuration parameters mentioned below:

- **Regions:** Regions are selected while configuring the business units in strategic planner. This is a single-level named hierarchy.
- **Products:** Products are selected as a part of the marketing parameters in a campaign and activity. This can be a multi-level named hierarchy.
- **Target Segments:** Target segments are selected as a part of the marketing parameters in a campaign and activity. This can be a multi-level named hierarchy.

- **Distribution Channels:** Distribution channels are selected as a part of the marketing parameters in a campaign and activity. This can be a multi-level named hierarchy.
- **Objectives:** Objectives are selected as a part of the marketing parameters in a campaign and activity. This can be a multi-level named hierarchy.
- **Vendor Types:** Vendor types are selected while configuring the vendors in planner. This is a single-level named hierarchy.
- **Fiscal Year:** Fiscal year is selected for a plan. This is a single-level named hierarchy with pre-configured values from 2000-2010. New values can be added if required.
- **Forecast Attribute:** Forecast attribute is selected while forecasting at the plan and activity levels. This is a single-level named hierarchy and values can be configured into this named hierarchy. These values are available for selection during forecasting.

Plan Authors Access

The access for the plan author can either be:

1. **Partial:** If it is set to partial, the plan author can add and delete programs, readers, attachments and can initiate or close reviews.
2. **Complete:** If it is set to complete, the author can perform all the above-mentioned operations along with other operations such as editing budget information which otherwise can be done by the Plan Creator.

Versioning

You can do versioning on the plan and the activity screens. Expected values for versioning are:

1. **True:** If the versioning required is set to true, then the versions tab is displayed on the read-only plan and activity details screen. The **Save Version** on the **Information** tab for these screens is displayed.
2. **False:** If versioning required is set to false, then the above-mentioned feature is not available.

User Roles Configuration

Table 7.9 User Role Configuration:

Settings	Expected Values	Explanation
User Roles Propagation Required	True or False	If this setting is true, the user roles selected at the parent level are propagated to the newly created activity. The default is true.
Marketing Owner Propagation Required	True or False	This setting allows specifying whether the marketing owners are propagated or not. The default value is false. In this case, the marketing owners are not propagated while creating the lower level marketing activities.

Settings	Expected Values	Explanation
Propagating Plan Authors as Coordinators	True or False	This configuration setting allows the user to specify whether the author, groups, and individual users at the plan level should be propagated as coordinators at the immediate lower level. The default value is true. In this case, the authors at the plan level are propagated as coordinators while creating lower level marketing activities.
Propagating Plan Readers as Coordinators	True or False	This configuration setting allows the user to specify whether the readers at the plan level should be propagated as coordinators at the immediate lower level. The default value is true. In this case, the readers at the plan level are propagated as coordinators while creating the lower level marketing activities.
Show Options to Delete User	True or False	This configuration setting allows the user to specify whether the deletion of a user at any level should result in deletion of the same user at all the lower levels or not. The default value is false. In this case, the user will be deleted at the current level only.
Budget Manager selection type	Multi-select or Single-select	This setting indicates whether the budget manager selection at the activity level should be multiple or a single selection.

Estimates

Table 7.10 Estimates:

Settings	Expected Values	Explanation
Display Estimates	True or False	If the display estimates is set to true, then the estimate list is displayed in the expenses tab.

Settings	Expected Values	Explanation
Allow auto generation of estimate number	Yes or No	If this field is set to Yes, then the estimate number is generated automatically. If set to No, then enter the estimate number manually.
Allow auto generation of work item number	Yes or No	If this field is set to Yes, then the vendor number is generated automatically. If set to No, then enter the work item number manually.
Display min-max volumes in work line item	True or False	If this field is set to true, then minimum and maximum volume columns are displayed in the work line item list.
Allow reviewer to initiate next workflow	Yes or No	<p>If this field is set to yes, then the last reviewer of an Estimate Review Workflow can initiate the next configured workflow. This is done provided all the reviewers have approved the estimate.</p> <p><i>Note:</i> This setting is useful only if more than one approval job types are present in the Estimate Package.</p>
Allow to import Actuals for unbudgeted plans	Yes or No	<p>If this field is set to yes, then the user can import actuals for unbudgeted plans. Here are the conditions for unbudgeted plans:</p> <ul style="list-style-type: none"> Plans do not exist in the system at all. Plans exist in the system but the work item number does not exist. Plans and work item number exists but the work line item for the mentioned resource does not exist.
Mandatory Comments for the Approver	Yes or No	If Yes, then the approver must enter a comment when approving a task.

Vendor Management

Table 7.11 Vendor Management:

Settings	Expected Values	Explanation
Allow auto generation of vendor number	Yes or No	If this field is set to Yes, then the vendor number is generated automatically. If set to No, then enter the vendor number manually.
Display Rate Card Item Types in Rate Card	True or False	If this value is set to true, then the rate card item types are displayed for selection while creating a rate card.
Display Resources in Rate Card	True or False	If this value is set to true, then the vendor resources are displayed for selection while creating a rate card.
Display Resources Categories in Rate Card	True or False	If this value is set to true, then the resource categories are displayed for selection while creating a rate card.

Commitment Approvals Configuration

Table 7.12 Commitment Approvals Configuration:

Settings	Expected Values	Explanation
Commitment Approvals required	True or False	This indicates whether a commitment requires approval or not.
Default Instructions to vendor	User defined	These instructions appear by default for the vendor resource selected for the approvals of a commitment.
Configure Approval Summary Values		Define the summary values for the approval of commitments by clicking Click here to configure .
Mandatory Comments for the Approver	Yes or No	If Yes, then the approver must enter a comment when approving a task.

Expense Configuration**Table 7.13** Expense Configuration:

Settings	Expected Values	Explanation
Allow auto generation of commitment number	Yes or No	If this field is set to yes, then the commitment number is generated automatically. If set to No, enter the commitment number manually.
Allow unspent amount to be negative for commitment operations	Yes or No	If this setting is set to yes, the unspent amount can be negative if a commitment is added or updated. If it is set to no, the user is not allowed to add or edit the commitment if unspent amount is negative due to that operation.
Allow auto generation of invoice number	Yes or No	If this field is set to yes, then the invoice number is generated automatically. If set to no, then enter the invoice number manually.
Allow unspent amount to be negative for invoice operations	Yes or No	If this setting is set to yes, the unspent amount can be negative if an invoice is added or updated. If it is set to no, the user is not allowed to add or edit the invoice if the unspent amount is negative due to that operation. If an invoice is added to a commitment and this field is set to no, then invoice amount cannot exceed the committed amount.
Auto-populate vendor currency for commitment and invoice	Yes or No	If this setting is set to yes, vendor currency is automatically populated when a vendor is selected for a commitment and invoice.

Best Practice Builder

Table 7.14 Best Practice Builder:

Settings	Expected Values	Explanation
Best Practice Builder required	Yes or No	If Best Practice Builder required is set to Yes, then the measurement types for scorecard and brief, project types for workflows are displayed according to the Best Practice. The activity type specific information such as facets are displayed on a new tab

Change Management Configuration

Table 7.15 Change Management Configuration:

Settings	Expected Values	Explanation
Track Change History required	Yes or No	If Track Change History required is set to Yes, then the changes made to the Plan and the Marketing Activity are tracked. The property TrackChangeHistory in Plan and Marketing Activity forms are set to True.

Resource Category Forecast

Table 7.16 Change Management Configuration:

Settings	Expected Values	Explanation
Resource Forecasting Required	Yes or No	If set to Yes, then the end user can enter resource forecasts in Strategic Planner in the Resources Tab.
Display of Resource Category Forecast to user	Editable or Read-only	If set to Editable, then the end user can edit the Resource Category Forecast in the resource tab on the activity screens. If set to Read-only, the Category Forecast can be imported for the Plan hierarchy but is not editable on the resource tab of the activity screen.

Activity Nomenclature**Table 7.17** Activity Nomenclature:

Settings	Expected Values		Explanation
Level	Singular Name	Plural Name	
Activity at Level 1	Program	Programs	Activities at each level can be given a different name. In the nomenclature section, default names for the first three levels are shown. The singular name can be set where the title should appear for the single entity. For the name to be given in cases of multiple occurrences (for example, in lists), the plural name is provided. Click Add to specify names for more levels. The default values are activity and activities for singular and plural respectively.
Activity at Level 2	Campaign	Campaigns	
Activity at Level 3	Activity	Activities	
Activity at Level 4	Sub-Activity	Sub-Activities	

Marketing Parameters Nomenclature**Table 7.18** Marketing Parameters Nomenclature:

Settings	Expected Values		Explanation
Level	Singular	Plural	Marketing Parameters are associated with the activities at any level. The objectives are also associated with the plan level.
Products	Product	Products	
Distribution Channel	Distribution Channel	Distribution Channels	
Target Groups	Target Group	Target Groups	
Objectives	Objective	Objectives	

Marketing Parameters Configuration**Table 7.19** Marketing Parameters Configuration:

Settings	Expected Values	Explanation
Show Marketing Parameter Path	True or False	Whether to show the whole path for a selected marketing parameter or only the selected value.
Separator for Marketing Parameter Path	>>, >, -, /, \, ->, =>	The separator for the marketing parameters path is not a free flow text but a selectable value from the list box. Default is -.
Restrict Objective(s) selection	True or False	This setting restricts the selection of the objectives from the higher level only and deletion from the lower levels.

Strategic Planner Report Configuration**Table 7.20** Strategic Planner Report Configuration:

Settings	Expected Values	Explanation
Fiscal Month for the Previous Year	Yes or No	This setting indicates whether the start of the marketing calendar report is the fiscal month of the previous year. For example, If the fiscal year for a plan is 2012 and the fiscal month is November. If this setting is yes, the marketing calendar starts from November 2013. The default is no.
Totals for Report Required	True or False	This setting indicates whether the totals are to be displayed on the report or not. The default is true.

Access Control Configuration**Table 7.21** Access Control Configuration:

Settings	Expected Values	Explanation
Permitted Group Access	True or False	<p>You can select a set of groups as permitted groups. Only the users of this group are available for user selection. Users such as authors or readers in a plan, coordinators or readers in an activity, and so on, throughout the Strategic Planner solution.</p> <p>To enable this setting, first select true in the list box for the permitted group access. Click Add Group and select the groups for this access in the section below.</p>
Business Unit Universe Group Access	True or False	<p>This setting indicates whether the feature of Business Unit Universe is required or not. If this is set to True, select the universe of users or groups at the Business Unit level. Only those users and groups who belong to the Business Unit Universe are available for selection for the roles of Author, Reader, Coordinator, and Owner in the plan and its marketing activities.</p>
Budget Manager Group Access	True or False	<p>Select a set of groups as a budget manager group. Only the users of this group are available for the selection of budget managers. If this setting is set to true, all the users of this group have access to view all the budgets.</p> <p>To enable this setting, select true in the list box for the budget manager group access. Click Add Group and select the group for this access in the section below.</p>

Settings	Expected Values	Explanation
Complete Access For Group	True or False	In Strategic Planner, a set of groups can have complete access on all the plans and the levels below. These are the plan managers who need the highest authority to change anything in any plan, campaign, or activity. To enable this setting, select true in the list box for the complete access for a group. Click Add Group and select the groups for this access in the section below.
Plan Universe Access	True or False	This feature allows defining of a universe of users and groups at the plan level. If set to true, all the user roles in the plan and its subsequent programs, campaigns, activities, and sub-activities below can be selected from this universe only. The default setting is False.
Release Money only by Plan Manager	True or False	If the setting for complete access for group is set to true, then only the users having complete access to plans can release unutilized money allocated to campaigns or activities.
Exclusive Plan Creation for Plan Manager	True or False	If the setting for complete access for a group is set to true, then creation of plans can be restricted to a specific group of users only. To enable this, set the value to true. Only the groups having complete access can have this access.
Show Budgets to all Budget Managers	True or False	If the setting for budget manager group access is set to true, then all budgets can be accessed by the users in the budget managers group. If set to false, each user can access the budgets assigned to the individual.

Settings	Expected Values	Explanation
Allow Default Authors or Readers to be removed from Plan Universe	True or False	For the business unit, specify the authors and readers. These default author and reader groups are added into the plan universe when a plan is created. This setting indicates whether a user is allowed to delete the default authors and readers from the plan universe or not.
Allow Default Authors or Readers to be removed from Plan	True or False	For the business unit, specify the default authors and readers. These default author and reader groups or users are added into the Plan when a Plan is created. If this setting is False, the default Authors and Readers that have been added to the Plan Universe cannot be removed.

Marketing Workbench Configuration

Table 7.22 Marketing Workbench Configuration:

Settings	Expected Values	Explanation
Show Project list for Activities	True or False	Whether to show the project list for a selected activity or not. Default is true.
Show Brief list for Activities	True or False	Whether to show the brief list for a selected activity or not. Default is true.
Delete mode for Project, Brief	Restricted or Authorized	Projects or briefs with active status cannot be deleted when value is restricted. Projects or briefs with active status can be deleted when value is authorized. The default value is restricted.

Business Units

Click **Business Units** link of the left pane to view the existing business units. Each business unit is displayed with information such as name, description, region, and is obsolete (shows the status of the business unit as obsolete or active). To view and edit the details click the name link in the business unit list.

To configure new business units click **New** and enter the details such as name and description. Specify the region and currency type. You can mark the business unit as obsolete if not in use.

Add the default authors and readers by clicking **Add Group** and **Add User**. If the setting for the permitted groups is set to true, then only the users or groups from the permitted groups are available for selection. If set to false, then all the users are available.

To save click **Save** or to cancel the operation click **Cancel**.

You can associate facets to a business unit. For creating facets see the Schema Designer guide. Associate these facets with the **BUSINESSUNIT** Entity.

Cost Centers

Click **Cost Centers** link on the left pane to view the existing cost centers. Each cost center is displayed with details such as name and is obsolete (status of the cost center as obsolete or active). To view and edit the details click the name link of the cost center in the list.

To configure new cost centers click **New** and enter the name. Select the business unit for the cost center. You can mark the cost center as obsolete if not in use.

To save click **Save** or to cancel the operation click **Cancel**.

You can associate facets to a cost center. For creating facets see the Schema Designer guide. Associate these facets with the **COSTCENTERS** Entity.

Cost centers can be configured per business unit based on a configuration setting. Selection of business units is provided on the create or edit cost center screen. If the setting is set to true, the business unit selection is mandatory.

Forecast Duration

You can configure flexible forecast durations per fiscal year as per the business needs. You can forecast the budget and the resources for these periods at various activity levels in Strategic Planner.

To configure forecast duration click **Forecast Duration** link in the left pane. An existing list is displayed. To view and edit the details click the name link of the forecast duration in the list. You can copy all the configurations for a fiscal year by clicking **Copy**. All the attributes of the fiscal year are copied to another year selected by you.

To configure new forecast durations click **New**. Select the fiscal year and the forecast duration based on calendar months or configured periods. If you select calendar months, then specify the forecasting at the plan and the activity levels. If you select configured periods, you can define the periods with the associated start and end dates and quarters.

Validations are performed to ensure that the forecast for each period does not exceed the parent level amount for the same period. The validations are performed in the following two areas:

- The forecasted amount allocated for the attribute at child level for a specific duration should not be greater than the forecasted amount configured at the immediate parent level for the same attribute and duration.
- The forecasted amount allocated for the attribute at parent level for a specific duration should not be less than the forecasted amount configured at immediate child level for the same attribute and duration.

An error message is displayed if there is a problem with the validation.

Note: There can be a need for having an overlapping forecast duration. There is no validation for it. You need to make the check manually while adding forecasts.

If the setting for forecasting required is set to Yes, then you can specify the following settings:

- **Allow the forecast amount to exceed planned amount:** If set to Yes, the forecast amount can exceed the planned amount. If set to No, the forecast amount cannot exceed the planned amount. If the forecast amount exceeds the planned amount, the user receives an alert. If this is set to Yes, then the next settings are available.
- **Show warning messages:** If set to Yes, a warning is displayed to a user when the forecast amount exceeds the planned amount. The display of this message is dependent on the next setting. If set to No, the system allows the user to exceed the planned amount without issuing a warning message.
- **Show warning only if the value exceeds:** Specify the value (in currency) above which a warning is displayed to the user. If a user enters a forecast amount that exceeds the planning amount by more than this value, a warning is displayed to the user. If you do not specify this value, then the display of a warning message is dependent on the **Show warning messages** value, regardless of the amount entered.

To save the forecast click **Save** or to cancel the operation click **Cancel**. You can edit the forecast configuration for a particular year only if the year does not contain a plan.

Activity Templates

Click **Activity Template** link on the left pane to view the existing activity templates. Details such as the title, description, and type are displayed. To view and edit the activity templates click the title link in the template list.

To create a new activity templates click **New** and enter the title and description. Select an activity type from the drop-down list.

Marketing Parameters such as products, target groups, distribution, and objectives. Add these parameters by clicking **Add**. You can delete the existing parameters by selecting it and clicking **Delete**.

To save click **Save** or to cancel the operation click **Cancel**.

Financial Accounts

Click **Financial Accounts** link on the left pane to view the existing financial accounts list. Details such as name, description, financial account number, and is obsolete (status of the financial account as obsolete or active) is displayed. To view and edit financial accounts click the name link in the list.

To create a new financial account click **New** and enter the name, description and the financial account number. You can mark the financial account as obsolete if not in use.

To save click **Save** or to cancel the operation click **Cancel**.

You can associate facets with a Financial Account. For creating facets refer to the Schema Designer guide. Associate these facets with the **FINANCIALACCOUNT** entity.

Cost Categories

Click the **Cost Categories** link on the left pane to view the existing cost categories list. Each row of the list displays details such as name, description and is obsolete (status of

the cost categories as obsolete or active). To view and edit cost categories click the name link in the list.

To configure a new cost category click **New** and enter the name, description and cost category number. Specify the financial account and the business unit by clicking **Select**. You can mark the cost category as obsolete if not in use.

To save click **Save** or to cancel the operation click **Cancel**.

Note: Add the financial accounts before creating the cost categories, as each cost category is associated with a relevant financial account.

You can configure a cost category per business unit based on a configuration setting. Selection of business units is provided on the create or edit cost category screen. If the setting is set to true, the business unit selection is mandatory.

Exchange Rates

Click the **Exchange Rates** link on the left pane to view the existing exchange rates list. The conversion rate for each currency type is set for a tenant. Search for the exchange rates using filters such as the currency display name, currency name, and exchange start and end dates, and clicking **Search**.

The exchange rate list is displayed by default. Click on the currency display name to view the exchange rates. Add new exchange rates by clicking **Add**.

Enter details such as the currency name, currency display name, conversion rate, from and to dates. To save click **Save** or to cancel the operation click **Cancel**.

Upload the exchange rates by clicking **Upload Exchange Rate** link on the left pane and browse and upload an excel sheet.

Measurement Types

Strategic Planner allows the end users to measure the effectiveness of campaigns and activities by means of certain measurement parameters called measurement types. This application allows the administrator to manage the measurement types, which the end user can use.

To view measurement types click **Measurement Types** link on the left pane. Details such as name, description, data type and is obsolete (status of the measurement type as obsolete or active) is displayed. To view and edit measurement types click the name link in the list.

To configure new measurement types click **New** and enter the name and description. Select the data type from the drop-down list. You can mark the measurement type as obsolete if not in use. Select the activity types and objectives by clicking **Select**. Specify whether the measurement type is applied to all levels or specific levels.

Add the range values if the data type selected is quantifiable or non-quantifiable. Click **Add** and enter the display text and the weightage. To save click **Save** or to cancel the operation click **Cancel**.

KPI Types

Key performance indicators (KPI) are financial and non-financial metrics used to quantify objectives to reflect strategic performance of an organization. KPIs are used in business intelligence to assess the present state of the business and to prescribe a course of action. The act of monitoring the key performance indicators in real time is known as

business activity monitoring. Key performance indicators are frequently used to value difficult to measure activities such as the benefits of leadership development, engagement, service, and satisfaction. They are typically tied to an organization's strategy (as exemplified through techniques such as the balanced scorecard).

The key performance indicators differ depending on the nature of the organization and the organization's strategy. They help an organization measure progress toward their organizational goals, especially toward difficult to quantify knowledge-based processes.

A key performance indicator is a key part of a measurable objective, which consists of a direction, key performance indicator, benchmark, target, and time frame (for example, increase average revenue per customer from \$10 to \$15 by end of year 2014). In this case, average revenue per customer is the key performance indicator.

To view the existing key performance indicators click **KPI Types** link on the left pane. Details such as name, expression, calculation type and is obsolete (status of the key performance indicators type as obsolete or active) are displayed. To view and edit the key performance indicator type click the name link.



To add new key performance indicator types click **New** and enter the name, description and expression. Specify whether the calculation type is numeric, a percentage, or currency. If the calculation type is numeric or currency, specify the precision value. You can mark the key performance indicator type as obsolete if not in use.

In the formulas section, select the left operand, operator and the right operand for the **Expected KPI value definition** and the **Actual KPI value definition**

To save click **Save** or to cancel the operation click **Cancel**.


Activity Type Color Configuration

The following two sections are displayed:

1. **Select Default Color:** Select the default color for all the activity types (in case explicit color is not selected). This color is applied for all the activity types for which an exclusive color is not configured. To select the default color, click  icon and select the default color.
2. **Selected Activity Types:** All the activity types for which the colors are configured is displayed. Select the activity type by clicking **Select Activity Type**. Select one or more activity types from the hierarchy and click **Save**. The selected activity type appears in the list. Select the desired color for the activity type by clicking .

Click **Save** to save all the above actions. To cancel the operation click **Cancel**

The position of the activity type in this list sets the position of appearance of the activity type in the activity calendar. Drag the marketing activities to a desired position by

clicking  icon to determine its order of appearance on the calendar.

Best Practice Builder

Click **Best Practice Builder** link on the left pane to view the existing list of best practices in the system. This link is visible if the setting for best practice builder is set to Yes. Click **New** to create a best practice.

A create best practice screen is displayed. Enter the name and select the activity type from a configured list. After saving the best practice, view best practice screen is displayed. You can edit the name and the activity type and specify the following details:

1. **Facet Types:** You can associate facets with the marketing activity. The facets are created in Schema Designer. You will see the configured facets in the drop-down list.
2. **Form:** After associating facets, you can refresh the forms to display the facet field on the standard form. You can edit the form if required.
3. **Measurement Types:** Select the measurement types configured in the system. This is the scorecard per activity type and these measurement types are associated with the activity types or objectives.
4. **Workflow Brief or Project Types:** You can associate the brief and project with specific activity types.

Note: If a brief type or project type is marked obsolete, the type appears in the list with the word “Obsolete” in brackets appended to the name. The instances that were created with these types before they were marked obsolete are visible and you can work on them. However, you cannot create new instances using these obsolete types.

Other Configurations for Strategic Planner

Facets for Activity

Note: A utility for associating facets in Strategic Planner is not available. The configuration is done manually for each tenant.

- For facet configuration do the following:

Apart from the usual configuration in the form configuration utility, additional configuration is required for the activity for facets. This can be achieved by changes to the `<RELATIONSHIPINFO TYPE=MARKETINGACTIVITY>` node in the

SolutionConfiguration.xml located at `<Installed Directory>/<TenantName>/ StrategicPlanner / Configuration /XML`.

Specify the relation name of the facet with the marketing activity and not the facet name.

For the common information for all the activities, configure the `<COMMONINFO>` node. For example, if the facet *MOREINFO* having the relation *MARKETINGACTIVITY_MOREINFO* with the marketing activity needs to appear for all activities, do the following configuration:

```
<COMMONINFO>
<RELATIONSHIPNAME>
  MARKETINGACTIVITY_MOREINFO
</RELATIONSHIPNAME>
</COMMONINFO>
```

- For a level-based facet configuration do the following:

You can configure multiple facets for each of the activity levels. Apart from the usual configuration in the form configuration utility, additional configuration is required for the activity for facets. This can be achieved by changes to the `<RELATIONSHIPINFO TYPE=MARKETINGACTIVITY>` node in the ***SolutionConfiguration.xml*** located at the location `<Installed Directory>/ <TenantName>/ StrategicPlanner / Configuration /XML`.

Specify the relation of the facet with the marketing activity and not the facet name. For configuring the facets for each activity level, configure the `<LEVELWISEINFO>` node. For each level there is a `<RELATIONSHIPINFO LEVEL=1>` node present.

Specify each facet for a level into its corresponding level node. For example:

```
<RELATIONSHIPNAME>
MARKETINGACTIVITY_DM_CAMPAIGNINFO
</RELATIONSHIPNAME>
```

The overall configuration for a level appears as follows:

```
<RELATIONSHIPINFO LEVEL="2">
<RELATIONSHIPNAME>
MARKETINGACTIVITY_MARCOM_ACTIVITY_INFO
</RELATIONSHIPNAME>
<RELATIONSHIPNAME>
```

After updating the solution configurations update the `versionconfiguration.xml` with the following:

```
<RELATIONSHIP NAME=MARKETINGACTIVITY_OFFER>
- <SELECTLIST>
- <EXPRESSION>
<FIELDNAME>OFFERID</FIELDNAME>
<ALIAS>OFFERID</ALIAS>
</EXPRESSION>
- <EXPRESSION>
<FIELDNAME>OFFERNAME</FIELDNAME>
<ALIAS>OFFERNAME</ALIAS>
</EXPRESSION>
</SELECTLIST>
</RELATIONSHIP>
</RELATIONSHIPLIST>
```

Specify the facet and specific fields in the facet for versioning. Specify the relationship name.

Move Activity Configurations

The move activity feature has the configuration for the roles having access control and the notifications. The XML structure is as follows:

```
<MOVEACTIVITYNOTIFICATIONS>
<DESTINATIONUSERROLES>
<USERROLE>MARKETING_ACTIVITY_COORDINATOR</USERROLE>
<USERROLE>MARKETING_ACTIVITY_CREATOR</USERROLE>
<USERROLE>MARKETING_ACTIVITY_OWNER</USERROLE>
<USERROLE>BUDGETMANAGER</USERROLE>
</DESTINATIONUSERROLES>
<SOURCEUSERROLES>
<USERROLE>MARKETING_ACTIVITY_COORDINATOR</USERROLE>
<USERROLE>MARKETING_ACTIVITY_CREATOR</USERROLE>
<USERROLE>MARKETING_ACTIVITY_OWNER</USERROLE>
<USERROLE>BUDGETMANAGER</USERROLE>
</SOURCEUSERROLES>
<ACTIVITYUSERROLES>
<USERROLE>MARKETING_ACTIVITY_COORDINATOR</USERROLE>
<USERROLE>MARKETING_ACTIVITY_CREATOR</USERROLE>
```



```

<USERROLE>MARKETING_ACTIVITY_OWNER</USERROLE>
<USERROLE>BUDGETMANAGER</USERROLE>
</ACTIVITYUSERROLES>
</MOVEACTIVITYNOTIFICATIONS>

```

These settings are as follows:

- Access Control Configuration Setting: The user roles specified here denote the access required on the activity that is moved. If the user has the configured access on the moved activity, the activity move is possible. The user moving the activity needs to have a Write access on both the source and destination parent.
- Notifications Configuration Setting: These configurations denote which user roles of the source parent should receive notifications when the activity is moved.

Configurable Notifications

Note: A utility for this is not available. The configuration is done manually for each tenant.

The notifications sent for various events such as creation of a marketing activity, adding or removing authors, and so on, are configurable. To achieve this, open the *NotificationConfiguration.xml* located at **<Installation Directory>/ <Tenant Name>/ StrategicPlanner / Configuration/ XML**.

The notification configuration XML is as follows:

Figure 7.1 Notifications XML

```

<NOTIFICATIONCONFIGURATION>
  <EVENT TYPE="ADD_PLAN_AUTHOR" XSLTID="5201" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">PLAN_AUTHORS</USER_ROLE>
  </EVENT>
  <EVENT TYPE="ADD_PLAN_READER" XSLTID="5202" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">PLAN_READERS</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REMOVE_PLAN_AUTHOR" XSLTID="5206" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">PLAN_AUTHORS</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REMOVE_PLAN_READER" XSLTID="5207" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">PLAN_READERS</USER_ROLE>
  </EVENT>
  <EVENT TYPE="DELETE_PLAN" XSLTID="5208" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">PLAN_AUTHORS</USER_ROLE>
    <USER_ROLE TYPE="TO">PLAN_READERS</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REVIEW_PLAN" XSLTID="5216" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO"/>
  </EVENT>
  <EVENT TYPE="ADD_ACTIVITY_COORDINATOR" XSLTID="5203" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_COORDINATOR</USER_ROLE>
  </EVENT>
  <EVENT TYPE="ADD_ACTIVITY_READER" XSLTID="5204" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_READERS</USER_ROLE>
  </EVENT>
  <EVENT TYPE="ADD_ACTIVITY_BUDGETMANAGER" XSLTID="5205" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">BUDGETMANAGER</USER_ROLE>
  </EVENT>
  <EVENT TYPE="DELETE_ACTIVITY" XSLTID="5209" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_COORDINATOR</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_READERS</USER_ROLE>
    <USER_ROLE TYPE="TO">BUDGETMANAGER</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_OWNER</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REMOVE_BUDGETMANAGER" XSLTID="5210" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">BUDGETMANAGER</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REMOVE_ACTIVITY_COORDINATOR" XSLTID="5211" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_COORDINATOR</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REMOVE_ACTIVITY_READER" XSLTID="5212" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_READERS</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REVIEW_ACTIVITY" XSLTID="5217" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO"/>
  </EVENT>
  <EVENT TYPE="ADD_MARKETINGOWNER" XSLTID="5218" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_OWNER</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REMOVE_MARKETINGOWNER" XSLTID="5219" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_OWNER</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REVIEW_BUDGET" XSLTID="5213" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">BUDGETMANAGER</USER_ROLE>
  </EVENT>
  <EVENT TYPE="APPROVE_BUDGET" XSLTID="5214" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">BUDGETINITIATOR</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_COORDINATOR</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_OWNER</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_READERS</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_CREATOR</USER_ROLE>
  </EVENT>
  <EVENT TYPE="REJECT_BUDGET" XSLTID="5215" NOTIFICATIONREQUIRED="TRUE">
    <USER_ROLE TYPE="TO">BUDGETINITIATOR</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_COORDINATOR</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_OWNER</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_READERS</USER_ROLE>
    <USER_ROLE TYPE="TO">MARKETING_ACTIVITY_CREATOR</USER_ROLE>
  </EVENT>
</NOTIFICATIONCONFIGURATION>
<SENDEREQUALTORECEIVER_NOTIFYSENDER>TRUE
</SENDEREQUALTORECEIVER_NOTIFYSENDER>
</NOTIFICATIONCONFIGURATION>

```

To configure whether to receive the notification or not for a particular event, set the value to TRUE or FALSE for the *NOTIFICATIONREQUIRED* attribute.

The node *SENDEREQUALTORECEIVER_NOTIFYSENDER* indicates whether the notification is sent if the sender is equal to the receiver.

Report Configurations

The reports have a few more configurations under the *<REPORTCONFIGURATION>* node.

- **REPORTTOTALSFORCOSTCENTERGROUPINGREQUIRED:** In few of the reports the data is grouped by the cost center. If an activity has more than one cost center, this activity is repeated for each cost center. In this case, the reports total will include the activity amount more than once, which gives an incorrect amount. You can hide the reports total in this case. This is possible using the setting

REPORTTOTALSFORFINANCIALACCOUNTGROUPINGREQUIRED set to False. The default is FALSE.

- *REPORTTOTALSFORFINANCIALACCOUNTGROUPINGREQUIRED*: In few of the reports the data is grouped by the financial account. If an invoice has more than one cost categories (in turn associated with a financial account), this invoice is repeated for each financial account. In this case, the reports total will include the invoice amount more than once, which gives an incorrect amount. You can hide the reports total in this case. This is possible using the setting *REPORTTOTALSFORFINANCIALACCOUNTGROUPINGREQUIRED* set to False. The default is FALSE.
- *SHOWCURRENCYINREPORTS*: There could be a case where only one currency is used for all the plans, programs, commitments, invoices, and so on. In this case, the currency do not need to be shown in the reports. You can hide this by setting false for *SHOWCURRENCYINREPORTS*. The default is TRUE.

Import Invoice in Strategic Planner

Overview

You can import multiple invoices in Strategic Planner. This is facilitated through a utility that is executed as a scheduled task from the application server machine. The utility imports the invoices and associates it with the existing commitments and marketing activities. You can import the Invoices with or without the line items. Provide a well defined XML format for the invoices to be imported. Various validations are done to check if the data is provided correctly in the imported invoices. The status of each imported invoice is logged and you can view the details through a standard report in SAS Marketing Operations Management. You need to have access to the Application server where you need to add the XML files for processing. The folder is a shared location. This is not exposed to the user through any user interface. This feature is used when SAS Marketing Operations Management is integrated with any third-party system used for invoicing. A well-defined XML is created with invoice details. This XML is dropped in the location from where the invoices are processed and imported into SAS Marketing Operations Management.

Prerequisites

Importing invoices requires certain settings to be done. Be sure to set the values for **Import Invoice Settings**. Click **Settings** link on the left pane on the dashboard under **Administration**. In the **Import Invoice Settings** section, set the values for each.

Table 7.23 Import Invoice Settings

Setting	Expected Values	Explanation
Invoice MountPoint	User defined	This is the path where the invoice xml is loaded for processing.
Archive File Path	User defined	This is the path where the imported invoice files are archived after processing.

Setting	Expected Values	Explanation
Send Notification for Imported Invoices	Yes or No	If this setting is set to Yes, then a notification is sent to all the users selected below for all the processed files.
E-mail IDs for Imported Invoice Notification	User defined	E-mail IDs of the users who should receive the notification. For multiple users, enter comma-separated email IDs.

Setting Up a Scheduled Task

The invoices are imported using *ALImportInvoiceUtility.exe* utility present at **<Installation directory>/Binaries** on the Application server. Set up a schedule task that will execute this executable file at the time and interval required by the customer. Instructions for scheduling a task are available here: <http://windows.microsoft.com/en-au/windows/schedule-task#1TC=windows-7>

Import Invoice XML Details

1. Naming Convention: The XML file containing the invoice details that needs to be imported should follow a naming convention. The filename naming convention is Invoices_<Date>_<Time>.xml (for example, Invoices_29052014_1436.xml).
2. XML Structure is as shown in the figure below.

Figure 7.2 XML Structure

```

<INVOICELIST>
  <INVOICE>
    <INVOICENUMBER>Dummy_Invoice 001</INVOICENUMBER>
    <VENDORNUMBER>Dummy_10005</VENDORNUMBER>
    <TITLE>Dummy_Invoice for demo</TITLE>
    <COMMITMENTNUMBER>Dummy_Commitment 5 for Demo</COMMITMENTNUMBER>
    <CURRENCYTYPE>CAD</CURRENCYTYPE>
    <INVOICECREATEDON>
      <DAY>10</DAY>
      <MONTH>2</MONTH>
      <YEAR>2009</YEAR>
    </INVOICECREATEDON>
    <INVOICEPAIDON>
      <DAY>12</DAY>
      <MONTH>2</MONTH>
      <YEAR>2009</YEAR>
    </INVOICEPAIDON>
    <INVOICEAMOUNT>
      <AMOUNT>50.00</AMOUNT>
    </INVOICEAMOUNT>
    <INVOICEDUEON>
      <DAY>4</DAY>
      <MONTH>11</MONTH>
      <YEAR>2006</YEAR>
    </INVOICEDUEON>
    <INVOICEDATE>
      <DAY>8</DAY>
      <MONTH>2</MONTH>
      <YEAR>2009</YEAR>
    </INVOICEDATE>
    <ACTIVITYNUMBER>Dummy_Program#001</ACTIVITYNUMBER>
    <INVOICE_LINEITEM>
      <LINEITEMS>
        <ITEMAMOUNT>
          <AMOUNT>400</AMOUNT>
        </ITEMAMOUNT>
        <DESCRIPTION/>
        <COSTCATEGORYNAME>Dummy_Cost Category 2</COSTCATEGORYNAME>
        <QUANTITY>40.00</QUANTITY>
        <RATE>
          <AMOUNT>10.00</AMOUNT>
        </RATE>
      </LINEITEMS>
    </INVOICE_LINEITEM>
  </INVOICE>
</INVOICELIST>

```

Import Invoice Report

A report that contains the details of each processed file and each invoice processed within the file is provided. To generate the report, go to the **Reports** link on the Dashboard screen. Go to the Strategic Planner reports and generate the Imported Invoice List report.

Chapter 8

Customizing Offer Management

Overview	89
Getting Started	89

Overview

Create offers and set access control on the offers using the Offer Management Administration module. You can set the color configuration for the offers on the offer calendar using this module.

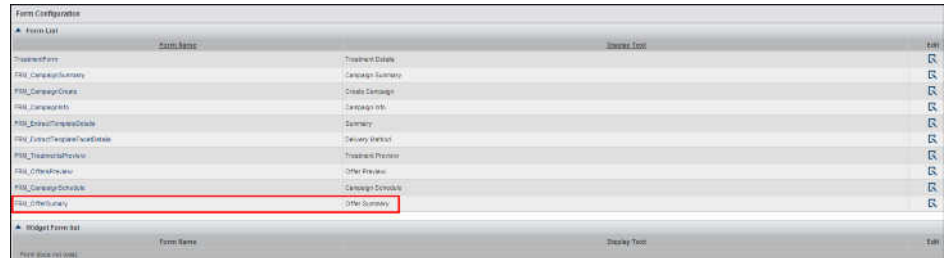
Getting Started

Click **Offer Management Admin** in the left pane under the **Administration** menu. A Settings screen is displayed. Click **Edit** to modify the offer settings and access control. The following links are available under the Offer Management Admin:

1. **Settings:** You can configure the following settings:
 - **Allow auto generation of Offer Code:** If yes then the offer code is generated automatically, else it should be entered manually
 - **Allow Change Management:** If yes then the audit history for the offers is available for the end user to view.
 - **Configure Offer Types:** Configure the offer types by clicking **Click here to configure**. Add values for this named hierarchy.
 - **Enable Auto Lock Dates:** The Offer Management module enables offers to be locked to prevent unwanted changes prior to or during in-market dates. The administrators can configure the setting of an auto lock date based on the **Offer Valid From** date. For example, as a best practice, a company can choose to auto lock offers two weeks before the date on which the offer goes live in the market. The default date for the auto lock is set to 10 days prior to the **Valid From** date. To configure this follow the steps below:
 1. Click **UI Framework** on the left pane under **Configuration** on the Dashboard screen. A new window with the solution list is displayed.
 2. Click **Campaign Manager** to see the form list.

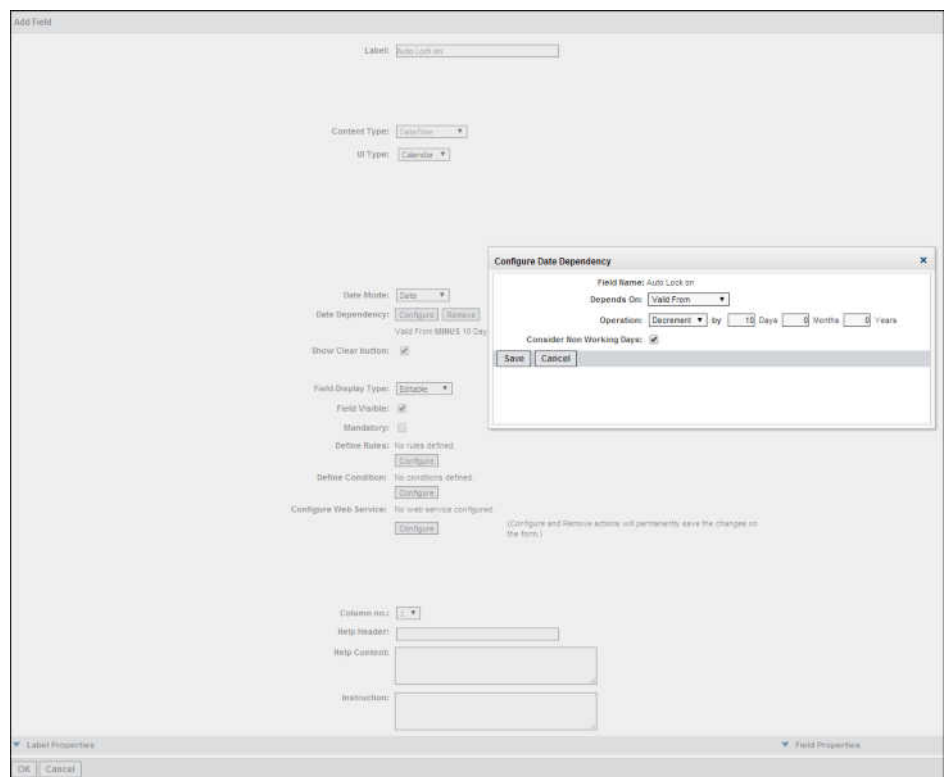
3. Click FRM_OfferSummary link.

Figure 8.1 Form List



4. The form details are displayed. Click  next to the **Auto Lock Offer On** field to view the field details.

Figure 8.2 Add Field Screen




5. On the Add Field screen configure the date dependency by clicking Configure. A **Configure Date Dependency** pop-up is displayed. Edit the **Operation** field to meet your requirements.

Only if the above feature is switched on, the end user can enter the **Auto Lock Offer On** date while creating or modifying an offer. The default date is what is set by the administrator. The end user can edit it. The offer is locked automatically on this date. Only the Offer Manager can edit the offer after it is locked.

- **Allow Offer Manager to Edit Locked Offers:** If yes, the Offer Managers can edit offers that are locked. This capability applies to users specifically assigned to an Offer Manager group

- **Offer Manager Group Access:** If yes, then specify the groups that belong to the **Offer Manager Group** by clicking **Add Group**. These groups have access to all the offers created in the system.

Save the settings.

2. **Offer Type Color Configuration:** You can set the colors for each offer type. Each offer type will appear in the selected color on the offer calendar. Select the offer types by clicking **Select Offer Type**. For each offer, click  to select the color. Save the configuration.


Chapter 9

Setting Up Marketing Events

Getting Started	93
-----------------------	----

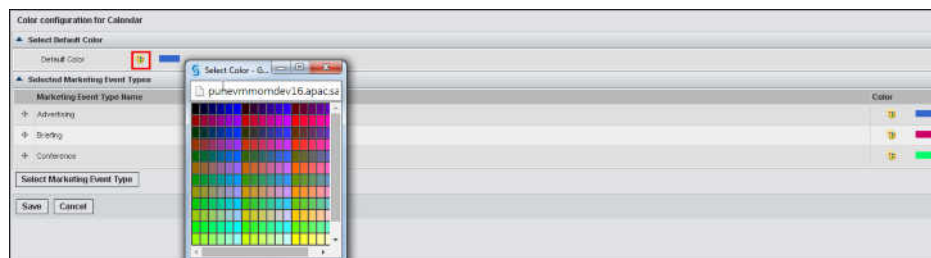
Getting Started

Click **Marketing Event Admin** link on the left pane under the administration menu.

The default color and the selected marketing event types are displayed. To edit the default color and the marketing event type color by clicking  icon.

Click **Select Marketing Event Type** to select the marketing event types for configuring the colors.

Figure 9.1 Color Configuration for Calendar



Save the settings. These selected colors will appear for the marketing events on the marketing calendar.

Chapter 10

Customizing Approvals

Overview	95
Configure Summary Value in Approvals	96

Overview

After logging in click **Approvals Admin** on the dashboard screen on the left pane under **Administration**. An approval settings screen appears.

You can do the following settings on this screen:

Table 10.1 Approval Settings

Settings	Expected Values	Explanation
Delete Mode for Approval Job	Authorized or Restricted	<p>The authorized mode allows the deletion of an approval job with any status.</p> <p>The restricted mode allows deletion of an approval job with the status as new or draft.</p> <p><i>Note:</i> On a production server, the default should always be the restricted mode.</p>
Attachments required for Approval Job	Yes or No	This setting specifies whether attachments are required for the approvals job or not.
Configure Summary Value for Approval Job		Click the link to configure the named hierarchy values for the approval job.

Settings	Expected Values	Explanation
Cancel approval if rejected	True or False	If the setting is true, the cancel approval if rejected check box is selected by default in the approval job. If it is false, the check box is not selected by default.
Show Global Routes	Yes or No	If the setting is yes, the routes created by the admin are visible to all users. If the setting is no, the end user will see the routes created by the individual only.
Mandatory Comments for the Approver	Yes or No	If Yes, then the approver cannot proceed without entering comments while approving a job.

Save the settings by clicking **Save**.

Configure Summary Value in Approvals

When a job initiator routes a job, the reviewer can summarize the review by adding values to the predefined summary values. These keywords or sentences are configured through named hierarchy. To configure the summary values, follow the steps below:

1. Click **Configure Summary Value** link. The predefined summary values such as Approved, Rejected, Skipped, and Canceled are displayed.

Note: You can configure the values for Approved and Rejected nodes only. Values configured under Approved will result in the job review status being approved while any value selected under the rejected node will result in the job being marked as rejected.

2. Select the radio button at the level at which the values need to be added.
3. Click **Add Value**. An add NH-Value screen appears.
4. Enter the name and description and click **Save**. The new value is added to the hierarchy. The total number of values added under the root appears next to it.
5. You can add more values using the same interaction.

Chapter 11

Configuring Resource Management

Overview of the Resource Management Module	97
Creating Resource Categories	98
Working with Resources	98
Overview	98
Creating New Resources	98
Viewing Resources	99
Resource Management Settings	99
Timesheet Settings	99
Resource Management Notifications	100

Overview of the Resource Management Module

You can perform the following administrative tasks in the Resource Management module:

- create and manage resource categories in a hierarchy
- assign a resource category manager to a resource category
- create and manage human resources and associate them with resource categories
- define weekends and standard holidays for the resource
- configure other settings for the Resource Management module and for timesheets

On the left pane, under **Administration**, click **Resource Management Admin** to configure the settings for the Timesheets and Resource Management modules.

The Resource Management module is not available to users by default. You must define which users or groups need access to the module and which tabs should be visible. See [“Configuring Leftbar” on page 130](#) for more information.

Creating Resource Categories

By default, a list of created resource categories are displayed. Click on the name link to edit the resource category. A search is available where you can search for the resource categories. Select filters such as resource category name and show resource categories.

To create a new resource category:

1. Click **New**. A create resource category screen is displayed.
2. Enter the name and description. Select the unit of measure, and enter the resource category head and the acting resource category head.
3. Enter the names of the resource category head and the acting resource category head. You can mark the resource category as obsolete.
4. Save the resource category by clicking **Save**.

Working with Resources

Overview

Click **Resources** on the left pane under **Resource Management Admin** to view a list of configured resources. A view resources screen appears. Search for Resources by selecting filters such as resource category, resource name, and show resources (whether active, obsolete or all resources).

Creating New Resources

Click **New** to add new resources. The **Create Resources** screen appears.

Enter the following details for creating new resources:

1. **Is user registered in the system**: If this check box is selected then the users created in SAS Marketing Operations Management can be selected as resources. If not, then the resource could be a non-human resource and will not be available in the Resource Management module for allocations.
2. **User**: Enter the resource name if the user is not a registered user in the system. Otherwise, select the user from the registered list.
3. **Description**: Enter the description.
4. **Resource Category**: Select from a list of configured resource categories by clicking **Select**. To remove a selected resource category click **Remove**.
5. **Resource Type**: This is a named hierarchy and can be configured using Schema Designer. The named hierarchy to be configured is RESOURCETYPE.
6. **Unit of Measure**: Hour is the unit of measure.
7. **Rate**: Select the currency and enter the rate for the resource.
8. **Skill Level**: Select the skill level of the resource from a predefined list.

9. **Country:** Select the country the resource belongs to from a predefined list.
10. **Is Obsolete:** Resources can be marked as obsolete if they are no longer required as a resource. This can be done only while editing the resource details.
11. **Available Hours Per Week:** Enter the available hours of a resource such as, how many hours per day and how many days in a week the resource is available.

Save the resource.

Viewing Resources

On the View Resources screen, click the name link of the resource to view the resource information and to check the availability of the resource.

On the **Information** tab, the resource information is displayed which you can edit.

On the **Availability** tab, the availability of the resource can be marked by selecting the dates. Enter the reason for the unavailability, and click **Mark as unavailable**. To mark a resource available, select the dates marked as unavailable and click **Mark as available**. To save the changes click **Save Changes**.

Resource Management Settings

Click **Resource Management Settings** on the left pane to do the following settings:

- **Show Resource Availability Tab:** If **Yes**, the **Availability** tab is shown on the resource screen where the administrator can check and change the resource availability. If **No**, the availability tab is not displayed on the resource details screen. The category head can mark the availability of a resource from Resource Management. The default value for this setting is No.
- **Show Resource Category Plan Graph in Executive Dashboard:** Specifies whether to show the Resource Category Allocation Graph for a selected plan in the Executive Dashboard channel. The default value for this setting is **Yes**. The graphs displayed on the dashboard are for Capacity Planning and not for Resource Management in Marketing Workbench.
- **Show Resource Category Plan Graph in Marketing Budgets channel :** Specifies whether to show the Resource Category Plan Graph at Plan, Program or Activity level within the Marketing Budgets dashboard channel. The default value for this setting is Yes. The graphs displayed on the dashboard are for Capacity Planning and not for Resource Management in Marketing Workbench.

Timesheet Settings

Click **Timesheet Settings** on the left pane to do the following settings:

- **Timesheet View:** The default value for this setting is Daily. This setting determines the frequency with which timesheets will be submitted and approved. This will also determine the default view of timesheet submission and approval. Currently there is only a Daily View of the Timesheet.

- **Flag Timesheet for Approval if (> number of hours per day):** Default value for this setting is 10 . This setting will determine the maximum number of hours a resource can work for a day. A timesheet that exceeds the number of working hours in a day will be flagged off for the approver to alert of an exceptional condition
- **Duration for Project Display (in weeks):** In timesheets, the projects in the drop-down list are displayed based on the values configured here. The value entered is in weeks (1-52). The projects whose start dates and due dates belong to the following period are displayed: 'start date of project <= timesheet date + number of weeks entered' and 'timesheet date - number of weeks entered <= due date of project'. The default value is 4.
- **Timesheet Approval Group or Users:** Select the groups and the users who can approve the timesheets. You can select multiple users or groups.

Resource Management Notifications

The Resource Management module sends notifications to users when certain events occur. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
When the Resource Category Head marks a resource as obsolete, the system administrator receives a notification. The Resource Category Head can mark the corresponding user as disabled, or can delete the user if required.	No
When a user is deleted, the Resource Category Heads whose categories include that user as a resource receive a notification. The resource is marked obsolete since the user is deleted.	No

Chapter 12

Configuring Product Information Management

Product Information Management Administration	101
Overview	101
Prerequisites	101
Getting Started	101

Product Information Management Administration

Overview

Product Information Management system manages the products of a company. The product information can be created in SAS Marketing Operations Management or synchronized through integration with other third-party Master Data Management (MDM) systems. You can define a hierarchy and terminology for the objects to match your company's nomenclature and grant access rights to users and groups.

Prerequisites

To use the Product Information Management system, you need to enable it. Click **Settings** on the dashboard on the left pane under Administration. Go to the **Product Information Management Settings** and enable it. The Product Information Management admin and the user link will be available.

Getting Started

Click **Product Information Management Admin** on the Dashboard screen on the left pane under Administration. A Product Information Management Settings screen appears. The following sections are visible:

1. General Settings:
 - Integrated Deployment Mode: You can select the integrated mode where an integration with other Product Information Systems is possible. When this mode is selected actions such as create product and its business entities, delete and marking as active or inactive is not possible. The products and its business entities are in sync with the integrated system, and modification or updating of the existing product is allowed. If the non-integrated deployment mode is selected, action buttons for create and delete are visible. You can create, delete, update, and mark the products and its business entities active or inactive.

- **Select the Business Entity Hierarchy:** Select the starting point for the end user. The end user can start with the product or the stock keeping unit (SKU). You can select each level. You can define the hierarchy up to four levels. You can select the lower level if its corresponding higher level is selected. For example, you can select **Packaging Element** only if you have selected **Package** and you can select **Product Component Content** if you have selected the **Product Component**.
2. **Business Entities Nomenclature:** You can change the terminology for all business entities to match your company's nomenclature. The defined Product Information Management hierarchy levels and nomenclature is reflected throughout the system. To edit click **Edit Custom Names**.
- You can edit the business entity names and can specify the nomenclature based on the company requirements. You can give custom names in different languages such as German, Japanese, Korean, Russian, French, and Spanish.
3. **Approval Settings:** You can initiate approvals at the product, SKU, package, and product component levels.

You can do the following settings for approvals in the Product Information Management system:

Table 12.1 Product Information Management Settings

Settings	Expected Values	Explanation
Delete Mode for Approval Job	Authorized or Restricted	The authorized mode allows the deletion of the approval job with any status. The restricted mode allows deletion of the approval job with the status as new or draft. <i>Note:</i> On a production server, it should always be in the restricted mode.
Attachments Required for Approval Job	Yes or No	This setting specifies whether attachments are required for the approvals job or not.
Configure Summary Value for Approval Job		Click the link to configure the named hierarchy values for the approval job. You can configure summary values such as approved, rejected, approved with comments, and so on.
Cancel Approval if Rejected	True or False	If the setting is true, the cancel approval if rejected check box is selected by default in the approval job. If it is false, the check box is deselected by default.

Settings	Expected Values	Explanation
Show Global Routes	Yes or No	If the setting is yes, the routes created by the admin are visible to all users. If the setting is no, the user can view the routes created by the individual.
Provide Approver with Edit Rights	Yes or No	If the setting is yes, then the approvers can edit the business entity details during the review. If set to no, the approvers can review and give their approval comments and set a status but cannot edit the information during review. The initiator of the approval can change the information based on the approval comments received.
Auto Set Entity Approval Status	Yes or No	If the setting is yes, the business entity approval status is updated automatically. The status is updated based on the approval job's review status for that business entity. If set to No, the initiator of the approval, sets the status of approval manually for the entity on completion of the approval based on comments received.
Mandatory Comments for the Approver	Yes or No	If Yes, then the approver cannot proceed without entering comments while approving a task.

4. User Roles: You can set the user roles for access to Product Information Management module. The users and groups selected as authors and readers here and the administrator only will have access to Product Information Management module. The authors and the administrator have complete access to all the levels. They can create, edit, and delete. The selected readers have a Read-Only access to all the levels in Product Information Management module.

Chapter 13

Customizing Tenants

Overview	106
Account Policies	106
Password Policies	107
Notification Settings	108
E-mail Settings	109
Cataloger Settings	111
Audit Settings	113
Date Calculation Settings	113
Exchange Rate Settings	114
Artwork Producer Settings	114
Format Watcher Settings	115
Default Solution Settings	115
Digital Library (DAM) Settings	115
Approval Settings	117
Import Invoice Settings	118
Back-Office Settings	119
Concurrent Login Settings	119
My Calendars Settings	119
Product Information Management Settings	119
Claims Management Settings	119
User and Vendor Selection	120
Holiday Management	120
Overview	120
Language-Specific Settings	121

Overview

SAS Marketing Operations Management settings include account policies, password policies, notification settings, e-mail settings, cataloger settings, and so on, related to the current tenant.

Click **Settings** in the left pane under **Administration** on the Dashboard to view or modify the settings for the tenant. You can specify the tenant settings, holiday management settings, and language-specific settings. The settings explained in this chapter apply to the tenant.

Account Policies

Table 13.1 Account Policies: Settings Related to User Accounts

Setting	Expected Values	Description
Enable Account locking	Yes or No	To enable the account locking feature when a user account is locked on entering a wrong password.
Allowed login failures	User defined (numeric)	Number of consecutive login failures after which the account is locked.
Allow user to retry login after (Hours)	User defined (numeric)	Number of hours after which the user can try to log in again.
Notify Administrator on Account Lock	Yes or No	Whether to notify the administrator in case a user account is locked.
Notify User on Account Lock or Unlock	Yes or No	Whether to notify the user in case the account is locked.
Password to Unlock Administrator Account	Provide Password	Another administrator password, in case the administrator account is locked.

Setting	Expected Values	Description
Enable Remember Me	Yes or No	<p>Yes: Remember Me check box appears on the login page.</p> <p>If you click the Remember Me check box, then the system does not prompt the user to enter the credentials while launching SAS Marketing Operations Management following a successful login. The user is redirected to the default solution page.</p>
Forget user on sign out	Yes or No	<p>Whether to remove the user details stored in the cookie on sign out or not.</p> <p>Yes: You should provide the credentials for each browser session after sign out.</p> <p>No: A message appears and not the login page.</p>
Enable Profile Picture	Yes or No	<p>If you specify Yes, then the user picture will appear in the user profile and in the discussion forum when the user posts comments.</p>

Password Policies

Table 13.2 Password Policies: Settings Related to the User Account Passwords

Setting	Expected Values	Description
Minimum Length	A numeric value	Minimum length of the password.
Must have a Special Character	Yes or No	Whether the password must contain a special character.
Must Contain a Digit	Yes or No	Whether the password must contain a digit.
Exclude Login Name, First Name, Last Name from Password	Yes or No	Whether the password must exclude the login, first, last name.

Setting	Expected Values	Description
Enable Password Expiry	Yes or No	Enable or disable the password expiry feature. Yes: Disables the password after a certain period of time and prompt for the password to be changed.
Expires After (Days)	Any numerical value	If the password expiry is enabled, enter the number of days after which the password expires and has to be changed.

Note: Whenever password policies are changed, **Unlock Password** for the administrator is checked to conform to the changed policy.

Notification Settings

Table 13.3 Notification Settings: Settings Related to the Notifications Sent by the System to the Users

Setting	Expected Values	Description
Notification Retry Interval (Hrs)	24	Time interval in hours after which the system will resend a notification, if the earlier attempts to send were unsuccessful.
Maximum Retry Count	3	Number of times the system attempts to resend the notification in case of failure to deliver.

Setting	Expected Values	Description
Add Calendar Attachments	Yes/No	<p>Tasks assigned to a person from the SAS Marketing Operations Management system are converted to a calendar task so that the task can be set on the users calendar. This setting allows the user to enable or disable the calendar feature.</p> <p>Yes: The user will receive a calendar attachment in an e-mail. When the user opens this attachment, an option of saving it in the e-mail client (which supports calendars such as Outlook calendar) as a calendar is provided.</p> <p><i>Note:</i> Currently this feature is available with the Budget Approval e-mails in Strategic Planner only.</p>

E-mail Settings

Table 13.4 E-mail Settings: Settings Related to the E-mail Server

Setting	Expected Values	Description
SMTP Server	<Machine address> for example, 69.20.48.246 or smtp.emailsrvr.com	IP address or the DNS name of the SMTP server.
SMTP Port	<Port number> for example, 25, 587	Port to be used to connect to the SMTP server.
Mailbox User Name	<User Name>	User name to be used to authenticate against the SMTP server.
Mailbox Password	<Password>	Password to be used to authenticate against the SMTP server.
Mailbox E-mail Address	<Email address> for example, aluser@sas.com	E-mail address of the account used for sending the system notifications.

Setting	Expected Values	Description
Mailbox Display Name	<Display Name> for example, SAS Marketing Operations Management System	Display name of the account used for sending the system notifications.
MailBox Return Path	<Return Path> for example, bouncedmail@sas.com	Mailbox that receives the bounced notifications sent by the system.
MailBox Reply to E-mail Address	<Reply-To Address> for example, support@sas.com	The Reply to address for the e-mail notifications sent by the system.
MailBox Reply to Display Name	<Reply-To Display Name> for example, SAS Marketing Operations Management Support	Display the name for the Reply To account for notifications sent by the system.
MailBox Sender E-mail Address	<From Address> for example, aluser@sas.com	The sender address for the e-mail notifications sent by the system. <i>Note:</i> If this e-mail address is not set, the system will not send out notifications, in some cases.
MailBox Sender Display Name	<From Display Name> or example, SAS Marketing Operations Management System	The display name for the sender account for e-mails sent by the system.
Send all E-mail using MailBox E-mail Address	Yes or No	Whether all the e-mails are to be sent using the mailbox e-mail address.
Authentication Required	Yes or No	If Yes, then credentials are applied while sending the e-mail. If No, then there is no authentication performed against the mail server. <i>Note:</i> Select Yes for this setting and ensure that the password has been provided.
Requires SSL	Yes or No	Specifies whether authentication is required for a secure channel.
Maximum Allowed file size for attachments (In KB)	Numeric	The maximum file size, in kilobytes, that is sent as an attachment in the e-mail.

Cataloger Settings

Table 13.5 *Cataloger Settings: Settings Related to the Cataloger*

Setting	Expected Values	Description
Mount Point	<Folder location or path>	<p>Location of the folder from where the asset for cataloging is picked up by the system.</p> <p><i>Note:</i></p> <ul style="list-style-type: none">• The mount point should be located in a folder other than the tenant folder that is, it can reside within the installation directory but not under the tenant folder. For example, the mount point can be in a folder called Mount Points under D:\SASMOM60. If there is a tenant called MOM do not keep the mount point under it as there is a performance issue associated with this.• If a Secondary Cataloger is installed, then provide the mount point for it.

Setting	Expected Values	Description
External MountPoint	<Folder location or path>	<p>This is the MountPoint configured for external or third-party users who cannot access the cataloger MountPoint configured within the network. This can be either the physical path or the UNC path, which should be accessible to the DAMJobCopy service.</p> <p><i>Note:</i></p> <ul style="list-style-type: none"> Provide the external mount point and configure an FTP site for this location. This FTP site is shared with vendors and is treated as an external cataloger mount point for vendors. The vendors are supposed to drop their jobs at this location by following the cataloger job convention. DAMJOBCopy service takes care of transferring these jobs to the actual cataloger mount point. Install the DAMjobCopy service by running InstallDAMJobCopyServices.bat batch file. This service should be started after saving the tenant configuration for External Mountpoint. To uninstall this service, run the UninstallDAMJobCopyServices.bat.
Retry Count	5	Number of times the system will retry to catalog the asset in case of failure during the first attempt.
Retry Interval (Milliseconds)	Numeric field	Time interval in milliseconds between the retry attempts.
Enable Versioning (Digital Asset with same name)	Yes or No	Enable or disable the creation of new versions of an asset.

Setting	Expected Values	Description
Overwrite Business Information during Versioning	Yes or No	Whether to allow overwriting of business information while versioning.
Thread Time Out (Milliseconds)	10000	Time duration in which the thread (connection between the source and destination of cataloging) will time out.

Enter the preview and thumbnail height, weight, depth and the DPI. A default measurement is given, which the administrator can change.

Note: Any changes made to the Cataloger settings will require the Cataloger and Filewatcher services to be restarted.

Audit Settings

Use the **Log Audits** option to determine the logging of user activities. If you select **Yes**, the user activity will be logged.

Date Calculation Settings

Table 13.6 Date Calculation Settings: Settings Related to the Dates

Setting	Expected Values	Description
Working Days	5 Days a week or 6 Days a week	Number of working days in a week.
Working Hours	Default value: 8	Number of working hours in a day.
Default duration in days	Default value: 2	Specify the default number of days. This value is used to calculate the duration for a step, which is not preconfigured.

Exchange Rate Settings

Table 13.7 *Exchange Rate Settings*

Setting	Expected Values	Description
Exchange Rate Frequency	Daily, Weekly, Monthly, Quarterly, Half yearly, Yearly	The interval to update the exchange rate for the currencies. By default, it is monthly.
Global Currency Display Name	Currency name (example: USD, Euro, GBP).	Display name for the global currency.
Global Currency Name	The currency used in the country.	This is the default global currency.

Artwork Producer Settings

Table 13.8 *Artwork Producer Settings*

Setting	Expected Values	Description
Vault Name	ArtworkProducer	The artwork producer vault name where all the artwork producer related assets are stored. This name should match the name of the vault created for Artwork Producer in Digital Library.
Format Definition Section Name	Formats	The section where the format definition files are stored. This section is created automatically when Artwork Producer is used.
Generated Artwork Section Name	Generated Artworks	The section where all the generated artwork is stored. This section is created automatically when Artwork Producer is used.

Format Watcher Settings

Use the **Format Watcher Mount Point** to specify the location of the folder from where the InDesign format will be selected for creation by the system.

Note: The format watcher mount point should be in a folder other than the tenant folder, it can reside within the installation directory but not under the tenant folder. For example, the format watcher mount point should be in a folder called the format watcher mount point under **D:\SAS\MOM60**. If there is a tenant named MOM, do not keep the format watcher mount point under it could lead to performance issues.

Note: Any changes made to the format watcher settings will require the format watcher service to be restarted.

Default Solution Settings

Use the **Default Solution Page** to see the display of the default solution page when the user logs in to the system.

Digital Library (DAM) Settings

Table 13.9 Digital Library (DAM) Settings

Setting	Expected Values	Description
Overwrite Links of Asset during Versioning	Yes or No	Whether to overwrite the links of assets during versioning.
Show section asset count	Yes or No	If Yes, then the asset count in the section will be displayed.
Enable Asset Expiry	Yes or No	If Yes, then the asset expiry is enabled. Digital assets in the library are watermarked as expired a day after the expiry date. Users cannot download the asset once marked expired.
Send Notification for Asset expiry	Yes or No	If Yes, then a notification is sent to the e-mail IDs configured in the setting below on the expiry or revival of asset. The notification goes out as a reminder 5 days prior to the expiry as well as when the asset expires.

Setting	Expected Values	Description
E-mail IDs for Asset Expiry Notification	User e-mail ID separated by commas	E-mail ID of users, who receive the notification on asset expiry or revival.
Support Network Folder	Yes or No	If this setting is Yes, then the file upload and download is done from a configured network folder mentioned below.
Network folder path	This is the path to a configured network folder, for example, \\(machinename\IP address)\(Network folder name)	Create the login name folders for every user under this path. Two folders should be present under each login name - Upload and Download.
XMP Support Required	Yes or No	If the setting is set to Yes, then you can upload assets that carry information within themselves. Information such as copyright information, photography information or the information about the camera on which the image was taken, and so on. Each time an asset is uploaded, different information is stored with it in the Digital Library.
Enable Change Management	Yes or No	Any changes made to the business information of an asset, is tracked. If this setting is Yes, then the changes are tracked. By default it is set to No.
Enable User Rating	Yes or No	Setting the value to Yes enables the User Rating feature in Digital Library, Media Library, and other modules.
Minimum access required to rate assets	Complete, Delete, Create Item, Edit Searchinfo, Create Version, View Original, View Preview or View Thumbnail.	Set the minimum access required to rate an asset.
Inherit Sender's Right in E-mail	Yes or No	If Yes, then the assets sent via the Digital Library E-mail will inherit the sender's access rights. If set to No they will inherit receiver's access rights.

Setting	Expected Values	Description
Send Copy of E-mail to Sender	Yes or No	If Yes, then the user sending out the e-mail will receive a copy of the E-mail by default.
Allow end user to uncheck Copy E-mail to Sender option	Yes or No	If Yes, then a check box is available on the E-mail screen. This enables the user to uncheck the Copy E-mail feature if the sender does not need a copy of the e-mail.
Display Asset details in E-mail	Yes or No	You can choose to display additional asset information along with the asset links. For example, the Asset Name, Vault and Section Path can be added as additional information along with the list of Assets in the E-mail
Allow end user to uncheck Display Asset details in E-mail option	Yes or No	If Yes, then a check box is available on the E-mail screen which can be unchecked if the asset details should need be included the e-mail.

Approval Settings

Table 13.10 *Approvals Settings*

Setting	Expected Values	Description
PDF Annotation Tool	SAS Marketing Operations Management Annotations or Adobe Acrobat	<p>SAS Marketing Operations Management (MOM) Annotations: The SAS Marketing Operations Management (MOM) Tool support is available.</p> <p>Adobe Acrobat: Adobe Acrobat for PDF files is used.</p>

Setting	Expected Values	Description
Action on file conversion failure	Cancel or Adobe Acrobat	<p>In case of SAS Marketing Operations Management (MOM) Annotations, the file that is uploaded is converted to .swf. For some reason the conversion fails, specify the following settings:</p> <ul style="list-style-type: none"> • Cancel: In case of failure, the job is canceled. • Adobe Acrobat: In case of failure, the job is converted to a standard job where the file is downloaded. After downloading the file, enter comments and upload it back into the system
Auto Login for E-mail	Yes or No	Whether the user needs to log in when viewing an e-mail received by the user.
Solution Display Name	User defined	

Import Invoice Settings

Table 13.11 Import Invoice Settings

Setting	Expected Values	Description
Invoice MountPoint	User defined	Path where the invoice xml is loaded for processing.
Archive File Path	User defined	Path where the imported invoice files are archived after processing.
Send Notification for Imported Invoices	Yes or No	If this setting is set to Yes, then a notification is sent to all the users selected below for all the processed files.
E-mail IDs for Imported Invoice Notification	User defined	E-mail IDs of the users who should receive the notification. In case of multiple users, enter comma separated e-mail IDs.

Back-Office Settings

Use the **Maximum Number of Delay Notifications** option to specify a value, which indicates that after the specified number of reminders, the contributor does not receive notifications for the delayed tasks.

Concurrent Login Settings

Use the **Allow Concurrent Logins** option to specify whether the user is allowed to use concurrent logins on other browsers or on different machines.

My Calendars Settings

Use the **Start Day of the Week** setting to specify the start day of the week for the tenant.

Product Information Management Settings

Use the **Enable Product Information Management** option to specify whether the Product Information Management module is visible to the administrator as well as the end user.

Claims Management Settings

Table 13.12 Claims Management Settings

Setting	Expected Values	Description
Enable Claims Management	Yes or No	If this is set to Yes, then the rest of the settings are visible and the Claims Management link is visible on the left pane of the Dashboard screen.
Show Claims Tab in Digital Library (DAM)	Yes or No	If this setting is set to Yes, then a Claims tab is visible in the Asset information in Digital Library (DAM).

Setting	Expected Values	Description
Enable Labels	Yes or No	If this setting is set to Yes, then a Labels link is visible in the Claims Management module.
Show Labels Tab in Digital Library (DAM)	Yes or No	If this setting is set to Yes, then a Labels tab is visible in the Asset information in Digital Library (DAM).

User and Vendor Selection

Use the **Enable character wise search** setting to enable or disable character wise search on the user and vendor selection pages. It is used to disable the character wise search for languages that do not support the English character set.

Click **Save** at the bottom of the Settings screen to save the changes made.

Holiday Management

Overview

Click **Holiday Management** link on the left pane. The following two links are visible:

1. **Standard Holidays:** A View Standard Holidays screen appears by default. You can search for the holidays by selecting the dates (to and from) and selecting the country and clicking Search. You can delete a selected holiday, create a new holiday and copy standard holidays. To create a new holiday, click **New** and enter the country, dates and the reason for the holiday. To copy a holiday to the next fiscal year, click **Copy standard holidays**. Select the year to which the holiday is to be copied.

2. **Weekends:** Click **Weekends** on the left pane. A View Weekends screen appears where the weekends for a country are displayed.

To search for weekends by selecting the country, click **Search**.

To delete a selected weekend, click Delete.

To add new weekends, click **New**. An Add New Weekend popup appears, where the country and the weekday needs to be selected.

To save the weekend, click **Save**.

Language-Specific Settings

You can do language-specific setting for the user format. Languages supported are English, German, Japanese, Korean, Russian, French, and Spanish. You can select different formats for different languages.

Chapter 14



Setting Up Digital Asset Finder

Overview	123
Getting Started	123
Creating a Digital Asset Finder (DAF) Query	123
Configuring an Application	124

Overview

Digital Library provides the facility to store assets along with their business information in vaults and folder hierarchy. Sometimes it is difficult to drill down the hierarchy and search for the assets. A Digital Asset Finder (DAF) is a pre-configured search for assets that you want displayed on the left task pane of SAS Marketing Operations Management system. It allows the administrator to create a predefined search configuration to facilitate searches on Digital Library for retrieval of assets. You can embed these predefined configurations into modules like the Site Builder module, where the user can search by providing keywords to search and retrieve assets that specify certain criteria.

Getting Started

After logging on, click the **Digital Asset Finder** link in the left pane under the **Administration** section. By default a list of configured digital asset finder queries is displayed with the name and description. To preview or edit a digital asset finder query, click  icon or the  icon respectively.

To create new queries, click **Create**. To delete a selected query, click **Delete**.

Creating a Digital Asset Finder (DAF) Query

To create a new digital asset query, click **Create**. A screen with the following sections appears:

Figure 14.1 Digital Asset Finder Configuration

Configuration Details:

1. **Name and Description:** The configuration name and description.
2. **Type of field display:** Select whether the display of the fields is sequential or simultaneous.
3. **Include Text Search:** Select whether to include a text search.
4. **Criteria Builder:** The criteria for displaying assets with information is built using the Target Entity, Related Entity, and Related Facets. The following can be defined:
 - a. **Define Filters:** Specify the default search filter, which is applied along with the search criteria that was specified during run time by the end user. Drag and drop the filter and select the operator and the filter value. To delete a filter, select it and click **Delete**. To clear all the filters from this section, click **Clear All**. To add the expired assets from the digital library, add an additional filter.
 - b. **Select Input Fields:** Select the attributes or fields, which the end user can specify keywords for searching for the digital assets. Drag and drop the filter and enter the display name. To delete a filter, select it and click **Delete**. To clear all the filters from this section click **Clear All**. To add the expired assets from the digital library, add an additional filter.

To save the configuration, click **Save**.

Configuring an Application

You can configure an application for which a link is available on the left pane of the Dashboard screen by clicking **Configure Application**. A list of configured applications is displayed.

To create a new application click **Create**. An Application Definition screen with the following sections appear :

Figure 14.2 Application Definition

Application Definition

* Application name:
 Description:

Publish application in leftbar: ☒

☒ **DAF Configuration**

* Select DAF:
 Select operations: ☒ Download ☒ Delete ☒ Generate Catalogue ☒ Asset Metadata

Layout

Layout:
 * Default rows for list view: (Maximum number of rows cannot exceed 1000)
 * Default columns for list view:

☐ Allow upload of digital assets?

Set access control for application

Grant privileges for Everyone

Everyone

Grant privileges for groups

Group Name: Privilege:

Group Name	Privilege
<input type="checkbox"/> Marketing Manager	Read Access

Grant privileges for users

User Name: Privilege:

User Name	Privilege
There are no users to show	

Do the following configuration:

1. **Application Name and Description:** Enter the configuration name and description.
2. **Publish application in leftbar:** Select this setting for the configured application to be visible in the left pane of the Dashboard screen.

If the Digital Asset Finder (DAF) Configuration is selected, then do the following settings:

1. **Select Digital Asset Finder (DAF):** Select the digital asset finder query created in the system. You can create a new query by clicking **Configure DAF**.
2. **Select Operations:** Select the options of download, delete, generate catalog and asset metadata operations. The selected options are available to the end user.
3. **Layout:** Specify how the digital assets are displayed by default.

If the Allow upload of digital assets option is selected, then the user can upload assets. The following section is visible on the Application Definition screen:

- **Select facet:** You can associate metadata with an asset by selecting a facet. When you select a facet, you can configure a form by clicking **Configure form**. This adds the new facet field to the existing form.

Forms for the Digital Asset Finder facets are completely different from the Digital Library forms. They are not related to each other. In Digital Asset Finder there is one form where all the facets fields are present. Digital Asset Finder is used to populate the data in Digital Library. The representation of data in the Digital Library is done

with respect to the Digital Library solution. The forms will appear in a different format because it does not check where the data is uploaded from.

- **Select target section for uploading assets:** Select a fixed path for uploading assets. This allows a fixed path (chosen section) for cataloging and also allows constructing a variable location based on the metadata information selected for the asset.

Figure 14.3 Allow Upload of Digital Assets

☒ Allow upload of digital assets?

Select facet: JD_DEMO ▼

Facet type name	Description	Is Mandatory
<input type="checkbox"/> JD_DEMO		Yes

Note: Mandatory facets can not be removed.

Select target section for uploading assets

* Fixed path: ImageBank

☐ Variable path field name

No variable path sections found.

Final target section: ImageBank

Set access control for applications as follows:

1. **Grant privileges for everyone:** Select the options from the drop-down list.
2. **Grant privileges for groups:** Select the groups and grant them privileges.
3. **Grant privileges for users:** Select the users and grant them privileges.

To save the new application configuration, click **Save**.

Chapter 15

Configuring Reports

Getting Started	127
Updating and Viewing Reports	127

Getting Started

On successful login, click **Reports Configuration** link on the left pane under **Administration**. By default, the Strategic Planner reports are displayed.

On the left pane, click the respective links to view the list of reports for each solution.

Updating and Viewing Reports

Each row in the list displays a report name and description. The following actions can be performed on each report:

1. **View:** Click **View** to launch the report filter screen. The administrator can specify filter criteria for the data that is displayed on the report.

Click **Generate** after selecting the filter criteria to display the report.

The report can be exported to PDF and Excel.

2. **Edit:** On the Report Configuration screen, click **Edit** next to the report name. On the Update Configured Report screen, you can grant privileges to groups and users. Specify the following access:

- **Grant privileges for everyone:** Specify read or no access for everyone.
- **Grant privileges for groups or users:** Select the groups or users. Select the privileges such as deny access, no access, or Read access. If deny access is selected, then, if the user or group has access by other entries the deny access will override it.

Chapter 16

Configuring the Leftbar

Overview	129
Getting Started	129
Configuring Leftbar	130
Adding New Solutions to the Leftbar	130
Editing and Specifying Access Control for the Solutions	131

Overview

You can set up access control on various solutions within the SAS Marketing Operations Management solution. The end-user access to the solutions is controlled using this tool. You can deny access to certain modules for certain users or groups within the system.

Getting Started

Click **Leftbar Configuration** in the left pane of the Dashboard screen under Administration. A list of solutions configured to appear on the left pane are displayed.

Each row in the list displays the name, type, description, and the order of the solution. Set the access control for these solutions by clicking the associated links. The standard solutions are divided in four parts. Expand to display the following solutions or pages under them:

- **SAS Marketing Operations Management (MOM):** Solutions such as dashboard, calendars, strategic planner, offer management, marketing workbench, resource planner, approvals, product information management, digital library, claims management, knowledge manager, site builder, artwork producer, timesheets, and reports are displayed in the list.
- **Administration:** Solutions such as user management, user registration, dashboard admin, calendar admin, strategic planner admin, offer management admin, workbench admin, resource management admin, settings, digital asset finder, reports configuration, leftbar configuration, and the object ID series are displayed in the list.
- **Tools:** Pages such as vendor management appear in the list.

- Configuration: Solutions such as schema designer, process designer, and UI framework are displayed in the list.

Each solution name has a link to edit the solution attributes and the access control definition. Click **Add** to add new solutions. This structure is hierarchical and access control can be configured for each level of hierarchy. Currently only the standard task pane links are visible. This hierarchy can be expanded by each solution to configure links to their individual pages for which access control can be provided. The modules are of the following three types:

- Standard: Standard SAS Marketing Operations Management modules
- Custom: Custom solutions created by the user
- Pages: These are the actual pages or sub level links in solutions. These links cannot be deleted from the system.

Configuring Leftbar

Adding New Solutions to the Leftbar

Click **Add** on the solutions list screen to add new solutions on the left pane. An Add Solution screen with the following sections appears:

- Solution Details: In this section enter the solution name, display name, the application URL (starting with http:// or https ://) and the description. Select what type of application it is.
- Standard Parameters: Select the standard parameters individually or all. The parameters are user ID, session ID, tenant name, and language.
- Grant Privileges for Everyone: Everyone, that is all the users of the system could get no access or a Read-only access.
- Grant Privileges for Groups: Select the privileges such as deny access, no access or Read access. If the group has **Deny Access**, then even if the group has access by other entries the deny access can override it. The selected groups are seen in the section below. Similar privileges can be given to an individual user.

Click **Save** to save the solution attributes and the access control definitions.

Figure 16.1 Add Solution

Add Solution

* Solution Name:

* Display Name:

* Application URL: (Please enter URL starting with http:// or https://)

Description:

Application type: ☒ External Application

Standard Parameters

Select All: ☒

☒ UserID ☒ SessionID

☒ Tenant Name ☒ Language

Grant privileges for Everyone

Everyone:

Grant privileges for groups

Group Name: Privilege:

Group Name	Privilege
There are no groups to show	

Grant privileges for users

User Name: Privilege:

User Name	Privilege
There are no users to show	

Editing and Specifying Access Control for the Solutions

The solution attributes and the access control of the solutions under SAS Marketing Operations Management (MOM) can be edited by clicking the solution name link. An Add Solution screen appears. You can enter details similar to the Add Solution screen above except that the solution name is in a read-only form and cannot be edited. You can edit the access control. Save the changes made by clicking **Save**.

You can configure the pages of some solutions to allow or deny access to specific users and groups. The Strategic Planner, Marketing Workbench, Digital Library, and Artwork Producer pages can be configured via the left bar configuration utility.

Chapter 17

Setting Up Object ID Series

Overview	133
Getting Started	133

Overview

In the SAS Marketing Operations Management system, you can configure objects series for use in the application. An example is the ACTIVITYNUMBER series that is available in the system. You can configure this number to be automated. The activity number series appears in the Strategic Planner module when you create a new activity.

Getting Started

Configure the series by clicking **Object ID Series** link on the left pane under the administration menu.

A list of Object ID series used in the system is displayed. Details such as the object ID series name, prefix, next number, initial value and maximum value are displayed. You can edit the object ID series by clicking the name link.

Figure 17.1 Object ID Series

Administration		Object ID Series			
Object ID Series		Object ID Series List			
<input type="checkbox"/>	Object ID Series Name	Prefix	Next Number	Initial Value	Maximum Value
<input type="checkbox"/>	BATCHDATEJOB		1000	1000	1000000000
<input type="checkbox"/>	BriefingID_Series		1001	1000	1000000000
<input type="checkbox"/>	CARPHONECODE		1000	1000	1000000000
<input type="checkbox"/>	Contract Series		1000	1000	1000000000
<input type="checkbox"/>	Deliverable/InvoiceID_Series		1020	1000	1000000000
<input type="checkbox"/>	ESTIMATENUMBER		1002	1000	1000000000
<input type="checkbox"/>	Invoice Series		1000	1000	1000000000
<input type="checkbox"/>	OFFERCODENUMBER		1000	1000	1000000000
<input type="checkbox"/>	Project/InvoiceID_Series		1022	1000	1000000000
<input type="checkbox"/>	SignCode_Series		10001	10001	1000000000
<input type="checkbox"/>	Trial/InvoiceID_Series		1001	1000	1000000000
<input type="checkbox"/>	TREATMENTCODE		1000	1000	1000000000
<input type="checkbox"/>	VENDORNUMBER		1001	1000	1000000000
<input type="checkbox"/>	WORKITEMNUMBER		1000	1000	1000000000
Delete		Add			

Add new object ID series by clicking **Add**. An Object ID Series screen appears.

Enter the following details:

1. **Object ID Series name:** The name for the object ID series.
2. **Prefix:** The prefix appears before the number for the series.
3. **Delimiter:** The delimiter is a separator between the prefix and the number. For example, if prefix is *Com*, the delimiter is #, and the number is 10, then the auto-generated number is **Com#10**.
4. **Initial Value:** The initial value of this series.
5. **Increment by:** The value increases by the number specified for this series. For example, the commitment number begins with 1000, so the next commitment number increases by 1, that is 1001.
6. **Maximum Value:** The maximum value the number can reach. It cannot be greater than 1000000000.
7. **Maximum Number of Digits:** This specifies the maximum number of digits the maximum value can reach. This value should not be greater than 10.
8. **Reset Rule:** You can configure the reset value to be the initial value or zero.

Figure 17.2 Create Object ID Series

Object ID Series

* Object ID Series Name: Activity Number

Prefix: AN

Delimiter: - ?

Next Number:

* Initial Value: 1000

* Increment by: 1

Maximum Value: 100000 ?

Maximum Number of Digits: 6 ?

Reset Rule: Initial Value ▼

Save Cancel

Once the Object ID series is created, you can configure it to appear on a form. Go to the UI Framework module, to the specific form where this Object ID series should appear.

Chapter 18

Configuring Routes

Route Configuration	135
Overview	135
Getting Started	135

Route Configuration

Overview

You can use the routes created using this tool in the Approvals and the Marketing Workbench modules. If the setting for **Show Global Routes** is set to yes in the approvals and workbench administration utility, then the routes created are visible. The administrator of the system creates the routes which are visible to all the users of the system.

Getting Started

Click **Routes Configuration** link on the left pane under Administration. A View Global Routes screen with the existing routes appears .

You can edit the existing route by clicking the route name. Create a new route by clicking **Create Route**. A Create Route screen appears.

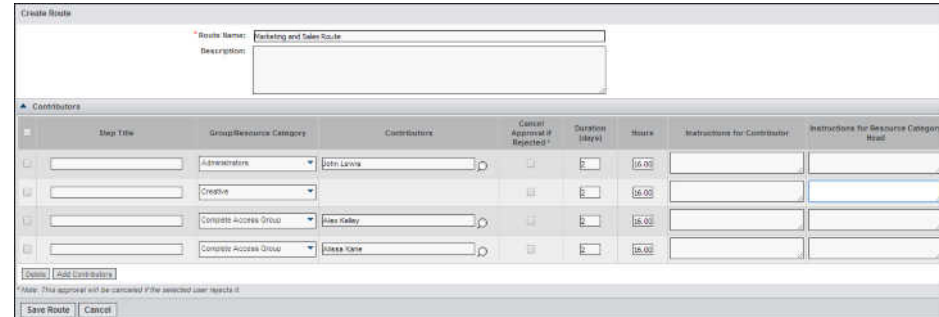
Enter the following information:

1. **Route Name and Description:** The name and the description for the route.
2. **Step Title:** Enter a Title for every step.
3. **Group or Resource Category:** Select the groups or the resource categories who are part of this route. When a resource category is selected you cannot select the contributor as the resource category head will allocate the resource when the request is sent.
4. **Contributors:** Select the individual users. When a group is specified, you can select the users belonging to that group only. If all users is specified, then you can select from all the users of the system.
5. **Cancel Approval if Rejected:** If this box is selected against each contributor, then the approval job or workbench task is canceled if this particular contributor rejects the job or task.

6. **Duration:** Specify the duration in days for the job or task against each contributor. Specify the number of hours the contributor should work for the number of days specified.
7. **Instructions for Contributor or Instructions for Resource Category Head:** Give instructions for each contributor. If a resource category is selected, you can give instruction to the resource category head.

Save the route by clicking **Save Route**.

Figure 18.1 Create a Route



Create Route

Route Name: Marketing and Sales Route

Description:

Contributors

Map Title	Group/Resource Category	Contributors	Cancel Approval if Rejected?	Duration (days)	Hours	Instructions for Contributor	Instructions for Resource Category Head
	Administrators	John Lewis	<input type="checkbox"/>	2	16.00		
	Creative		<input type="checkbox"/>	2	16.00		
	Complete Access Group	John Kelley	<input type="checkbox"/>	2	16.00		
	Complete Access Group	John Kelley	<input type="checkbox"/>	2	16.00		

[Close](#) [Add Contributors](#)

Note: This approval will be canceled if the selected user rejects it.

Save Route **Cancel**

Chapter 19

Configuring Data Transfer

Data Transfer Configuration	137
Create a Data Transfer Configuration	137

Data Transfer Configuration

The administrator can configure a data transfer by using the **Data Transfer Configuration** utility. You can transfer data in the following ways:

- from a brief to a project or to a deliverable
- from a deliverable to a digital asset
- from a format to an artwork
- from a book type to a book
- from an artwork to a digital asset
- from a book to a digital asset
- from a marketing activity to a brief or to a project

Note: If a brief type, project type, or deliverable type is marked obsolete, the type appears in the list with the word “Obsolete” in brackets appended to the name. The instances that were created with these types before they were marked obsolete are visible and you can work on them. However, you cannot create new instances using these obsolete types.

Create a Data Transfer Configuration

To create a data transfer configuration:

1. Click the **Data Transfer Configuration** link in the left pane under Administration. A list of existing configurations is displayed.
2. Click **Create Configuration**.
3. Enter the name for the configuration, and select the source object and the destination object.

4. Click **Next**. Select the fields that you want to transfer, and then click **Done**.
5. In the Data Transfer Configuration window, map the source fields to the destination fields. Select when the data transfer should occur. You can add more fields, group fields, facet series, and references.
6. Click **Save**.

Chapter 20

Importing Data

Import Data	139
Getting Started	139
Strategic Planner	139
Digital Library	141
Claims Management	141

Import Data

You can import the following data using the provided Microsoft Excel templates:

1. **For Strategic Planner:** Plans, campaigns, activities, and offers with their facets and attachments. The expense, budgets, scorecards, and user information are not imported.
2. **For Digital Library:** Sections hierarchy.
3. **For Claims:** Claims and label information.

Note: To view the errors or warning details, click the job title link of the file whose status shows errors or warnings. You can then correct the errors in the Microsoft Excel spreadsheet and re-import it.

Click the **Import Data** link in the left pane under Administration. By default An Import Plan screen appears.

Getting Started

Strategic Planner

Import Plans

You can do the following actions:

- **Import Plans:**
 - **Sample File:** Click the link to download the sample file for the plan hierarchy.

- **Import File:** Enter the plan details in the sample file and upload it here.
- **Attachments:** You can upload reference files.
- **Search:** You can search for the jobs imported in the system using the fields date created and the filename.
- **Job List:** The list of the jobs created in the system appears with details such as job title, status (whether completed, completed with errors, failed, new, or in-progress), type and created on.

The Excel spreadsheet that the user downloads contains multiple sheets that the user needs to populate with relevant data. The first sheet has the instructions.

The following sheets are present:

- **Plan:** On this sheet enter the following fields:
 - **Plan ID:** This is a numeric field and is a unique ID. If it is set to be auto-generated, then this field does not need to be populated.
 - **Plan Title and Description:** This is a string field. Enter the name and description of the plan.
 - **Business Unit:** This is a mandatory field. You need to configure business units in the system before populating this field in the Excel sheet.
 - **Currency:** This is a numeric field.
 - **Fiscal Year:** If the setting for fiscal year is set to True, then enter information for this field.
 - **Start and End Dates:** If the setting for fiscal year is set to False, then enter the start and end dates for the plan.
- **MA Level 1, 2, 3, 4 or 5:** On these sheets the following fields are present:
 - **Parent or Plan ID:** This is a numeric field and is a unique ID. Enter the Parent ID to map the plan and the activities.
 - **Title:** This is a string field and a mandatory field.
 - **Exclude from Calendar:** This is a mandatory field.

The rest of the fields are not mandatory fields and can be omitted.

- **Plan Details Facet or Marketing Activity (MA) Details Facet:** To associate facets with the plans and activities, contact Technical Support because you need to make changes in the XML files.
- **Attachments:** On this sheet the following fields are present:
 - **Filename:** This is the name of the file that is an attachment.
 - **Sheet Name:** This is the name of the sheet for which the attachment is.
 - **Type ID:** This is ID of the plan or activity, and so on, for which the attachment is.
 - **Field Names:** This field name for which this attachment is.

Import Offers

Similar to Import Plans, you can import offers into the system using this utility. The sample Excel sheet is available, which you can download and fill in with the relevant data and upload in the system by clicking **Upload**.

Digital Library

Click **Digital Library** link on the left pane, an Import Sections screen appears. There is a link to download the template in the form of an Excel file. You can fill in the section hierarchy. In the first sheet enter the sections with the path and the security policy for the section. The second sheet has the instructions. You should create the vaults and the security policy before the sections are created using the Excel file.

After filling the section hierarchy with the path and the security policy to be applied to each section in the template, upload it by clicking **Select File**. Click **Submit**. This utility creates the sections hierarchy.

Claims Management

You can import the claim and label information in the system using the Import Data utility.

An Import Claims screen appears where a sample file is provided. Enter the claim details in the Excel sheet provided. Download the file, enter the data, and upload it into the system by clicking **Upload**.

Similarly, to import labels click **Import Labels** link on the left pane and follow the same procedure as the Import claims.

Note: If Claims or Labels are imported without the ID mentioned in the Excel spreadsheet, you need to make changes in the configuration XML file for claims management.

Modify the configuration xml file located at **ImportData\Configuration\XML\Entity_Import_Configuration.xml** as follows:

In the `<IMPORTDETAILS Name="CLAIM">` node add `IsImportWithoutIDs="true"` `DummyPKFieldName="CLAIMID"`.

It should look like the following: `<IMPORTDETAILS Name="CLAIM" IsImportWithoutIDs="true" DummyPKFieldName="CLAIMID">`.

Similarly, for labels, add the above extension to the `<IMPORTDETAILS Name="LABEL">`

Note: The above configuration allows import without the IDs, but Claims or Labels ID is required to match with the facet row in the other sheets. The claims or label ID should be numeric if added.

Chapter 21

Configuring Web Services

Overview	143
Registering WSDLs	143
Web Service List	144

Overview

Web services are application programming interfaces (API) or web APIs that are accessed over a network, such as the Internet. They are executed on a remote system hosting the requested services. This is needed for integration of the system with internal or third-party web services. Web services can take certain inputs from the system, perform certain functions and return values back to the system. It could also be used to query and or update data from or into other systems.

Registering WSDLs

Click **Web Service Configuration** link on the left pane under the Administration menu. A view WSDL's screen is displayed with an existing list of registered WSDLs. You can register the WSDLs (Web Services Description Language) using the register WSDLs utility.

To register a new WSDL, click **Register WSDL** and enter the following details about the register WSDL screen:

1. **WSDL Title and Description:** Name and the description for the WSDL.
2. **Location:** Location from where the web service is accessed during the invocation of the web methods. Enter the full path beginning with HTTP:// or HTTPS://.
3. **Web Service Protocol:** The protocol is SOAP, as only SOAP is supported.
4. **Time Out:** Enter the time in milliseconds.
5. **Anonymous Access Allowed:** Authorization used for calling the web methods. If no is selected, then enter the following details:

- **Credentials:** Enter the user name, parameter name for user name and the password. If the credentials allowed in SOAP header is yes, then enter the parameter name for the password. If no, then enter only the password.
6. **WSS Profile:** Indicates whether the web services security is enabled. If yes is selected, then enter the subject name of the certificate to use and the DNS of the certificate.
 7. **Upload WSDL:** Browse to a folder location and upload a file.

To save the WSDL, click **Save**.

To edit or view an existing WSDL, click the WSDL name link on the view WSDL's screen. A register WSDL screen is displayed with the WSDL details. A tree view of the selected web services is displayed.

To export a WSDL, click **Export WSDL**.

Web Service List

Click **Web Service List** link on the left pane, a list of configured web services are displayed. To edit a web service, click on the name link. To import a web service, click **Import**.

Click **Create** and select the web service from the configured list. Enter the web service information.

Chapter 22

Integration Toolkit

Integration Toolkit	145
How to Apply the Integration?	145
SAS Marketing Operations Management and SAS Marketing Automation	145
Setup and Configuration for the Integration of SAS	
Marketing Operations Management with SAS Digital Marketing	146

Integration Toolkit

SAS Marketing Operations Management includes a fully automated configuration utility or Integration Toolkit. You can use this toolkit for the integration of SAS Marketing Operations Management with SAS Marketing Automation and SAS Digital Marketing. This toolkit is a one click configuration utility. Any user with administrative rights can run the integration toolkit. Run the toolkit from the left pane under Administration.

What does this Toolkit Configure?

1. Web Service Configuration to link SAS Marketing Operations Management and SAS Marketing Automation.
2. Installation and configuration of process definitions, forms, and files necessary to make the integration work.

Only the administrator can set up the integration. After logging on to the system, click the **Integration Toolkit** link on the left pane under the **Administration** section.

How to Apply the Integration?

SAS Marketing Operations Management and SAS Marketing Automation

By default the Register WSDL screen for SAS Marketing Automation Integration appears. Enter the following WSDL details for registering the integration:

- **WSDL Title and Description:** The WSDL title is **QuickStart wsdl**. The description can be user defined.

- **Location:** This field indicates the location from where the web service is accessed during the invocation of the web methods, for example, `http://01.02.03.04/MAMOMIntegration/Services/CIMAIntService Soap`
- **Web Service Protocol:** This field indicates the protocol used to communicate with the web service. Only SOAP is supported.
- **Time Out (milliseconds):** Enter the time (in milliseconds).
- **Anonymous Access Allowed:** This field indicates the user context used for calling the web methods.

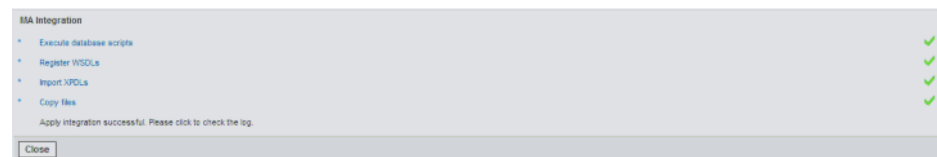
After entering the details, click **Next**.

The following checks are done:

1. Executing the database scripts.
2. Registering the WSDLs.
3. Importing the XPDLs.
4. Copying the files and forms.

Once the integration is applied successfully, check the logs by clicking **Apply integration successful. Please click to check the log** link. If there is an error while applying the integration, you can cancel it and restart after checking the error logs.

Figure 22.1 Checks



After the integration is completed, go to Process Designer module to check if the **Direct Marketing Project** is created. Check the related deliverables and tasks to ensure that the integration is completed.

Setup and Configuration for the Integration of SAS Marketing Operations Management with SAS Digital Marketing

Setting the External Web Server Details in the Configuration File

When the Integration toolkit for SAS Marketing Operations Management with SAS Digital Marketing is executed for the first time, the following settings are required:

Figure 22.2 SAS Digital Marketing Integration

SAS Digital Marketing Integration

External Web Server Settings

* Protocol:

* Server Name or IP Address:

* Virtual Directory:

* Is Server on the Same Network:

* UNC Path of Server:

Configuration is in-progress

- Execute Database Scripts
- Configure data transfer for Format to Artwork
- Copy Form XMLs

External web server settings: These settings are required to identify the web server in the integration setup that holds the images that are included in the email. The images are downloaded from this server when an email recipient opens an email sent via SAS Digital Marketing or requests for downloading images in the email.

- **Protocol:** Select http or https. This is required for preparing the Image Path for the generated artwork, which is pushed on the external web server when a broadcast is executed or a preview email is sent from SAS Digital Marketing.
- **Server Name or IP Address:** Enter the name or the IP of the external web server where the final artwork and images are copied when a broadcast is executed or a preview email is sent from SAS Digital Marketing.
- **Virtual Directory:** Enter the Virtual Directory location. This is required for preparing the Image Path for the generated artwork. Graphics element images included in the email broadcasts are present under this virtual directory
- **Is Server on the Same Network:** Indicate whether the web server machine is on the same network as the SAS Marketing Operations Management installation or a different network.
- **UNC Path of Server:** This is required only if the web server is on the same network as the SAS Marketing Operations Management installation. Enter the Target Path where the artwork and images are copied.

Note:

- UNC path should be the same folder as the folder to which the virtual directory refers or points to.
- If the external web server is not on same network, system uses one web service to transfer the files from SAS Marketing Operations Management solution server to the external web server. Copy the **IntegrationMTOM folder** located in **SAS Marketing Operations Management <Installation folder>** ⇒ **Integration** ⇒ **Integration MTOM** onto the external web server and then create a virtual directory *IntegrationMTOM* pointing to this copied folder.
- You can update the above information even after running the utility. You can edit the configuration by clicking **Edit Configuration** to change the value for the external web server attributes.

After saving the above settings, the following changes occur automatically in the SAS Marketing Operations Management system:

- The database scripts required for installing the entities and facets are executed
- The data transfer configuration is set.
- The form XMLs are copied.

Data Transfer Configuration Changes for Artwork Format

When the data transfer configuration is set by the utility, a new data transfer configuration (FORMAT_ARTWORK) is created to transfer the data from FORMAT to the ARTWORK entity. Following script is run for this:

```
INSERT INTO [ALENT_DATATRANSFERCONFIG]
([DTCONFIGID]
,[DTCONFIGNAME]
,[DISPLAYTEXT]
,[SOURCEENTITY]
,[DESTINATIONENTITY]
,[SOURCEBUSINESSOBJECT]
,[DESTINATIONBUSINESSOBJECT] ) VALUES
(30227961240306,
'Format_Artwork',
'FORMAT_ARTWORK',
'FORMAT',
'ARTWORK',
'Format',
'Artwork'INSERT INTO [ALOM_AUTHORIZATION]
([AUTHORIZATIONID]
,[OBJECTID]
,[OBJECTTYPE]
,[ACCESSORID]
,[ACCESSRULECLAUSEID]
,[ACCESSORTYPE]
,[PRIVILEGENAME]
,[PRIVILEGEVALUE]
,[PARENTACCESSORID] ) VALUES
(139997925485867,
30227961240306,
'ENTITY',
500,
69240497087840,
'EVERYONE',
'DELETE',
4,
0)
```

After the above records are inserted in the database successfully, the **CONFIGXML.xml** file is copied under the XML mount point location.

However, if the data transfer configuration already exists with the same name, a warning message is shown to the user. In this case, the data transfer configuration should be modified manually by going to the **Data Transfer Configuration**.

Figure 22.3 Data Transfer Configuration



Name	Source Object	Destination Object
DT from "Promotional Artwork" to DAM	Deliverable	Digital Asset
DT from "Promotional Brief" to "Promotional Project"	Brief	Project
DT From "Promotional Brief" to "Promotional Artwork"	Brief	Deliverable
FORMAT_ARTWORK	Format	Artwork

Add the following mapping between the format and artwork fields if they are missing:

Figure 22.4 Mapping between the Format and Artwork Fields



Format Fields	Artwork Fields	Data Type	Data transfer while creating Artwork
FORMAT - FORMATDESCRIPTION	ARTWORK - ARTWORKDESCRIPTION	String	✓
FORMAT - FORMAT_FORMATINFO - TEXTCONTENT	ARTWORK - ARTWORK_FORMATINFO - TEXTCONTENT	Text	✓
FORMAT - FORMAT_FORMATINFO - TEXTCONTENTEDITABLE	ARTWORK - ARTWORK_FORMATINFO - TEXTCONTENTEDITABLE	Boolean	✓

Format Details Form Changes for Artwork Producer with New Content Type Fields

The format details form is updated with the fields related to the content type. The following new fields are added within the Format Designer of Artwork Producer:

- Content Type
- Text Content
- Allow Editing of Text Content

New Form Added in Artwork Producer Form List

A new form is added to the Artwork Producer form list in the UI Framework. This form is related to the taxonomy page that appears before the point and click page.

Figure 22.5 Form List



Form Name	
Campaign_Details	Campaign Details
ROCampaign	Campaign
DesignDetails	Design Details
RODesign	Design
HTML_FormatDetails	Format Details
HTML_NONRESIZABLE_ROFormat	Format
READYTOUSE_FormatDetails	Format Details
READYTOUSE_NONRESIZABLE_ROFormat	Format
INDESIGN_FormatDetails	Format Details
INDESIGN_NONRESIZABLE_ROFormat	Format
Book_Details	Book Details
BookType_Details	Book Type Details
Integration_HTML_NonResizable_Artwork_Details	Artwork Details

Chapter 23

Configuration Manager

Using the Configuration Manager Utility	151
Overview of the Configuration Manager Utility	151
Guidelines for Using the Configuration Manager Utility	151
Export the Components	152
Import the Components	153
Rules for Exporting Configurations with the Configuration Manager	153

Using the Configuration Manager Utility

Overview of the Configuration Manager Utility

By using the Configuration Manager utility, you can export the configurations and metadata for some components of SAS Marketing Operations Management. After you export a configuration, you can import that information into another deployment of the same version of SAS Marketing Operations Management.

You can export or import configurations and metadata for the following:

- named hierarchies
- facets
- web service configuration
- object ID series
- forms
- groups
- the Digital Asset Manager module

Guidelines for Using the Configuration Manager Utility

The following guidelines apply to the Configuration Manager:

- Only a SAS Services representative or an expert with detailed SAS Marketing Operations Management configuration knowledge should use the Configuration Manager.
- You cannot move data or instances of data from one environment to the other. You can move only configurations using this utility.

- Always make a backup of the Installation folder and of each database per tenant before running the configuration utility. A backup helps you restore the configuration in case of any failure.
- This utility alters the configuration. Always run the utility outside of business hours.
- This utility works only on SAS Marketing Operations Management version 6.4 and later. All environments of the SAS Marketing Operations Management deployment should be at the same version.
- The production configuration should be replicated in the environment where changes are proposed in configuration (source of configuration). Ensure that the production system configuration is present on all servers.
- The exported ZIP file contents and system version is validated before the import process begins. The system begins the import process only when there are zero validation errors.
- Warnings are for information only. The utility enables you to proceed despite warnings. Warnings can provide information when items on destination system do not match the source system.
- Any errors or warnings that occur during import validations are logged, and a log file is generated. Refer to the log file to correct the errors.
- Once the import process begins, errors that occur during the application of changes cannot be reverted. You will need to restore the backup.
- Some components of SAS Marketing Operations Management have dependencies. The user interface is designed to automatically select all related dependent elements for export.

Export the Components

1. In the left pane under **Administration**, click the **Configuration Manager** link. The Export window appears.
2. Select the components that you want to export from the list. Dependent components are automatically selected when you select a component.

Note: You cannot deselect a dependent component. For example, in order to export facets, you must also export named hierarchies.

Note: Depending on the items that you are exporting, special considerations might apply. See the following information:

- If you are exporting named hierarchies, facets, object ID series, or web services, see [“Rules for Exporting Configurations from the Schema Designer” on page 153](#).
 - If you are exporting configurations for forms, see [“Rules for Exporting Forms from the UI Framework” on page 155](#).
 - If you are exporting configurations for the Digital Asset Manager module, see [“Rules for Exporting Configurations for the Digital Asset Manager Module” on page 156](#).
3. Click **Export**. The information about the export job is displayed in the View History window. You can view information about this export job in this window. This window refreshes every few seconds until the export process is complete. When the export process is complete, you will receive an email notification.

4. If you want to download the ZIP file that was created for the export operation, click **Download Zip**.
5. If you want to view the logs that were generated by the export operation, click **View Logs**. You can download a Microsoft Excel spreadsheet that contains the logs of the export job. The success or failure of the job is logged in the spreadsheet. Errors and warnings are logged for each item within the exported component.
6. Continue with [“Import the Components” on page 153](#).

Import the Components

1. To import components from another deployment that is running on the same version of SAS Marketing Operations Management, click **Import** in the left pane. The Import window appears.
2. Click **Upload** to upload the ZIP file that was exported from the other deployment, and click **Submit**. A Verify File Contents window appears. Click **Cancel** to end the validations steps if required.
3. Click **Proceed** to continue. A View History window appears that contains information about the content of your ZIP file for verification.
4. After the validations are complete, click **Proceed** to continue the import process. (If there are verification errors, you must correct those errors before you can proceed with the import process.)
5. If you want to view the logs that were generated by the import process, click **View Log**. You can download a Microsoft Excel spreadsheet that contains the logs of the import job. The success or failure of the job is logged in the spreadsheet.
6. Click **Import History** to view the import history. To cancel the import, click **Cancel**.

Rules for Exporting Configurations with the Configuration Manager

Rules for Exporting Configurations from the Schema Designer

Rules for named hierarchies:

- You can edit and update attributes such as the description and the IsObsolete flag of a named hierarchy into the destination system. You can add or edit all values within the hierarchy.
- You can export and import all standard and custom named hierarchies.
- All named hierarchies that were newly added at the source are added to the destination.
- The edited values in the named hierarchies at the source are edited at the destination.
- If any named hierarchies or values in the hierarchy are marked for deletion at the source, they are not deleted at the destination. This behavior avoids data loss in cases where the values or named hierarchies are in use. You must manually delete these values and named hierarchies manually from the destination.
- Certain key checks are performed to match the named hierarchies at the source and destination.
- Named hierarchies are uniquely identified by the ID and path. They are matched based on the ID and path.

- If the number of named hierarchies at the destination is greater than at the source, these remain intact and are listed in a log during the import process as a warning.

Rules for facets:

- You can add, edit, or update all attributes such as description and attributes of fields in a facet into the destination system. You can add or edit all fields within the facet. Display order is copied from the source to the destination in case new fields are added. If you update fields, the display order must match on source and destination.
- You can export and import all standard and custom facets.
- All facets that were newly added at the source are added to the destination.
- All the edited facets and their field values are edited at the destination.
- Any facets or fields in the facet that are marked as deleted at the source are not deleted at the destination. This behavior avoids data loss in cases where the facet and fields are in use. You must manually delete these from the destination.
- A facet with an ODS flag is also updated as present on the source system. If a facet is in the ODS and you remove it from ODS at the source, it is removed from the ODS at the destination as well.
- If you added any facet as a facet series when you created that facet, you cannot modify this later in the destination. You need to delete the facet series and create a new facet.
- You can export all relationships of the facet with entities and other facets. No relationships are removed at the destination.
- Certain key checks are performed to match the facets at the source and destination.
- Facets are uniquely identified by the ID and name. They are matched based on the ID and name.
- If the number of facets at the destination is greater than at the source, these remain intact and are listed in a log during import.

Rules for object ID series:

- You can edit attributes such as prefix, delimiter, initial value, max value, next ID, reset rule, and so on, of the Object ID series. You can add, edit, and update object ID series in the destination system.
- Key assumption: If the series is already in use at the destination system, the NEXTIDs are not reset. The exception is when the initial value is modified at the source but then it is changed at the destination. In this case, the NEXTID is reset to the initial value.
- All the object ID series that were newly added at the source are added to the destination. The NEXTID starts with the initial value and does not take the source NEXTID value.
- All the edited attributes in the series are edited at the destination.
- Any object ID series that are marked as deleted at the source are not deleted at the destination. This behavior avoids data loss in case the object ID series are in use. You must manually delete them from the destination.
- Certain key checks are performed to match the Object ID series at the source and destination.
- Object ID series are uniquely identified by the ID. They are matched based on the ID. If the ID matches but the name does not match, then the name of object ID series

at destination is overwritten. This happens provided there is no other Object ID series with the same name at destination.

- If the number of object ID series at the destination is greater than at the source, these remain intact and are listed in a log during import.

Rules for web services:

- You can import or export all registered Web Services Description Languages (WSDLs) to the source system, whether they are in use or not.
- All registered SAS Marketing Operations Management and SAS Marketing Automation web services are not included in the scope of web services. These are taken care of through the form configuration.
- You can add or edit all attributes of the web services and WSDLs. You can add, edit, and update web services in the destination system.
- All web services and WSDLs that were newly added at the source are added to the destination.
- All edited attributes in the services and the WSDL definitions are edited at the destination.
- Any web services or WSDLs that are marked as deleted at the source are not deleted at the destination. This behavior avoids data loss in case the web services or WSDLs are in use. You must manually delete them from the destination.
- Certain key checks are performed to match the web services and WSDLs at the source and destination.
- Web Services are uniquely identified by the ID. They are matched based on the ID.
- WSDLs are uniquely identified by ID and name. They are matched based on the ID and the name.
- If the number of web services and WSDLs at the destination is greater than at the source, these remain intact and are listed in a log during import.

Rules for Exporting Forms from the UI Framework

Rules for Forms:

- You can add or edit the following attributes of a form:
 - For sections: Section name, column layout, section visible mode, show section heading on read-only page, show section heading on edit page, show section border, section expand or collapse image alignment, and define conditions
 - For fields: label text, UI type, hidden values, static values, default selected text, field display type, field visible, mandatory, conditions, help content, help instruction, and validation
 - Sub form attributes are the same as the form and are treated similar to forms.
- You can export or import all the forms for the SAS Marketing Operations Management standard solution or modules.
- No custom solution forms are considered for the Configuration Manager utility unless these forms are present within the standard solution location for the forms.
- All edited forms and their attributes are edited at the destination.
- All forms present at the source are moved to the destination.
- All the forms listed in the Forms list XML are displayed in the UI of the destination. Any forms that are not present in the Forms list XML are not displayed in the UI.

- If there are forms at the destination that are not present at source, they are listed as warnings in the log. These forms are not displayed in the UI because they are not listed in the Forms list XML.

Rules for Exporting Configurations for the Digital Asset Manager Module

Rules for groups:

- You can add or edit all the attributes of the groups.
- All groups that were newly added at the source are added to the destination.
- All edited groups and their attributes are edited at the destination.
- If a group is marked as deleted at the source, then that group is marked as deleted at the destination.
- Certain key checks are performed to match the groups at the source and destination.
- Groups are uniquely identified by an ID. They are matched based on the ID and the name. If the ID matches but the name does not match, then the name of the group at the destination is overwritten. This happens provided there is no other group with the same name at destination.

Rules for Security Policies:

- You can add or edit all the attributes of a security policy.
- All the security policies that were newly added at the source are added to the destination.
- All edited security policies and their attributes are edited at the destination.
- Any security policies that are marked as deleted at the source are not deleted at the destination. This behavior avoids data loss in case the security policies are in use. You must delete these security policies manually from the destination.
- Certain key checks are performed to match the security policies at the source and destination.
- Security policies are uniquely identified by an ID. All other parameters (including name) are updated once the ID matches at the destination. When the name is updated, a check is performed to ensure that another security policy with the same name does not exist at the destination. An error is raised in cases of a duplication.

Rules for Digital Library sections:

- Key Assumptions:
 - You must configure the vaults at the source server and at the destination server. The Configuration Manager utility does not create the vaults in order to avoid the errors expected in configuring them on physical locations or drives on various machines. The sections of system vaults are also excluded. The Artwork Producer vault and all sections below it are also excluded from the configuration manager utility.
 - You cannot select individual folders. The complete hierarchy in the selected vault is replicated.
- You can add or edit all the attributes of the sections.
- All the sections that were newly added at the source are added to the destination.
- All edited sections and their attributes are edited at the destination.

- Any sections that are marked as deleted at the source are not deleted at the destination. This behavior avoids data loss in case data or assets are present in a deleted section. You must delete these sections manually from the destination.
- Certain key checks are performed to match the sections at the source and destination.
- Sections are uniquely identified by the ID, name, and path. They are matched based on the ID, name, and path.
- If a section is moved from one vault to another at the source, the section is created at the destination in the new vault but the assets are not moved to the newly created section. The section is still available with the assets in the original location at the destination.
- Asset descriptors for sections are exported along with the sections configuration. The default asset descriptors in the system are not exported through the Configuration Manager. You can manually configure any changes to the default asset descriptors.

Chapter 24

Customizing the Schema

Schema Designer	159
Entity Types and Facets	159
Getting Started	161
Entity Types	161
Facet Types	162
Named Hierarchies	164
Example: Creating a Facet	165

Schema Designer

Entity Types and Facets

An entity type represents an entity involved in a real world business process. Entity type is one of the standard objects that are provided by the object manager. This indicates the type of entity to which the entity instance belongs. The definition of an entity type includes the definition of the database table where the instances of this entity type are stored.

The business or additional information that is associated with an entity is termed as a Facet. The facet type defines a type of business information (for example, you can consider an Asset, Brand Info, Product Info as Facet Type).

Definition of Facet Type includes the definition of the database table where the instances of this facet type are stored.

The Schema Designer module allows the administrator to manage entity type, facet type and the relationship between them. Here are the list of restrictions:

Table 24.1 Object Types

Object Type	Operations		
	Create	Modify	Delete
Entity Type (Built-in)	Not Allowed	Not Allowed	Not Allowed

Object Type	Operations		
	Create	Modify	Delete
Entity Type (User defined)	Not Allowed	Not Allowed	Not Allowed
Facet Type (Built-in)	Not Allowed	Not Allowed	Not Allowed
Facet Type (User defined)	Allowed	Allowed	Allowed
Named Hierarchy (Built-in)	Not Allowed	Allowed	Not Allowed
Named Hierarchy (User defined)	Allowed	Allowed	Allowed

Table 24.2 Relationships

Relationships	Operations	
	Create	Delete
Entity-Entity (Built-in to Built-in)	Not Allowed	Not Allowed
Entity-Facet (Built-in to Built-in)	Allowed	Allowed
Entity-Facet (Built-in to User defined)	Allowed	Allowed
Facet-Facet (Built-in to Built-in)	Allowed	Allowed
Facet-Facet (User Defined to User Defined)	Allowed	Allowed
Facet-Facet (User Defined to Built-in)	Allowed	Allowed

Getting Started

Entity Types

Overview

After signing in, click **Schema Designer** link on the dashboard screen on the left pane under **Configuration**. On the Schema Designer screen three links are available on the left pane.

By default , a search screen for the entity appears. The screen has the following two sections :

1. **Search:** Enter the search queries and search by clicking **Search**. By clicking **Show All** all the entity types present in the system are displayed. To clear the search criteria click **Clear**.
2. **Entity Type List:** In this section the searched entity types are displayed with its description.

Viewing Entity Types

Click on the entity type name link to view the details. A create entity type screen with the following sections appear:

- **Entity Type Details:** The entity type name and its description appears.
- **Manage Attributes:** You can view the attributes for the entity type. Each row displays the attribute details such as name, display text, data type, data size, UI type, default value, mandatory, a search field, the named hierarchy which is associated with the attribute, level, the named hierarchy value type and the display order. Each attribute name in the list has a link to view the attribute details. The following data types are supported:

Table 24.3 Data Types

Data Type	Description
DATETIME	Stores the date along with time.
CURRENCY	Stores the currency type of data.
DECIMAL	Stores a number with a decimal point.
INTEGER	Stores a whole number without the fractional part.
FILE	Stores a file.
BINDER	Stores multiple files.
XML	Stores XML data.
FLOAT	Similar to decimal.

Data Type	Description
STRING	Stores fixed sized string.
TEXT	Stores large text.
BOOLEAN	Stores Boolean that is, 0 or 1

- **Manage Assemblies:** An assembly is a relationship between two entities in the system. Add assemblies by entering the assembly name, display name, select an entity type name and the assembly type from a drop down list. After specifying all the details click **Add**.
- **Assemblies:** A list of assemblies for the current entity type are displayed. You can delete an assembly by selecting it and clicking **Delete**. Editing the assemblies is not permitted.
- **Manage Association:** You can associate a facet with the entity type. Add a new association by entering details such as the association name, display name and select the facet type name by clicking **Select**. Specify if the facet is a series or if you are using the facet for ODS. If the facet is selected for the ODS, then reference field is specified. You can specify ODS support for selected modules within SAS Marketing Operations Management system. When an entity is selected for ODS the fields are available for reporting purpose. After specifying all the details click **Add**.

Note: The Association Name should not have a space. When you select a facet as a facet series be sure add it as a facet series in UI Framework the audit history for the facet does not appear.

- **Associations:** A list of associations for the entity type appears. Delete an association by selecting it and clicking **Delete**. Editing of association is not permitted.

You can export the selected association by clicking **Export NH Value**. To add ODS support to the association click **Add ODS Support** and to remove the support click **Remove From ODS**.

Facet Types

Overview

To manage facet types click **Facet Types** link on the left pane of Schema Designer. This screen has the following two sections:

- **Search:** To search for a facet, enter the search queries and click **Search**. All the facets are displayed when you click **Show All**. To clear the search criteria click **Clear**.
- **Facet Type List:** In this section the searched facet types are displayed with its description. You can delete a selected facet clicking **Delete** and create a new facet by clicking **Create**.

Creating a Facet Type

Click **Create**, a create facet type screen with the following sections appear:

- **Facet Type Details:** Enter the facet name and its description.

Note: The Facet Type Name must not contain a space and do not use a database keyword in the name of a facet attribute.

- **Manage Attributes:** Add the attributes for the facet type by clicking **Add**. On the add attribute screen, specify the name, display text, data type, UI type, default value, display order. Specify if the field is a mandatory field, primary key or a search field. The data types mentioned in [Table 24.3 on page 161](#) are supported. The UI type changes depending on the data type selected. Click **Add** to add the attribute. Click **Save** on the create facet screen to save the attribute for the facet.

Note: If you have facets with mandatory fields, then be sure to provide a default value for the field.

Figure 24.1 Create Facet Type

Name	Display Text	Data Type	Data Size	UI Type
ID	ID	INTEGER	8	HIDDEN
TITLE	Title	STRING	255	EDITBOX

After saving the facet type, the following sections are available:

- **Manage Associations:** In this section you can associate another facet type. Add a new association by entering details such as association name and display name. Select the facet type name by clicking **Select**. Select an association type from the options in the drop down list:
 - **Child:** If you select the association type as child for a Facettype1-to-Facettype2 relationship on the edit page of Facettype1, then Facettype2 is the child. If the instance of Facettype1 is deleted, then the associated instance of Facettype2 is also deleted.
 - **Independent:** If you select the association type as independent for a Facet-to-Facet relationship and an instance of one of the facet types is deleted, then the associated instance is not deleted. Only the association is deleted.
 - **Parent:** If you select the association type as parent for a Facettype1-to-Facettype2 relationship on the edit page of Facettype1, then Facettype2 is the parent. If the instance of Facettype2 is deleted, then the associated instance of Facettype1 is also deleted.

Specify whether the facet is a series. After you enter all the details, click **Add**.

Note: When you select a facet as a facet series be sure add it as a facet series in UI Framework the audit history for the facet does not appear

- **Associations:** A list of associations for the current facet type appears. You can delete the selected association by clicking **Delete**.

Named Hierarchies

Overview

The need to maintain and work with various predefined categories of information is fundamental to any organization such as, lists of product families, directories, catalogs listing service providers like design agencies, printers, and so on.

This list or information should always be persistent, available, up-to-date and grammatically and semantically correct. All this should be centrally organized by the system.

For the above purpose, the concept of named list to store list of information used by an organization is available. Named list is a name that is associated with a set of predefined values. This named list is associated with and shared by fields in entity types and facet types. A named list is created when one needs to provide a list of pre-defined values for a user to select from.

To manage a named hierarchy in the system click **Named Hierarchies** link on the left pane of the Schema Designer. This screen has the following two sections:

Manage Search: Enter the search queries and search by clicking **Search**. Click **Show All** to view all the named hierarchies present in the system. To clear the search criteria click **Clear**.

Named Hierarchies: In this section the searched named hierarchies are displayed with its description. Delete a selected Named Hierarchy by clicking **Delete**. To create a new Named Hierarchy, click **Create**. Select the Named Hierarchy to be exported and click **Export NH List** (An Excel sheet is created with all the values listed in the Named Hierarchy).

Creating a Named Hierarchy

Note: It is recommended that the admin user add or update the named hierarchies at a time when users are not accessing the system. The end users will not see the updated named hierarchy if the admin creates, deletes or updates it until the next login.

To create named hierarchies click **Create**. Enter the name and description and click **Save**. A named hierarchy screen appears where you can add values.

Each named hierarchy in the list has a link, which displays the values under it. You can add new values or delete the existing values. You can specify the order in which the values are displayed to the end user. It can be alphabetically or in the order in which it is created or arranged. To achieve the ordering of the values click **Set Order**. By clicking **Add Translations**, you can add translations to the named hierarchy values in German, Japanese, Korean, Russian, French, and Spanish.

Figure 24.2 Add Named Hierarchy Value

Named Hierarchy Details:

Media Types:(2)

Print:(0)

Radio:(0)

Add Named Hierarchy Value

* Name :

TVC

Description :

IsBuiltin :

IsChildAllowed :

Save

Cancel

Delete

Add Value

Set Order

Add Translations

Done

Example: Creating a Facet

You can store more information with a digital asset. Create a facet called **Searchinfo** with the following fields which will be available for the end user to enter details:

Field Name	Data Type	UI Type	Searchable	Named Hierarchy
ID	Integer	Hidden	No	
Media Type	String	Dropdownlist	Yes	Yes (Associate the 'Media Type' Named hierarchy)
Title	String	EditBox	Yes	
Region	String	TreeView	Yes	Yes(Associate the 'Region' Named hierarchy)
Date_Published	Date	Calendar		
Copyright	String	Text Area	Yes	

To create the above facet, follow the steps below:

1. Create a Named Hierarchy **Media Types** for the **Dropdownlist** UI type with the following values:
 - a. Print
 - b. Radio
 - c. TVC
2. Create the facet **Searchinfo** with the fields mentioned in the above table. To add **Media type** field which is a drop down list, attach the named hierarchy created above. You can select the named hierarchy value type as any one of the following:
 - a. Value: This means all the values present in the Named Hierarchy will be displayed.
 - b. Path: This means if there is a hierarchy created then only the first level of hierarchy will be displayed. This level can be expanded to see the next levels.

Similarly for the field **Region**, you can attach a Named Hierarchy with Treeview type. After all the fields are added save the facet type.

Figure 24.3 Add Attribute

Add Attribute

* Name:

Display Text:

Data Type:

Data Size:

UI Type:

Default Value:

* Display Order:

Mandatory: ☐

Primary Key: ☐

Search Field: ☒

Named Hierarchy:

Named Hierarchy Value Type:

Figure 24.4 Create Facet Type

Create Facet Type

Facet Type Details

* Facet Type Name:

Description:

Manage Attributes

Index	Attribute Name	Data Type	Data Size	UI Type	Default Value	Mandatory	Search Field	Named Hierarchy	Named Hierarchy Value Type	Display Order
1	ID	INTEGER	8	HIDDEN		TRUE	FALSE			1
2	MEDIATYPE	Media Type	STRING	255	DROPDOWNLIST	FALSE	TRUE	Media Types	Value	2
3	TITLE	Title	STRING	255	EDITBOX	FALSE	TRUE			3
4	REGION	Region	STRING	255	TREEVIEW	FALSE	TRUE	REGIONS	Value	4

3. After the facet is created, associate it with the DIGITALASSET Entity. Go to the Entity Types and search for the **DIGITALASSET** Entity. Go to the **Manage Associations** section and enter the association name, display name and select the facet type name (the facet created above). Click **Add** to add the association. The association will appear in the Associations section.

Figure 24.5 Manage Associations

Create Entity Type

Entity Type Details

Entity Type Name: DIGITALASSET

Description: This entity stores information related to Digital Assets (DAP)

Manage Attributes

Cancel

Manage Associations

Association Name: DIGITALASSET_BEARINGINFO

Facet Type Name: BEARINGINFO

Display Name:

☐ Facet in a series

☒ Facet for ODS

Reference Field name for ODS: DIGITALASSETID

Add

Associations

Association Name	Entity Type Name	Display Name	In Series?	In ODS?
DAM_ID_SERIES	ID_SERIES	ID Series	FALSE	TRUE
DIGITALASSET_ASSETTYPEINFO	ASSETTYPEINFO	DIGITALASSET_ASSETTYPEINFO	FALSE	
DIGITALASSET_METADATAINFO	METADATAINFO	Image Data Information	FALSE	
DIGITALASSET_MOM_SERIES	MOM_SERIES	DIGITALASSET_MOM_SERIES	FALSE	FALSE
DIGITALASSET_MOM_FACET	MOM_FACET	DIGITALASSET_MOM_FACET	TRUE	FALSE
DIGITALASSET_PROMOTIONAL_ASSET	PROMOTIONAL_ASSET	PROMOTIONAL_ASSET	FALSE	
DIGITALASSET_TAGSTANDARDVIEW	TAGSTANDARDVIEW	Tag Taxonomy association with Digital Asset	FALSE	FALSE
DIGITALASSET_TREEVIEW	MOM_SERIES_TREEVIEW	DIGITALASSET_TREEVIEW	TRUE	FALSE

First Prev 1-10 of 12 Next Last

Details Export XML List Add ODS Support Remove From ODS

The Facet is associated with the Digital Asset entity. It will now appear as metadata for the digital assets.

Chapter 25

Creating Processes

Process Designer	169
Prerequisites	169
Configuring Working Days and Hours	170
Workbench Administration	170
Process Designer Utility	173
Configuring Task Types	174
Configuring Deliverable Types	184
Configuring Project Types	190
Guidelines for Data Transfer	190
Configuring Buttons for Components	191
Configuring Brief Types	193
Adding Facets to a Brief	194

Process Designer

Prerequisites

Here are the prerequisites while configuring the workflow process:

1. Configuring a System Vault for Marketing Workbench. Create the following vaults in the Digital Library module:
 - MWB Vault: This should be a system vault. This vault is used to store the assets cataloged by the contributors in the assignment type of tasks. The security policy for this vault should be such that the contributors to the tasks should have access to check in files in this vault.
 - Template Vault: This should be a system vault. This vault is used to store all the template documents uploaded by the administrator while configuring briefs and tasks for the workbench solution using the process designer utility. The security policy for this vault should be such that the administrators should have access to check in files in this vault.

Note: Refer to [“Create a Vault” on page 32](#) for creating vaults.

2. Configure User Groups and Resource Categories: Refer to [“Create a Group” on page 28](#) and [“Creating Resource Categories” on page 98](#) for more information.

While configuring user groups, it is recommended to create a parent group and add all the groups as child groups below it. This helps enhance the performance of SAS Marketing Operations Management. For example, if you have multiple groups such

as miscellaneous legal, multi-brand legal, and so on, who are contributors to a task, then create a parent group Legal and add all the groups as child groups. When selecting the contributors for tasks, you need to select only the parent group.

Configuring Working Days and Hours

By default the setting for working days is set to 5 days a week and the working hours are set to 8 for a tenant. The default duration for a step in a task can also be set in number of days. The values of these settings can be modified from the Settings utility of the tenant.

Workbench Administration

Workbench Settings

After logging on click **Workbench Admin** provided on the Dashboard screen on the left pane under Administration. A Workbench Settings screen appears.

You can do the following settings on this screen:

Settings	Expected Values	Explanation
Delete Mode for Project or Brief	Authorized or Restricted	The authorized mode allows the deletion of projects or briefs with any status. The restricted mode allows deletion of projects or briefs with the status as new or draft. <i>Note:</i> On a production server please make sure it is in the restricted mode.
Attachments Required for Approvals Task	Yes or No	This setting specifies whether attachments are required for the approvals task.
Show Assign Contributors Page	Yes or No	This setting specifies whether to show the assign contributors page while adding anew deliverable.
Mode for Assign Contributors	Basic or Advanced	Select Basic mode to select users from the system groups and assign them as default contributors at the deliverable level. Select Advanced mode to select users from the system groups and resource categories for specific tasks and steps within the deliverable. The Assign Contributors screen is displayed while creating or editing a deliverable.

Settings	Expected Values	Explanation
Configure Summary Values for Approval Task		Click the link to configure the named hierarchy values for the approval task. Refer to “Configure Summary Value in Workbench” on page 172.
Cancel approval if rejected	True or False	If the setting is true, the cancel approval if rejected check box is selected by default in the approval task. If it is false, the check box is not selected by default in the approval task.
Show Global Routes	Yes or No	If the setting is yes, the routes created by the administrator are visible to all users. If the setting is no, the user can view the routes created by the individual.
Page Separators required for merged PDF	True or False	If the value is set to true, then a page separator containing details of each preview file from the component list is added in the merged PDF.
Show Marketing Activity Path for All lists	Yes or No	This determines whether the activity path for the briefs or projects created from strategic planner activities should or should not be displayed in all the lists in Marketing Workbench. The path appears only for briefs or projects initiated from strategic planner activities.
Enable Baseline Date	Yes or No	Whether to enable the baseline dates that is, the dates which the project manager sets for the start of the project. These dates might not be the actual dates the project starts.
Default Display Mode for Tasks	List View or Visual View	Visual view displays the tasks in the visual workflow tool and list view displays tasks in the text mode in a grid layout. The administrator sets the default view for the end users to view the deliverable screen.

Settings	Expected Values	Explanation
Display Resource Request Roll-up Status	True or False	If true, resource request roll-up status for the project appears on the project list screen. This should be yes if resource management is used for Marketing Workbench.
Mandatory Comments for the Approver	Yes or No	If Yes, then the approver must enter comments while approving a task.

To save the settings, click **Save**. To cancel, click **Cancel**.

Configure Summary Value in Workbench

When a job initiator routes a job, the reviewer can summarize the review by adding values to the predefined summary values. You can configure these keywords or sentences through named hierarchy. To configure the summary values, follow the steps below:

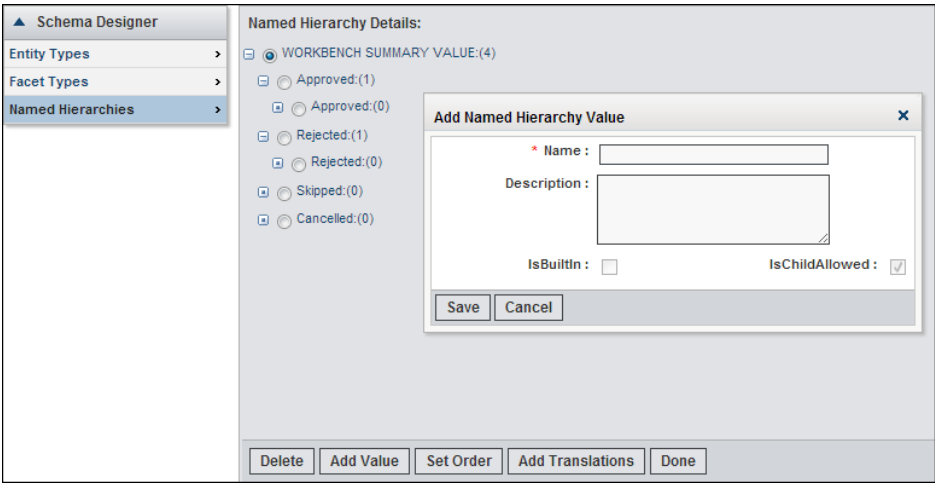
1. Click **Configure Summary Value** on the left pane or click **Click here to configure**. The following predefined summary values are displayed:

- Approved
- Rejected
- Skipped
- Canceled

Note: You can configure values for approved and rejected nodes only. Values configured 1 level below the approved and rejected nodes are displayed on the screen. Values configured under the approved node will result in the job review status as approved. Values configured under the rejected node will result in the job being marked as rejected.

2. Select the radio button at the level at which you need to add the values to the hierarchy.
3. Click **Add Value**. An Add NH-Value screen appears.
4. Enter the name and description and click **Save**. The new value is added to the hierarchy. The total number of values added under the root appears next to it.
5. Add in more values using the same interaction.

Figure 25.1 Add Named Hierarchy Values



Process Designer Utility

The Process Designer utility enables definition of process templates consisting of process steps, hierarchies, dependencies, data fields for each level, time lines, resource requirements, and other business rules. When the process template is modified, a new version is created. The new version of the process template is available to the end users when it is created by the administrator.

Click **Process Designer** in the left pane under the *Configuration* menu. The list of existing packages defined in the system and its description appears. When the system is new, no packages are available, the administrator creates them to define the process. The following packages are created automatically when you start using the specified module.

Package	Module
Approvals Package	Approvals
Commitment Package	Commitments in Strategic Planner
Estimate Package	Estimates in Strategic Planner
Product Information Management Entity Approval Package	Product Information Management

Create the following packages:

- 1. Task Package
- 2. Deliverable Package
- 3. Project Package

These packages are created only once. All the processes are defined within the respective packages.

Note: If a process is marked obsolete, a user cannot select that process.

On the Package Definition screen, you can perform the following operations:

- **Delete:** You can delete a selected package.

Note: Before you delete a package, ensure that you delete related instances from the Marketing Workbench module. If you do not delete related instances, those instances will not function as expected.

- **Define New Package:** Define a new package.
- **Export Package:** You can export a selected package. An XPDL (XML Process Definition Language) file appears in a browser. Save the file as a text file and rename it with the extension **.xpd1**.

Note: If you are exporting XPDL files that contain characters in a language other than English, then set the browser's encoding on the user's machine for the following browsers:

- For Internet Explorer: Select **View** ⇒ **Encoding** ⇒ **Unicode(UTF-8)**.
- For Firefox: Select **View** ⇒ **Character Encoding** ⇒ **Unicode(UTF-8)**.
- For Google Chrome: Click the **Chrome** menu on the browser toolbar, and select **Tools** ⇒ **Encoding** ⇒ **Unicode(UTF-8)**.
- **Import Package:** You can import a package. An Import Package screen appears. Select an existing XPDL file with the package definition and upload it.
- **Validate Package:** You can validate the package.

Note: When you import or export XPDL files to another installation, you must do so in the following order:

1. Task Package
2. Deliverable Package
3. Project Package

Note:

- The associated facets and resource categories are not imported or exported. You can create them manually or import them by using the Configuration Manager. Associated groups are not created. You can import the groups by using the Configuration Manager.
- Create the Brief Types after the tasks, deliverables and projects are defined.

Configuring Task Types

Overview

Task types are configured using the process designer utility. Create a Task Package when using the utility for the first time. If the package is present, then add new processes to it by clicking the package name link. All the processes defined in this package are treated as task types by the Marketing Workbench solution.

On the Package Details screen, you can do the following operations:

- **Delete:** Do not delete a process that is referred to by any activity in other processes. Otherwise, an alert saying the process cannot be deleted appears.

Note: Before you delete a process, ensure that you delete related instances from the Marketing Workbench module. If you do not delete related instances, those instances will not function as expected.

- **Mark As Obsolete:** You can mark a process obsolete only if the process is not referred to by any activity in other processes. Otherwise, an alert saying the process cannot be marked obsolete appears.

Note: The processes that are marked obsolete are not available for selection while adding subprocesses.

- **Mark As Active:** You can mark the obsolete processes active.
- **Define New Process:** You can define a new process. Refer to [“Define a New Process” on page 175](#) for defining a process.
- **Copy Process:** You can make a copy of existing processes.
- **Export Process:** You can export selected processes. You can export obsolete processes .

Note: If you are exporting XPD files that contain characters in a language other than English, then set the browser’s encoding on the user’s machine for the following browsers:

- For Internet Explorer: Select **View** ⇒ **Encoding** ⇒ **Unicode(UTF-8)**.
- For Firefox: Select **View** ⇒ **Character Encoding** ⇒ **Unicode(UTF-8)**.
- For Google Chrome: Click the Chrome menu on the browser toolbar, and select **More Tools** ⇒ **Encoding** ⇒ **Unicode(UTF-8)**.
- **Import Process:** You can import processes in the form of an XPD file with the process definition. You can import obsolete processes.

Define a New Process

On the Package Definition screen, click **Define New Process** or the link on the left pane. Select **Process Type** from the drop-down list. Select from the following types of processes:

- Assignment: For an assignment type of task.
- Gather Information: For gather information type of task.
- Discussion: For a discussion type of task.
- Tracking: For a tracking type of task.
- Route: For a route type of task.
- Multi-File Route: For a multi-file route type of task.
- Web Process: For a web service type of task.

Here are the common steps for all the task types:

Table 25.1 Common Steps for Configuring Task Types

Attribute Name	Description	Values
Process Definition Name and Description		User-defined title and description
Status	Select whether the process is active or obsolete.	The default value is active.

Attribute Name	Description	Values
View Project and Deliverable Info	If the check box is selected, the project and deliverable details are visible to the contributor in a read-only format. This setting is available on the Process Definition screen for all task types.	By default, the check box is not selected.
Duration	The task process can have a default duration configured. This is mainly used for tasks that have no activities configured such as Route, Multi-Route, Discussion, and Tracking tasks.	Enter in days.
Offset	If the task is an automatic task and the predecessor is the start activity for the task, then the offset could be set. This is the number of days after which the task should start post deliverable activation.	Number of days.
Version Number	The version number of the process.	User defined
Current Version	There can be multiple versions of a process definition. The process definition with Current Version set to YES is instantiated in Workbench.	Yes or No
Finish Mode	The finish mode should be automatic so that a task process can automatically be marked as complete when all the activities (steps) are completed or canceled.	Automatic or Manual

Attribute Name	Description	Values
Additional Facets	<p>For additional information to be displayed for a task or to transfer information from the task to the deliverable or vice versa configure additional facets. Create facet types in schema designer and associate it with the WORKFLOWPROCESS entity type. This facet type is available in the drop-down list of the additional facets. For more information refer to the Schema Designer user guide. The selected facet appears in the Selected Additional Facets section.</p>	
Form List	<p>This section is visible only if a facet has been selected. Click Create Form. After the forms are created, Refresh Form is visible. The forms with the fields from the selected facets are displayed here. Click the form name link to edit the form. For all the task types except the web process task, you can edit the form for the component facet. You can edit the buttons that are visible to the task initiator. Refer to “Configuring Buttons for Components” on page 191 for configuring the buttons.</p>	<p>When a facet is added, the form needs to be created or if any changes are made to the facet list then the form needs to be refreshed.</p>
Relevant Data Fields	<p>This is the data that is created and used within each process instance during process execution. The data is made available to activities executed during the process and can be used to pass persistent information between the process and the parent process or vice versa. The data from the facets fields can be transferred to the deliverable or vice versa. See “Guidelines for Data Transfer” on page 190 for setting up data transfer.</p>	<p>Select the formal parameters for the values displayed. The modes are:</p> <ul style="list-style-type: none"> • In: When data comes in from the parent process • Out: When data is going out to the parent process • Inout: When data comes in and then is sent back out to the parent process.

Attribute Name	Description	Values
Component Facet	Create a facet in schema designer and associate it with the WORKFLOWPROCESS entity. This facet is selected at the task level. The form, which displays the component facet as a series, appears read-only to the contributor and editable to the task initiator based on the configuration. Component facet is not supported for the web process type of task.	Select a facet from the drop-down list.
Participant List	Select the participants required for the task. This list of participants is used in selecting performers for the steps.	Values from the <i>RESOURCE</i> named hierarchy.
Visual Workflow	You can define the steps by launching the visual workflow. Add the participants here.	
Send Notifications on Process Completion to: Users and Groups	Notifications are sent to users or groups on completion of the task. Select the users or groups while configuring a task type. This is done for all task types.	
Process Readers : Users and Groups	There are critical stakeholders in the organization who should have visibility into the tasks for a certain deliverable. You can include users or groups as <i>Readers</i> . Every instance of this type of task automatically includes the selected set of Readers.	
Notification settings for Process	As a Project Manager, you can choose to send reminders to the stakeholders for a task, <i>n</i> days before they are due to begin. You can prepare and set up your tasks much before the actual start date and notify or remind the stakeholders just before action time.	

Attribute Name	Description	Values
Activity Definition List	You can view the activities defined in the visual workflow here. By clicking Activity Definition name , you can edit the activity details as well as associate with the activity.	

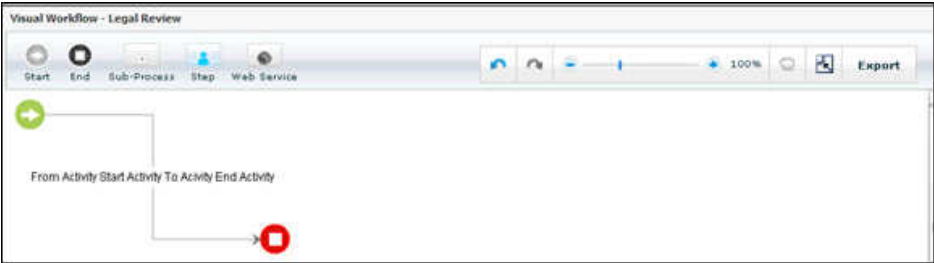
The version history appears and you can edit the template documents by clicking **Add**. To save the process click **Save**, to validate the process click **Validate Process**, to get a Gantt chart view click **Gantt Chart View**.

How to Define Activities of Type Step

To define activities follow the steps below:

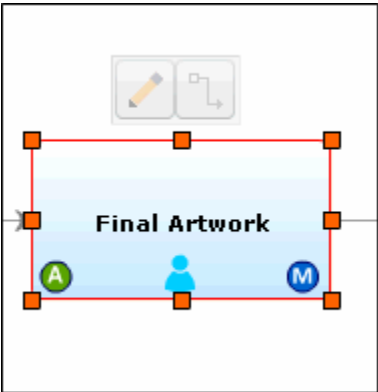
1. Click **Launch Visual Workflow** to launch the visual workflow tool. Define the activity or step on the visual workflow canvas. By default, the start and end activities are displayed. Resize the canvas and export it as an Image or a PDF.


Figure 25.2 Workflow Canvas



2. To add a step drag and drop the  icon onto the canvas. Set the dependencies between the activities by clicking the arrows and arranging them accordingly.

Figure 25.3 Task Step



3. To add the activity definition details click  icon. An Activity Definition Details pop-up appears. Enter the name, description, duration. The start mode should be automatic and the finish mode should be manual.


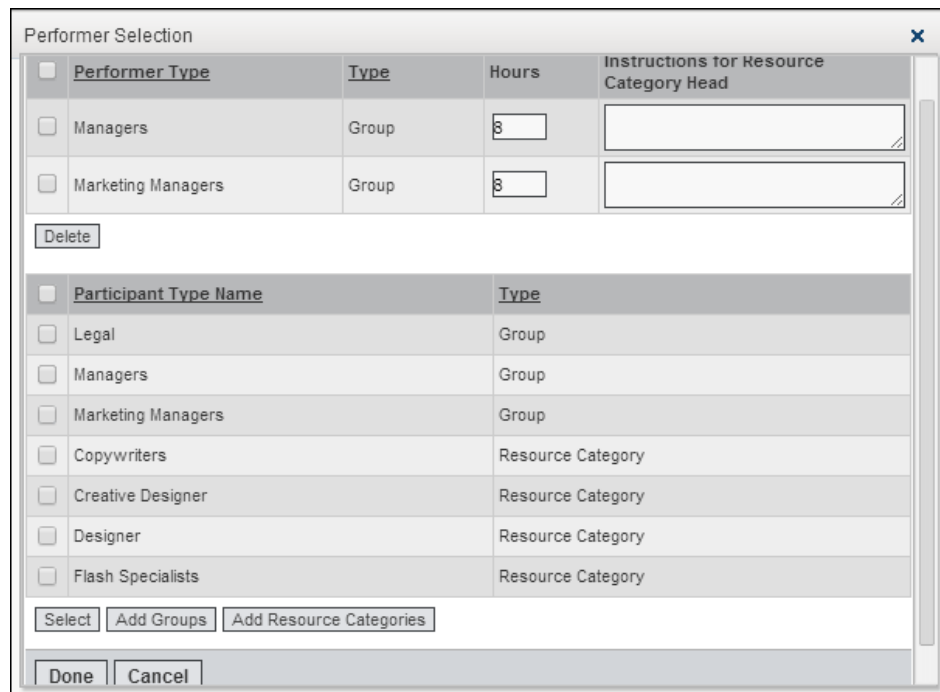
4. To add the contributors click  icon. A Performer Selection pop-up appears. Select from the participant list and click **Done**.

Figure 25.4 Performer Selection




Performer Type	Type	Hours	Instructions for Resource Category Head
<input type="checkbox"/> Managers	Group	8	
<input type="checkbox"/> Marketing Managers	Group	8	

Delete

Participant Type Name	Type
<input type="checkbox"/> Legal	Group
<input type="checkbox"/> Managers	Group
<input type="checkbox"/> Marketing Managers	Group
<input type="checkbox"/> Copywriters	Resource Category
<input type="checkbox"/> Creative Designer	Resource Category
<input type="checkbox"/> Designer	Resource Category
<input type="checkbox"/> Flash Specialists	Resource Category

Select Add Groups Add Resource Categories

Done Cancel

5. To link the activities, click  icon. Link the activities by dragging an arrow.

Provide a transition name if required.

After all the relevant information is entered, save the activity definition. Add facets by clicking the activity definition name link on the process details screen.

Configuring an Assignment Task

When a task for a deliverable is assigned to a user for doing a particular job, an Assignment type of task is configured. For configuring an assignment type of task follow the steps below:

- To create a new process, select the task type as assignment and follow all the steps in [“Define a New Process” on page 175](#).
- To define new activity, click **Launch Visual Workflow** and refer to [“How to Define Activities of Type Step” on page 179](#).

In an assignment type of task, if there are more than one steps, they should be sequential that is, the steps should be executed one after the other.

Configuring a Gather Information Task

When you need to gather information for a deliverable, a Gather Information type of task is configured. For configuring a gather information type of task follow the steps below:

- To create a new process select the task type as gather information and follow all the steps in [“Define a New Process” on page 175](#).
- To define new activity click **Launch Visual Workflow** and refer to [“How to Define Activities of Type Step” on page 179](#).

In a gather information type of task, if there are more than one steps, they should be simultaneous that is, the steps should be executed at the same time.

Configuring a Discussion Task

A *Discussion* task is configured when you want to start a discussion. For configuring a discussion type of task follow the steps below:

- To create a new process select the task type as discussion and follow all the steps in “Define a New Process” on page 175.
- To define new activity click **Launch Visual Workflow** and refer to “How to Define Activities of Type Blue” on page 179.

If a discussion task contains more than one step, they should be executed simultaneously.

Figure 25.5 Discussion Task

The screenshot displays the 'Process Definition' window for a 'Discussion' task. The 'Process Details' section includes fields for 'Process Definition Name' (Agency Briefing), 'Description', 'Process Type' (Discussion), 'Version Number' (5), 'Author' (System Administrator), 'Duration (Days)' (8), 'Current Version' (Yes), 'Offset (Days)' (0), and 'Finish Mode' (Automatic). The 'Additional Facets' section shows 'Relevant Data Fields', 'Component Panel', and 'Participants List'. The 'Visual Workflow' section shows a diagram with three parallel activities: 'Meeting', 'User', and 'Marketing'. The 'Launch Visual Workflow' button is visible. The 'Send Notifications on Process Completion to: Users & Groups' section is expanded, showing a table of activity definitions.

Activity Definition Name	More Info	Start Mode	Finish Mode	Activity Type
Start Activity	f	Automatic	Automatic	Start Activity
Legal	f	Automatic	Manual	Step
Branding	f	Automatic	Manual	Step
Marketing	f	Automatic	Manual	Step
End Activity	f	Automatic	Automatic	End Activity

Configuring a Tracking Task

When the initiator wants to track all the activities done in a particular task, a Tracking task is created. To configure a tracking type of task, follow the steps below:

- To create a new process, select the task type as tracking and follow all the steps in “Define a New Process” on page 175.
- No activities are required for a tracking type of task.

Note: You do not need to select any participants or create any steps for this type of task.

Configuring a Route Task

A Route task is configured when files are routed out for approval. For configuring a route type of task follow the steps below:

- To create a new process, select the task type as route. Select whether you require regulatory claims associated with this process and follow all the steps in “[Define a New Process](#)” on page 175.
- To define new activity click **Launch Visual Workflow** and refer to “[How to Define Activities of Type Step](#)” on page 179.

If a step or activity is added to a route task, select the participants.

Note: In a route type of task, if there are more than one steps, they need to be configured as simultaneous or sequential. Mix of sequential and simultaneous activities is not supported.

Figure 25.6 Route Task

The screenshot displays the 'Process Definition' window for a 'Route' task. The 'Process Details' section includes fields for 'Process Definition Name' (Approved Artwork), 'Description', 'Process Type' (Route), 'Version Number', 'Author' (System Administrator), 'Duration (Days)', 'Current Version' (1.0), 'Date Created' (28 October 2013), 'Offset (Days)', 'Finish Mode' (Automatic), and 'Last Modified'. Below this is a 'Participants List' table with columns for 'Participant Task Name' and 'Task'. The 'Visual Workflow' section shows a diagram with three parallel steps: 'Brand Approval', 'Legal Approval', and 'Marketing Approval', all leading to an 'End Activity'. The 'Launch Visual Workflow' button is visible. At the bottom, there is a table for 'Activity Definition List' and a 'Version History' section.

Participant Task Name	Task
Legal	Group
Managers	Group
Marketing Managers	Group
Copywriters	Resource Category
Creative Designer	Resource Category
Designer	Resource Category
Plan Specialists	Resource Category

Activity Definition Name	More Info	Start Mode	Finish Mode	Activity Type
Start Activity	/	Automatic	Automatic	Start Activity
Brand Approval	/	Automatic	Manual	Step
Legal Approval	/	Automatic	Manual	Step
Marketing Approval	/	Automatic	Manual	Step
End Activity	/	Automatic	Automatic	End Activity

Configuring a Multi-File Route Task

A Multi-file Route task is configured when multiple files are routed in a single task for approval. For configuring a multi-file route type of task follow the steps below:

- To create a new process select the task type as multi-file. Select whether you require regulatory claims associated with this process and follow all the steps in “[Define a New Process](#)” on page 175.
- To define new activity click **Launch Visual Workflow** and refer to “[How to Define Activities of Type Step](#)” on page 179.

If a step or activity is added to a multi-file route task, select the participants.

Note: In a multi-file route type of task, if there are more than one steps, they need to be configured as simultaneous or sequential. Mix of sequential and simultaneous activities is not supported.

Configuring a Web Process Task

A Web Process task provides support in process designer to configure activities to use services (web services) of external applications. For configuring a web process type of task follow the steps below:

- To create a new process select the task type as web process and follow all the steps in “[Define a New Process](#)” on page 175.
- To define new activity click **Launch Visual Workflow**.
- Define the dependency between the activities in the process.

Note: For the web process type of process no participants are selected.

Note: For a web process task, you can set the configuration for the task to auto-initiate. There is no need for any manual intervention to initiate such a task. On completion of the earlier task in the workflow, the web process task is automatically initiated. This depends on the configuration. You can configure the web service task for manual initiation.

Define a New Activity for a Web Process Task: Click **Launch Visual Workflow**. A visual workflow canvas appears where the step or activity is defined graphically. By



default, the start and end activities appear. To add a step, drag the **Web Service** icon onto the canvas. Set the dependencies between the activities by clicking the arrows and arranging them accordingly.



Click  icon and enter the following activity definition details:

Attribute Name	Description	Values
Activity definition name and description		User-defined title and description.
Duration	If you do not enter the duration, the default is 2 days while instantiating the activity.	Enter in days.
Start Mode		Automatic
Finish Mode		Automatic



Click  icon and select the web method from a configured list.




Click  icon and do the web service (formal parameter) and actual parameter mapping.

Figure 25.7 Web Service and Actual Parameter Mapping

Web Service and Actual Parameter Mapping			
Formal Parameter	Mode	Actual Parameter	Add New RDF
Credentials	IN	None ▾	
UserName		None ▾	Add
Password		None ▾	Add
BusinessContextName	IN	Business Context Name ▾	Add
CampaignName	IN	Campaign Name ▾	Add
Folder	IN	Folder Path ▾	Add
ApprovalAction	IN	Approval Action ▾	Add
ApprovalDescription	IN	Approval Description ▾	Add
OperationStatus	OUT	None ▾	
Status		STATUS ▾	Add
StatusText		Submit Status ▾	Add
ExtraText		None ▾	Add

Configuring Deliverable Types

Configure a Process

To configure deliverable types, first create the Deliverable Package. All the processes defined in this package are treated as deliverable types by the Marketing Workbench solution. Click **Mark As Obsolete** to mark a process obsolete. To define a new process in the deliverable package, click **Define New Process**.

To configure a process in the deliverable package:

- To create a new process, select the task type as generic and follow all the steps in “[Common Attributes of Process](#)” on page 185.
- To define new activity, click **Launch Visual Workflow** and Refer to “[How to Define Activities of Type Sub Process](#)” on page 189. The activities other than the start and end activity are of type Sub Process and they reference to the processes defined in the Task Package.
- Set appropriate dependencies in the activities defined in the deliverable process.

Figure 25.8 Define Process for Deliverable

Process Definition

Process Details

Process Definition Name

Sub-process

Description

Process Type

Generic

Version Number

1

Author

System Administrator

Duration (Days)

0

Current Version

Yes

Date Created

28 October 2013

Finish Mode

Manual

Last Modified

28 December 2013

Additional Panels

Relevant Data Fields

Component Fields

Permissions List

Visual Workflow

Visual Workflow

Launch Visual Workflow

Activity Definition List

Activity Definition Name	Start Mode	Finish Mode	Activity Type
Start Activity	Automatic	Automatic	Start Activity
Agency Briefing	Manual	Manual	Sub Process
Collect Label Information	Manual	Manual	Sub Process
Create Interact	Manual	Manual	Sub Process
Approve Interact	Manual	Manual	Sub Process
Interact Ready For Catalog	Manual	Manual	Sub Process
End Activity	Manual	Automatic	End Activity

Version History

Template Documents

Target Section

Fixed Path

Variable Path Fields

Navigation Path

Common Attributes of Process

The process type should be Generic.

Table 25.2 Common Steps for Configuring a Generic Process Type

Attribute Name	Description	Values
Process Definition Name and Description		User-defined title and description
Status	Select whether the process is active or obsolete.	The default value is active.
Version Number	The version number of this process.	User defined
Current Version	There can be multiple versions of a process definition. The process definition that has Current Version set to Yes is instantiated in Marketing Workbench.	Yes or No

Attribute Name	Description	Values
Finish Mode	If a project manager wants to manually mark a deliverable or project as completed or canceled, then its finish mode is manual. If an active deliverable or project should be completed or canceled automatically, then the finish mode is automatic. A deliverable is completed when all the tasks are either completed, canceled, or deleted. A project is completed when all the deliverables are completed, canceled, or deleted.	Manual or Automatic
Additional Facets	Configure additional facets for deliverable types if any. To view the facet types in the drop-down list of additional facets, create the facet type using Schema Designer and associate this facet with the WORKFLOWPROCESS entity type. To display these fields on the details screens of the tasks, the administrator can configure the fields on the form using the UI Framework utility. Refer to the Schema Designer user guide for more information. The selected facets appear in the Selected Additional Facets section.	Select facets from the drop-down list.
Relevant Data Fields	This is the data that is created and used within each process instance during process execution. The data is made available to activities executed during the process and can be used to pass persistent information between the process and the parent process or vice versa. Refer to “Guidelines for Data Transfer” on page 190 for setting up data transfer.	Select the formal parameters for the values displayed. The modes are: <ul style="list-style-type: none"> • In: When data comes in from the parent process • Out: When data is going out to the parent process • Inout: When data comes in and then is sent back out to the parent process.

Attribute Name	Description	Values
Component Facet	A facet series that is created in Schema Designer and associated with the WORKFLOWPROCESS entity. The component facet that is selected at the task level should be selected here.	Select a facet from the drop-down list.
Form List	<p>The forms created for the selected facet are displayed here. A search form is created for searching for assets that are associated with the components. A deliverable form that is used when a user adds a deliverable from a brief. There are two separate deliverable forms:</p> <ul style="list-style-type: none"> • A form when we add or edit deliverables from briefs. • A form when we add or edit deliverables from projects <p>The layout, validations, and mandatory values for the fields on these two forms can be configured independently. Refer to “Configuring Buttons for Components” on page 191 for configuring the buttons.</p>	
Unique Identifier Fields	You can define a unique identifier for components. This helps identify each component in the list with a distinct name. The unique identifier is configured using the fields from the component facet. Fields with UI Type as Edit box, Radio button, and drop-down can be selected.	
Participant List	Is not required as no activity is defined in the deliverable.	
Complete Access: User & Groups	Configure users and groups who have complete access on the Projects. You can do this for all Project types. Administrator can add and delete users and groups for the Complete Access Group.	Only for Projects.

Attribute Name	Description	Values
Restricted Groups for Process	In the Restricted Groups for Process section, for each Project Type, you can add groups such as Project Managers Group. The selection for the Project Manager and the Acting Project Manager is possible only from this group if configured.	Only for Projects.
Deny Access to Users and Groups	Configure users and groups who have no access to the Projects. You can do this for all Project types.	
Notification settings for Process	To notify users about the start of a process. You can set the notification to be sent out a specified number of days before the start of the process.	
Activity Definition List	The start and end activities are created by default by the system whenever the user clicks Define New Process . Between the start and end activities define all other activities that the process should have. Dependencies between these activities are set as per the process types.	

Attribute Name	Description	Values
Target Section	<p>You can configure the section path where the assets are cataloged for a deliverable. This section path has two parts:</p> <ul style="list-style-type: none"> • Fixed path: For fixed path the user can configure the vault and section where the asset is cataloged. • Variable path: For variable path the user can select the fields from the facets associated with the deliverable process. You can select the fields with UI Type Edit box, Radio button, and drop-down. <p>In Marketing Workbench, the values of the fields defined for the variable path are fetched from the deliverable facet and appended to the fixed path. This path is then used for cataloging the assets in Digital Library.</p>	


How to Define Activities of Type Sub Process

Similar to the activity of type Step, configure the activity of type Sub Process using the visual workflow. To define the activities, follow the steps below:


1. Click **Launch Visual Workflow** to launch the visual workflow tool. A visual workflow canvas appears where you can define the step or activity graphically. By default the start and the end activity appears. You can resize the canvas as well as export it as an Image or a PDF.

2. To add a step, drag and drop the  icon onto the canvas. Set the

dependencies between the activities by clicking on the arrows and arranging them accordingly.

3. To add the activity definition details, click  icon. An Activity Definition

details pop-up appears. Enter the name, description, duration. The start mode should be automatic and the end should be manual.

4. You do not need to add contributors. Select a task from the configured task types from the task package for defining a deliverable type and click **Save**. You need to map the formal and actual parameters if a data transfer is configured, by clicking 

icon.

5. After all the relevant information is entered, save the activity definition.

Add the facets by clicking the activity definition name link on the Process Details screen.

Note: To auto-initiate a task, the start mode should be set to Automatic.

Configuring Project Types

To configure project types, first create a Project Package. All the processes defined in this package are treated as project types by the Marketing Workbench solution. You can mark processes obsolete by selecting the processes and clicking **Mark As Obsolete**. To define a new process in the project package, click **Define New Process**.

To configure a process in the project package, follow the steps below:

- To create a new process, select the generic task type and follow the steps in [“Common Attributes of Process” on page 185](#).
- To define a new activity, click **Define New Activity** and Refer to [“How to Define Activities of Type Sub Process” on page 189](#). The activities other than the start and end activity are of type Sub Process and they all will reference to the processes defined in the Deliverable Package.
- Set appropriate dependencies for the activities defined in the deliverable process.

Configure Additional facets for projects types. To view the facet types in the drop-down list of additional facets, create the facet type using Schema Designer and associate this facet with the WORKFLOWPROCESS entity type. To display these fields on the details screens of the project, configure the fields on the form using the UI Framework utility. Refer to the Schema Designer user guide for more information about associating a facet with a project type.

Guidelines for Data Transfer

The following guidelines apply when you are performing a data transfer:

- You can configure a data transfer for standard fields and facet fields in the process definitions of a project, a deliverable, a task package, and activities in a task package.
- You can configure a data transfer from a project to a deliverable, from a deliverable to a task or a step and vice versa.
- You need to map formal parameters and actual parameters correctly in process definitions in order to transfer data from one process to another.
- To identify fields as formal or actual parameters, you must first add the fields as relevant data fields for the process definition.
- Formal parameters are used to accept the data or to send the data to the parent process, based on the mode that you select. Formal parameters can use the following modes:
 - IN: Data comes in from the parent process.
 - OUT: Data is transferred to the parent process when the process is complete.
 - INOUT: Data comes in from the parent process and is transferred to the parent process when the process is complete.
- For a Relationship data type, you must select the **Transfer Type** option for the formal parameter. Select **Create** if you want new instances to be created in the

destination process as a result of the data transfer. Select **Associate** if the same instance should be associated with the destination process.

- For formal parameters of a Binder data type, specify whether the existing files in the destination process should be overwritten. If you select **Overwrite Binder Files**, then the existing files from the Binder field in the destination process are removed and new files are added each time a data transfer takes place. If you do not select the **Overwrite Binder Files** option, then files are appended each time a data transfer takes place.

Formal Parameter Mode	Source	Overwrite Binder Files selection
IN	MULTIPLE	No
IN	SINGLE	Yes
INOUT	MULTIPLE	No
INOUT	SINGLE	Yes
OUT	MULTIPLE	No
OUT	SINGLE	No

- Because data transfer requires a parent process, do not configure formal parameters for processes that do not have a parent process. For example, you cannot configure formal parameters for processes in the project package.
- The mapping of the relevant data fields of a parent process to the formal parameters of a subprocess is done through actual parameters. These parameters are stored with the subflow activity. For data transfer to work as expected, you must configure actual parameters correctly.

Configuring Buttons for Components

Note: Edit and Select options cannot appear at the same time for the same component list on the same form. Edit or Select buttons should be configured such that they are not visible for the Read-only forms.

Note: Export and Batch Download buttons should be configured such that they are visible for the Read-only forms.

Table 25.3 Buttons Configuration for Components

Screen	Display Text on Button	Name of Button
Read-Only Deliverable Details Screen	Edit	EditSeriesRecord
	Initial Lock	InitialLockSeriesRecord
	Final Lock	FinalLockSeriesRecord
	Unlock	UnLockSeriesRecord
	Batch Download	BatchDownloadDigitalAssets
	Export	ExportSeriesRecord
Task Level Edit	Edit	EditSeriesRecord
	Batch Download	BatchDownloadDigitalAssets
	Export	ExportSeriesRecord
	Select	SelectSeriesRecord
Activity Level	Edit	EditSeriesRecord
	Batch Download	BatchDownloadDigitalAssets
	Export	ExportSeriesRecord
	Select	SelectSeriesRecord
Brief Deliverable	Edit	EditSeriesRecord
	Batch Download	BatchDownloadDigitalAssets
	Export	ExportSeriesRecord

Screen	Display Text on Button	Name of Button
Edit Records	Delete	DeleteSeriesRecord
	Add	AddSeriesRecord
	Copy	CopySeriesRecord
	Export	ExportSeriesRecord
	Import	ImportSeriesRecord
	Batch Upload	BatchUploadDigitalAssets
	Batch Download	BatchDownloadDigitalAssets
	Save	SaveSeriesRecord

Configuring Brief Types

Click **Configure Brief Types** link on the left pane to configure new brief types.

A list of existing brief types appears. To add a new brief type, click **Add Brief Type**. Enter the following information to configure brief types:

- **Brief Type Name:** The name for the brief type.
- **Brief Assigned To:** Select whether the brief should be assigned to an individual or a group. If the group option is selected, then select the groups.
- **Project Manager Selection:** You can select the project managers from a list of all users, or you can restrict the selection to certain groups. This group is configured by the administrator while creating a project type.
- **Status:** You can mark the brief type active or obsolete.
- **Select Default Project Type:** Select the default project type that appears on the Brief Details screen. Only active project types are available for selection. If an existing project types has been marked obsolete, then that project type appears in the list with the word “Obsolete” in brackets appended to the name. You cannot select an obsolete project type.
- **Select additional facets:** Select the additional facets that are created and associated when the brief instance is created from this brief type. To view the facet types in the drop-down list of additional facets, create the facet type using Schema Designer and then associate this facet with the BRIEF entity type. To display these fields on the details screens for the brief, configure the fields on the form. See [Chapter 26, “Customizing the Forms,” on page 195](#) for more information. See [“Creating a Facet Type” on page 162](#) for more information about creating facets.
- **Readers: Users and Groups:** Select the default readers. These readers are populated when this brief type is created.
- **Template Documents:** Click **Add** to add the templates documents.

To save the brief type, click **Save**. To view or edit the details of the brief type, click on the brief type name link in the brief type name list. You can mark brief types obsolete by

selecting the brief types and clicking **Mark As Obsolete**. You can mark obsolete brief types active by selecting the brief types and clicking **Mark As Active**. To export the brief types, select the brief types and click **Export**. A ZIP file that you can save and import to another setup is generated. To import the brief types, click **Import** and upload a valid ZIP file that is exported from a configured setup. Complete the following steps before you import brief types:

1. Use the Configuration Manager to import facets, named hierarchies, and forms.
2. Use the Configuration Manager to import the selected groups.
3. Use Process Designer to import the process packages.

Adding Facets to a Brief

You can attach additional information to a brief, project, deliverable, or a task. To add facets to a brief, associate the facet to the **BRIEF** entity type. To add facets to a project, deliverable or task associate the facet to the **WORKFLOWPROCESS** entity type. For more information about facet creation and association, Refer to [“Creating a Facet Type” on page 162](#).

Chapter 26

Customizing the Forms

Overview	195
Getting Started	195
Form Configuration	195
Overview	195
Editing the Form Details	196
Form Layout	196

Overview

Modules such as digital library, strategic planner, approvals, administration, and marketing workbench, and so on, display or capture information via forms on a page.

A form is a set of attributes arranged in a particular format to give meaningful information to the user. The forms are editable or read-only based on the context of the operation performed by the end user. You can change the layout of these forms via the form utility.


Getting Started

After signing in, click **UI Framework** link on the left pane under **Configuration**. The application launches in a separate browser window with the list of solutions for which you can configure the forms for. Each solution name has a link to view list of forms configured for the solution.

Form Configuration

Overview

Click the solution name link to get the list of forms and widgets configured for the solution.

On the form list screen, the form name and the display text appears. Each form name has a link to change the layout of the form. To edit the form details click  icon:

Editing the Form Details

On the form details screen, the form name is not editable as it is a unique name.

You can edit the following details:

1. **Display Text:** The text to be displayed.
2. **Show form heading:** Select whether to display the heading for the form.
3. **Display form border:** Select whether to display the border of the form.
4. **Form Expand or Collapse image alignment:** Select from the options in the drop down list.
5. **Buttons in Form:** Select whether to display the buttons in the form.
6. **View Audit History:** Select whether to display the audit history for this form.

To save the form, click **Save**.

To select a base entity or facet click **Select Base Entity**. This is required only if a new form is being created. To select related entities for the base entity click **Select Superset**. Its related entity allows the administrator to select attributes from the selected entity for the form.

Form Layout

Changing the Form Layout

Click the form name link on the form list screen to change the current form layout. A layout screen appears. Select the fields for display in the section. Drag and drop the fields and arrange them on the form. You can delete the fields or attributes or edit their properties. You can specify the label, help messages, instructions and other user interface properties for each field or attribute properties. You can add sections, edit fields or attributes and delete fields or attributes on this screen. By clicking on the icon on the top right corner of the section header, a menu with the following links appears:

1. **Edit Section:** You can edit the section details.
2. **Add Sample Fields:** Add sample fields or attributes to the section. These are sample fields are not added or stored in the database. The sample field is used to generate mock-ups where the schema is not defined.
3. **Add Database Fields:** Add fields or attributes from the selected business attributes to the form.
4. **Add Series:** You can create a form and add facet series to the forms to be displayed in the solutions or applications.

Note: When adding a facet series be sure to mark the facet as facet series while creating it in Schema Designer else the audit history for the facet does not appear.

5. **Add Sub Form:** You can configure a sub form within a form. This control enables the display and storage of facet fields for different selections in a drop-down list field. You can select a filter field (for example, if *Language* is selected then a user can enter a set of metadata fields in different languages configured in the drop-down list field). The sub-form control is supported for the Product Information Management and Claims Management solutions.

Note: Only String data types associated with the named hierarchy are supported in the filter drop down while creating or configuring the sub form.

Figure 26.1 Configure Sub Form

6. **Delete Section:** Delete the selected section (Only if the user has access to the section).

You can perform the following actions using the buttons provided on the screen:

- **Read-Only Preview:** Displays the preview of the form when it appears in the Read-Only mode.
- **Edit Preview:** Displays the preview of the form when it appears in an editable mode.
- **Save:** Saves the changes made.
- **Add Translations:** This enables you to add translations to the fields in English, German, Japanese, Korean, Russian, French and Spanish.
- **Cancel:** Cancels the operation.

Figure 26.2 Form Layout

Adding a Section to the Form

The form layout screen gives the user the ability to group attributes (fields) in a logical manner on the form by grouping them under a Section. A section is an area on a form where attributes are grouped. To add a new section click **Add Section**.

Enter the following details about the add section screen:

1. **Name:** The section name.
2. **Column Layout:** Specify how many columns are laid out on the section.
3. **Section visible mode:** Select the mode how you want the section to display:
 - Read Only and Edit
 - Read Only
 - Edit
4. **Show Section Heading on Read-Only Page:** Select whether to display the section heading on a read-only page
5. **Show Section Heading on Edit Page:** Select whether to display the section heading on the edit page (page which is editable)
6. **Show Section Border:** Select whether to display the section border.

Section Expand or Collapse image alignment - You can change the alignment of the image to left or right or you can disable the alignment.
7. **Define Rules:** During form configuration, you can set up rules or roles for sections (for example, a certain role of users can edit only a certain section of information about the form). The rest of the sections on the form are read-only to them. You can set multiple rules on a section of the form. For more information contact the Technical Support team.
8. **Define Condition:** You can set a condition for the visibility of a section (for example, if the status is Active, only then a section of the form is visible). For more information contact the Professional Services team.
9. **Css Heading Title:** Specify the presentation style for the header title by specifying the style sheet class.
10. **Css Heading Background:** Specify the presentation style for the heading background by specifying the style sheet class.
11. **Css Section Border Color:** Specify the presentation style for the border color by specifying style sheet class.
12. **Css Section Content Background:** Specify the presentation style for the section content background by specifying the style sheet class.

After entering all the details save the new section by clicking **OK**.

Figure 26.3 Add Section

Add Section

* Name:

Column Layout:

Section visible mode:

Show Section Heading on Read-Only Page: ☐

Show Section Heading on Edit Page: ☐

Show Section Border: ☒

Section Expand/Collapse image alignment:

Define Rules: No rules defined.

Define Condition: No conditions defined.

Css Heading Title:

Css Heading Background:

Css Section Border color:

Css Section Content Background:

Adding a Facet Series to the Form

Facet Series: Schema designer supports entity to facet association as well as facet to facet association. You can store multiple instances of a single facet associated with an entity. Create a facet series in Schema Designer by selecting a facet as a facet series, then it is available in UI Framework for selection.


You can add the facet series for the following solutions:

1. Marketing Workbench
2. Strategic Planner
3. Artwork Producer
4. Digital Library
5. Product Information Management

You can set the sorting field and sort order for facet series. After clicking **Add Series** link, an **Add Facet Series** popup appears.

Note: When adding a facet series be sure to mark the facet as facet series while creating it in Schema Designer else the audit history for the facet does not appear.

Editing Field Properties in a Section on a Form

To edit the field properties click  icon next to the field name.

For all types of fields, the label, default value, content type and UI type are standard fields which you can modify. The rest of the fields depend on the type of field selected.

Note: The default value appears to the end user in case a new instance of this form is created. It is not visible in case the user is modifying or editing the fields on the form.

The fields are displayed in the following modes:

- **Editable:** The end user is allowed to edit this field.
- **Disabled:** The end user views the field in a disabled (grayed out) mode.
- **Read-only:** The end user views the field in a Read-only mode.
- **Hidden field:** The field is not displayed on the form to the end user.

Note: If the form is configured so that the value of the field is assigned through web services, then the field should be marked disabled to store the value in the database. If the field is marked Read-only, the value is not stored in the database and is available only on the form. In both cases, the end user cannot edit the field value.

You can modify the following fields in the Add Field window, depending on the type of the field:

- For the **Content Type** value **String** or **Numeric**: You can Select Series. Form control provides the facility to add an Edit box on a form, which have values that are populated from the respective Object ID Series. The users can configure these fields through the UI Configuration utility and associate the series from which the values are generated. These fields are editable or Read-only depending on the need of the application. For example, for the *Vendor Number* field of the type **EditBox**, the number is automatically generated and its value is derived from the Object ID Series VENDORNUMBER.

Figure 26.4 Add Field of Type String

- For the **Content Type** value **Date** or **Time**: Form control allows the user to display time along with the date for any field. You need to configure this in the configuration XML. By default only the date appears. To display the date-time for a field, select the date mode **datetime**.

Date Dependency: Calculated date fields on a form are the fields for which the value of the date field depends on the value of some other date field on the same form. In such cases, the control itself calculates the date for the dependent field based on the date selected in the parent field. The calculation is based on the following settings for the field in UI Framework:

- Field Name:** Name of the calculated field (for example, End Date).
- Depends On:** Name of the field on which the calculation depends or is based on (for example, Start Date).
- Operation:** Increment or Decrement.
- Days:** Number of days by which the value is incremented or decremented (for example, 15 days).
- Months:** Number of months by which the value is incremented or decremented.

- **Years:** Number of years by which the value has to be incremented or decremented
- **Consider Non-Working Days:** If the check box is not selected, the non-working days are not considered when the next date is calculated. The non-working days are skipped.
- For the **Content Type** value **Binder:** Form control provides the facility to upload and save single or multiple files. You can configure field using Schema Designer and the form configuration utility. The fields are editable or read-only depending on the need of the application.
- For the **Content Type** value **Boolean:** You can configure check boxes as Boolean data type fields. In the Read-Only mode of the form, these check boxes are disabled for selection. For the UI types radio button and drop-down list, the user can set the display text that is associated with these values. The user can also set which field should be shown as a default selected while the form is being generated in the Create mode. In the configuration XML, the child Item nodes are created for the field. These nodes have the display value that the user specifies and value is either 0 or 1.
- For the **Content Type** value **Integer:** You can configure whether to apply formatting for specific fields. This formatting is visible for fields with the following data types: Integer, Float, Currency, and Date. If the check box is selected, then formatting is applied for the values of those fields when the form appears in Read-only mode.
- For the **Content Type** value **Text:** You can specify the UI type as an edit box, rich-text editor, text area, or a URL. For a rich-text editor, you can select the display layout to be basic or advanced. For the URL UI type, you can set the default URL and provide display text. If you do not specify display text, the URL is displayed.

Note: The URL UI type field is not supported for personalization of channels, calendars, ad hoc reports, and filters for Digital Asset Finder and Digital Asset Query.

- For a **Content Type** value that uses a named hierarchy: A named hierarchy in the Schema Designer module contains a list of values that show up on a form in a drop-down list or a multi-select tree. Through UI Framework, you can suppress some of these values from showing up on the form for selection by the user. The user can select specific values to be displayed by separating them with commas.

Note: Only the first level of values of the named hierarchy are displayed. This feature is not supported for the Activity Type named hierarchy on the activity details form for the Strategic Planner.

Note: You can define the rules and conditions for a field. For more information, contact SAS Technical Support.

Chapter 27

Configuring the Partner Channel Management

Overview	203
Registering Capabilities	203
Configuring the Asset Descriptor	204
Managing Orders	204

Overview

This module allows the administrator to register the capabilities of the Partner Channel Management system. The end user (partners, vendors or agencies) in turn can use the capabilities set by the administrator.

The administrator can set up the Dashboard. See “[Create a Dashboard for the Partner Channel Management Module](#)” on page 43 to create a Dashboard for Partner Channel Management.

Log on to Partner Channel Management by entering `http://MOM_IP/tenant_name/pcm` (for example, `http://1.1.1.1/MOM/pcm`). Enter your credentials.

Registering Capabilities

After logging on, the Administration section is available to the administrator. Click **Capability Management** in the left pane. A Capability Management screen appears. In the Unregistered Capabilities section, select the capabilities that you want to enable and click **Register Capability**.

You can register the following capabilities:

- **Media Library:** By enabling Media Library, the partners, vendors, or agencies can download published digital assets stored in the solution’s Digital Library. This eliminates messy file transfers and cumbersome physical copies by storing digital assets in a central location that agencies, vendors, and other third parties can access and download. They do not have access to your central marketing operations system. Depending on the access given by the administrator, they can view and download selected digital assets.

- **Estimate:** Your approved vendors and agencies can submit estimates for a marketing project online via a well-tracked and well-managed system. You can easily compare offered rates as well as approve and select the winning estimate. Submit estimates or specify rates for completing a marketing project by entering the information online directly into the solution.

Configuring the Asset Descriptor

When the assets or collections are laid out in the list view within the Media Library, additional information related to the assets or collections are shown next to it. The asset descriptor application allows the administrator to select the asset attributes from the asset business information. Click **Asset Descriptor** link in the left pane under Administration.

The asset descriptor application screen has the following sections:

- **Configure Asset Descriptor:** Select either the assets or a collection for which the attributes are to be displayed. Select the source from where the attributes are selected. You can associate the facets available in the drop-down list.
- **Selected Attributes:** The selected attributes are displayed here. The attribute name and the source appears. In addition, these attributes can be provided with formatting information such as bold, italic and the color. The preview appears.
- **Select Attributes:** A list of attributes from either the selected facet or the digital asset appears. The attributes are displayed with the attribute name and description from the selected source. Select the attributes to be displayed by clicking the check box next to the attribute name and then clicking **Select**. The selected attributes appear in the Selected Attributes section.

After selecting the attributes, save the settings.

Managing Orders

Note: To download the assets, an FTP site should be configured.

The administrator, manages all the orders and its processing. When an order for assets is placed, the administrator can view the orders by clicking **Process Orders** link in the left pane. An order list appears. Click the order number link to view the order details. On the Summary screen enter the shipping details and change the status of the order to Delivered. The order is complete.

Part 3

User Tasks

<i>Chapter 28</i>	
Understanding Dashboards	207
<i>Chapter 29</i>	
Understanding Calendars	219
<i>Chapter 30</i>	
Understanding Strategic Planner	225
<i>Chapter 31</i>	
Managing Offers	267
<i>Chapter 32</i>	
Using Marketing Workbench	273
<i>Chapter 33</i>	
Managing Resources	303
<i>Chapter 34</i>	
Understanding Approvals	309
<i>Chapter 35</i>	
Managing Product Information	321
<i>Chapter 36</i>	
Understanding the Digital Library	333
<i>Chapter 37</i>	
Managing Claims	369
<i>Chapter 38</i>	
Using Site Builder	375
<i>Chapter 39</i>	
Working with Timesheets	385
<i>Chapter 40</i>	
Understanding Artwork Producer	391

<i>Chapter 41</i>	
Using Knowledge Manager	407
<i>Chapter 42</i>	
Reports	413
<i>Chapter 43</i>	
Managing Vendors	419
<i>Chapter 44</i>	
Using Partner Channel Management	425

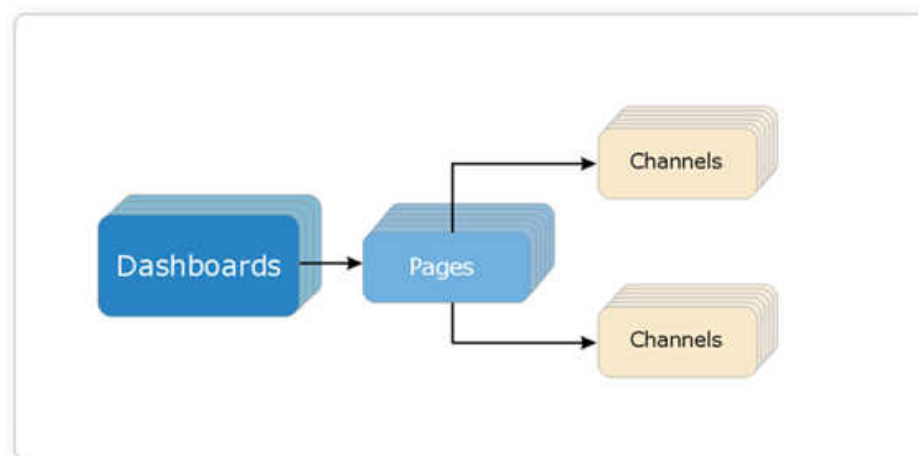
Chapter 28

Understanding Dashboards

Overview	207
Getting Started	208
Channel Selection and Layout	208
Overview	208
Sequencing the Channel Layout on the Dashboard Screen	209
Operations on a Channel	210
Channel Personalization	210
Operations on Analytical Channels	211
Operations on Digital Library Channels with the Carousel View	212
Operations on the Artwork Producer Channel with the Carousel View	212
Operations on the Task Calendar	212
Operations on the Executive Dashboards	213

Overview

Figure 28.1 Overview



Aggregated and summarized information about strategy, plans, budgets, workflows, digital content, and so on, is displayed on the Marketing Dashboard. The dashboard represents a single point of access to the functionality of SAS Marketing Operations Management. The dashboard display can be customized to meet your business

requirements. You can also use the dashboard to post the latest news and upcoming events, and to bookmark relevant websites.

The information about the dashboard can be displayed in a single default page known as *My Page* or distributed over multiple pages. Related information can be clubbed under a single page. The pages and channels on the Dashboard can be configured by the administrator only.

Getting Started

After logging on, the Dashboard appears by default.



The top bar has the company logo and the following links:

1. **Profile:** You can edit your profile.
2. **Sign out:** You can log off.

The left pane has links to different applications such as dashboard, strategic planner, marketing workbench, approvals, and so on.

The content frame displays a configured dashboard with configured pages and channels. My Page is the default page and has a list of channels selected by the user.

At the top right corner of each page there are two buttons :

	Personalize: You can select the channels for the pages.
	Refresh- You can refresh the page content.

Channel Selection and Layout

Overview

You can lay out the channels on a page in any sequence. You can add configured channels or remove the channels from the page. You can also select the sequence of display for each channel on the page.







To select channels click  icon on the top right corner of the page. A Channel Layout pop-up appears. The pop-up has a tabbed display of the pages with the current selected page. Each page lists the channels selected.

Figure 28.2 Channel Layout

Channel Layout

My Page | Digital Assets | Planner Page | Workflow Page | My Calendar Page

▲ Channels Selected on the Page


<input type="checkbox"/> Channel Name	Channel Type	Set Maximize	Preview
<input type="checkbox"/> Projects Calendar	Calendar	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/> Latest assets cataloged in DAM	Digital Library	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/> My Tasks - Resource	Calendar	<input type="checkbox"/>	
<input checked="" type="checkbox"/> Marketing Calendar	Strategic Planner	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/> My Tasks	Calendar	<input type="checkbox"/>	

☐ Hide this page ☒ Make this my default page.

Note: Use drag drop facility to change selected Page order.

Select Save Done

The following action can be done on the Channel Layout pop-up:

- **Set Maximize:** You can set the channel to be in a maximized state.
- **Preview:** You can preview the channel by clicking  icon.
- **Hide this page:** If you check this option, then the page is hidden on the Dashboard.
- **Make this my default page:** You can select a page to be the default page.
- **Select:** You can select more configured channels to appear on this page.
- **Save:** After completing the personalization, you can save the changes.
- **Done:** Close the pop-up.

On the same pop-up, you can order the pages displayed on the Dashboard by the drag and drop method.

Sequencing the Channel Layout on the Dashboard Screen

To sequence the channels on the page, use the drag and drop feature to position the channels at the appropriate location. Select a channel by clicking the channel title. When


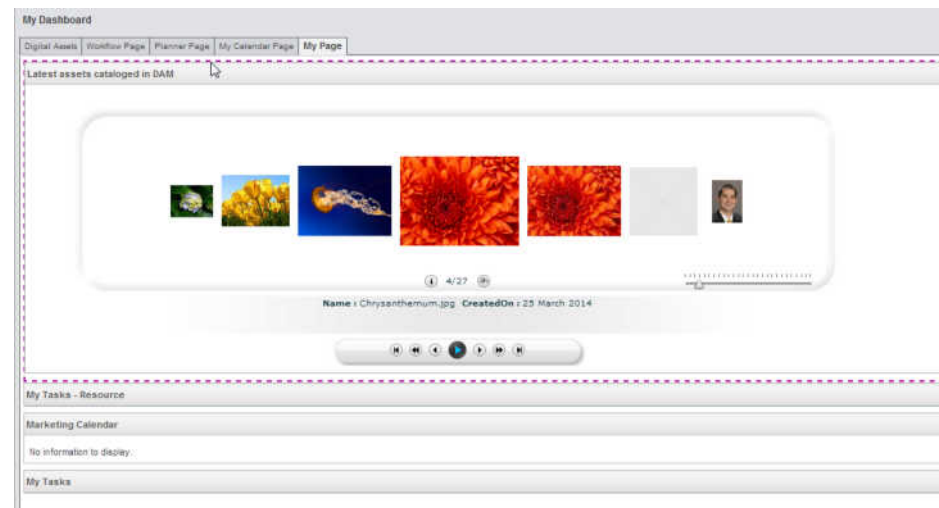





a four arrow icon  appears, you can drag the channel to the desired location by keeping the left mouse key pressed. When the dotted lines appear, release the mouse button. This will position the channel.

Figure 28.3 Sequencing the Channel


Operations on a Channel

A channel appears as a window on the page. A channel consists of a header with the channel title and the content area.

Table 28.1 Explaining the Icons

	Refresh- You can refresh the channel content.
	Minimize- You can minimize a channel, when in the maximized state. Visible only if the channel is in the maximized state.
	Edit — You can personalize the channel content.
	Maximize- You can maximize the channel when in the minimized state. Visible only if the channel is in the minimized state.
	Delete — You can remove the channel from the page.

Channel Personalization

To personalize the channel click  icon, a Channel Personalization pop-up appears.

You can personalize the channel according to your requirements, provided the administrator allows personalization, for example:

1. On a Marketing Calendar channel, you can select which plans should appear on the Dashboard.

2. On a Digital Library channel where assets from a certain section are displayed, you can select the subsection within the specified section from where the assets should be displayed

Note: The channel personalization feature is not applicable for static and links channels.

Operations on Analytical Channels

For a Strategic Planner Channel

A marketing plan channel, a breakup of planned and spent amounts channel and a marketing calendar channel are system channels created by the administrator for Strategic Planner. These channels display the plan information in a tabular as well as graphical format.

You can view the following information for the analytical channels:

1. **Breakup of Planned and Spent Amounts (Financial Summary):** The following information appears in a graphical format:
 - Cost center wise breakup of the planned amount for the selected plan.
 - Activity type wise breakup of the spent amount for the selected plan.
 - Cost category wise breakup of the spent amount for the selected plan.
2. **Marketing Calendar:** The marketing executives can see their marketing calendar on the Dashboard as soon as they log on without having to go into the Strategic Planner module. The user has the flexibility to explore deeper via the interactive clicking facility in this channel. The following information appears for this channel:
 - The Plan Name: The user can click the plan title to view the plan, program, or activity details.
 - A gantt chart view of the activity types in the plan, programs, or activities are displayed with the activity type name on the gantt chart bar. To view the summary information such as start date, end date, budgeted, committed, and spent and the unspent amounts of an activity type drag the mouse over the gantt chart bar.
 - A slider is available below the gantt chart to adjust the time period of the display.
3. **Marketing Plans:** In this channel, the following information appears in a graphical format:
 - The plan name and the business unit for the plan appears.
 - A pie chart representation of the unspent, committed and the spent amounts for the plan appears. Click the committed amount section for a list of all the commitments for the plan and all levels below it. Click the spent amount section for a list of all the invoices for the plan and all the levels below it. Click the unspent amount section for a list of the entire unallocated amount for the plan and all the levels below it.
 - The list of programs or campaigns associated with the selected plan appears in a tabular format. The program title, budgeted, committed, spent and unspent amounts are displayed for the list of programs or campaigns of the plan.

You can view the information in the form of a pie chart, bar chart or in the list view by clicking the relevant button. You can traverse to a particular plan and drill down to view

the activities associated with it. The information at the program or campaign level is also displayed in a similar format.

For Marketing Workbench

All the projects that are currently Active for the user who is a Project Manager or for the user who has a Read or Author access to the project appears on the projects calendar.

Projects Calendar:

In this channel the following information appears in a graphical format:

- When you drag the mouse over the gantt chart bar, the summary information of the project appears. For the part of the bar that is completed, the summary information such as the % complete appears on the bar.
- You can drag the slider for a monthly, weekly, and daily representation of the projects gantt chart bar.
- Expand the project to see list of deliverables with a gantt chart view. Click the project name to navigate to the project details screen in the Marketing Workbench
- Expand the deliverables to see the list of tasks. Click the deliverable name to navigate to the deliverables details screen in the Marketing Workbench.
- Click the task name to navigate to the task details screen in the Marketing Workbench.

Operations on Digital Library Channels with the Carousel View

The carousel view asset viewer enables you to view the digital assets in a carousel view. You can see the digital assets on the Dashboard as soon as they log on without having to go to the Digital Library module. You have the flexibility to explore deeper via the interactive clicking facility in this channel. Clicking the information icon, you can view the asset details. You can download the preview from this screen. A menu bar is available to view next, previous, first, or last asset. You can personalize this channel.

Note: If expired assets are displayed, the asset operations are limited.

Operations on the Artwork Producer Channel with the Carousel View

The artwork generators can now see their formats on the Dashboard as soon as they log on without having to go to the Artwork Producer module. The formats viewer channel enables you to view the formats that are released in the Artwork Producer module in a carousel view or a list view.

This channel allows the users to navigate as well as view the formats. You can click and select a format for customization.

Rest of the operations are similar to the Digital Library carousel view channel.

Operations on the Task Calendar

The Dashboard displays a calendar view channel of the tasks and the approvals jobs assigned to the logged in user for the current month. The task appears as a bar stretching from the start to the end date of the task.

The contributor can click the taskbar to go to the response screen of the task. The task links appear on the start date of the task. All the tasks assigned to the user are seen on the Dashboard channel. It shows the tasks of different statuses such as the tasks that are scheduled (not started), in progress, delayed and completed in different colors (See the legend on the task calendar). The user can click the task name to go to the task details screen. This channel cannot be personalized.

Operations on the Executive Dashboards

All the users in an executive user group have access to these Dashboards. The users who have access to the Plans have access to the appropriate channels.

Note: Since the data calculations are time consuming, the chart and the drill-downs show the data as of previous day (or as the frequency of running the stored procedure is configured).

The Executive Dashboard appears with first level of charts.

The following operations can be performed on the Executive Dashboard:

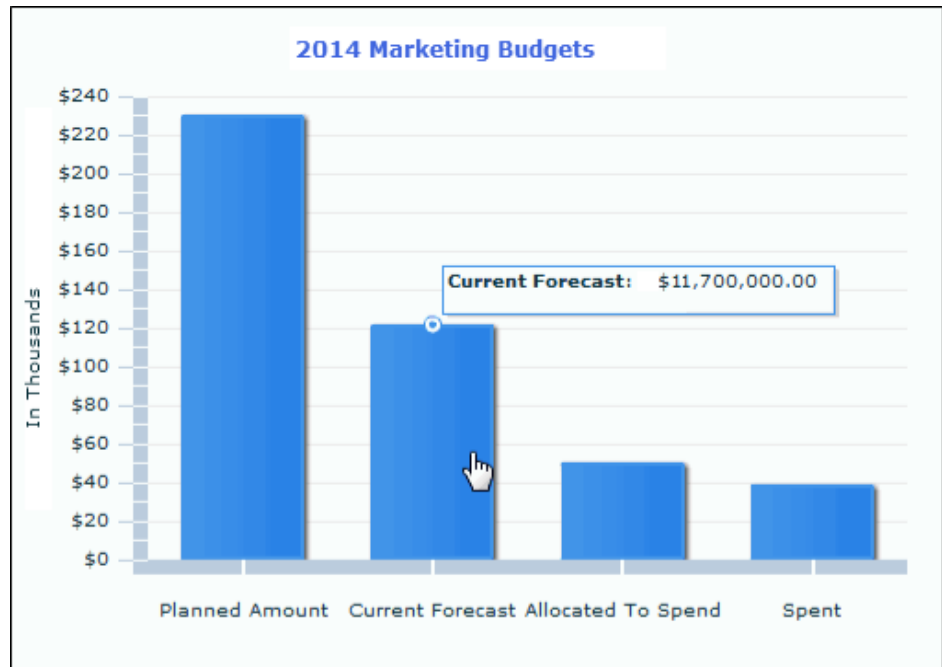
- **Filters:** Select the fiscal year and business units. The corresponding Dashboard is generated. You can change the filters to get different Dashboards.
- **Dashboard:** Four individual charts are displayed on the Dashboard using the filters specified by you. The charts are explained in detail below. The selected fiscal year, business units, and the date and time of generation of this Dashboard appears.

The following charts are displayed:

1. **Marketing Budgets:** This chart displays the budget for the selected business units or plans. This channel provides a summarized view of the annual planned amount, current forecast, committed budgets and actuals (for approved budgets) for a selected set of business units, line of business or plans for a specific year. It is a roll up for the business unit with its associated hierarchy or individual line of business plans, as per the filters selected by the user. On a mouse over the bar chart, the amount appears.

The increments in the chart depend on the lowest and highest values displayed. If the highest value is in millions, then the Y-axis displays **Dollars (Millions)**. Otherwise, it displays **Dollars (Thousands)**.


Note: If a hand tool appears on a mouse over, it means the user can drill down further into spends by clicking the graph. The details are displayed in a pop-up. If the selected fiscal year is the current fiscal year, then the quarterly breakup is shown only until the current quarter. For example, if the current quarter is Q1, the other quarters Q2, Q3 and Q4 are not shown.

Figure 28.4 Marketing Budgets

2. **Current Forecast versus YTD Spends:** This channel provides a cumulative view of the business unit, line of business or plan's current forecasts and spends over time. The increments in the chart depend on the lowest and the highest values to be displayed. If the highest value is in millions, then the Y-axis displays **In Millions**. Otherwise, it displays **In Thousands**. The current forecast amount displayed is summarized at the level selected for the Executive Dashboard and displays the year-to-quarter (YTQ) current forecast amounts, cumulated from the beginning of the year. Similarly, it displays cumulative actuals as the year-to-quarter spends. This is summarized across all the applicable plans. The data for the actual is counted in the quarter in which the data entry falls. If the entry corresponds to Dec 20, 2013, it is counted in 2014 Q1.

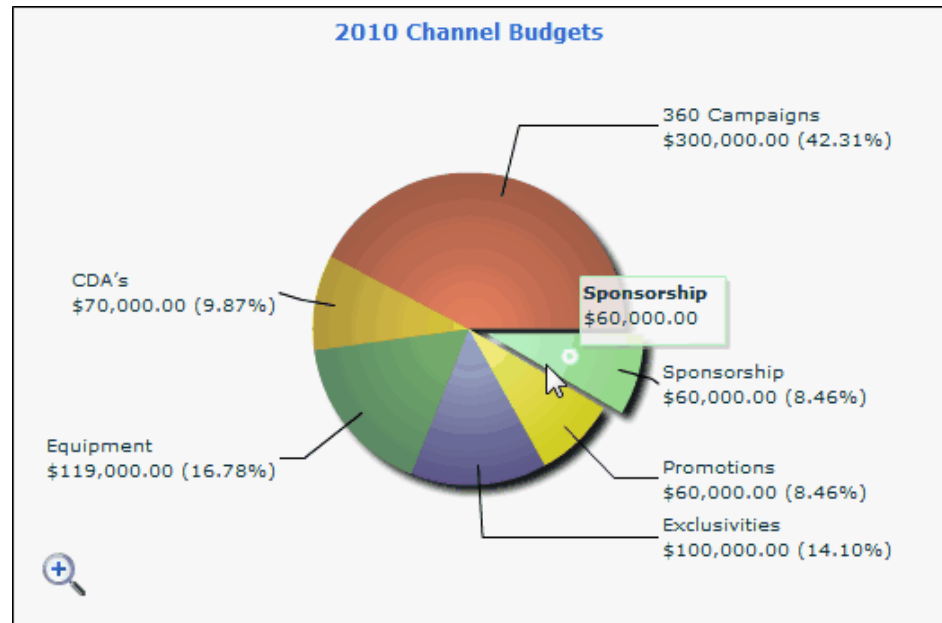
Note: No drill down is supported for this channel.


Figure 28.5 Current Forecast versus YTD Spends

3. **Channel Budgets:** This channel provides a summary of the current planned channel budgets for the selected business unit and associated hierarchy or line of business for the selected year or for a single plan selected by the user. It gives a view into the funds available for a channel that can be further divided across various programs and campaigns. If you select a business unit at a higher level, a sum of all activity types from the lower level business unit hierarchies and plans are displayed. The information displayed here is an aggregation of the current planned amounts for all the activity types across all the selected set of business units, line of business or plans for the selected fiscal year. By clicking  icon, you can view a magnified

view of the chart.

Note: No drill down is supported for this Dashboard channel.

Figure 28.6 Channel Budgets

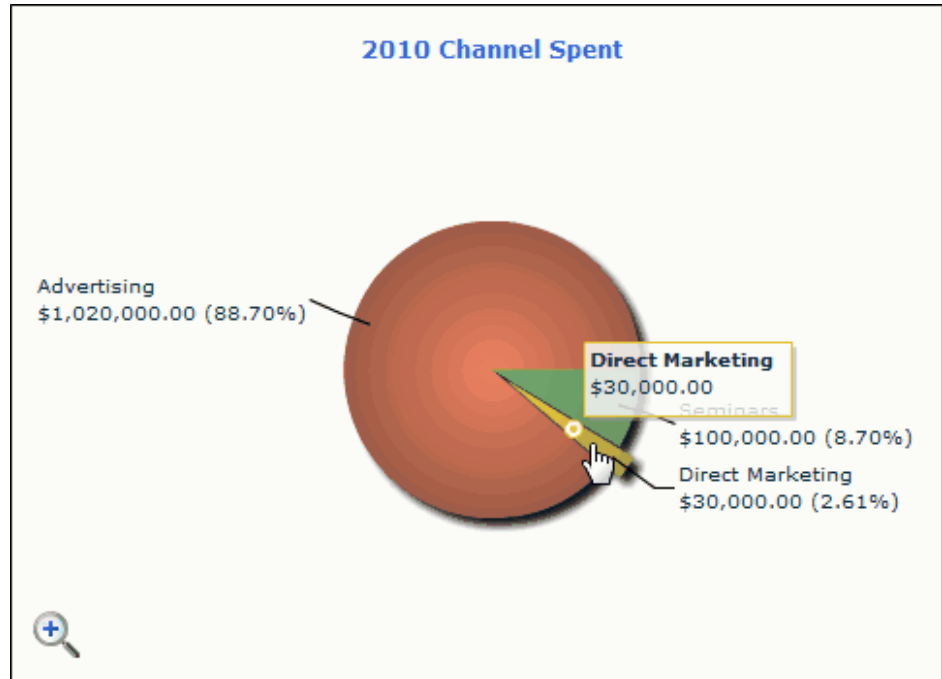
4. **Channel Spent:** This channel provides a summary of the channel spends (actuals) for a selected business unit and associated hierarchy, line of business for the selected year or for a single plan selected by you. It is an aggregation of actuals (spent for an approved budget) for all the activity types under the plan or line of business. If a business unit is selected at a higher level, the sum of actuals for all activity types from all lower level business unit hierarchies and plans are displayed. Negative numbered activity types are excluded from the pie chart. The information displayed here is a roll up of the spent amounts for all the channels (the activity type and associated activity sub-types) related activities across all the programs, for the selected set of business units, line of business or plans for the selected fiscal year. By clicking  icon the user can view a magnified view of the chart.

Note: If a hand tool appears on a mouse over, it means the user can drill down further into the spends by clicking the graph. The details are displayed in a pop-up.

A first-level drill down displays the aggregated actuals (spent amount) per activity sub-type when you click on the activity type on the channel. Negative numbered activity types are excluded from the pie chart. Further drill down from the sub-activity type provides cost-category breakdown of the actuals.

Note: For Direct Marketing, which does not have any sub-activities, first level drill down directly shows the Cost Category break-down

Figure 28.7 Channel Spent



5. **Monthly Resource Allocation:** A senior executive of a marketing organization would like to view the monthly allocations of resources by category to understand the utilization of resources through the year.

The **Monthly Resource Allocation per Category** graph is shown on the Executive Dashboard.

The following details are shown:

- Monthly Resource Allocation per Category graph is a line graph and appears in the Marketing Budgets channel.
- By default the graph appears in this channel and can be turned off based on the channel personalization.
- The monthly allocation graph appears for the selected plan in the channel personalization.
- The graph shows the sum of the allocations done at that level. For example, at the plan level the graph shows the sum of all the allocations that are done for all the programs and all the activities under it.
- If you drill down to any specific program, the graph shows the sum of all the allocations done for the program and all the activities under it
- Legend appears beside the graph and it displays the resource categories and the colors used to represent them on the graph.

Chapter 29

Understanding Calendars

Calendars	219
Overview	219
Getting Started	219
Marketing Plan Calendar	220
Events and Holidays	222
Exporting Calendars	222

Calendars

Overview

The Calendar module enables you to use graphics to publish marketing activities, events, and offers. It facilitates better preparedness, planning, and collaboration. The users who belong to the permitted groups for the respective channels can view these calendars. You can configure the calendars using the Calendar admin tool, through the predefined channel configuration. A user viewing the calendars can create multiple personalized views of the calendar. The user can also switch between the configured dates on the same view.

Getting Started

Click **Calendars** link on the left pane. When you log on to the system for the first time, you need to select the calendars from a list of calendars that are configured by the administrator. The links to the calendars that you select, appear on the left pane.

Figure 29.1 Calendar List

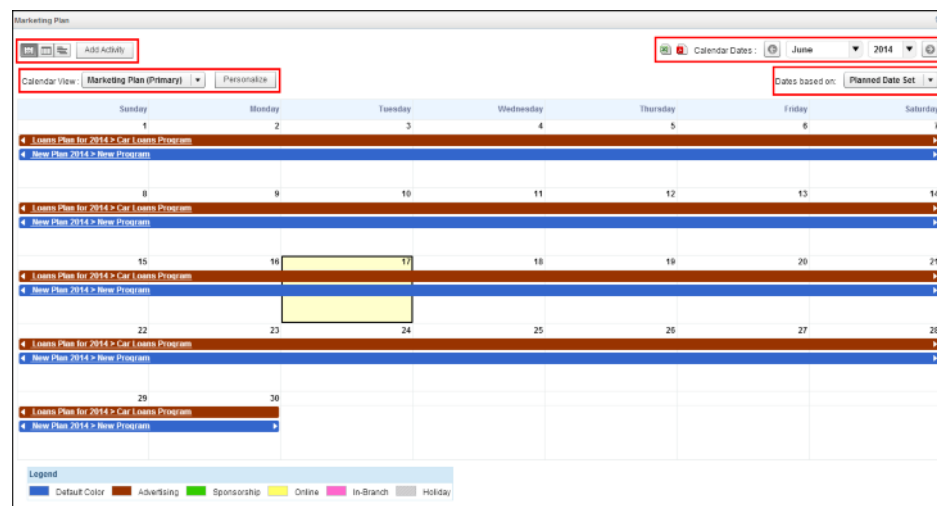


Examples of the Marketing Plan Calendar are explained in detail below. The administrator can configure different types of calendars. The interactions explained below are the same for all the calendars created by the administrator.

Marketing Plan Calendar

The marketing plan calendar shows the marketing activities based on the In Market Start date and End date. You can view the activities for which you have access and click the activity bar for more details. If you have Write access to the activity, then the activity details appear in an editable format. You can edit the details or delete the activity from the calendar. If you have Read access to the activity, details are displayed in a Read-Only mode. The Complete Access groups for Plans have a complete access on all plans in the system and can access all the plans from the calendars as well.

Figure 29.2 Marketing Plan Calendar



You can perform the following actions on the calendar:

1. You can view a monthly view or a weekly view of the calendar. You can also view the calendar as a Gantt chart, which displays a hierarchical view of the plan or activities.
2. You can add more activities to the calendar. Click **Add Activity**, the Activity Details window appears. Enter the details for the new activity. By clicking **More Information**, you can view the activity details in the Strategic Planner. The **Add Activity** button on the Marketing Plan calendar on the top left is visible if you have access to at least one Plan in the Strategic planner. If you do not have access to any plans, the button is hidden as you cannot add activities.

Figure 29.3 Add Activity

Activity Details

Activity Details

* Parent for Activity: Loans Plan for 2014

* Activity Title: Home Loan

Activity Type: Advertising

Activity #: 1023

* Planned In-Market Start Date: 15 July 2014

* Planned In-Market End Date: 31 August 2014

3. You can export the calendar in an excel or PDF. In an Excel, specify the range of months and it can be grouped by month. In a PDF, specify the range of months, you can include or exclude the legends. You can specify the orientation, range details, page size, page scaling, and the positions or margins.

Note: If you change the default filename when you save the exported file to your desktop, specify the file extension as .xls or .pdf, depending on the file that you are exporting.

4. You can view the activities for different months and years.
5. You can personalize the view of a calendar that is set up by the administrator of the system. For example, you can personalize the marketing activity calendar with specific activity types such as **Advertising** and save this view with a name. You can switch between the planned and actual dates in the same view. If you click **Personalize**, the Channel Personalization window appears. Select the filter, and set the display settings. Refer to the following steps on creating views:

Figure 29.4 Channel Personalization

Channel Personalization

Channel Details

Name: Marketing Plan

Description:

☒ Mark As Primary

Edit Delete

Channel Personalization

Personalization Filters

Business Unit: ☐ Wealth Management LOB
Select Remove

Fiscal Year:
Select Remove Remove All

Activity Type: ☐ Sponsorship
Select Remove

Status: Select

Activity Level: All levels ▼

Display Settings

Show Holidays: Yes ▼

Show Events: No ▼

Display Mode: Show Start to End Date Bar ▼

Show All Items For a Day: No ▼

Save Save As New View Restore Default Cancel

- a. Enter your personalized filter values, set default personalization settings that drive the display and save the calendar as a new view with a specific name.
 - b. Create several views with different combinations of filters. You can switch between these views.
 - c. Switch between the configured date sets in the same view and see your activities on a calendar based on the planned dates. You can see the actual dates for the same set of activities.
 - d. Mark a view as a **Primary View** that pegs it to the top of your views list, allowing you to go back to it easily
 - e. Quickly go to the last modified view in the view list identified with a suffix.
 - f. Find other views easily as they are sorted alphabetically based on the view name.
 - g. Click the **Restore Default**, to clear all settings on a particular view and restore it to what the administrator configured.
6. A + sign appears if there are more activities for a particular date. By clicking on the link the list of activities for that particular date are displayed.

Events and Holidays

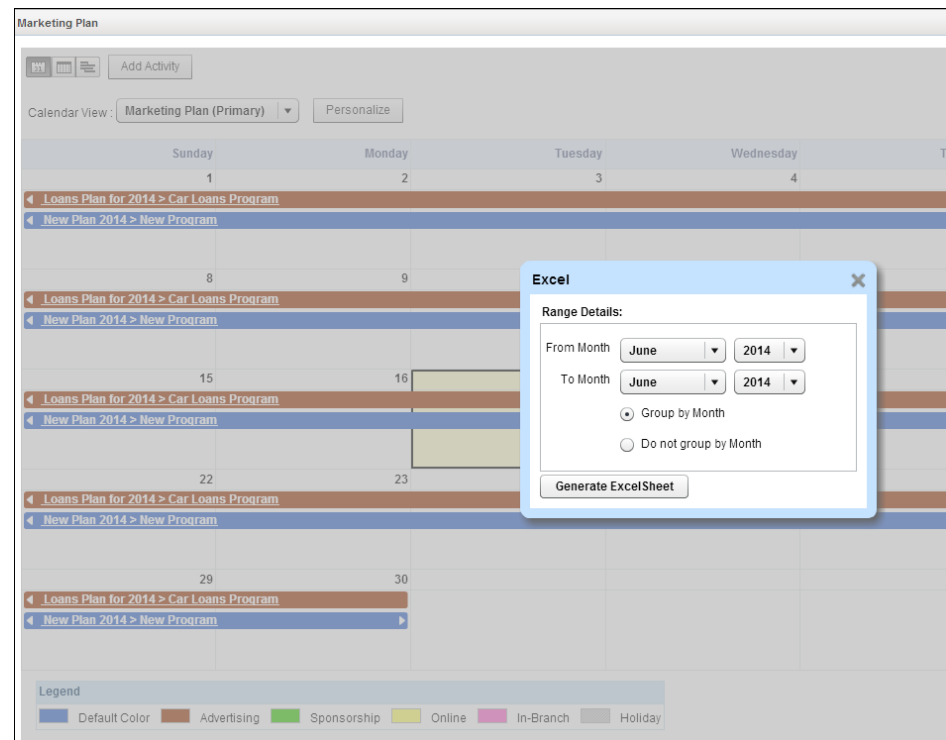
You can configure separate calendars for event and holidays or you can add the events and holidays on other calendars. Holidays are added by the administrator. You cannot add holidays. You can add events to any calendar and on the events calendar as well.

Exporting Calendars

You can export all calendars to Microsoft Excel or to a PDF file.

- Excel: Select the range that is the from and to months. Select if you want it to be grouped by month and generate an Excel spreadsheet.

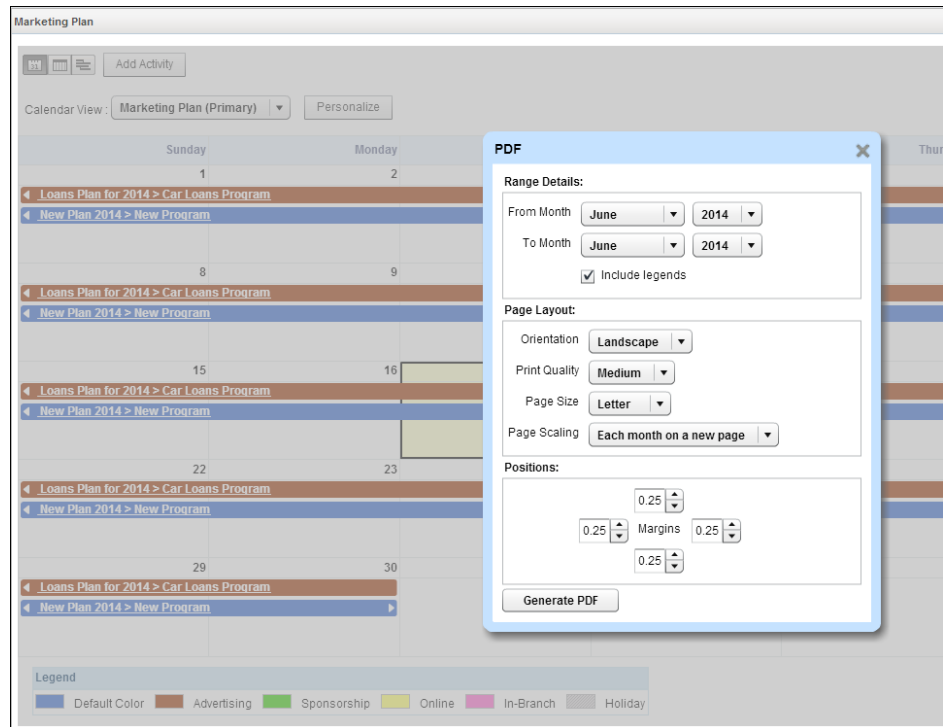
Figure 29.5 Export to Excel



- PDF: Select the range that is the from and to months. Select the page layout such as orientation, print quality, page size, and page scaling. Select the positions and generate the PDF.

Note: Reports for large data cannot be generated with the **Fit to page (month wise)** option. Use this option for smaller amounts of data.

Figure 29.6 Export to PDF



Chapter 30

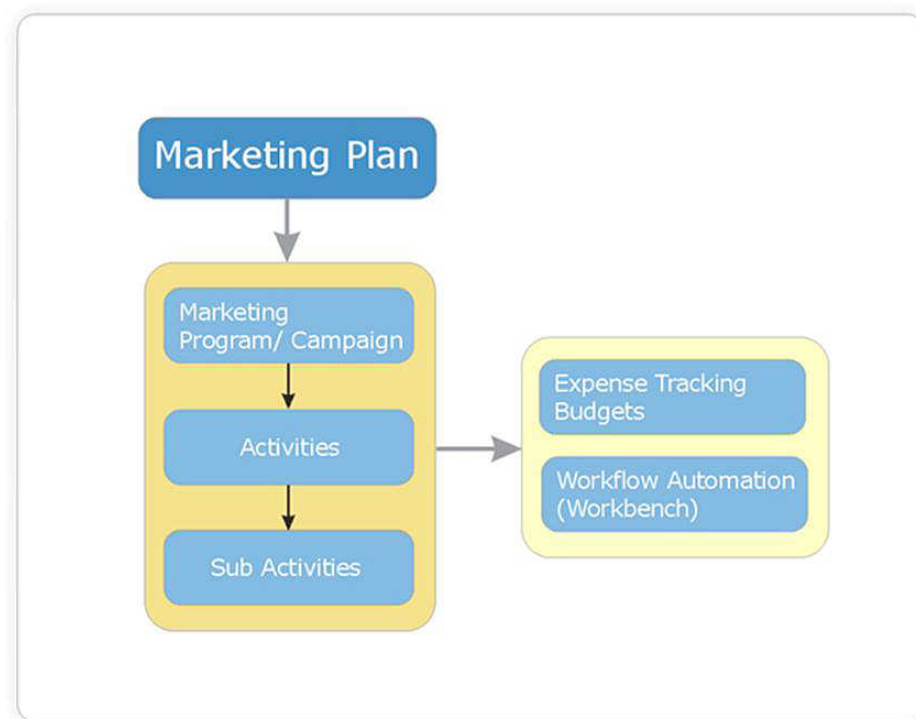
Understanding Strategic Planner

Overview of the Strategic Planner Module	226
User Roles in Strategic Planner	227
Getting Started	227
Creating and Organizing Plans	228
Plans Overview	228
Making a Copy of an Existing Plan	228
Creating New Plans	230
Viewing Existing Plans	230
Clone and Replace Users	232
Managing Programs, Campaigns, and Activities	233
Overview of Programs, Campaigns, and Activities	233
Adding New Programs, Campaigns, and Activities	233
Program, Campaign, and Activity Information	234
Moving Activities across Programs or Activities	239
Estimate Management	240
Overview for Estimates	240
Adding Estimates	241
Expired Estimates	242
Viewing Estimates by the Vendor	242
Reviewing Estimates and Creating Workflows	243
Commitments or Purchase Order (PO)	244
Making a Copy of Existing Commitments	244
Adding Commitments	244
Routing a Commitment for Approval	245
Creating and Managing Activities	245
Using the Best Practices Builder	246
Budgets	246
Business Rules for Budgeting	246
Viewing the Budgets as a Budget Manager	251
Viewing the Commitments	252
View Invoices	252
Providing Reviews	253
Changing the Budget or Forecast for a Plan	253
Overview of the Sandbox	253

Budget and Forecast Re-allocation	253
Multi-year Activities	255
Requesting for Resources	256
Embedded Reports	256
Strategic Planner Reports	257
Strategic Planner Notifications	258

Overview of the Strategic Planner Module

Figure 30.1 Overview



Product managers, segment managers, and campaign managers can define marketing plans. These plans might consist of campaigns and associated marketing activities specific to each channel, such as advertising, direct marketing, telemarketing, event, public relations, and so on. Each campaign and activity contains associated schedules, budgets, sources of funds, and other attributes. You can use this module to track the committed and spent budgets during the execution of a campaign.

Strategic Planner is closely integrated with Marketing Workbench and the Budget Manager, making it easier for an organization to track various aspects of a campaign, including workflow and finance. It enables the marketing managers and financial controllers to forecast spends on various marketing programs, manage commitments to vendors and track spending and invoices. It eliminates the need for marketing managers to manually track their budgets in spreadsheets. Marketing Operations and Control teams can be authorized to forecast spending for marketing activities, manage commitments to vendors, and track the expenses, invoices, and status of payments.

User Roles in Strategic Planner

The user roles in Strategic Planner are as follows:

- **Plan Owner:** The plan owner or creator has complete access (read, write and delete) on the plan. This user has Read access on all the levels below unless this user is added explicitly to any role that has complete access at lower levels.
- **Budget Managers:** Product managers who manage the funds released for campaigns. They have access to view the list of estimates, commitments and invoices in the expenses tab from the budget manager view. A budget manager with access to higher levels can view the details of the lower level also from the budget manager view.
- **Authors:** The users who have access to edit the plan and create programs, campaigns and activities. They can either have complete access or partial access based on a configuration setting. They have Read access on all the levels below, unless the user is added to any role that has complete access at lower levels.
- **Marketing Coordinator:** The marketing coordinator is responsible for the marketing activity (program, campaign and activity) and its execution. The user has complete access (read, write and delete) on the marketing activity. This user has Read access on all the levels below, unless the user is added explicitly to any role that has complete access at lower levels.
- **Readers:** Stakeholders of the plan who have access to view the plan. Readers are also present on the activities. A reader at a higher level has Read access to all the lower levels, unless the user is explicitly added to any role that has complete access at lower levels.
- **Reviewers:** Stakeholders who review the plan and give their comments. Reviewers are also present at the activity level. Reviewers can see all the data in read only and give the comments on them.
- **Budget Delegate:** The person who works on the sandbox with the marketing head. The budget delegate has access to the sandbox only and not the plan. The budget delegate can reallocate the money in a plan and can align activities to the next fiscal year.
- **Estimate Coordinator:** The estimate creator or the estimate coordinator can add or delete users who are estimate coordinators. This user has equal rights as the estimate creator who can edit, change, approve the estimate, and so on.

Getting Started

After logging on, the Dashboard screen appears. In the left pane click **Strategic Planner** link.



The Strategic Planner solution is launched with applications related to strategic planner. Links such as plans, budgets, reviews and bulk changes are available on the left pane. A list of existing plans is displayed by default. You can search for a particular plan by selecting the filters and clicking **Search**.

Navigation Tips: Each screen, which describes details of the plan, program, campaigns and activities, have breadcrumbs on the header of the content page. These breadcrumbs displayed describe the hierarchical path of the planner component in context. Each node in the breadcrumb has a URL to navigate to the particular component.

A favorite link is available on all windows that contain the top bar. To view the favorite links that you have stored, click the link in the top right corner of the Dashboard screen. You can perform the following operations:

- To save any page as your favorite page, click the favorite link on that page, and then click **Add to Favorites**. Enter the name for the page and select the folder in which the link should reside, and then click **Add**.

To create a new folder and add the favorite link to it, click **New Folder**. Enter the name for the new folder and click **Create**. You can create a new folder only at the root level.

- You can organize the favorites by clicking **Organize Favorites**. You can perform the following actions:
 - You can rearrange the folders and links by dragging them into the order that you want.
 - You can move links from one folder to another by selecting the links and clicking . Select the folder that you want to move the links to and click **Move**.
 - You can delete folders and links by selecting them and clicking .
 - You can rename folders and links by clicking **Rename**.

Creating and Organizing Plans

Plans Overview

After launching the Strategic Planner solution, a View Plans screen appears by default. By default, you see all the plans, you have access to. You can search for plans by entering the search criteria on this screen. All the plans fulfilling the criteria are displayed in the plan list.


From the View Plans screen, you can delete, copy and create a plan.

Making a Copy of an Existing Plan

Select the plans that you want to copy and click **Copy**.

A Copy Plans screen appears. You can edit or change the details as follows:

- **Title:** You can change the plan name.
- **Business Unit:** You can select the business unit from the drop down list.
- **Fiscal Year:** If the fiscal year setting is set to true by the administrator, then you can change the fiscal year. If the fiscal year setting is set to false, then the *Advance dates by year* option is available to you.
- **Currency:** You can select from the drop down list.
- **Copy Options:** You can specify whether all the levels, only the programs, only the activities or only the sub activities should be copied.

-  : Click this icon to see more information. A Select More Options popup appears. You can select what you want to copy at all the levels of the plans. You can select information such as attachments, cost centers, forecasts, scorecards, and so on.

While copying a plan the following details are copied:

Table 30.1 *Plan Level*

At the Plan Level:	
Field	Explanation
Objectives	Objectives selected for the plan
Attachments	Attachments of the plan, for example, reference documents
Cost Centers (Budget Allocation)	If the setting for Business Unit specific Cost Centers is set to true and you change the Business Unit, the cost centers are copied if they are present in the selected Business Unit. Otherwise, nothing is copied.
Forecast	Forecasts are copied only if the Cost centers are copied and the Allow the forecast amount to exceed planned amount setting is the same for the source fiscal year and the destination fiscal year.
Scorecard: Measurements and KPIs	Only the expected values are copied and not the actual ones. The dates that are copied are advanced by a year of the original plans.
User Roles or Groups	All user roles including Plan Universe are copied. If the Business Unit is changed, then the default authors and readers of the new Business Unit are copied
Additional Facets	Any additional facets associated with the plan

While copying an activity the following details are copied:

Table 30.2 *Activity Level*

At the Activity Level:	
Field	Explanation
Activity Type	The channel for which the activity is created.
Planned In-Market Start or End Date	The dates are advanced by a year of the original activity.
Actual In-Market Start or End Date	The dates are advanced by a year of the original activity.

At the Activity Level:	
Field	Explanation
Activity Number	The number is auto generated.
Currency	The currency selected at the plan level is copied.
Products	Products selected for the marketing activity.
Target Segments	Target Segments selected for the marketing activity.
Distribution Channels	Distribution channels selected for the marketing activity.
Objectives	Objectives selected for the marketing activity.
Attachments	Attachments of the marketing activity, for example, reference documents
Cost Centers	Cost centers selected for the marketing activity.
Forecasts	Forecasts are copied only if the Cost centers are copied and the Allow the forecast amount to exceed planned amount setting is the same for the source fiscal year and the destination fiscal year.
Scorecard: Measurements and KPI s	Only the expected values are copied and not the actual ones. The dates that are copied are advanced by a year of the original plans.

Creating New Plans

To create a new plan click **New**. A Create Plan screen appears. Enter the plan title and description can be entered. Select the business unit, currency, fiscal year and plan status. You can upload relevant files by clicking **Add** in the attachments section.

Save the plan.

After creating and saving the plan, a View Plan screen appears with the plan details in a tabbed view explained below in the next section.

Viewing Existing Plans

The View Plan screen has the following tabs:

- **Information:** The details such as plan title, description, business unit, currency, fiscal year, plan status and last updated on are displayed.

You can do the following operations in the Information tab:

- You can edit the plan details by clicking **Edit**.
- You can create and save a version of the plan by clicking **Save Version**. When a version is created, only information relevant to the plan is maintained. The hierarchy of programs and campaigns are not maintained as part of the version information. The plan creator can create a version for the plan, authors do not have the access to create versions. The administrators can give the authors Edit access to the plan which allows the author to edit the plan and create a version.
- You can specify the plan objectives by clicking **Add** and selecting from the predefined objective list in the Objective section.

Note: In the lower levels of the plan, you can select from the objectives selected at the plan level only. If you delete the objectives at the plan level, the objectives at all the lower levels are automatically deleted.

- You can add attachments to the plan by clicking **Add** in the Attachments section.
 - You can view the changes made in the plan information by clicking **View Audit History** link.
 - **Programs:** By default all the programs created under this particular plan are displayed. You can search for specific program using the filters and clicking **Search**. Add new programs by clicking **Add**. View the activities under this program by clicking the program title link.
 - **Budgets:** The financial information such as the currency (the currency of the cost center appears), planned, allocated, committed, spent and unallocated amounts are displayed. The cost center information such as the name, planned amount and the unallocated amount are also displayed. Add new cost centers by clicking **Add/Edit**. Select the cost centers and specify the planned amount for the selected cost centers. Add forecast attributes by clicking **Edit Forecast**. You can forecast the expenses. The forecast amounts can exceed the planned amount depending on the setting done by the administrator. You can do the budget reallocation in bulk in the sandbox or bulk changes mode by clicking **Edit Bottom Up**. Refer to “[Budget and Forecast Re-allocation](#)” on page 253 for more information.
 - **Scorecard:** This section has information about measurements and KPI lists. The measurements have the expected and actual values, start and end dates for the program and the frequency. Add new measurements by clicking **Add**. You can edit all the measurements with the frequency as one time and having only one actual value slot by clicking **Edit**. You can edit the measurements with the frequency more than one time individually by clicking the measurement name link. The KPI list appears with the key performance indicator, and the expected and actual values. Click **Recalculate** to recalculate the KPI. If you make any changes to the measurements such as add, edit or delete, on the view plan, program or activity screens in the scorecard tab, the system automatically recalculates the KPIs and an explicit message appears.
- Note:* Click **Recalculate** for the system to recalculate any KPIs that are based on budgetary values.
- **Reviews:** You can initiate a review for the plan by clicking **Initiate Review**. A Create Plan Review screen appears. Enter a title and instructions. Upload files and invite users or groups for the review. You can view the reviews in this tab.
 - **User Roles:** You can see the users who have created and updated the plan. Add or delete the authors, budget managers and readers for the plan. You can view the access of each selected user by clicking **View Access**.

If the administrator sets the plan universe setting to true, then you can select the groups and users for authors and readers from the plan universe.

If the hierarchy of programs, campaigns or activities already exists under the plan, then during the add author or reader interaction, select one of the following options:

- To add the user as author or reader only at the plan level.
- To add the user as author or reader at the plan level and as coordinator at all the lower levels.
- To add the user as author or reader at the plan level and as a coordinator in the selected levels under the plan.

While deleting a user at a particular level in the plan, options to either delete the user from the current level only or from all the levels below are available. Depending on the option selected by you, the operation is performed. This display of options is based on a setting in the Planner Settings.

You can add a budget manager at the plan level. If the setting for user role propagation is set to true, then during program, campaign or activity creation under the plan the user is propagated from the parent level.

In case the Plan Universe Access is set to True, then you can add the Plan Universe users as authors or readers.

When a plan is created and a business unit is selected, the default authors and readers selected by the administrator for the business unit are automatically populated as authors and readers. These groups and users are also added to the Plan Universe groups and users, if the Plan Universe setting is true. The default groups and users as authors and readers are grouped together for display in the authors and readers list. This helps distinguish them from the authors and readers added for the plan.

- **Resources:** The allocated resources for the plan are displayed in this tab in the form of a calendar. You can request for resources using the **Resource Request** link on the left pane of Strategic Planner. You can configure and include a Resource Forecast as a part of the planning process. You can enter the Forecast per Category of resources for each activity in the plan. You can enter these per forecast duration as defined in the system (for example, enter a monthly requirement of designers for a particular activity).

Note: There can be a need for having an overlapping forecast duration. There is no validation for it. You need to make the check manually while adding forecasts.

- **Version:** The versions for the plan are displayed with details such as created date, creator and comments.

Note: After the plan is created with all the details such as programs, budgets, scorecards, user roles and resources, you can view it in another currency if required. The currency selected during the creation of the plan is the standard currency throughout the plan. If a user needs to view the plan in another currency, click **Select Currency** on the left pane. The plan appears in a Read-Only mode in the currency selected. The system takes care of the exchange rates depending on the rates entered in the system.

Clone and Replace Users

1. **Clone User:** You can add a new user to a plan with the same access rights as an existing user by using the **Clone User** feature. The cloned user has the same access rights as the previous user to a plan and all the programs, campaigns and activities under it. You cannot clone Marketing Owners as it is a role associated with a single

user. For the Budget Managers role, cloning is based on the setting whether it is a single user or group selection of budget managers. Cloning is possible for author, reader, and activity coordinator user roles.

To clone a user click **Clone User** link on the left pane of the View Plan screen. A Clone User screen with the plan details appears in a read-only format. Select the new user and the user whose right should be given to the new user from a list of users. If the plan universe is set to true, the list displayed contains the users from the plan universe else all the users from the system are displayed. The new user has the same access rights as the selected user. Save the cloning by clicking **Save**.

2. **Replace User:** You can replace a user with a specific role in the plan and all the programs, campaigns and activities with another user having the same access rights using the **Replace User** feature.

Click **Replace User** link on the left pane of the View Plan screen. A Replace User screen with the plan details appears in a read-only form. Select the user that you want to replace. If the plan universe is set to true, the list displayed contains the users from the plan universe else all the users from the system are displayed. The access rights of the user to be replaced are transferred to the replaced user. Save the replacement by clicking **Save**.

Managing Programs, Campaigns, and Activities

Overview of Programs, Campaigns, and Activities

For a given plan, list of programs is found under the Programs tab on the View Plan screen. Alternately, to view existing programs or activities across all the plans click **View Activities** link on the left menu.

You can search for activities using the filters provided. You can enter multiple activity number separated by commas. A contains search is done for number entered. The searched programs or campaigns are displayed with details.

Each program, campaign and activity title has a link which takes you to a screen which gives detailed information about the programs, campaigns and activities.

Adding New Programs, Campaigns, and Activities

Here is the hierarchy under Plan:

1. To add a new program traverse into a plan and select the Programs tab on the View Plan screen.
2. To add a campaign traverse into a program and select the Campaigns tab on the View Program screen.
3. To add an activity traverse into a program and select the Activities tab on the View Campaign screen.

List of programs for the plan is displayed with all the details.

Note: When creating a program, campaign or activity, there is a step where you must select a template. If no templates are configured, then the template section is not displayed. If more than one template is configured, then this section appears to you.

To add a program click **Add**, a Create Program screen appears (after template selection, if templates are present). Enter information such as program title, description, program type, program status, planned in-market start and end date and actual in market start and end date. The program# (number is auto generated or you can enter manually depending on the configuration) and the currency used for this program appears. You can select the marketing owner by entering the first letter of the user name and selecting from the displayed list. If the setting for propagation of the marketing owner is set to True, then the marketing owner selected at the program or campaign level is propagated to the campaign or activity created under it. You can add or select the attachments from the Digital Library under the attachment section.

Save the program. After saving the new program or campaign, a View Program screen appears with the program information. The view program screen has a tabbed layout with information for the program grouped under various tabs as described in the section below.

Program, Campaign, and Activity Information

Details in the Information Tab

Information such as program title, description, program#(number), program status, planned in-market start and end date, actual in-market start and end date, currency and last updated on are displayed. You can edit these details by clicking **Edit**. You can create versions of programs, campaigns or activities by clicking **Save Version**. The Versions tab lists all the versions created for the activity. The activity creator and marketing owner can create versions.

Other information related to objectives, products, target groups and distribution channels are grouped under tabs. You can view and update each information by traversing to the relevant tab.

You can add or delete attachments if any in the Attachments section.

You can click **View Audit History** link to view the details of the changes made in the program, campaign or activity information.

Details in the Campaigns or Activities Tab

You can search for campaigns or activities under this program or campaign respectively by using filters such as status, campaign or activity type, planned start date (from and to) and the title. The searched campaigns or activities are displayed with details such as title, type, # (number), status, planned start and end date and the planned amount. You can add new Campaigns or Activities by clicking **Add**. You can move a particular activity to another program by selecting the activity and clicking **Move**.

Details in the Budgets Tab

Figure 30.2 Details in the Budgets Tab

The screenshot shows the 'View Program' interface for the 'Loans LCB - Loans Plan for 2014 - Summer Advertising Program'. The 'Budgets' tab is active. The 'Financial Information' section shows a table with columns: Currency (USD), Planned, Allocated, Committed, Spent, and Unallocated. The 'Cost Centers' section shows a list of cost centers (Insurance Division, Loans Division) with their respective Planned and Unallocated amounts. A 'Forecast' section is also visible. An 'Allocated to spend breakdown' dialog box is open, showing the breakdown of the allocated amount into 'Available amount' and 'Amount' for each cost center.

The following information appears here:

- Financial Information:** Information such as the finance planned, allocated, committed, spent and unallocated amounts are displayed. You can add a budget manager if the setting for user role propagation is set to true. During program, campaign or activity creation under the plan, the user is propagated from the parent level. You can release the money by clicking **Release Money**. The unallocated or unspent amount of this program is released to the plan. You can release the money completely or partially to the parent level. Depending on the settings specified by the administrator, the forecast amount might be allowed to exceed the planned amount when you release the money.

Figure 30.3 Release Money

The screenshot shows the 'Release Money' dialog box. The 'Type of Release' is set to 'Complete Release'. It displays a table for 'Release of Unallocated Amounts' with columns: Planned, Allocated, and Unallocated. The 'Cost center breakdown for unallocated amount' section shows a table with columns: Name, Current Allocated, Amount to release, and After Release. The 'Impact on Plan Loans Plan for 2014' section shows a table with columns: Planned, Allocated, and Unallocated. The dialog includes 'Release' and 'Cancel' buttons at the bottom.

- Cost Centers:** Information such as the name, planned amount and the unallocated amount are displayed. Click **Add** to select the new cost centers and add the planned amount for each of the selected cost centers.
- Forecast:** This tab is available only if the administrator enables the forecast feature. You can set the forecast duration to monthly, quarterly or annually. You can also set flexible forecast durations per fiscal year as per your business needs. Information about the planned expenditure for the fiscal year appears. You can edit the forecast by clicking **Edit Forecast**. Depending on the setting specified by the administrator, the forecasted amount can exceed the planned amount at all levels.

Note: There can be a need for having an overlapping forecast duration. There is no validation for it. You need to make the check manually while adding forecasts.

- **Program Level Allocations:** Activity level allocations are displayed here with details such as allocated to spend, committed, spent and the unspent amounts. Click **Edit Allocated to Spend** to edit the allocated amounts, cost center wise.
- **Budget Details:** To initiate the budget first select the Budget Manager by going to the User Roles tab (if not already present) and then click **Initiate Budget**. After initiating the budget, details such as the budget initiated on and by are displayed here. The Budget Manager's comment date, name and the comments are displayed. Initiate the budgeting process. You can initiate this process either by the budget manager or self-approving the budget as the budget is pre-approved (if you are also the budget manager)

Expenses Tab

The Expenses tab is not visible if the setting for displaying commitments or invoices and estimates is set to false. The estimates, commitments and the invoices are displayed in this tab. The estimates are displayed with details such as title, estimate# (number), vendor, creation date, status and the estimated amount. The commitments are displayed with details such as the title, commitment# (number), vendor, due date, status, committed and the balance amount. The invoices are displayed with details such as title, invoice# (number), vendor, paid on date, status, amount and the reconciled amount.

You can add new estimates, commitments and invoices by clicking **Add**. To edit each estimate, commitment and invoice by clicking the title.

You can initiate the batch reconciliation process by clicking **Batch Reconciliation**. You can reconcile the invoiced amount with the actual paid amount for the program through the batch reconciliation process.

Details in the Expenses Tab are as follows:

- **Estimates:** The Estimates section appears if the **Display Estimates** setting in Strategic Planner administration is true. The list of estimate approvals jobs in the review screen is also displayed or hidden depending on the setting.

You can do the following operations for estimates:

- **Delete:** Delete a selected estimate. When an estimate is deleted, an e-mail notification is sent out to all the coordinators.
- **Copy:** Copy a selected Estimate. You can copy multiple Estimates from the list of estimates. Copy Estimates is an offline process. Once the Copy Estimates transaction is completed, an e-mail notification is sent to the user. The user is informed of the status of the copied Estimates (either Success or Failure). The status of the newly copied Estimates is Draft by default. The Estimate#(number) is auto generated. You can update the Estimate Title, Type, Effective and Expiration Dates
- **Add:** Add new estimates. An estimate details screen appears. Refer to [“Adding Estimates” on page 241](#) for more details.
- **Refresh:** Refresh the section with the changed values.
- **Revise:** Revise the selected estimate. You can revise the expired estimates only. Refer to [“Expired Estimates” on page 242](#) for more details.

Note: While copying or deleting an estimate the system checks to see whether the Plan to which this estimate belongs to is in the Bulk Update mode (locked in the sandbox). If it is locked, the Copy and Delete operations are not allowed on the

estimate. Once the Plan is released from the sandbox, the estimates can be copied and deleted.

- **Commitments:** Click **Add** to add new commitments. A Create Commitment screen appears. Refer to [“Adding Commitments” on page 244](#) for more details.

You can copy an existing commitment activities by clicking **Copy**. Refer to [“Making a Copy of Existing Commitments” on page 244](#) for more details.

You can see a list of all the commitments for which you are the creator by clicking **View Commitments** link on the left pane. From here the copy commitment interaction is also available.

- **Invoices:** You can add invoices either against a commitment or against the Program or Campaign. You can add invoices to closed activities depending on the configuration in the system. The default setting does not allow you to add invoices to closed activities.

To add an invoice against an existing commitment, traverse to the View Commitment screen by clicking the commitment name link. In the Invoices section of the screen, add invoices by clicking **Add**. These invoices are generated against the commitment. You can add invoices for expenses for the program, campaign or activity as well. A Create Invoice screen appears. Enter the invoice details. After the invoice is created, you can reconcile it if it is paid. Click **View Invoices** link in the left pane, to view a list of all the invoices for which you are the creator. Here the batch reconciliation operation is also available.

Scorecard Tab

When you view this section for the first time, you need to set the Default Metric by clicking **Set Default Metric**. The Scorecard tab has the measurements and performance indicators information. The measurements have details such as the name, expected and actual values, measurement start and end dates for the Campaigns and the frequency. Add new measurements by clicking **Add**. You can edit the measurements with the frequency as one time and having only one actual value slot. You can edit the measurements with the frequency more than one time individually by clicking the measurement name link. The performance indicators are displayed with information such as expected and the actual values. You can recalculate by clicking **Recalculate** after making the changes to the measurements. If any changes are made to the measurements, on the View Plan, Program or Activity screens in the Scorecard Tab, the system automatically recalculates the KPIs and gives an explicit message.

Note: You need to click **Recalculate** for the system to recalculate any KPIs that are based on budgetary values.

Reviews Tab

This section displays the title and status and allows the user to view the reviews for the programs, campaigns and activities. To initiate a review click **Initiate Review** and invite users or groups for the review.

User Roles Tab

The details such as created and last updated by are displayed. The coordinators, budget managers and readers are displayed here. If the setting for propagation of authors and readers at the plan level to the lower level is set to True, then these users are added as activity coordinators in the program, campaign or activity level. You can add new users by clicking **Add User**. You can view the access level of each user by selecting the user and clicking **View Access**.

Resources Tab

The allocated resources for the plan are displayed in this tab in the form of a calendar. You can request for resources using the Resource Request link in the left pane.

You can forecast the resources required to participate in the execution of the Activities planned for the year. This helps in planning for the resource requirements for the year and early anticipation of shortfalls in manpower and mitigation plans. You can enter the Forecast per Category of resources for each Activity in the Plan. You can enter per Forecast Duration as defined in the system. For example, you can enter a monthly requirement of Designers for a particular Activity. This number then rolls up at the Plan level providing the Marketing Managers and Executives visibility into the total Resource requirements for all activities for each month.

Note: There can be a need for having an overlapping forecast duration. There is no validation for it. You need to make the check manually while adding forecasts.

Workflow Tab

You can initiate and associate a Brief or Project to an Activity or Program. The Workflows tab has the Projects and Briefs that are associated with the selected Activity (depending on the configuration settings done by the administrator).

You can do the following operations in the Workflow tab:

- **Initiate Project or Brief:** Initiate a new brief or project for the activity.
- **Associate Brief or Associate Project:** Associate an existing brief or project.
- **Disassociate Brief or Disassociate Project:** Disassociate a project or brief.

You can do the following for the briefs:

- **Copy Brief:** You can copy a selected brief.
- **Search and Copy Brief:** You can search and copy for existing briefs into the activity. A Search and Copy Brief popup appears. You can search for the briefs by entering filters.

You can copy a brief only if the following criteria are fulfilled:

- Complete access required is True and you have complete access. Complete access required is False or you do not have this access, then you should either be the creator, coordinator or marketing owner.
- Activity status is not closed, pending or under review. Allow a workflow operation in case of budget rejection is No and activity status is not budget rejected.

Note: If a brief or project type is marked obsolete, then that type appears in the list with the word “Obsolete” in brackets appended to its name. The instances that were created with these types before they were marked obsolete are visible and you can work on them. However, you cannot create new instances using these obsolete types.

Versions Tab

This section displays the version list with details such as Creation Date, Creator and Comments. The version created when you save a version the Information tab is seen in the Versions tab.

Moving Activities across Programs or Activities

You can move activities from one program to another within the same plan. The whole hierarchy is not moved. You can move activities of any level to a different program or activity but at the same level within the Plan. You cannot move activities from one plan to another.

Select the activity and click **Move** and select the program where you want to move the activity and click **Select**.

After the activity is selected, the Impact of Move Activity screen appears with the amounts that are affected. Click **Move**.

To move an activity, do the following checks:

- **Cost Centers and Financial summary:** You can select the cost centers at any level only from the ones selected at the parent level. You cannot move an activity, if one of the cost centers present at the activity level is not present at the new parent program. For moving such activities, add the cost center manually to the destination parent or delete the cost center from the entire sub-hierarchy of the activity to be moved.
- **The total planned amount of the moved activity should be available at the new parent program:** In order to move an activity in this case, the planned amount at the destination should be increased. Even if the cost center is selected for the destination parent, the unallocated amount for the cost center at that parent should be more than or equal to the amount allocated for the cost center of the moved activity. If the cost center at the parent level does not have enough amount, the activity cannot be moved. To move the activity, you should increase the cost center allocation.
- **Forecasting:** To move the activity, you should remove the forecast attribute from the activity and its sub-hierarchy or add it to the destination parent. If the forecast attribute is present at the destination parent, then the amount of the moved activity is deducted from the destination parent's forecast from the appropriate bucket. If sufficient amount is not present in the bucket, then you cannot move the activity. In order to move the activity the forecast allocation should be increased at the destination parent, for that forecast attribute.

Table 30.3 *Impact of Move Activity*

Changes for	Changes at source	Changes at the destination	Changes in the moved activity	Changes to the sub-hierarchy
Cost centers	Add the amount for each of the cost centers to the unallocated amount of the parent for that cost center.	Subtract the amount for each of the cost centers in the activity from the cost centers.	No change	No change

Changes for	Changes at source	Changes at the destination	Changes in the moved activity	Changes to the sub-hierarchy
Financial summary values	<ul style="list-style-type: none"> The roll-ups for allocations is added to the parent's roll up values. The expenditure roll-ups is subtracted. These changes are propagated right to the level in the parent hierarchy. 	<ul style="list-style-type: none"> The allocation roll-up values is subtracted from the parent roll up values. The expenditure roll is added. These changes are propagated right to the level 1 in the parent hierarchy. 	No change	No change
Activity Path	No change	No change	Changes to reflect the new parent.	Changes to reflect the new parent.
Forecast	<ul style="list-style-type: none"> Remaining totals change. The totals for the attribute increase by the amount of the attribute. The forecasted total decreases. 	<ul style="list-style-type: none"> Remaining totals change. The totals for the attribute decrease by the amount of the attribute. The forecasted total increases. 	No Change	No Change

Estimate Management

Overview for Estimates

The framework to create estimate projects, resources, out-of-pocket expenses, and so on, required by the vendor to complete a specific ad hoc project or the annual projects. This enables fulfillment of all financial management-related steps of the agency management process in the most efficient and cost effective manner with regard to the following:

- Annual SOW or Staffing Plan creation and corresponding online approvals

- Ongoing SOW modifications and corresponding approvals, if applicable
- Tracking of monthly agency actuals
- Report generation

Adding Estimates

To add estimates click **Add** in the estimates section (in the expenses tab). The Estimate Details screen appears.

Enter the following details:

- **Title:** Estimate name.
- **Estimate #:** Estimate number (if it is set to auto-generated then system generates this number and it is in Read-Only mode).
- **Estimate Type:** Select the type, either annual or project.
- **Effective Date:** The date on which the estimate is effective from.
- **Expiration Date:** The expiry date of the estimate.

You can view the vendors belonging to your Business Unit only. Enter the following vendor details:

- **Vendor:** Select the vendor this estimate needs to be sent to.
- **Vendor Resource:** Select a resource from the above selected vendor who is part of the project.
- **Vendor Contact:** Select the contact for the vendor.

For adding the work items to the estimates save the estimate by clicking **Save**, a View Estimate Details screen appears. Add the Estimate Coordinators. The Estimate Coordinator has the same rights as the Estimate Creator. The Estimate Coordinator can edit, change, approve the estimate, and so on. Submit the estimate to the vendor.

You can do the following operations for **Work Items**:

- You can add the work items to the estimates by clicking **Add**.
- You can make a copy of the selected work items and clicking **Copy**. Copy work items is an online process, which means that once all the selected work items are copied, the list of work items is refreshed immediately. You can update work item title, category, type and the strategic value. Work item# is either auto-generated or you can enter it manually.
- Multiple users cannot work on the same Work Item simultaneously. If you are editing the Work Item, the same Work Item cannot be opened by another user until you log off or saves the Work Item details. The work item is locked for the second user and **Unlock** appears next to the work item. If you click **Unlock** while another user is working on the work item, then a message appears and you can view the work item in a Read-Only mode. The second user can unlock it after the first user has saved or canceled the work item details.

You can submit the estimate to the vendor by clicking **Submit to Vendor**.

You can view the vendor details by clicking the vendor name link wherever it appears in the system.

After the estimate is submitted to the vendor, the vendor can log on to the Partner Channel Management (PCM) solution to view the estimate.

Note: You can edit the estimate details by clicking **Edit**.

Expired Estimates

An estimate is marked expired by the system if the following criteria are fulfilled:

- The estimate end date is less than the current date.
- Estimate status is not Submitted to Vendor.

You can view the expired estimate in a read-only format. To revise these estimates, select it and click **Revise**. Enter the reason for the revision. The estimate status is then changed to Revised. You can revise the expired estimates only.

The estimate creator or coordinator can do following operations:

- Submit such Estimate to the vendor.
- Estimate review (either approves or rejects Estimate).
- Edit Work Item or Estimate details.

Additional details about Estimates revision:

- When an Estimate expires, the approval jobs for such Estimate (if exists) are Canceled. Reviewers of such job cannot review the Estimate.
- When the Estimate is revised, notification is sent to the creator, coordinators, and vendor resources.
- A version is created when an Estimate is revised. The revised reason is added as comments for the version.

Viewing Estimates by the Vendor

The vendor resources can access the estimate assigned to them by logging on to the Partner Channel Management (PCM) solution. To log on, on the browser enter the standard SAS Marketing Operations Management url with */pcm* at the end. For example, if your url is <http://1.1.1.1/MOM>, then the url for Partner Channel Management (PCM) is <http://1.1.1.1/MOM/pcm>. The vendor resource is a user and can log on using their login credentials.

Click **Estimates** link in the left pane of the Partner Channel Management (PCM) solution. All the estimates that are submitted to vendor to define new work-items or to modify the existing ones are displayed. The vendor resource can update an estimate by defining the work-items and re-submit it to the initiator of the estimate for the review process.

The initiator reviews it and either approves or rejects it. If rejected, then the estimate is resubmitted to vendor for the required modifications. If the estimate is approved by the initiator, then it is submitted for further review process by the agency seniors and marketing seniors. If the estimate is rejected by any of the reviewers, then it is resubmitted to the vendor for further modifications. If the estimate is approved by all reviewers, then the initiator can mark it complete.

The system captures the original SOW that is submitted by the agency to the organization, as well as the final negotiated SOW. Final negotiated SOW serves as the baseline SOW for the entire year.

Importing or Viewing the Actual Item details: The vendor can import the actual item details against an estimate through the Partner Channel Management (PCM) solution. Click **Import Actuals** link in the left pane.

You can select the following file types for a sample template:

- **Agency Hours Template:** In this template you need to enter the plan name, work item number, resource category path, resource category name and the quantity for a particular month.
- **OOP Template** - In this template you need to enter the plan name, work item number, resource category path, resource category name and the total cost for a particular month.

After filling in the required excel sheet for the month, the vendor uploads it by browsing and then importing it.

Based on a configuration setting, vendors are allowed to import unbudgeted actuals (A resource category not present in the system). The unbudgeted items are displayed as Unbudgeted Items in the Actuals list. Once the file is imported, you can view the status of the job by clicking **View Import Jobs** link. A list of jobs with their status appears. A notification is sent to the owner or creator of the actuals job, once the actuals are imported into the system. This happens for both successful and failed imports.

Reviewing Estimates and Creating Workflows

Once the status of the estimate is Submitted to Vendor, click on the estimate name link to view the estimate.

A Review Estimate screen appears with the following tabs:

- **Estimate:** The estimate details, work items and the reviews are displayed. The estimate can be marked as complete by clicking **Mark as Completed**.

Note: Even if the estimate is marked as complete the vendor resource is allowed to revise it. If the estimate is revised it needs to go through the approval process again.

- **Workflow:** The initiator of the estimate can initiate a workflow by selecting a job type.

Note: If you initiate a review of a job type and the administrator marks that job type obsolete, then the instances that were created before that type became obsolete are visible and you can work on them. However, you cannot create new instances of that job type.

- **Previous versions:** The versions of the estimates are displayed here. Versions are created in the following scenarios:
 - When the vendor submits the estimate for review.
 - When the AMT approves the estimate.
 - When a revision of an estimate is created.
 - When an estimate is marked as complete.

Commitments or Purchase Order (PO)

Making a Copy of Existing Commitments

You can copy commitments from the Program, Campaign or Activity (Expenses tab) or from the Budgets.

Select the commitments to be copied and click **Copy**. Select the marketing activity. The radio buttons for activities to which you have no access are disabled. A commitment with any status can be copied to an activity provided you have access to the activity or you are a Creator, Owner, Coordinator or Budget manager.

You cannot copy commitments to another activity in the following cases:

- Activity status is Closed, Pending or Under Review.
- Activity status is Budget Rejected and the setting in the Strategic Planner Administration for **Allow Operation In Budget Rejection** is No. If it is Yes, then you can copy the commitment even if the budget is rejected.
- If the activity level is 1 and the setting in the Strategic Planner Administration for **Allow Budgeting In First Level** is False.
- While copying the commitment the activities for which you have no access appear disabled. The invoices in a commitment are not copied but the amounts are copied to the new commitment and the amounts are calculated unto the plan level. Enter the new commitment number or it can be auto generated based on the configuration settings.
- Setting **Expense Tracking Required** is False.

You can save the newly created commitment with the necessary changes in the system.

Adding Commitments

To add commitments click **Add** in the Commitments section. The Create Commitments screen appears.

Enter the following details:

- **Commitment:** Enter details such as commitment # (could be auto generated depending on the setting), title, description, committed on, payment due on, the vendor, and the currency. The currency is auto-populated depending on the setting specified by the administrator. If the **Auto-populate vendor currency for commitment and invoice** setting is **Yes**, then the currency of the vendor is auto-populated. The status of the commitment is displayed.
- **Commitment Items:** Specify the details for each commitment item such as cost category, description, rate, units and quantity. The amount and the total is calculated automatically. You can add more commitment items by clicking **Add**.
- **Payment Schedule:** Add new payment schedules by clicking **Add**. Enter details such as date, amounts, notes and the status for each payment schedule.
- **Attachments:** Add attachments for the commitments by clicking **Add**.

Save the commitment.

Note: Based on the configuration certain checks are made. If the activity budget does not have sufficient funds for the commitment, then you cannot save the commitment.

Once the commitment is saved a View Commitment screen appears with all the commitment details in the Information tab. You can add Invoices. If the setting for commitment approval is on, then you can add invoices only after the internal and vendor approval is completed.

You can perform the following operations on this screen:

- **Edit Commitment:** You can edit the commitment.
- **Close Commitment:** You can close the commitment. When a commitment is closed the outstanding amount is released to the plan level. After all the invoices have come in and nothing more is added to the commitment, you can close the commitment.
- **Commitment Approval:** If commitment approvals are set to True in the Strategic Planner Administration, then a commitment review is mandatory.
- **Void Commitment:** At any point of time, before invoices are raised against the Purchase Order, you can void a commitment. The outstanding amounts are released up to the plan level. The necessary calculations are managed in the system for changes in the budgets as a result of the voiding of the Purchase Order. The amounts in the commitment are displayed for tracking purpose even if the commitment is voided. The necessary notifications are sent to the relevant parties involved. Once the commitment is voided no operations can be performed on it.

Approvals tab on the View Commitment screen displays the internal and the vendor reviews. Details such as the job name, job status, review status, start and due date and the % complete are displayed.

Routing a Commitment for Approval

Based on a configuration setting, the commitments can be routed out for approval to a selected set of users within the organization. This is similar to an approval job. The system manages the status of the approval job and also has the ability to decide whether the route should terminate on rejection by specific reviewers. A user having Edit access can edit the job even after it is submitted. For approving the commitment, go to the Approvals module and click **My Reviews** link to view the commitment sent for review. You can approve or reject the commitment.

If you reject the commitment, then you should start the approvals cycle again until the commitment is approved internally. Once the commitment is approved internally the **Commitment Approval** button on the View Commitment screen in the Information tab changes to the **Generate PO** button. You can generate a Purchase Order by clicking the button. You can route the Purchase Order to the vendor's resources for acknowledgment. The review cycle goes on until the vendor approves the commitment.

Creating and Managing Activities

Under the Activities tab in the View Program screen list of activities is displayed. Each programs or campaigns title has a link. To view the detailed information of an activity click title link. To add a new activity click **Add**, creating an activity is similar to creating a program or campaign. Click **Save** on a Create Activity screen and a **View Activity** screen appears with the activity information.

A view activity screen has a tabbed layout with information for the program or campaign grouped under various tabs similar to program or campaign information screen. Instead of an Activities tab there is Sub-Activity tab, where you can add and update sub-activities.

Using the Best Practices Builder

If the setting for Best Practices Builder is set to yes in the Strategic Planner administration, this feature is active. Best practices per activity type or communication channel are configured in the system. You can apply best practices at any level such as Program, Campaign or Activity depending on the activity type selected by the administrator while configuring it.

In the following example it is applied at the Campaign level. An extra tab with the configuration name is available. All the additional information of the Campaign configured by the Administrator appears.

Note: The information in the <Best Practices> , Scorecard and workflows tab, is visible only if the administrator populates all the fields in the Best Practices Builder in the Strategic Planner Administration.

Budgets

Business Rules for Budgeting

Scenario 1: Cost Center wise budget allocations for Plan, Campaigns or Activities

Step 1

Table 30.4 Plan 1 with Two Cost Centers Having Planned Amounts

Plan 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	100	0	100
Cost Center 2	100	0	100

Step 2

Table 30.5 Campaign 1 in Plan 1 with Planned Amount in Cost Center 1

Campaign 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	100	50	50
Cost Center 2	100	0	100

Table 30.6 Campaign 1 in Plan 1 with Planned Amount in Cost Center 1

Campaign 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	0	50

Step 3

Table 30.7 Activity 1 in Campaign 1 with Planned Amount in Cost Center 1

Plan 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	100	50	50
Cost Center 2	100	75	25

Table 30.8 Activity 1 in Campaign 1 with Planned Amount in Cost Center 1

Campaign 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	0	50

Table 30.9 Activity 1 in Campaign 1 with Planned Amount in Cost Center 1

Activity 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	0	50

Step 4

Table 30.10 Campaign 2 for Plan 1 with Planned Amount in Cost Center 2

Plan 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	100	50	50
Cost Center 2	100	75	25

Table 30.11 Campaign 2 for Plan 1 with Planned Amount in Cost Center 2

Campaign 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	50	0

Table 30.12 Campaign 2 for Plan 1 with Planned Amount in Cost Center 2

Activity 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	0	50

Note: Cannot have more planned amounts in Activity 1 or in another activity since no amount is remaining in Campaign 1.

Table 30.13 Campaign 2 for Plan 1 with Planned Amount in Cost Center 2

Campaign 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 2	75	0	75

Scenario 2: Cost Center wise allocation for spending for Campaigns or Activities

Step 5

Table 30.14 Spending Planned for Activity 1 (Allocated to Spend) = \$30

Plan 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	100	50	50
Cost Center 2	100	75	25

Table 30.15 Spending Planned for Activity 1 (Allocated to Spend) = \$30

Campaign 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	50	0

Note: Cannot have allocated to spend amounts at the Campaign 1 level as all the money is allocated to Activity 1.

Table 30.16 Spending Planned for Activity 1 (Allocated to Spend) = \$30

Activity 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	30	20

Table 30.17 Spending Planned for Activity 1 (Allocated to Spend) = \$30

Campaign 2	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 2	75	0	75

Step 6

Table 30.18 Spending Planned for Campaign 2 (Allocated to Spend) = \$75

Plan 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	100	50	50
Cost Center 2	100	75	25

Table 30.19 Spending Planned for Campaign 2 (Allocated to Spend) = \$75

Campaign 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	50	0

Note: Cannot have allocated to spend amounts at the Campaign 1 level as all the money is allocated to Activity 1.

Table 30.20 Spending Planned for Campaign 2 (Allocated to Spend) = \$75

Activity 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	30	20

Table 30.21 Spending Planned for Campaign 2 (Allocated to Spend) = \$75

Campaign 2	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 2	75	75	0

Scenario 3: Cost Center wise allocation for spending for Campaigns or Activities

Step 7

Table 30.22 Committed Amount (for spending) for Activity 1 = \$20

Plan 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	100	50	50
Cost Center 2	100	75	25

Table 30.23 Committed Amount (for spending) for Activity 1 = \$20

Campaign 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	50	0

Table 30.24 Committed Amount (for spending) for Activity 1 = \$20

Activity 1	Planned Amount	Allocated Amount	Unallocated Amount	Committed Amount	Unspent Amount
Cost Center 1	50	30	20	20	10

Note: Unspent Amount = Allocated to Spend - (Committed Amount + Spent Amount)

Table 30.25 Committed Amount (for spending) for Activity 1 = \$20

Campaign 2	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 2	75	75	0

Step 8

Table 30.26 Spent Amount (Invoices Amount) for Activity 1 = \$10.

Plan 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	100	50	50
Cost Center 2	100	75	25

Table 30.27 Spent Amount (Invoices Amount) for Activity 1 = \$10.

Campaign 1	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 1	50	50	0

Table 30.28 Spent Amount (Invoices Amount) for Activity 1 = \$10.

Activity 1	Planned Amount	Allocated Amount	Unallocated Amount	Committed Amount	Spent Amount	Unspent Amount
Cost Center 1	50	30	20	20	10	0

Note: Unspent Amount = Allocated to Spend - (Committed Amount + Spent Amount)

Table 30.29 Spent Amount (Invoices Amount) for Activity 1 = \$10.

Campaign 2	Planned Amount	Allocated Amount	Unallocated Amount
Cost Center 2	75	75	0

Viewing the Budgets as a Budget Manager

Click **View Budgets** link in the left pane. A View Budgets screen appears. You can search for specific budgets by entering filters and clicking **Search**. All the budgets reviewed by you are displayed in the Budgets section. The pending budgets, for which you are the Budget Manager for are displayed in the Pending Budgets section. Click the Budget title link, to go to the Budget Manager: View Budget screen. The program information, financial information, and the user roles are displayed in a tabbed view. You can enter comments for the budget and approve or reject the budget. A note is displayed if the forecast amount exceeds the planned amount.

Table 30.30 Impact of Budget Rejection

Tab	Operations Allowed
Information	<ul style="list-style-type: none"> • Editing the Activity information. • Moving an Activity. • Saving a version for an Activity. • Adding or deleting Objectives. • Adding or deleting Products. • Adding or deleting Target Groups. • Adding or deleting Distribution Channels. • Adding or deleting attachments.

Tab	Operations Allowed
Activities or Sub Activities	<ul style="list-style-type: none"> • Adding or deleting activities at the lower level. • Moving activities.
Budget	<ul style="list-style-type: none"> • Adding or deleting Cost Centers. • Editing Forecasts. • Editing Allocated to Spend. • Re-initiating Budget. • Releasing money.
Expenses	<p>If the configuration setting is True, then the following operations are allowed:</p> <ul style="list-style-type: none"> • Adding or deleting of Commitments. • Adding or deleting Invoices.
Scorecard	<ul style="list-style-type: none"> • Setting Default Metrics • Adding or deleting Measurements. • Recalculating KPIs. •
Reviews	Adding or deleting reviews.
User Roles	<ul style="list-style-type: none"> • Adding or changing the Marketing Owner. • Adding or deleting Coordinators. • Adding or Deleting Budget Managers. • Adding or deleting Readers.
Workflows	<ul style="list-style-type: none"> • Adding or deleting Briefs. • Adding or deleting Projects.
Versions	Deleting Versions.

Viewing the Commitments

Click **View Commitments** link in the left pane. A View Commitments screen appears. You can search for specific Commitments by entering filters and clicking **Search**. All the commitments reviewed by you are displayed in the Commitments section. Click the Commitments title link, to go to the View Commitments screen. You can close or edit the Commitment. You can view the commitment items and the payment schedule. You can add invoices and do a batch reconciliation.

View Invoices

A view invoices screen appears with the following sections:

Search: You can search for Invoices using filters such as vendors, invoice # (number), payment due date (from and to), paid on date (from and to), invoice date, status and the cost center then clicking **Search**.

Invoices: The invoices to be reconciled by the logged in user are displayed with details such as the title, invoice # (number), vendor, paid date, status, amount and the reconciled amount. By selecting multiple invoices batch reconciliation can be done.

By clicking on the invoice title link the user is taken to the view invoice screen where the user can edit or reconcile the invoice.

Providing Reviews

To review plans, programs, activities and estimates, click **Reviews** link in the left pane. Click the title links to view the details and provide comments. You can upload files if required.

Changing the Budget or Forecast for a Plan

Overview of the Sandbox

Click **Bulk Changes** in the left pane to view the existing sandboxes.

Users who have access to all the plans in the sandbox are as follows:

- The Budget Delegate.
- The initiator of the Plan.
- The users of the Complete Access Group can access all the sandboxes along with their respective Budget Delegates.

As multiple users have access to the sandbox, it is locked when a user is in the sandbox to avoid conflict. It is unlocked when the Plan is released from the Sandbox either by applying the changes to the Plan, canceling the changes or aborting the changes. If any user locks a sandbox but does not unlock it, the administrator has special access to unlock the sandbox. You can export the Budget Re-allocation and Forecast Re-allocation to PDF or Excel.

Budget and Forecast Re-allocation

Only the Plan creator or the Complete Access Group users can initiate the sandbox. On the View Plan screen in the Budgets tab click **Edit Bottom Up** to reallocate the budgets for the Plan.

Select the Budget Delegate. If you do not select the Budget Delegate, then you are assumed to be the Budget Delegate. The user selected as the budget delegate receives a notification. Once this is done the Plan is in the bulk changes mode and is locked.

There are two tabs on the **View Plan-Bottom Up** screen, they are:

1. **Budget Re-Allocation:** You can perform the bulk changes for budget re-allocation without any budgeting constraints that are applicable in the regular mode of operation within a plan.

Note: The Cost Centers which are available at the plan level only are available at the lower levels.

You can view the budgeting information such as the planned, allocated to spend, committed, spent, unspent and the unallocated amounts for a plan and all the programs, campaigns and activities below it. In the Sandbox, you can apply the budget reallocation changes in a batch as an online process. After finalizing the changes apply them to the plan and all the programs, campaigns and activities below it. You can change the amounts that are underlined.

2. **Forecast Re-Allocation:** You can perform the bulk changes for the forecast re-allocation without any constraints that are applicable in the regular mode of operation within a plan.

Within the sandbox, you can view the budgeting information such as the planned and the forecasted amounts for a discipline per quarter, month, year or period in a plan and all the programs, campaigns and activities under it. You can add forecast attributes. Only authorized users have the ability to add a forecast attribute for a plan, program, campaign and activity in the sandbox for forecast re-allocation.

You can add forecast attributes if the following criteria are fulfilled:

- You can add a forecast attributes for a program, campaign, activity only if it is already added at the parent level.
- If the setting to allow adding of forecast attributes at the plan level in the sandbox is set to true, then at the plan level, you can select a discipline from the list. All the forecast attributes configured in the system are shown.
- You can select and add forecast attributes in the sandbox at the program, campaign or activity level only if it is already added at the parent level.

Authorized users also have the ability to remove a forecast attributes for a plan, program, campaign and activity. You can remove a forecast attribute from a plan, program, campaign or activity if it is not selected at the lower levels. If you try to remove a forecast attribute that is selected at the lower levels from a plan, program and campaign, then an alert message appears.

On the **View Plan-Bottom Up** screen, details such as the plan title, description, business unit, currency, fiscal year, plan status and last updated on are displayed.

You can do the following operations:

- **Save as Draft:** The sandbox is saved as a draft only. The changes are not applied.
- **Apply Changes to Plan:** The changes are applied to the plan and the plan is unlocked.
- **Cancel Changes:** The changes are canceled.
- **Abort Bulk Changes:** The sandbox mode is canceled and you go back to the plan screen.

Click the underlined amounts to change them. When you change the amounts, a change log is entered next to the plan, program, campaign or activity in the last column.

If the **Allow the forecast amount to exceed planned amount** setting is set to No, then at each level the forecast amount cannot exceed the planned amount and an error occurs which does not allow you to proceed. If it is set to Yes, then the forecast amount can exceed the planned amount at every level. The changes that you apply to the Plan are validated and you are notified with errors and warnings on the screen. The errors are highlighted in the sandbox, allowing you to correct them in order to proceed and apply

changes to the Plan. If large number of errors and warnings occur, an option to print the errors and warnings is available.

A single notification is sent to the activity coordinators of the programs, campaigns, or activities, informing them about the sandbox changes after they are applied to the actual plan and all the activities under it.

Multi-year Activities

You can continue an Activity beyond the current fiscal year and move its commitments to the following year. To continue an activity, split the Unspent Amount and the Commitment Amount so that it is allocated as Budgeted and Committed amounts in the activity for the next fiscal year. Move the user-defined amounts from the Unspent and Committed Amount of the Current Years Activity to the Activity continuing in the next Fiscal Year. In this case be sure to create the Plan for the next Fiscal Year and allocate the budget to the Plan. You can perform bulk changes for closing activities as well as continuing activities and commitments in the next fiscal year in the Sandbox.

On the Information tab click **Multi-Year Activities** to do the bulk changes. Select the Budget Delegate. If you do not select the Budget Delegate, then you are assumed to be the Budget Delegate. The selected Budget Delegate receives a notification. Once this is done the plan goes into the bulk changes mode and is locked.

A Plan's Sandbox for Multiyear Activities screen appears. Details such as the plan title, description, business unit, currency and fiscal year are displayed. While aligning an activity the next fiscal year's plan name is not displayed until the activity is aligned.

You can go the commitments and add the payment schedule for the next fiscal year. Click the marketing activity name link. Click the Commitments name link to split the commitment. A Commitment Details screen appears where you can add the payment schedules for the next fiscal year. Save the changes. Once the commitment is split, align and close the activity.

Figure 30.4 Aligning Activities

▲ Program Details						
Program Path: Loans Plan for 2014						
Program #: 1008						
Program Title: Car Loans Program						
Program Type: Advertising			Program Status: Budget Approved			
Planned In-Market Start Date: 01 May 2014			Planned In-Market End Date: 30 June 2014			
Actual In-Market Start Date:			Actual In-Market End Date:			
Currency: USD						
Financial Summary						
Planned:		110,000.00		Allocated to Spend: 30,000.00		
Unallocated:		80,000.00		Committed: 600,000.00		
Unspent:		-670,000.00		Spent: 100,000.00		
▲ Cost Center Breakup						
Name				Amount		
Insurance division				20,000.00		
Loans Division				10,000.00		
▲ Commitments						
Commitment #	Name	Status	Vendor	Initial Commitment Amount	Commitment Split Current Fiscal Year	Commitment Split Next Fiscal Year
1000	Advertising	Closed	Creative Eye Pvt. Ltd	1,000,000.00	0.00	0.00
1001	Marketing	New	v2	600,000.00	600,000.00	0.00
Close Align & Close Done						

Note: If you add any payment schedule for the next fiscal year, then ensure that the activity is aligned.

To apply the changes to the plan click **Apply Changes to Plan**. The changes are applied and the plan is unlocked.

The users having access to the sandbox can navigate into the sandbox and generate reports for Budget Reallocation and Forecast Reallocation.

Requesting for Resources

You can request for resources for your activities from the Strategic Planner module. You can select user as Resources and assign them to various Activities.

Click **Resource Request** link in the left pane. A Resource Request screen appears. The top bar contains the filters using which you can request for a resource for a particular plan, program, campaign and activity.

The top bar has the following filters:

- Select the Fiscal Year based on which the Business Unit and Plans are populated in the list box. You can select multiple Business Units or Plans. You can filter based on Activity Type and In-Market Start Date.
- Change the time scale date range by selecting the months, year, and clicking **Go**.
- View the activities in a particular date range using the slider. Based on your filter selections, the Plans, Programs and Activities are displayed in the view below.

Select the filters and click **Go**.

The Activity Path appears in the first column and the Activities are displayed in the second column. You can expand the Activities to view the requested or allocated resources. The bar shown for an activity indicates whether the resources are allocated. Click the gray bar to check the start and the end dates, the number of hours the resource is requested for. You can request for a resource by selecting the resource category and specify the dates and the number of hours, you need the resource for. Save the request.

After the Resource Category Head approves the resource request, your request appears in either green or yellow depending on the allocation.

Embedded Reports

There are some embedded reports in Strategic Planner. You can generate them from the Strategic Planner screen and are available for each level of the plan. On the left pane the links to the following reports are displayed:

- **Marketing Calendar:** Generate the marketing calendar report to view the complete Gantt chart. The calendar for the plan as well all its activities is shown. When this report is generated at any level of activity, it shows the calendar from that level of activity and all the levels below it. This shows the calendar for both the planned and actual dates for the activities as well as for the activities having different activity types. Different colors are used to differentiate these. This marketing calendar report is a yearly report. While generating this report you can select and exclude an activity from the report.
- **Forecast Variance:** This report link is available only if the Forecasting Required option is set to True. The users having Read or Write access to the plan can generate the report. The forecast amounts for the months in each quarter are added to show the forecast amounts for each quarter. The actuals per quarter and the variance between the forecasts and the actuals are displayed. When the actuals exceed the

forecast amount, the amount appears in red. When the actuals are less than or equal to the forecast amount, it appears in green.

- **Activity Actuals-Monthly or Quarterly:** This report is generated at all levels within the plan. This report displays the roll-up amounts at each level for allocated to spend, committed and spends per quarter or month, total spend, available and unspent. The invoice paid date is considered for the quarter or month calculation. You can export this report to Excel and PDF.
- **Activity Budget Report:** This report displays the planned and unallocated amounts at that level and the roll-up amounts at each level for the allocated to spend, committed, total spend and available. This report is an equivalent of the activity budgets and spends report in the Strategic Planner reports category.
- **Activity Summary Monthly or Quarterly:** This report displays the same information as the activity actuals report but is generated only for the plan and program level. This report is an equivalent to the activity actuals report in the Strategic Planner Reports category.

Strategic Planner Reports

In order to maintain the confidentiality of the reports, the business unit filter is mandatory, wherever it appears as a filter. If ALL is selected in any filter, it denotes the values for the user. For example, if ALL is selected for the business unit filter, the business units to which you belong to is considered.

Strategic Planner reports display a list of configured reports. To launch the reports click **Reports** link in the left pane of the Dashboard screen. By default the Strategic Planner reports are displayed .

Any reports which are scheduled by you are displayed in the top section with the following details:

- **Name and Description:** Enter name and description of the report.
- **Run cycle:** Specify how many times the report should be generated.
- **Next Run Time:** Select when the report should be generated next, if the report is generated multiple times.
- **Last Run Time:** If the report is generated multiple times, then when it was generated last.
- **Status:** Whether the report was generated and sent successfully or if there were any errors. If there were errors, then it can be resubmitted by making changes in the schedule for the reports. The errors can be viewed by clicking on the **ERROR** link.

You can schedule the Overspent Report, Activity Budgets and Spends Reports in Strategic Planner.

You can generate the following reports for Strategic Planner:

- Activity Actuals Report
- Activity Budget and Spends Report
- Activity Budget List
- Activity Budget Report
- Activity Summary Report

- Actuals Resource Utilization by Vendor and Plan Workitem
- Actuals Spend by Vendor and Plan
- Actuals Spend by Vendor, Plan and Workitem
- Financial Account Spend Report
- Forecast Variance Report
- Imported Invoice List
- Invoice Reconciliation Report
- List of Commitments
- List of Invoices
- Marketing Calendar
- Marketing Plans List
- Over Spent
- Plan User access Report
- Recovery Sheet

Once the reports are generated you can export the reports in PDF or Excel.

Strategic Planner Notifications

Users receive a notification when a plan, program, or campaign is created or deleted, and when a budget is initiated or rejected. You can configure these email notifications in the NotificationConfiguration.xml file, which is located in *InstallationDirectory/TenantFolder/StrategicPlanner/Configuration/XML/NotificationConfiguration.xml*. In the case of a multi-machine configuration, NotificationConfiguration.xml is on the Services machine. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

For the Plan entity:

Event	Can Be Disabled
When an Author is added to a plan, that Author receives a system-generated notification.	Yes
When a Reader is added to a plan, that Reader receives a system-generated notification.	Yes
When a Budget Manager is added to a plan, that Budget Manager receives a system-generated notification.	Yes
When an Author is removed from a plan, that Author receives a system-generated notification.	Yes

Event	Can Be Disabled
When a Reader is removed from a plan, that Reader receives a system-generated notification.	Yes
When a Budget Manager is removed from a plan, that Budget Manager receives a system-generated notification.	Yes
When a plan is deleted, the Authors and Readers for that plan receive a system-generated notification.	Yes
When the plan owner sends a plan for review, Reviewers receive a system-generated notification to review the plan.	Yes
When the budget and forecast reallocation sandbox are changed, the plan stakeholders receive a notification.	Yes
When a copy plan interaction is successful, the stakeholders receive a notification.	Yes
When a copy plan interaction fails, the stakeholders receive a notification.	Yes

For the Activity entity:

Event	Can Be Disabled
When Coordinators are added to a marketing activity, they receive a notification.	Yes
When Readers are added to a marketing activity, they receive a notification.	Yes
When Budget Managers are added to a marketing activity, they receive a notification.	Yes
When marketing activity is deleted, the Coordinators, Readers, Marketing Owner, and Budget Managers receive a notification.	Yes
When Budget Managers are removed from a marketing activity, they receive a notification.	Yes
When coordinators are removed from a marketing activity, they receive a notification.	Yes
When Readers are removed from a marketing activity, they receive a notification.	Yes

Event	Can Be Disabled
When a coordinator sends a marketing activity for review, Reviewers receive a notification to review the activity.	Yes
When Marketing Owners are added to a marketing activity, they receive a notification.	Yes
When Marketing Owners are removed from a marketing activity, they receive a notification.	Yes
When activities are moved from one source to another, stakeholders for the parent source of that activity receive a notification.	Yes
When an activity is moved, stakeholders of the destination parent receive a notification.	Yes
When an activity is moved, stakeholders for that activity receive a notification.	Yes
When changes are made to the budget and forecast reallocation in the sandbox for a marketing activity, stakeholders for that activity receive a notification.	Yes

For the Budget entity:

Event	Can Be Disabled
A Budget Manager receives a notification for approving or rejecting the budget of a marketing activity.	Yes
When a budget is approved, the Marketing Activity Coordinators and the Creator receive a notification.	Yes
When a budget is rejected, the Marketing Activity Coordinators and the Creator receive a notification.	Yes

For the Exchange Rates Sheet:

Event	Can Be Disabled
If an error occurs when a user uploads a Microsoft Excel spreadsheet for exchange rates, that user receives a notification.	Yes

For the User entity:

Event	Can Be Disabled
When Budget Delegates are selected for budget and forecast re-allocation, and for multi-year marketing activities, those Budget Delegates receive a notification.	Yes
When a user is assigned roles in a plan or marketing activity during a replace user interaction, that user receives a notification.	Yes
When a user is removed from the roles in a plan or marketing activity during a replace user interaction, that user receives a notification.	Yes
When a user is assigned roles in a plan or marketing activity during a clone user interaction, that user receives a notification.	Yes

For the commitment approvals job:

Event	Can Be Disabled
When an approvals job is submitted, the Contributors receive a notification.	Yes
When a job is submitted, the Readers receive a notification.	Yes
When an approvals job is canceled, the contributors who have not completed a step in the approvals process receive a notification.	Yes
When a step is canceled in a commitment approvals job, the Contributor for that step receives a notification.	Yes
When a job is completed, the Job Initiator receives a notification.	Yes
When a job is canceled, the Job Initiator receives a notification.	Yes
If a Contributor has not completed a step, that Contributor receives a notification.	Yes
If a job is delayed, the Job Initiator receives a notification.	Yes

Event	Can Be Disabled
When the due date of the commitment approval job is changed, the Contributor receives a notification.	No

For the commitment entity:

Event	Can Be Disabled
When a commitment is voided, notifications are sent to all the users associated with the commitment.	Yes

For the import invoice:

Event	Can Be Disabled
When invoices are imported into SAS Marketing Operations Management, notifications are sent.	No

For the estimate entity:

Event	Can Be Disabled
When an estimate is created and submitted to a vendor, or when work item details are added or updated, all the selected vendor resources of that estimate receive a notification.	No
When a vendor resource adds or updates the work item details and submits the estimate for a review, the estimate creator and the coordinator receive a notification.	No
When the estimate creator and the coordinator reject an estimate, all the selected vendor resources for that estimate receive a notification.	No
When the estimate creator approves an estimate, all the selected vendor resources for that estimate receive a notification.	No
When the estimate creator or any estimate coordinator adds or selects new users to be estimate coordinators, all newly added estimate coordinators receive a notification.	No

Event	Can Be Disabled
When the estimate creator or any estimate coordinator removes estimate coordinators, all removed estimate coordinators receive a notification.	No
When an estimate is canceled by the estimate creator or coordinator, all selected vendor resources for that estimate receive a notification.	No
When an estimate is locked in order to update the rate cards, stakeholders receive a notification.	No
When an estimate is unlocked and rate cards are updated successfully, the creator, coordinator, and vendor resource for that estimate receive a notification.	No
When updates to the rate card fail, the creator, coordinator, and vendor resource for that estimate receive a notification.	No
When an estimate revision is successful, the stakeholders receive a notification.	No

For the estimate copy:

Event	Can Be Disabled
After a user creates a copy, the user who is using the copy transaction receives a notification.	No

For the estimate approval job:

Event	Can Be Disabled
When a reviewer is selected to review an approval job, that reviewer receives a notification.	No
When a vendor resource is selected to review a submitted estimate, that vendor resource receives a notification.	No
When an approval job is submitted, the estimate creator and coordinator receive a notification.	No

Event	Can Be Disabled
When reviewers reject an estimate, the estimate creator, the coordinator, and all selected vendor resources for that estimate receive a notification.	No
When any reviewer rejects an estimate, all reviewers for all processes that pertain to that approval job receive a notification.	No
When an estimate review is completed, all reviewers for that job receive a notification.	No
When a review is completed, the initiator of the review process receives a notification.	No
When a review process is completed, the estimate creator and coordinator receive a notification.	No
When an estimate review is completed, all the selected vendors for that estimate receive a notification.	No
When an estimate is marked as completed, all the selected vendors for the estimate, the estimate creator, and the coordinator receive a notification.	No
When a vendor resource uses the In Revision option to select an estimate for revision, the estimate creator and the coordinator receive a notification.	No
When the estimate creator uses the In Revision option to select an estimate for revision, all selected vendors and the coordinator for that estimate receive a notification.	No

For the actuals entity:

Event	Can Be Disabled
When a vendor successfully imports a Microsoft Excel spreadsheet via the Partner Channel Management module, the creator of the job receives a notification.	No
When a vendor attempts to import a Microsoft Excel spreadsheet via the Partner Channel Management module and that import process fails, the creator of the job receives a notification.	No

Chapter 31

Managing Offers

Overview of the Offer Management Module	267
User Roles	267
Getting Started	268
Creating Offers	268
Offers in Strategic Planner	269
Offer Calendar	270
Offer Management Notifications	270

Overview of the Offer Management Module

SAS Marketing Operations Management provides a searchable, centralized repository for creating, storing, and maintaining marketing offers and associated information. You can share this information with key stakeholders during the marketing and promotions process. These offers are published via the offer calendars and included while planning campaigns and activities in Strategic Planner.

Key Benefits:

1. Allows central management and tracking of marketing offers.
2. Allows marketing organization to publish the offers via an offer calendar.

User Roles

- **Creator:** User who creates the offer.
- **Owner:** The creator can select a user as an owner. By default, the creator is the owner.
- **Author -:** List of users or groups selected who have Edit access on the offer.
- **Reader:** List of users or groups who get Read-Only access on the offer.

- **Offer Managers (group):** This role is used to send emails when the offers are changed. Only members of this group have access to lock or unlock offers. Members of this group have Edit access on all the offers.



Getting Started

After you log on, click the **Offer Management** link in the left pane on the Dashboard screen. The Offer Management screen appears. A list of recently updated offers is displayed with details about each offer. You can search for offers using filters such as offer name, offer code, offer valid from and until dates, and the status of the offer. Click the offer name to edit that offer.

A favorite link is available on all windows that contain the top bar. To view the favorite links that you have stored, click the link in the top right corner of the Dashboard screen. You can perform the following operations:

- To save any page as your favorite page, click the favorites link on that page, and click **Add to Favorites**. Enter the name for the page and select the folder in which the link should reside, and then click **Add**.

To create a new folder and add the favorite link to it, click **New Folder**. Enter the name for the new folder and click **Create**. You can create a new folder only at the root level.

- You can organize the favorites by clicking **Organize Favorites**. You can perform the following actions:
 - You can rearrange the folders and links by dragging them into the order that you want.
 - You can move links from one folder to another by selecting the links and clicking . Select the folder that you want to move the links to and click **Move**.
 - You can delete folders and links by selecting them and clicking .
 - You can rename folders and links by clicking **Rename**.

Creating Offers

To store offers first create folders by clicking **Menu** link in the left pane, the following options are available :

- **Create:** Click this option to create a new folder.
- **Rename:** Click this option to rename the selected folder.
- **Delete:** Click this option to delete the selected folder.

You can perform the following operations on the Offers screen:

- **Copy:** You can make a copy of a selected offer. You can make a copy of an offer only if you have edit rights. When you select multiple offers and click **Copy**, the system creates the offers with **Copy** of string appended to the name. A pop-up appears where the user can change the names of the offers. During the copy operation, for each offer, an audit record is maintained. This tracks the user who makes a copy and the date and time at which the offer was copied. All the facets,

roles, attachments are copied. Notifications are sent to the authors and readers when the copy is created.

- **Delete:** You can delete a selected offer.
- **Lock:** You can lock a selected offer while editing it. An offer can be locked by the members of the offer managers group only. When an offer is locked, users can see the offer details in a read-only screen.
- **Unlock:** You can unlock a locked offer.

Note: A configured group (Offer Managers), offer creator, authors, and readers are notified every time an offer is created, copied, edited, locked, or deleted.

Select the folder in which you want to store the offer and click **Create Offer**.

An Offer Details screen appears. Enter details such as offer name, description, and offer code (could be auto-generated depending on the setting). Select the offer type, valid from and until dates. Upload any supporting documents.

Click **Save and Continue**. An Offers Details screen appears where you can edit and publish the offer details entered. In the user roles section, you can assign roles such as offer owner, authors and readers to different users.

The owners and authors have Write access and they can edit the offer details whereas the reader has Read-only access on the offer.

After all the information is entered, you can publish the offer by clicking **Publish**.

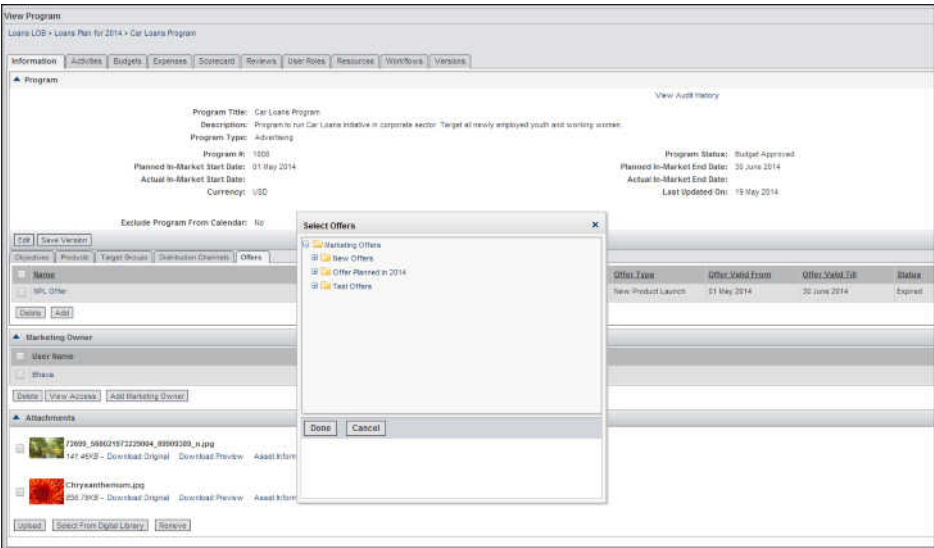
Offers can have the following status values:

- **Draft:** The offer is in a draft mode if the creator has just saved the offer and not published it.
- **Published:** Only a published offer can be selected in Strategic Planner. You cannot select an offer with any other status.
- **In Market:** There is a back-end process that runs every day to check if the start date of the offer is less than or equal to today's date. If yes, then the status of the offer is changed to In-Market. In-market offers are in a read-only format.
- **Expired:** If the end date of an offer is less than today's date, then the status is changed to Expired.

Offers in Strategic Planner

Offers created in Offer Management can be selected in Strategic Planner from the second level that is, the program level onwards. In the Information tab of an activity, an Offers tab is available. You can add offers by clicking **Add**.

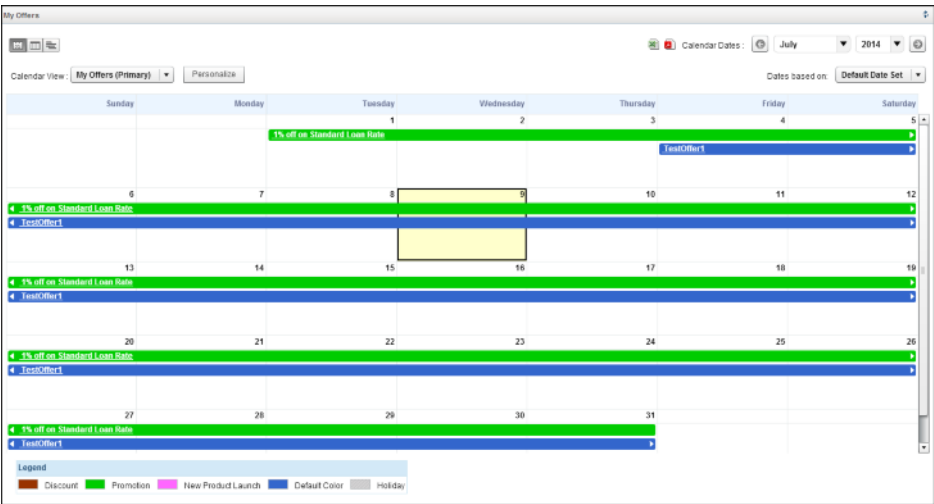
Figure 31.1 Offers in Strategic Planner



Offer Calendar

The offers associated with one or more marketing activities are displayed on the Offers Calendars. The Offer Managers group can access all the offers from the Offers Calendar.

Figure 31.2 Offer Calendar



Offer Management Notifications

A user receives email notifications from the Knowledge Manager when certain events occur. You can configure the email notifications in the NotificationConfiguration.xml file, which is located in *InstallationDirectory/TenantFolder/*

CampaignManager/Configuration/XML/NotificationConfiguration.xml. In the case of a multi-machine configuration, NotificationConfiguration.xml is on the Services machine. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
When an offer is created, the Offer Managers and the Offer Owner receive a notification.	Yes
When an offer is edited, the Offer Managers, Offer Owner, Offer Creator, Authors, and Readers receive a notification.	Yes
When an offer is deleted, the Offer Managers, Offer Owner, Offer Creator, Authors, and Readers receive a notification.	Yes
When an offer is copied, the Offer Managers, Offer Owner, Offer Creator, Authors, and Readers receive a notification.	Yes
When an offer is locked or unlocked, the Offer Managers, Offer Owner, Offer Creator, Authors, and Readers receive a notification.	Yes

Chapter 32

Using Marketing Workbench

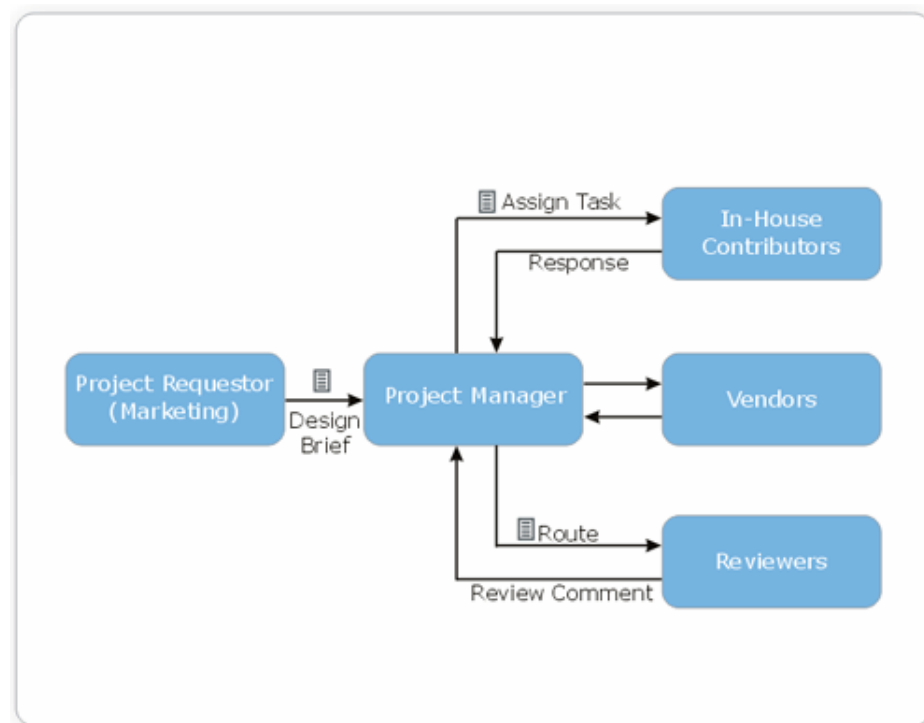
Overview of the Marketing Workbench Module	274
User Roles in Marketing Workbench	275
Marketing Workbench Process	275
Operation Modes	275
Getting Started	276
Request Mode	276
Overview of the Request Mode	276
Creating Briefs	276
Copying Briefs	278
Submitting a Brief	278
Reassigning a User for Briefs	278
Managing Projects	278
Overview of Projects	278
Creating New Projects	279
Viewing the Project Information	280
Reassigning a User for Projects	282
Managing Deliverables	282
Overview of Deliverables	282
Viewing Deliverable Information	283
Details on the Information Tab	283
Details on the Components Tab	283
Details on the Tasks Tab	283
Information about the Dependencies Tab	285
Information about the Digital Assets Tab	285
Information about the User Roles Tab	286
Reassigning a User for Deliverables	286
Marking the Project or Deliverable as Complete	287
Reopening Project or Deliverable	287
Managing Tasks for a Deliverable Using the List View	287
Overview of Tasks	287
Assignment Task	288
Gather Information Task	289
Discussion Task	289
Tracking Task	290
Route Task	290

Multi-File Route Task	291
Web Process Task	291
Viewing Read-Only Tasks	291
Reassigning a User for Tasks	291
Managing Tasks for a Deliverable Using the Visual View	292
Performing Tasks	292
Marketing Workbench Reports	294
Marketing Workbench Notifications	294

Overview of the Marketing Workbench Module

The Marketing Workbench module enables marketing services and the creative design teams to capture design briefs, define artworks, allocate tasks, and track the overall progress of artwork design projects. Marketing teams can build workflow templates based on marketing best practices. These templates can be related to product launches, collateral design, advertising, direct marketing, sponsorship, event management, and so on. The module generates schedules and timelines based on these templates and sends automatic email notifications and reminders to internal and external participants as well as to contributors. Marketing Workbench brings discipline and consistency to the various marketing workflow processes running in an organization. The application implements workflow, related to the submission of project requirements, assignment of projects, development of layouts and artworks, allocation of various tasks required for completion of the project and reminders for delivery of assigned tasks.

Figure 32.1 Marketing Workbench Overview



User Roles in Marketing Workbench

The user roles in Marketing Workbench are as follows:

- **Project Managers:** In charge of project execution.
- **Acting Project Manager:** Has the same right as the Project Manager. Is assigned by the Project Manager. Works if there is no the Project Manager.
- **Deliverable Manager:** Is responsible for the deliverable and can add, delete, modify, submit, and cancel tasks.
- **Readers:** Stakeholders who have access to view the briefs, projects, and tasks.
- **Reviewers:** Stakeholders who review the briefs, requests, and tasks, and give their comments.
- **Contributors:** Resources or users who are assigned tasks for execution.
- **Task Initiator:** The user who initiates the task.

Marketing Workbench Process

In general the process is as follows:

1. The project requestor creates a brief and sends it to the project manager.
2. The project manager creates a project from the brief and then assigns tasks to the various contributors and vendors.
3. The contributors respond to these tasks with comments, documents, files, and so on. These are sent back to the task initiator. The project manager can route the documents or files sent by the contributors among the reviewers.
4. The reviewers give their comments and approval in response.

Operation Modes

Request Mode: In this mode the user (product or marketing managers) can initiate new briefs, view inactive briefs and delete the existing briefs.

Manage Mode: In this mode, the user (project manager, acting project manager) can create new projects, view inactive projects, if required delete the existing projects and view pending briefs. The user can also create deliverables for a project and define the creation or submission of tasks for a deliverable.

Perform Mode: The users (resources, contributors, reviewers) can view the active task list, inactive task list, and briefs to be reviewed in this mode.



Getting Started

After you log on, click the **Marketing Workbench** link in the left pane on the Dashboard screen. The Marketing Workbench screen appears. Links such as Request, Manage, and Perform are available in the left pane. By default, the application launches in the Manage mode.

A favorite link is available on all windows that contain the top bar. To view the favorite links that you have stored, click the link in the top right corner of the Dashboard window. You can perform the following operations:

- To save any page as your favorite page, click the favorite link on that page, and click **Add to Favorites**. Enter the name for the page and select the folder in which the link should reside, and then click **Add**.

To create a new folder and add the favorite link to it, click **New Folder**. Enter the name for the new folder and click **Create**. You can create a new folder only at the root level.

- You can organize the favorites by clicking **Organize Favorites**. You can perform the following actions:
 - You can rearrange the folders and links by dragging them into the order that you want.
 - You can move links from one folder to another by selecting the links and clicking . Select the folder that you want to move the links to and click **Move**.
 - You can delete folders and links by selecting them and clicking .
 - You can rename folders and links by clicking **Rename**.

Request Mode

Overview of the Request Mode

This mode is used to search existing briefs, initiate new briefs, and delete an existing brief. Click **Request** link in the left pane. A View Briefs screen appears. You can search for briefs using filters such as brief type, status, start and due date of the brief and brief title contains (a keyword). The searched briefs are displayed in the section below. To view or edit details of a particular brief click the title link of the brief. If a brief is initiated from a Strategic Planner activity, then while viewing the brief, a link is provided to view the marketing activity.

Note: If an administrator marks a brief type Obsolete, existing instances of that brief are visible and you can work on them. However, you cannot create new instances using that brief type.

Creating Briefs

On the View Briefs screen, select a brief type from the pre-defined list and click **Create Brief** to create a new brief.

A Create Brief screen appears with the following tabs:

- **Information tab:** Has the following sections:
 - **Brief:** The brief ID appears (auto-populated, configured using Object ID series). Enter details such as the brief title, description, due date, project type, and project manager (if configured then can select only from the restricted group). You can view the details of the brief initiator by clicking the user name link. If a facet is associated with the brief, then the fields in the facet are displayed in a new section.
 - Note:* If the project type that you have selected is marked Obsolete by the administrator before you submit the brief, you must select another project type. The obsolete project type is not visible in the list.
 - **Deliverables for Brief:** Select the deliverable type from the drop-down list and click **Add Deliverable**. You should save the brief while adding the deliverable. You can add component as well.
 - **Attachments:** Upload attachments by clicking **Upload**. You can select attachments from the Digital Library by clicking **Select From Digital Library**.
 - **Template Documents:** The brief template appears. You can download the template and fill it and upload it in the attachment section. The template documents are available only if they are uploaded by the administrator while configuring brief types.

You can save the brief as a draft by clicking **Save**. **Save and Close** saves the brief in draft and take you back to the View Briefs screen. You can submit the brief to the project manager by clicking **Submit**.

Figure 32.2 Create Briefs

Create Brief

Information | Reviews | User Roles

Brief ID: 1014

* Brief Title: Promotional Brief

Description:

* Due Date: 20 August 2014

* Project Type: New Creative

* Project Manager: Managers

Brief Initiator: System Administrator

Deliverables for Brief

Deliverable Title	Description
<input type="checkbox"/> Artwork	

Delete | Select Deliverable Type | Add Deliverable

Attachments

No Files attached.

Upload | Select From Digital Library | Remove

Template Documents

File Name
Penguins.jpg

Save | Save And Close | Submit | Cancel

- **Reviews tab:** Initiate review for the brief by clicking **Initiate Review**. A Review Details screen appears. Enter the review title, review instructions, and the end date

for review. Add the reviewers. If a review is initiated for a brief, then the brief initiator cannot modify it.

- **User Roles:** Select the readers by clicking **Add Users** or **Add Groups**.

Copying Briefs

Select a brief and click **Copy Brief**. The copied brief is opened in an editable mode. The start date is the current date. Select the project manager as this user is not copied. In this mode you can print the brief.

Submitting a Brief

When you click **Submit**, the brief is submitted to the project manager. If the brief is submitted for execution to the selected project manager, the brief initiator cannot modify it. The system sends an email notification to the selected project manager indicating that a new brief is assigned. Email notifications are also sent to the readers for the brief. The project manager can view the pending briefs by clicking **View Pending Briefs** link in the Manage mode.

Reassigning a User for Briefs

You can reassign an active brief that you initiated to another user. You can also change the project manager for the brief.

1. Click **Reassign User** in the left pane. The Reassign User window appears.
2. In the **Search** section, search for the briefs that you initiated. Specify which role type and brief types you want to reassign.
3. Select the briefs for which you want to reassign the Brief Initiator and Project Manager. Select a new user to be the Brief Initiator and Project Manager.
4. Click **Save**.

Managing Projects

Overview of Projects

This is the default mode. This mode is used to create and modify projects and view the pending briefs. It is also used to view the deliverables and tasks.

Click **Manage** link in the left pane. A View Projects screen appears. You can search for a particular project using the filters and click **Search**. The searched projects are displayed in the Projects section. Click the project title link to view the details of the project. If a project is initiated from a Strategic Planner activity, then while viewing the project, a link is provided to view the marketing activity. The activity path appears in the list based on the configuration setting done in Workbench Administration. The Resource Request Roll up status column is also available based on the configuration.

Creating New Projects

You can create new projects in the following ways:

1. On the View Projects screen select a project type from the pre-defined list and click **Create Project**. A Create Project screen appears.

Enter the following details:

- **Project ID:** The project ID can be autogenerated or you can enter it manually, depending on the configuration.
- **Project Title:** Enter the title.
- **Description:** Enter the description.
- **Project Manager:** You are the project manager for the project.
- **Acting Project Manager:** You can select the acting project manager by clicking **Select Acting Project Manager** link. A user selection screen appears. Select the acting project manager from an existing list of users.
- **Start Date:** Select the start date of the project by clicking the calendar. By default, the date shown is today's date.
- **Status:** The status appears as new in a read-only format here.
- **Priority:** You can select the priority for the project as high, normal, or low. The default is normal.
- **Attachments:** You can upload attachments for the project. The attachments can be any file from your desktop or any assets from the Digital Library.

If a facet is associated with the brief type, then the fields in the facet are seen here.
Save the project

2. Click **View Pending Briefs** link in the left pane. A View Pending Briefs screen appears with a list of briefs assigned to you. Each row in the list displays the brief details. To view the brief click the title link. A View Brief screen appears where the brief details are displayed. The user roles, deliverables for the brief, reviews, and the attachments are also displayed.

You can perform the following operations on this screen:

- **Create Project:** You can create a new project. A Create Project screen appears. Enter the project details and save the project.
- **Assign to Project:** A list of projects of the same project type selected in the brief are displayed. Only the projects for which you are a project manager or acting project manager are displayed. Select a project to which this brief can be assigned and click **Done**.
- **Reject:** You can reject the brief and enter the reason for the rejection.
- **Print Brief:** You can print the brief.

Notifications are sent to the Brief initiator on any action that is performed.


Note: If you are denied access to a certain project type, then you cannot create a project of that type.

Viewing the Project Information

When you create and save a project, a View project screen appears with the project information in a tabbed layout.


The screen has the following tabs:

- **Information:** The project details are displayed. You can edit the project details by clicking **Edit Project**. The briefs related to this project are displayed. The attachments if any are displayed here. If the attachments are references from the Digital Library, then the **Download Original**, **Download** and **Asset Information** links are available for the asset. You can add new attachments. You can print the project information by clicking **Print Project**. All the project information with the list of deliverables except any facet series or the component list is printed. Click **Done** to go back to the project list screen.
- **Deliverables:** All the deliverables related to the project are displayed with details such as title, status, contributor, deliverable manager or initiator, start and due dates, % complete, completed on and instructions. The grid displays the deliverable, tasks, steps, and the contributor when assigned. For the steps, resource request status appears in the grid.

By clicking  icon next to the deliverable title, the following options are displayed:

- **Information:** You are redirected to the information tab of the deliverable where the deliverable details are displayed.
- **Digital Assets:** You are redirected to the digital asset tab of the deliverable where you can view or catalog the digital assets for the deliverable.
- **Modify Contributors:** You are redirected to the assign contributor screen. Depending on the settings specified by the administrator, the Basic or Advanced view is displayed.
- **Copy Deliverable:** You can create a copy of the deliverable and are redirected to the tasks tab of the deliverable.
- **Cancel Deliverable** or **Delete Deliverable:** You can cancel the deliverable with active status. You can delete the deliverable with new or draft status.
- **Print Deliverable:** You can print the deliverable details.

You can expand the deliverable to view the tasks.

For the tasks, click  icon to modify contributors, delete the task, and print the task. You can add new steps for discussion and approval tasks.

On the View Project screen on the **Deliverable** tab, the following buttons are available:

- **Delete:** You can select and delete multiple deliverables.
- **Add Deliverable:** Select the deliverable type and add deliverables.
- **Search and Copy Deliverable:** You can search and copy the deliverables for which you have access. If you create a copy of a deliverable, then you are appointed as the Deliverable Manager by default. The information associated with the deliverable also is copied. This includes the basic deliverable information, facet information, facet series associated with the deliverable, components not including the assets, all tasks, task facets, steps, step facets, contributors, claims associated with the tasks for the deliverable, and so on. Facet

files and binders associated with the step and the responses for the step are not copied.

- **Submit Resource Request:** For each deliverable, you can add the contributors or resources using the **Modify Contributors** link from the grid menu. After selecting the resources, submit the resource request. On submission of the request the resource category head needs to allocate the resources for the task to start. A notification is sent to the Resource Category Head for all the resource requests for which the allocations are pending.
- **Components:** Depending on the configuration this tab is visible. Components are parts of a deliverable that are managed through a single workflow. There will be one workflow process to manage the components of the deliverable. At the project level, the entire components list in the project across all the deliverables is visible. This list allows the Project Manager or the Acting Project Manager to edit all the components that are not locked, but they cannot add a new component. This list is shown only if one or more of the deliverable types have associated components. If you are editing a component at the deliverable level, it is locked until the operation is completed. You cannot edit a component if the deliverable is completed, on hold or canceled. You can edit or export selected components to an excel sheet.
- **Discussions:** The project manager can have a collaborative forum, where the stakeholders of the project can discuss the related topics by using discussion forums. You can initiate a topic within a project and select the invitees (users and groups). These invitees receive a notification. All the discussions for a project are shown on the **Discussions** tab.

Click **New Topic** to initiate a new topic. A Topic Details screen appears. Enter the details such as title, description, start date and valid until (date). You can select whether the initiator needs to be reminded about the topic closure and before how many days. You can specify details such as whether to close the topic on the due date or to notify the invitees on closure and reopen the topic or to post details. You can upload attachments for the topic.

You can view the photograph of the person who posts the responses along with the post. As a participant in the discussion, a notification of the posts made by other responders is sent and the participant has a choice to unsubscribe from the notification list.

- **User Roles:** The user roles such as the project manager and the acting project manager for the project are displayed. You can change them by clicking **Select Project Manager** or **Select Acting Project Manager** respectively. You cannot select users who are denied access to the project.

The administrator can create one or more restricted groups per project type and add users to the group. The project manager or acting project manager must be a member of this group.

The default readers are also displayed in this section. The administrator can set the default readers for a brief, project, or task type. Click **Add Users** to add additional readers. You can assign complete access to some users and groups. These users get visibility to and Write access to the projects when the project manager or acting project manager is not available and the project is in progress. The users in the complete access group (set by the administrator in the Process Designer module) have the same access as the project manager. You can also deny access to users and groups. These users and groups cannot view project details. The users or groups that the administrator sets in the Process Designer module appear by default. You can add or delete the groups or users

Notifications are sent to all the users or groups in the complete access group on the following events:

- An instance of a project for which you are a part of the complete access group is created.
- For an instance of a project, you are removed from the complete access group.
- When you are added to the complete access user or group for an instance of the project

Click **Done** to go back on the Project List screen.

Reassigning a User for Projects

A user with complete access rights for projects can reassign the Project Manager and the Acting Project Manager.

1. Click **Reassign User** in the left pane. The Reassign User window appears.
2. In the **Search** section, search for the users, entities (projects, deliverables, or tasks), or user roles.
3. Select the projects for which you want to reassign the Project Manager or Acting Project Manager. Select the new user to be the Project Manager or Acting Project Manager.
4. Click **Save**. If the new Project Manager or Acting Project Manager starts a discussion, then the author role for the discussion is also assigned to that new user.

Managing Deliverables

Overview of Deliverables

Traverse to **Manage** ⇒ **View Deliverables**. All the deliverables for which you are the deliverable manager or all the deliverables of the projects for which you have a Write access (Project Manager, Acting Project Manager, complete access user, or member of the complete access group selected for the project) are displayed.

You can view the following information about this screen:

- The status of the deliverables and also the active tasks within the deliverable.
- The delayed deliverables or tasks are highlighted.

The deliverable tab on the project information screen displays a list of deliverables for the project and enables you to add new deliverables by clicking **Add Deliverable**.

The creation of a Deliverable happens in three steps:

1. **Selection of the deliverable type:** Select the deliverable type for the project from a drop-down list defined by the administrator.
2. **Selection of contributors for the deliverable:** After you select the deliverable type, click **Done**. An Assign Contributor window appears. You can select subgroups from a parent group, or you can select users from the sub group. After the deliverable is created, the groups and users are pre-populated for the steps that had the groups in the Assign Contributor screen. If the Administrator sets it to the Basic mode, you can select the groups. If the Administrator sets it to the Advanced mode you can select

the groups and resource categories for steps in a task. You can select contributors or resource categories to participate in the execution of the deliverable. Click **Done**.

3. **Details of the deliverable:** You can enter details such as deliverable title, description, and start date. Specify the due date instead of the start date by clicking **Edit Due Date** and the system sets the start date for the deliverable accordingly. Save the new deliverable. A View Deliverable screen appears.

Viewing Deliverable Information

A View Deliverable screen is a tabbed view with information related to the deliverable shown organized under the following tabs:

Details on the Information Tab

The details such as the deliverable ID (if configured), deliverable title, description, start and due dates, status, and % complete appears here. Other deliverable information that is transferred from the project or task or any search information is also displayed here. You can edit the details by clicking **Edit Deliverable**.

The attachments if any are also displayed here. If the attachments are references from the Digital Library, then the **Download Original**, **Download Preview** and **Asset Information** links are available for the asset. You can add new attachments from your desktop or from the Digital Library. You can print the deliverable information by clicking **Print Deliverable**. All the deliverable information with the list of tasks is printed except any facet series or the component list. Click **Done** to go back to the deliverable list screen.


Details on the Components Tab

Depending on the configuration this tab is visible. Components are parts of a deliverable that are managed through a single workflow and are a package within which there are multiple deliverables. Depending on the tasks assigned to the contributors, you can add, modify or delete the components from the workflows. A contributor can edit, export, or batch download the components. The deliverable manager can do an initial lock (can edit the components but cannot add new components) or can do final lock (cannot edit or add components). When a final lock is done, the assets are ready to be cataloged into the Digital Library (on the **Digital Assets** tab). Depending on the tasks assigned, the following buttons are either visible or hidden to the contributor: **Edit**, **Export**, and **Batch Download**.

The Components list can link files that are routed for approval with rows in the Components list. This is useful for generating status reports and to visually identify the component (row) to which the approved file belongs and reporting on the status of each component in the list.

Details on the Tasks Tab

List of tasks related to the deliverable are displayed here. Details such as title, status, contributor, initiator, start and due dates, % complete, completed on, instructions and resource request status are seen. All these fields are visible by scrolling horizontally.

You can make the following modifications in the list view when you click  next to each task:

- For assignment, gather info, route, or discussion tasks: You can modify approvers or contributors, and you can delete the task.
- For web services tasks: You can cancel active tasks or delete new tasks.
- For tracking tasks: You can complete or delete a task.
- You can print the task details for all the tasks.

You can perform the following actions on this screen:



- **Add Task:** Create new tasks by selecting the task type and clicking **Add Task**.
- **Modify Contributors:** You can select contributors who will participate in the execution of the task. Depending on the configuration specified by the administrator, the Assign Contributor window appears in Basic or Advanced mode.
- **Modify Timeline:** Clicking on this button a Modify Timeline screen appears. You can view the list of tasks for the deliverable with the start and due dates for the task. You can modify the number of days required to complete the task by providing a numeric value in the duration edit box next to each task. Sometimes there is a requirement that a deliverable has to end by a fixed date so that you can schedule the next tasks accordingly. You know the fixed due date of the deliverable but want to know when to start the deliverable so that it is completed by the decided due date. To edit the due date click **Edit Due Date**. The system creates the deliverable with the given due date and sets the start date for the deliverable accordingly. After the deliverable is created, you can still modify the due date of the deliverable by using the modify timeline functionality and adjust the timeline. Validations such as the start date of the deliverable should not be less than the project start date, and so on, are done.
- **Submit Resource Request:** For each task, you can select the contributors or resources categories using the **Modify Contributors** link. After selecting the resources categories, submit the resource request. On submission of the request the resource category head needs to allocate the resources for the task to start.

You can edit the task details by clicking on the task title. If any of the tasks are auto initiated, then the Auto sign appears next to the task.

Note: For auto-initiated tasks, if the prerequisites are not set up, you cannot start the task. In this case, the Deliverable Manager is notified, and you can submit the task manually after setting up the prerequisites.

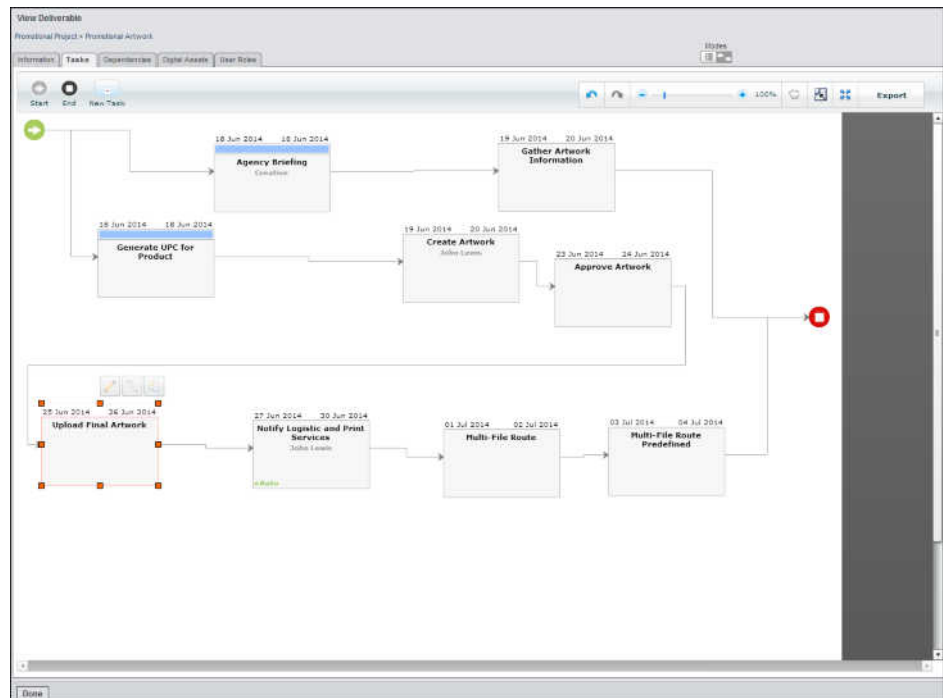
The system can auto initiate a task without any dependency on an earlier task. The task starts on a preset start date. Notifications and reminders are sent to the project manager, deliverable manager to inform them about the start of these tasks.

You can view the tasks in two modes. The default view is set by the administrator.

1. : A list view icon. The tasks are displayed in a list view. In this view, you can view the tasks and you can perform all the actions mentioned above.
2. : A Visual Workflow view.
 - You can view the tasks in a flow chart with the boxes representing the tasks with the start and end dates.
 - You can add new tasks for a deliverable by dragging a new task onto the canvas, selecting the task type, and naming it appropriately. Connect it at the right place, select the contributors and submit it.

- Enter the task titles for the newly added tasks.
- You can change the dependencies between the tasks.
- You can see the contributors for the tasks in the Visual Editor. On a mouse over the system displays the contributor name along with the step title assigned to the contributor. You can modify the contributors.
- You can view the current status of a task from the status bar above each task box. Blue indicates completed tasks, red indicates delays, green indicates in progress tasks and gray indicates canceled tasks.
- You can export the workflow as an image or a PDF for reporting purposes.

Figure 32.3 Visual Workflow View



Information about the Dependencies Tab

You can specify the dependencies of the current deliverable on other deliverables. Select the deliverables within the project by clicking **Select Deliverables**. You can remove the dependency by selecting the dependent deliverable and clicking **Delete**.

Information about the Digital Assets Tab

You can catalog multiple digital assets for a deliverable by clicking **Catalog Assets**.

A Catalog Assets for Deliverable screen appears.

Select from where you want to catalog the asset.

- From external media
- From a task: Shows the list of completed assignment tasks in which the contributors have cataloged assets.
- From the components - If the component status is in final lock

Select the section where you want to catalog in Digital Library by clicking **Select Target Section** link. A Select Target Sections screen appears. Navigate the section hierarchy and select a section. If the target section is predefined, it appears. Confirm by clicking **Done**.

After selecting the section click **Next** to browse and select the original, preview and thumbnail files (if the media selected is external) and click **Upload Files**. The files are transferred for cataloging. Add the business information by selecting the appropriate business information facet and clicking **Add** in the Business Information section. Click **Save** to catalog the item.

Note:

- You can catalog the assets uploaded in response to an assignment task in the Digital Library by clicking **Catalog for Deliverable**. You can move the data configured for the asset from the Workflow to Digital Library.
- If a contributor of a task uploads an asset in response to the task, the Digital Asset is automatically cataloged into a predefined section path for the deliverable if configured in Process Designer. Any data that is configured to be transferred from the Workflow to Digital Library is also moved by the system. The configuration for the data to be moved is done through a Data Transfer configuration utility.

Information about the User Roles Tab

In Marketing Workbench, there is a project manager and an acting project manager who are responsible for the launch of deliverables and tasks in the project. There are cases where the project manager (or the acting project manager), delegates a certain deliverable to another user who is the deliverable manager. This user is responsible for the deliverable and can add, delete, modify, submit, and cancel the tasks.

The user role tab displays the deliverable manager. The project manager, acting project manager, or the deliverable manager can change the deliverable manager. While you are changing the deliverable manager, users who are denied access to the deliverable are visible in the list but cannot be selected. Groups that are denied access are not visible in the list. You can deny specific users or groups access to the deliverable. These users and groups will not be able to view the deliverable details. The users or groups set by the administrator in the Process Designer appear by default. You can add or delete groups or users. If a group has a child group, the child group has the access that is permitted to the parent group.

Reassigning a User for Deliverables

The Project Manager, Acting Project Manager, Deliverable Manager, users with Complete access, and members of the Complete Access Group can replace a Deliverable Manager with another user for all their deliverables.

1. Click **Reassign User** in the left pane. The Reassign User window appears.
2. In the Search section, search for specific users, deliverables, or user roles.
3. Select the deliverables for which you want to reassign the Deliverable Manager. Select the new users and click **Save**.

Users who are denied access to the deliverable are visible in the list but you cannot select them.

Marking the Project or Deliverable as Complete

Once all the tasks for a deliverable are completed, you can mark the deliverable as completed by going to the information tab on the View Deliverable screen and changing the status. When all the deliverables in the project are delivered, the % done for the project is 100%. In the information tab edit the project and change the status of the project to completed and click Save, to mark the project as complete. You can put the project on hold and resume later. When the status of the project is changed, the concerned users receive notifications.

Reopening Project or Deliverable

You can close or cancel project or deliverable can be reopened. The Project Manager, Acting Project Manager, or any member of the Complete Access group can re-open a project. The Deliverable Manager can re open a closed or canceled deliverable, which is within an active project.

Impact of reopening a deliverable or project is as follows:

- To reopen a deliverable, the project should be reopened.
- Any dependency between the deliverables of a project is removed at the time of reopening because a dependent deliverable's timeline is affected by the re-opening of the deliverable. If the status of the successor deliverable is new or draft, then the dependencies are not removed from the predecessor deliverable that is reopened.
- The deliverable end date changes based on the newly added tasks to the reopened deliverable.
- The project end date changes based on the newly added tasks to the reopened deliverable.

Managing Tasks for a Deliverable Using the List View

Overview of Tasks

There can be multiple tasks required for a deliverable. A list of tasks for the deliverable are displayed in tasks tab on the View Deliverable screen. Click the task name link to edit the task. On the Edit Task screen, you can either submit the task if it is New or in a Draft state or cancel if the task is in progress. On the View Deliverable screen, add a new task for the deliverable by selecting the task type and clicking **Add Task**.

An Edit Task screen appears with the following tabs:

- **Information:** Enter details such as the task ID (if configured), task title, instructions, and the start date for the task. The due date, status, and % complete are displayed. Select the check box **Notify if task is delayed**, if you want to be notified on task delay. The associated facets if any are displayed and you enter additional information

for the task. Depending on the type of task, the steps if any are displayed and you can select the resource type and the contributor (for assignment, gather information and route task). Enter the duration and the instructions for each step. For a route task upload the file to be approved, select the approvers and enter the duration. Add attachments. The task duration depends on the type of task.

- Step duration in case of Assignment, Gather Information, Discussion, and Route task types.
- Task duration in case of Tracking task type.

You can download the template documents if available.

- **Dependencies:** When you navigate to this tab, the task is saved. The tasks which the current task is dependent on are displayed with details such as task title, status, start and due dates, completed on and % complete. You can add more dependencies by clicking **Select Task**.
- **User Roles:** Add readers by clicking **Add Groups** or **Add Users**. Select the readers from an existing list of users. Click **Done**. You can select the users or groups who should receive a notification on task completion.

Save the task, or submit the task for execution by clicking **Submit**. After selecting a resource category for a task, click **Submit Resource Request** to submit the resource request. The resource category head approves and allocates the resource for executing this task. When you submit the task, an email notification is sent to all the contributors or approvers of the task depending on how the task is routed. If the task is routed sequentially, then the first contributor or approver of the task receives an email notification. If it is routed simultaneously, then all the contributors or approvers receive an email notification at the same time.

After a task is submitted, you can change the due date of an active task if required, which impacts the following:

- If you are the task initiator, you can change the active steps using the Modify Timeline screen.
- The Timeline is recalculated if there is change in the duration for task or step.
- Contributors are notified if the duration for the steps assigned to them is changed.
- Validations are done before updating the changed duration for the task or step.

The details screen varies depending on the task type.

You cannot submit tasks if the following criteria are not fulfilled:

- If the resource category is selected for a step, but the resource is not allocated
- If the step dates and the allocation dates are not same.
- If a resource is allocated and the task is active, then the task initiator cannot modify the selected resource category. If the resource needs to be changed, then it can be done by the Resource Category Head from Resource Management.
- If a resource category is selected, then the resource cannot forward that task to another resource.

The tasks are of the types explained in the sections below.

Assignment Task

You can assign a task to a contributor or a resource to perform a particular function for which response is given. For example, Create Artwork Task is assigned to a designer

who then responds with the artwork file. An assignment task is sent to the contributors or resources sequentially. After the first contributor or resource responds, a notification is sent to the second contributor or resource. The initiator can change the contributor of the active step. Both the old contributor and the new contributor get an email notification for the same. The contributor of the first step can select or change the contributor of the next step. When a resource category is selected, submit the resource request. The resource request is sent to the resource category head who in turn allocates the resource for the task. The initiator can choose to get a notification if the task is delayed and receive a notification before the due date. An initiator can re-route the task without having to add the task multiple times. The information such as Entity and Facet Information, Step information - Entity and Facet Information, user roles for the tasks, contributors, and attachments are carried forward. The earlier contributor's name, email ID, and response is forwarded for reference. The task is completed after all the contributors have submitted their responses. Click **Print Task** to print all task information, except for facet series and the component list

The Edit Taskscreen has the following layout:

- **Information:** The task information appears. Select groups or the resource categories and provide necessary instructions to complete the task
- **Dependencies:** The tasks on which the current task is dependent on are displayed. You can select more tasks or delete the existing ones.
- **User Roles:** The default readers, which are configured by the administrator in Process Designer, are displayed. You can add new readers. You can select the users or groups who should receive a notification on task completion.

Gather Information Task

This is similar to an assignment task and is used to gather information from multiple sources. This is a simultaneous task in other words multiple contributors can submit the information at the same time. Each contributor can respond to a specific functional area. For example, to create an artwork, the project manager needs branding information from the brand manager, product information from the product manager, legal information from the legal department, and so on. The initiator can change the contributor of the active step. Both the old contributor and the new contributor get an email notification for the same. All the steps for which the contributors are not selected are marked as canceled. At least one contributor should be selected before submitting the task. The initiator can choose to get a notification if the task is delayed and receive a notification before the due date. The task initiator can decide whether the contributors can view the project and deliverable information by checking the check box **View Project and Deliverable Information** for each contributor. An initiator can re-route the task without having to add the task multiple times. The information such as Entity and Facet Information, Step information - Entity and Facet Information, user roles for the tasks, contributors, and attachments are carried forward. The earlier contributor's name, email ID, and response is forwarded for reference. The task is completed after all the contributors have submitted their responses. Click **Print Task** to print all task information, except for facet series and the component list.

Discussion Task

This type of task is used to initiate discussions between multiple contributors. Each contributor or resource can enter multiple responses. A discussion task is a simultaneous task, so at a given time multiple contributors or resources can contribute. After selecting a resource category, submit the resource request. The resource request is sent to the

resource category head who in turn allocates the resource for the task. Depending on the configuration, the predefined steps are displayed for an instance of the discussion task. You can delete these steps or add new steps. You can edit the name of the step, if required. You can select the contributors from a Route created by the administrator or saved by you. You can also create a new route. This task should be marked complete by the project manager, acting project manager, or deliverable manager. In a discussion type of task there is a notification sent out to all the contributors or resources when the task initiator submits the task. Click **Print Task** to print all task information, except for facet series and the component list.

Depending on the task initiator the following notifications are sent out:

- **Notify me if task is delayed:** If the task is delayed and the response is not posted, then the task initiator is notified as the task is not marked completed by the initiator.
- **Notify task initiator when response is posted:** Whenever a response is posted, the task initiator receives a notification.
- **Notify contributors when response is posted:** Whenever a response is posted, all the contributors receive a notification.

The initiator can choose to get a notification if the task is delayed and receive a notification before the due date. When the task is marked as complete by the task initiator, notifications are sent out to the contributors if the task initiator wants to notify them.

Tracking Task

This type is used to track the project manager's tasks and is completed by the project manager. This type of task is completed by clicking **Complete Task**. You do not need to add any contributors but you can add reader in the user roles tab. The initiator can choose to get a notification if the task is delayed and receive a notification before the due date. Click **Print Task** to print all task information, except for facet series and the component list.

Route Task

This task is used to route files such as documents (typically PDF's and DOC), image files, or video files to multiple reviewers for their approval. For example, approve an artwork created by an agency. The project manager or the deliverable manager can set the route as sequential or simultaneous. The task is completed after all the approvers respond. Depending on the configuration, you can associate claims with a route task. To associate claims, click **Associate Claims**. A list of claims that are not associated with the task are displayed. You can search for claims using the search functionality. Select the claims and click **Associate**. To disassociate claims, select the claims and click **Remove Association**. Depending on the configuration, the predefined steps are displayed for an instance of the route task. If there are no predefined steps, only one step is shown by default. You can add new steps and delete existing steps, or edit the name of the route step. The selection of approvers for the predefined steps is restricted to the performers selected in the Process Designer. When a resource category is selected, submit the resource request. The resource request is sent to the resource category head who in turn allocates the resource for the task. If the **Cancel Approval if Rejected** check box is selected for an approver, the task is canceled even before any other approver comments if this approver rejects the task. The initiator can choose to get a notification if the task is delayed and get a notification before the due date. The task initiator can decide which approver can view the project and deliverable information by checking the check box **View Project and Deliverable Information**. Click **Print Task** to print all task

information, except for facet series and the component list. If the claims required setting is set to Yes, then all claims associated with the task are printed.

Once the task is completed, the task initiator can re-route the task without having to add the task multiple times. The information such as Entity and Facet Information, Step information - Entity and Facet Information, user roles for the tasks, contributors, and attachments are carried forward.

If the data transfer is configured in Process Designer, then the file for approval is brought down from a deliverable and you can move the consolidated file to the deliverable. The task initiator can also view a consolidated file with the comments entered by the all the reviewers.

Multi-File Route Task

You can route multiple files of different formats (for example, PDF, DOC, and video files) in a single route task. Depending on the configuration, you can associate claims with the multi-file route task. To associate claims, click **Associate Claims**. A list of claims that are not associated with this task are displayed. You can search for claims using the search functionality. Select the claims and click **Associate**. To disassociate claims, select the claims and click **Remove Association**. The task can be tracked per file and per approver. There are options to skip a file or a reviewer after the task is routed and is active. Click **Print Task** to print all task information, except for facet series and the component list. If the claims required setting is set to Yes, then all claims associated with the task are printed.

The approvers can view all the files routed to them and they can comment on each file separately. You can view and comment PDF files online using Media Annotations. You can download Microsoft Word documents and comment in them. You can annotate videos directly using the video annotations tool online.

Web Process Task

You can initiate a workflow with a web process task in it. The task initiator can manage the execution of the task with minimum or no manual intervention. This type of task is auto initiated. On completion of the earlier task in the workflow, the web service task is automatically initiated depending on the configuration. No contributors are required for this type of task. You can print the task information by clicking **Print Task**. All the task information except any facet series or the component list is printed.

Viewing Read-Only Tasks

If you are a Reader for a task, you can see the task list by clicking **View Tasks** link in the left pane. A list of all the tasks for which you are the reader are displayed. Information such as the task ID, task title, deliverable title, project title, status, start and due dates and the % complete is displayed for each task. To view the task details click the task title link.

Reassigning a User for Tasks

The Project Manager, Acting Project Manager, Deliverable Manager, users who have Complete access, and members of the Complete Access group can replace a contributor or an approver with another user or contributor. These users can make this replacement for all tasks contained in all their projects and deliverables.

Note: This ability is not available for resources in a task because the Resource Manager or Acting Resource Manager can reassign the resources.

1. Click **Reassign User** in the left pane. The Reassign User window appears.
2. In the **Search** section, search for users, entities (projects, deliverables, or tasks), or user roles.
3. Select the tasks for which you want to reassign the Contributor or Approver. Select a new user to be the Contributor or Approver.
4. Click **Save**.

Managing Tasks for a Deliverable Using the Visual View

A Visual Workflow view appears.

- You can view the tasks in a flow chart with the boxes representing the tasks with the start and the end dates.
- You can add new tasks for a deliverable by dragging a new box onto the canvas. Naming it appropriately, connect it at the right place, select the contributors and submit it.
- You can enter the task title for the newly added tasks by clicking the pencil icon and add contributors.
- You can change the dependencies between tasks by clicking the arrow icon.
- You can change the instructions for the contributors and the duration of the task for the contributor by clicking the contributor icon.
- You can view the current status of a task from the status bar above each task box. Blue indicates completed tasks, red indicates delays, and green indicates in progress tasks.
- You can resize the canvas and export it as an image or a PDF for reporting purposes.

Performing Tasks

Contributors or resources can perform the tasks assigned to the following ways:

1. **E-mail Notification:** Email notifications are sent to the contributors when a project manager or initiator submits a task and to the project manager or initiator when a contributor submits a response. Delay reminders for a project and task are sent via emails to the contributor. The notifications are sent to the brief initiator, when the status of the project is changed and to the contributors on the completion of tasks. The email notification sent to the contributor when a new task is submitted contains a link to the perform task screen.
2. **Perform mode of the Marketing Workbench application:** Contributors can view the tasks assigned to them by clicking the **Perform** link in the left pane. The list of tasks assigned to you are seen here. You can personalize the predefined search. There can be a primary contributor and a secondary contributor. Both the contributors can

contribute toward the task but the primary contributor closes and completes the task. For resource categories, multiple resources can be allocated for a request, and one of the resources is the Primary resource.

This screen shows a list of tasks with their step status. If the task is completed, the status of the task is shown. Each row has a task title link, which when clicked takes you to a task response screen. You can provide comments here and attach documents if required. You can also upload digital assets in response to the task that is, by providing final artwork for the deliverable. Based on the settings done by the administrator, the contributors or resources are allowed to click the breadcrumb links provided on the task response screen and traverse to the deliverable, project and brief screens. As the contributor or resource is traversing from the perform mode, all information is shown in a read-only format, regardless of the user role of the logged in user.

You can attach files and put in your response. You can view the project and deliverable details depending on the settings done by the task initiator. You can forward the task to another contributor if required.

You can perform a route task in two ways, depending on the settings specified by the administrator. See [“Approve or Reject a Pending Job” on page 313](#) for more information. For a comparison of the Media Annotations Tool and Adobe Acrobat, see [“Comparison between the Media Annotations Tool and Adobe Acrobat” on page 315](#). You can enter comments for a step in the route task. The comments might be mandatory, depending on the settings specified by the Administrator. After a route task is completed, the individual summary value and review status of each reviewer and the overall approved or rejected status of the task is displayed. You can view a consolidated document with the comments of all the reviewers. The system consolidates the comments from all the documents uploaded by the reviewers and saves it as a Consolidated document .

While performing an assignment task, the contributor or the resource for the assignment tasks should enter all the details and upload any file if required. An Upload Digital Asset screen appears. The contributor or the resource can upload the original, preview and the thumbnail. Enter the expiry date and the business information for the asset. Save the uploaded asset. After uploading the artwork, the thumbnail appears on the task response screen. Submit the task by clicking **Submit**.

Note: The assets uploaded here can be cataloged into the Digital Library on the **Digital Assets** tab on the Deliverable screen.

After all the tasks are completed, the Deliverable Manager can mark the deliverable complete by going to the Deliverable information tab and changing the status. Similarly, mark the project complete by changing the status of the project on the project information tab. Once the deliverable and project is marked complete, you cannot open the project and the deliverable.

A contributor or approver can reassign or batch forward some or all tasks by clicking on the **Reassign User** link in the left pane.

Note: This ability is not available for resources in a task because the Resource Manager or Acting Resource Manager can reassign the resources. For a Discussion task, you cannot duplicate a contributor for the steps.

Marketing Workbench Reports

Marketing Workbench Reports display a list of configured reports. To launch the reports click **Reports** in the left pane on the Dashboard. By default the Strategic Planner reports are displayed. To view the Marketing Workbench reports select **Marketing Workbench** from the left pane.

The following reports are available:

- Contributor Information
- Marketing Process Efficiency Analysis
- Project Details
- Project List

Once the reports are generated, you can export the reports in PDF or Excel. You can create ad hoc reports as well for Marketing Workbench.

Marketing Workbench Notifications

When a user creates, completes, or cancels a brief, task, or project, SAS Marketing Operations Management sends that user an email notification. An email reminder is also sent when required (for example, when a task or project is delayed). You can configure the email notifications in the NotificationConfiguration.xml file, which is located in *InstallationDirectory/TenantFolder/MarketingWorkbench/Configuration/XML/NotificationConfiguration.xml*. In the case of a multi-machine configuration, NotificationConfiguration.xml is on the Services machine.

Different notifications are sent depending on the entity, which can be a brief, a project, a deliverable, a task, or a resource request. The following tables describe when the notifications are sent for each entity, and whether you can disable the sending of a particular email.

For the Brief entity:

Event	Can Be Disabled
When a brief is submitted for review, reviewers receive a notification. These emails are sent on behalf of the Brief Initiator.	No
When the brief is submitted, the readers receive a notification. These emails are sent on behalf of the Brief Initiator.	No
When the brief is submitted, the project manager receives a notification. This email is sent on behalf of the Brief Initiator.	No

Event	Can Be Disabled
When the Project Manager rejects a brief, the Brief Initiator receives a notification. This email is sent on behalf of the Project Manager.	No

For the Project entity:

Event	Can Be Disabled
When a project is created, the Acting Project Manager receives a notification. This email is sent on behalf of the Project Manager.	No
When a project is created, the readers of that project receive a notification. This email is sent on behalf of the Project Manager.	No
When a project is created for a brief, the Brief Initiator receives a notification. This email is sent on behalf of the Project Manager.	No
When a project is put on hold, the Brief Initiator receives a notification. This email is sent on behalf of the Project Manager, the Acting Project Manager, or a user in the Complete Access Group, depending on who put the project on hold.	No
When a project is resumed, the Brief Initiator receives a notification. This email is sent on behalf of the Project Manager, the Acting Project Manager, or a user in the Complete Access Group, depending on who resumes the project.	No
When a project is canceled, the Brief Initiator receives a notification. This email is sent on behalf of the Project Manager, the Acting Project Manager, or a user in the Complete Access Group, depending on who cancels the project.	No
When a project is delayed, the Project Manager receives a system-generated notification.	No
When a project is completed, the Brief Initiator receives a notification. This email is sent on behalf of the Project Manager, the Acting Project Manager, or a user in the Complete Access Group, depending on who completes the project.	No

Event	Can Be Disabled
When a project created for a brief is deleted, the Brief Initiator receives a notification. This email is sent on behalf of the Project Manager, the Acting Project Manager, or a user in the Complete Access Group, depending on who deletes the project.	No
When the current Project Manager is changed, the new Project Manager receives a notification. This email is sent on behalf of the current Project Manager or a user in the Complete Access Group, depending on who changes the Project Manager.	No
When a user is given complete access to a project, that user receives a notification. This email is sent on behalf of the Project Manager, the Acting Project Manager, or a user in the Complete Access Group, depending on who adds the user to the Complete Access Group.	No
When a user is removed from the Complete Access Group, that user receives a notification. This email is sent on behalf of the Project Manager, the Acting Project Manager, or a user in the Complete Access Group, depending on who removes the user from the Complete Access Group.	No
When a new topic is created in a project, all the invitees receive a notification. The email contains an Unsubscribe Me link if Notify on Post is selected. Notification is also sent to the authors of the topic.	No
When any reply is posted, all invitees to the topic and all users of the invitee group receive a notification. In order to receive this email, the recipients must have selected Notify on Post and must not have unsubscribed.	Yes. Disable the Notify on Post flag .
When a topic is closed, the following users receive a notification: all invitees, the topic owner, the topic author, and the user who closed the topic. An email is sent only to subscribed users and only if Notify On Closure and Reopen is enabled for the topic.	Yes. Disable the Notify On Closure and Reopen setting.
. When a topic is reopened, the following users receive a notification: all invitees, the topic owner, the topic author, and the user who reopened the topic. An email is sent only if Notify On Closure and Reopen is enabled for the topic.	Yes. Disable the Notify On Closure and Reopen setting.

Event	Can Be Disabled
Before a topic closes, the topic initiator and the authors receive a reminder notification based on the number of days specified for the sending of this reminder.	Yes. Disable the Remind me on Topic Closure setting.
When a user other than the Project Manager or the Acting Project Manager creates a topic in a project, that user is added as an Author on the topic. All the Authors in that project receive a notification informing them that they can access that topic and that they can post replies to the topic.	No
When a Project Manager or an Acting Project Manager is changed, the Author access for that user is revoked for the topics in that project. The new Project Manager or Acting Project Manager is notified about the access granted to them on the topics as an Author.	No
When a Project Manager or Acting Project Manager is changed, the author access for that user is revoked for the topics in that project. The old Project Manager or Acting Project Manager is notified that the author access for that user is revoked.	No
When a user's Read access to a project is removed, that user receives a notification. This email is sent on behalf of the Project Manager, the Acting Project Manager, or a user in the Complete Access Group who removed this user from the Complete Access Group.	No
When an invitee is removed from a project, that invitee receives a notification that their access has been revoked. The Authors of the topic also receive a notification.	No
Before a project starts, the Project Manager and the Acting Project Manager receive a notification.	Yes. Change the value of the DOCUMENTREQUIRED field in the NotificationConfiguration.xml.
When a project is deleted, the Resource Category Heads receive a notification. This email informs them that the resources that were allocated to this project are available.	No
When a project is delayed, the Project Manager and the Acting Project Manager receive a daily, system-generated notification.	No

Event	Can Be Disabled
If a project is on hold, the Resource Category Head receives a notification. This email informs the Resource Category Head that the project resources are available.	No
When a project is deleted, the Resource Category Head receives a notification that the resources for this project are available.	No

For the Deliverable entity:

Event	Can Be Disabled
When a new Deliverable Manager (who is not the Project Manager or the Acting Project Manager) is selected, the Deliverable Manager receives a notification. If the current Deliverable Manager selects the new Deliverable Manager, then the Project Manager and Acting Project Manager are copied on the email. This email is sent on behalf of the Project Manager, the Acting Project Manager, the Deliverable Manager, or any user in the Complete Access Group.	No
When Deliverable Manager is changed, the old Deliverable Manager receives a notification. If the current Deliverable Manager selects a new Deliverable Manager, then the Project Manager and the Acting Project Manager are copied on the email. This email is sent on behalf of the Project Manager, the Acting Project Manager, the Deliverable Manager, or any user in the Complete Access Group.	No
If the Project Manager or the Acting Project Manager changes the deliverable status to completed, canceled, or on hold, or resumes the deliverable, the Deliverable Manager receives a notification. This email is sent on behalf of the Project Manager, the Acting Project Manager, the Deliverable Manager, or any user in the Complete Access Group.	No
If the Deliverable Manager changes the deliverable status to completed, canceled, or on hold, or resumes the deliverable, the Project Manager and the Acting Project Manager receive a notification. This email is sent on behalf of the Deliverable Manager or any user in the Complete Access Group.	No

Event	Can Be Disabled
When a deliverable is canceled, the Resource Category Head receives a notification that the resources for this deliverable are available.	No
When a deliverable is completed, the Resource Category Head receives a notification that the resources for this deliverable are available.	No
When a deliverable is deleted, the Resource Category Head receives a notification that the resources for this deliverable are available.	No
On the date that the deliverable is scheduled to start, the Deliverable Manager receives a system-generated notification.	No

For the Task entity:

Event	Can Be Disabled
When a task is submitted, the readers of the task receive a notification. This email is sent on behalf of the Task Initiator. If the task is automatically initiated, then the email is sent on behalf of the Deliverable Manager.	No
When a task is submitted, the Contributor receives a notification. This email is sent on behalf of the Task Initiator. If the task is automatically initiated, then the email is sent on behalf of the Deliverable Manager.	No
When the Contributor selects a new Contributor and forwards the task, the new Contributor receives a notification. This email is sent on behalf of the Contributor who forwards the task.	No
When the Task Initiator cancels a task, the Contributors for that task receive a notification. This email is sent on behalf of the Task Initiator.	No
When the Task Initiator completes a discussion task, and the Notify Contributors option is selected for that task, the Contributors receive a notification. This email is sent on behalf of the Task Initiator.	Yes. Disable the Notify Contributors flag.
When the tasks assigned to a Contributor are delayed, that Contributor receives a system-generated notification.	No

Event	Can Be Disabled
When a message is posted in the forum for a discussion, all the Contributors for that task receive a notification. This email is sent on behalf of the user who posts a response.	Yes. Disable the Notify contributors flag when you post a response.
When the Task Initiator changes the Contributor of an active step in an assignment and gather-info task, the old Contributor receives a notification. This email is sent on behalf of the Task Initiator.	No
When a step assigned to a Contributor is canceled, that Contributor receives a notification. This email is sent for discussion, single-file, and multi-file approval tasks. This email is sent on behalf of the Task Initiator.	No
When any Contributor posts a message in a discussion task, the Task Initiator receives a notification. This email is sent on behalf of the user who posts a response.	Yes. Disable the Notify task initiator when response is posted flag.
When a task is rejected by any of the reviewers, and the Cancel if Rejected option is selected for that reviewer, the Task Initiator receives a notification.	Yes. Disable the Cancel if Rejected option for the reviewer.
When a task is delayed, the Task Initiator receives a system-generated notification.	No
When a task is completed, the Task Initiator and all Contributors receive a system-generated notification.	No
When the duration of an active step that is assigned to a Contributor is changed, that Contributor receives a notification.	No
When a task is nearing completion, the Task Initiator receives a reminder notification, based on the number of days specified for such a reminder. The email contains a list of active tasks for which the user is the Task Initiator.	Yes. Modify the Send me a reminder before due date flag and the number of days specified.
A notification is sent to the Deliverable Manager when a task is scheduled to start automatically on a specified date. This is a consolidated email for the day.	No

Event	Can Be Disabled
If a task does not start on the specified date, the Deliverable Manager receives a notification. There is a separate email notification for every unsuccessful auto start task.	No
Before the start date of a project, the Project Manager and the Acting Project Manager receive a notification. This notification also contains information about the start of the deliverable and the task for the Deliverable Manager.	No
When a task is canceled, the Resource Category Head receives a notification that the resources for this task are available. This notification is also sent when an active step that is executed by a resource category is canceled (for discussion, single-file, and multi-file approvals tasks).	No
When a resource request for a task is deleted, the Resource Category Head receives a notification.	No
If an error occurs during the automatic initiation of a task, the Task Initiator receives a notification to initiate the task manually.	No
When a single-file or multi-file approvals task is canceled, the Task Initiator receives a notification. The Task Initiator is informed about the task cancellation when the file conversion fails.	Yes. Modify the Action on file conversion failure setting.
If the annotation method for file approval is changed for a single-file or multi-file approval task, the Initiator receives a notification if the file conversion fails.	Yes. Modify the Action on file conversion failure setting.
If the file conversion for a particular file fails for a multi-file approvals task, the Task Initiator and the Deliverable Manager receive a notification. They are notified about the cancellation of the approval for that particular file.	No

For the Resource Request entity:

Event	Can Be Disabled
A notification is sent daily to all the Resource Category Heads to inform them about the pending allocations for their categories.	No

Chapter 33

Managing Resources

Overview of the Resource Management Module	303
User Roles	303
Getting Started	304
Capacity Planning	304
Allocating Resources for Plans and Activities	304
Resource Allocation	305
Allocating a Resource for a Task	305
Changing the Status of a Resource	307
Allocation View Tab	307
Viewing Your Allocations in the Calendar	308

Overview of the Resource Management Module

This module facilitates the execution of marketing activities and projects through better planning of marketing resource allocations. You can determine resource availability and allocate and reallocate resources across marketing activities and projects. Resource managers or resource category managers can plan for the human resources that are required for marketing campaigns or activities. They can also allocate resources to tasks within the Marketing Workflow during campaign execution. A Resource Manager can view the allocations and availability of resources through the year and plan them against marketing activities or allocate them to marketing workflow tasks based on requests.

User Roles

- **Marketing Manager:** Responsible for the planning and execution of projects.
- **Project Manager:** Responsible for creating and managing marketing projects within the Marketing Workbench module.
- **Resource Category Head or Resource Manager:** Responsible for the allocation and monitoring of resources. Could be responsible for one or more resource categories in the system.

- Acting Resource Category Head: Has the same rights as the Resource Category Head.
- Resource Category: A group of resources having similar skills.
- Resources: Team members involved in the execution of projects. People allocated to tasks in workflows as contributors. They are managed resources and their time and allocations are managed by the resource manager or resource category head.
- Administrator: Responsible for the configuration of the application.

Getting Started

To launch Resource Management, click **Resource Management** link provided on the Dashboard screen on the left task pane. Depending on your access rights that is, whether you are a Marketing Manager or a Resource Category Head, the Resource Request view, the Resource Allocation view, or both are displayed, by default.

Capacity Planning: This tab can be configured to be visible if resource managers need to plan capacity of resources for strategic planning campaigns or activities.

Resource Allocation: This tab is visible to the resource category head who allocates the resources requested for doing a particular task

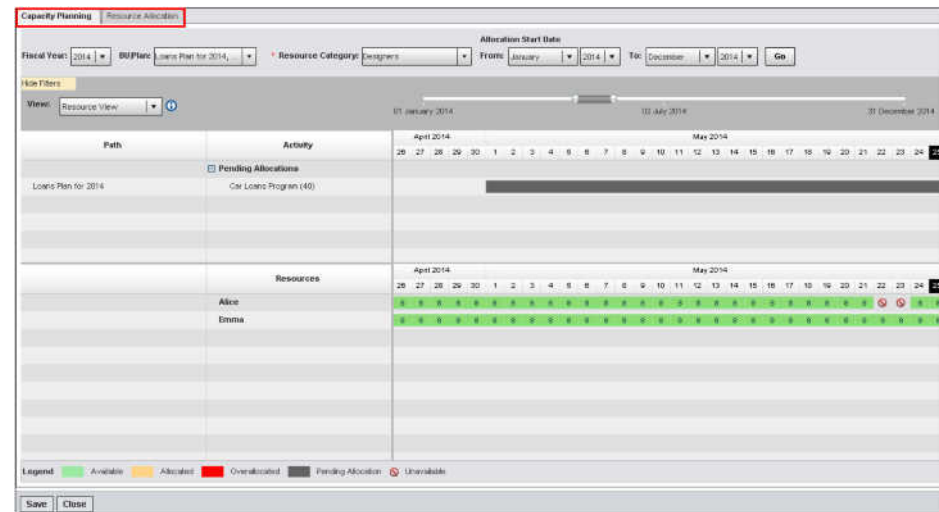
Capacity Planning

The users of SAS Marketing Operations Management system can be named as resources and assigned to various activities or in planning. Resource Management allows resources to be created, managed, and assigned by the Resource Category Head, who is in charge of a group of resources.

Allocating Resources for Plans and Activities

Directly from the Strategic Planner module, the marketing manager can send a resource request to the resource category head for a Plan or Activity. After the resource request is sent to the Resource Category Head, the request is seen in the Capacity Planning tab. Select the filters such as fiscal year, business unit or plan, and the resource category on the top bar to see the resource request. Select the allocation start date. You can change the view to either the resource view or the activity view. In the resource view, you will see all the activities per resource and in the activity view you can see the activities and all the resources per activity.

The activity path is displayed in the first column and the activities are displayed in the second column. In the first section you can see the pending allocations in gray. To allocate the resources, click on the gray bar.

Figure 33.1 Capacity Planning

Clicking the gray bar, a Resource Allocation pop-up is displayed. You can select one or more resources. If a resource is marked obsolete, it cannot be allocated for any activity. Enter the number of hours per day, per week. The requested hours and the allocated hours are displayed. After allocating the resource for the requested hours, click **OK**.

After the allocation, the resource is seen in the second part of the screen where all the allocated resources are displayed. Save the allocations. The allocations for the plan or activity are completed and are seen in the Strategic Planner resource allocations for a plan or activity.

Resource Allocation

From the Marketing Workbench module, a resource request is sent by a project or deliverable manager to the resource category head. This request is sent from a task for a resource. The resource category head can allocate the required resources.

Allocating a Resource for a Task

Using the filters on the top bar, the resource category head can allocate a resource for the request sent by the task initiator for a particular task in a project.

The project, deliverable, and task path is displayed in the first column. In the first section, you can see the pending allocations in gray. To allocate the resources click the gray bar. The following filters are available on the screen:

- **Select Project Year:** All projects whose start or due date falls in that year are shown.
- **Project Status:** Select active, canceled, completed, draft, new, on hold or all.
- **Project Type:** All configured project types are available for selection.

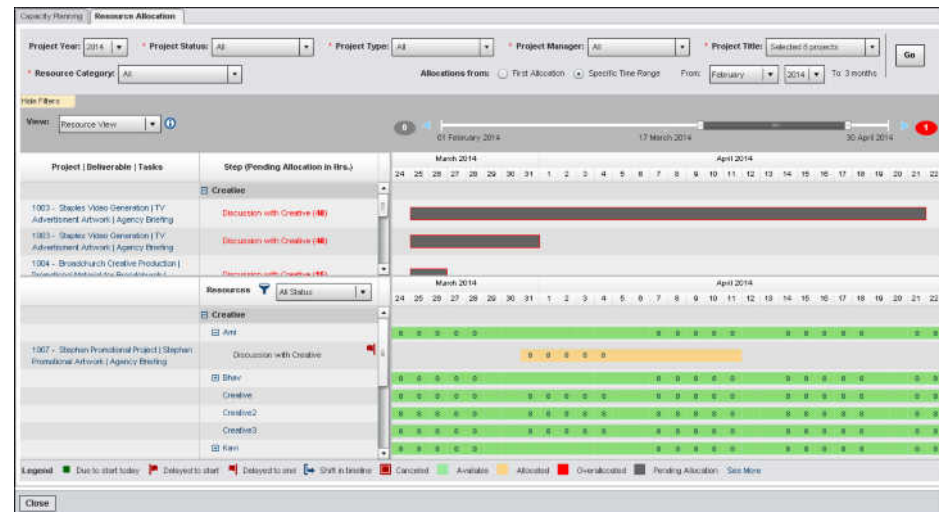
Note: If a project type is marked obsolete, that project type appears in the list with the word "Obsolete" in brackets appended to its name.

- **Project Managers:** All users who are project managers for one or more selected projects are seen here.
- **Project Title:** Select one or more projects or all the projects.

Note: All the above filters are dependent on each other. The drop-down values are populated based on what is selected in the previous drop-down filter.

- **Resource Categories:** You see only those categories for which you are the resource category manager.
- **Allocations From or To:** Select to see from the earliest allocation for the selected project set or select a time frame of three months to see all allocations for the selected project set.

Figure 33.2 Resource Allocation Tab



The following two views are available:

- **Resource View:** Enables you to see a resource-based view of pending allocations, resources available and their allocations for a selected set of projects
- **Project View:** Enables you to see a project-based view of resource allocations.

Clicking the gray bar, a Resource Allocation pop-up is displayed. You can select one or more resources. If there are more than one resources, you can mark a primary resource. This is the resource who is held responsible to complete the task.

Navigate via the calendar by weeks to allocate the resource for the required dates. Enter the number of hours per day, per week. The requested hours and the allocated hours are displayed. The resource manager can keep notes for the allocation in the **Notes** field.

The resource manager can choose to allocate the resource for hours greater than the available hours in the day. This accounts for over allocation. The availability of the resource is seen in red with the number of over allocated hours appearing as a negative number on the availability bar for that day. After allocating the resource for the requested hours, click **OK**.

Figure 33.3 Resource Allocation

Resource Allocation

Task : Agency Briefing (1006) Task Status : Draft
 Start Date : 25 March 2014 Due Date : 21 April 2014
 Project Title : Staples Video Gene... Project ID : 1003 Project Manager : John Lewis Deliverable Manager : John Lewis
 Instructions for Resource Category Head :

Requested Hours : 40 Allocated Hours : 0

Select Week

Resources

Resources	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
Ami	0	0	0	0	0	0	0	0
Available :	0	0	0	0	0	0	0	120
Bhav	0	0	0	0	0	0	0	0
Available :	0	0	0	0	0	0	0	120

Select a New Resource

Notes :

Save Cancel

After the allocation, the resource is seen in the second part of the screen where all the allocated resources are displayed. Save the allocations. The allocations for the project are completed and is seen in the Marketing Workbench task. Any pending allocations are still seen on the top part of the screen as a gray bar.

Changing the Status of a Resource

Click the name link of the resource. A resource details window is displayed. Expand the section to view the resource details. Select the dates on which you want to change the availability of the resource. Select the status from the drop-down list. Depending on the status that you select, enter the reason and the unavailable hours, and click **Apply** to save the details. The unavailable hours cannot be less than 0 or greater than 24, and can be in multiples of 0.25. The dates and the number of hours that the resource is allocated for are seen on the availability bar for that resource. If the resource is completely unavailable, then the resource cannot be allocated for tasks on those days. If the resource is partially unavailable, then you can allocate the resource for the remaining number of hours for that day. If the resource is allocated on tasks already on a selected date and is marked unavailable, then the system frees the allocations and make them pending allocations. If the resource is already allocated on a selected date and is marked as partially unavailable, then the system checks for the requested hours equal to or less than available hours and only then allows for marking as available or unavailable.

Allocation View Tab

This tab is visible to all users who are granted the necessary access by the administrator. This tab displays all the resource allocations across projects and time spans. You can view the pending allocations. You can use the filters on the screen to view specific allocations across resource categories over a specified time duration. Your filters are

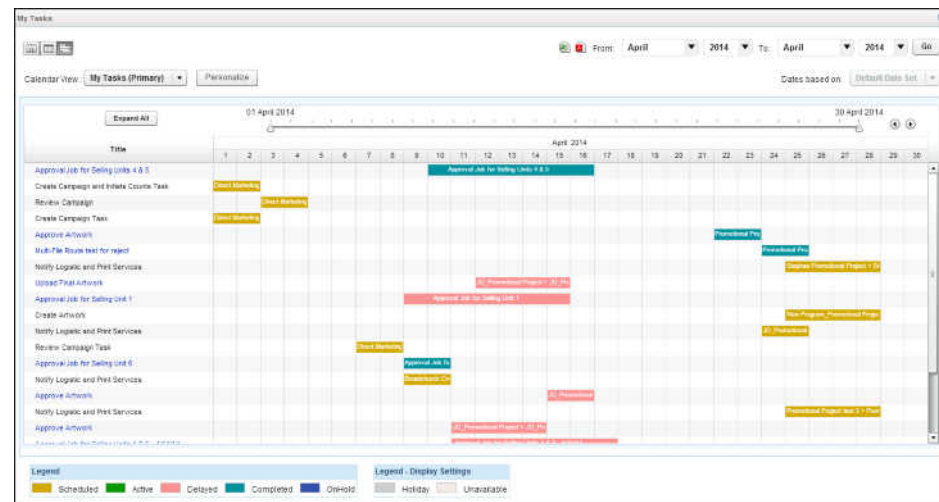
personalized and persist across sessions. You can view details of the allocations by clicking the bars. Clicking the resource names shows you resource details.

Note: If a project type is marked obsolete, that project type appears in the list with the word “Obsolete” in brackets appended to its name.

Viewing Your Allocations in the Calendar

As a valuable resource of a marketing organization, you need to be appraised of the marketing activities to which you are allocated through the year and plan your time accordingly. You can view your allocations in a My Tasks (resource) Calendar in SAS Marketing Operations Management.

Figure 33.4 My Tasks Calendar



On the My Tasks (resource) calendar, you can view your tasks as a resource for a month, week, or in a Gantt view. You can personalize your view using the filters provided and create multiple views (for example, per project view for a specific timeframe) by selecting date filters. You can export the calendar to PDF or excel for reporting and other purposes.

Chapter 34

Understanding Approvals

Overview of the Approvals Manager Module	309
Review Cycle in Approvals	309
User Roles	310
Getting Started	310
Access the Approvals Manager Module	310
Creating Approval Jobs	310
Reviewing an Approval Job	313
View Pending Jobs	313
Approve or Reject a Pending Job	313
Comparison between the Media Annotations Tool and Adobe Acrobat	315
Viewing a Completed Job	316
Working with Your Route	317
View Routes	317
Create a New Route	317
Approval Reports	318
Approval Notifications	318

Overview of the Approvals Manager Module

The Approvals module provides a collaborative tool for managing and tracking file approvals (documents, artwork and videos, and so on). You can route these files to multiple stakeholders in the marketing organization and consolidate comments. The application displays the status of the route, automatically reminds approvers of pending deadlines, and tracks the comments of the approvers across multiple revision cycles of a file.

Review Cycle in Approvals

- **Document or Video submission:** The initiator can route a document or video to a list of approvers and provide instructions for individual approvers.

- **Document or video review:** The approver receives an email notification regarding the availability of the document or video for review. After the review is done, the user submits the document or video with the comments.
- **Automatic reminders:** The application tracks the status of route during the course of the review cycle. If the time specified by the initiator lapses, the application automatically sends an email reminder to the reviewer. If the reviewer still does not respond, a notification is sent to the initiator, who could skip the reviewer.
- **Multiple revisions:** The user can create multiple revisions of the approval cycle. The application tracks these multiple revisions resulting from the proposed changes made by the approvers.

User Roles

The following roles are involved in an approval cycle:

- **Job Initiator:** The user who creates the job and initiates the review.
- **Reviewer:** The user who is selected by the initiator to review the files and provide comments.
- **Reader:** The user who is selected by the initiator to read the reviews but not provide any review comments.

Getting Started

Access the Approvals Manager Module

In the Dashboard window, click the **Approvals** link.

The following links are available in the pane on the left:

- **My Approval Jobs:** The jobs initiated by you are displayed.
- **My Reviews:** Your pending jobs are displayed.
- **My Routes:** The list of routes that you have created are displayed.

Creating Approval Jobs

Overview

In the My Approval Jobs window, you can search for specific jobs by specifying search criteria such as status, start date, due date, and the job title and clicking **Search**. The result appears in the job list. Each row in the job list shows details such as job name, status (new, active, in active, draft, in progress, or completed), revision, start and due date, and %complete. You can modify the job details based on the status of the job. If the job status is active or completed, you cannot modify the job.

Create a New Job

Select the job type and click **Create Job** at the bottom of the window. You can create two types of jobs:

Note: When a job type is marked Obsolete by the administrator, job instances of that type that were created before that job type became obsolete are visible. However, you cannot create a new job instance using the obsolete job type.

1. Approvals Job: You can route one file for approval.
2. Multi-File Approvals Job: You can route multiple files of different formats for approval.

Figure 34.1 Multi-File Approval

The screenshot shows the 'Approvals Job Details' window for a 'Multi-File Approvals Job'. The 'Job Name' is 'Description' and the 'Description' is 'Description for Multi-File Approvals Job'. Under 'Files for Approval', three files are listed: 'csd1_small.jpeg' (13.32 KB), 'M_Licensing.png' (426.52 KB), and 'My Tasks Month View_X.3.pdf' (24.52 KB). The 'Approvers' section shows a table with two rows: 'Approval by All Users' (All Users, Submit, 10, 10.00) and 'Create a Design' (All Users, Submit, 5, 5.00). The 'Advanced Approvals Job Information' section shows 'Route Method' as 'Simultaneous', 'Start Date' as '12 April 2014', 'Job Status' as 'Draft', and 'Due Date' as '20 April 2014'. The 'Send reminders after' section has checkboxes for 'Notify me when response is submitted', 'CC to me', and 'Notify if job is delayed'. The 'Readers' section has a 'User Name' field and a 'Print' button.

Figure 34.2 Single File Approval

The screenshot shows the 'Approvals Job Details' window for a 'Single File Approval Job'. The 'Job Name' is 'Description' and the 'Description' is 'Description for the approvals job'. The 'File for Approval' is 'URL_image_1.docx'. The 'Approvers' section shows a table with two rows: 'Approval by All Users' (All Users, Submit, 10, 10.00) and 'Approval by All Users' (All Users, Submit, 10, 10.00). The 'Advanced Approvals Job Information' section shows 'Route Method' as 'Simultaneous', 'Start Date' as '12 April 2014', 'Job Status' as 'Draft', and 'Due Date' as '12 April 2014'. The 'Send reminders after' section has checkboxes for 'Notify me when response is submitted', 'CC to me', and 'Notify if job is delayed'. The 'Readers' section has a 'User Name' field and a 'Print' button.

The following sections are displayed on the above screens:

- Approvals Job Details: Details such as job name, description. Upload the file (document or video) for approval. For a multi-file approval, you can upload multiple files.
- Approvers: In this section you can add the approvers. An approvals route goes through several approvers or steps. There are two ways to add approvers:

- Click **Add Approvers** and select from a list of users.
- Select a previously saved route from **Select Route** list box at the left corner of this section.

You can give instructions for each approver and specified the duration in number of days and the number of hours allocated for the approval. If the same set of approvers needs to be used for future approvals, you can save the routes by giving a name and clicking **Save Route**. You can delete the selected approver by clicking **Delete Approvers**.

Note: If the approver rejects the job and the check box **Cancel Approval if Rejected** is selected for this approver, then that job is canceled regardless of whether the other approvers have approved or rejected the job.

- **Advanced Approvals Job Information:** You can select the route method as simultaneous or sequential. In the sequential route the approvers can review the document in a sequence that is, at any given time only one approver can review the document. In the simultaneous route, all the approvers can review the document simultaneously. Enter the start date and the number of days after which the reminder should be sent. The due date, status, and the %complete are displayed.

Select the following check boxes to send email notifications:

- **CC to me:** Select this check box to make sure the initiator receives a copy of the email that is sent to the approvers as a job delay reminder.
- **Notify if job is delayed:** Select this check box to send notification email to the job initiator, if the entire job is not completed within the specified time. Please note that this delay is not same as delay by one approver.
- **Readers:** You can select the readers for this route by clicking **Add User**.
- **Save as Draft:** Save the new job as a draft, to be submitted later. In the job list this job appears with the status as Draft.
- **Submit:** Submits the job. The job begins and email notifications are sent to the selected approvers to begin their review. If you select a sequential route, mails are sent sequentially to the approvers. If you select a simultaneous route, all the approvers in the route receive the email at the same time.
- **Cancel:** Cancels the operation.

Note: You can associate facets with the job. Associate the facet with the WORKFLOWPROCESS entity and associate it in the approvals package. You cannot associate the facet with the pre-defined steps for the Approvals Job process.

Edit a Submitted Job

After the job is submitted, the job initiator can go back to the job window by clicking the job name link. A View Job window appears. You can perform the following operations on this window:

- **Cancel Steps:** You can select the approver that you want to delete from this route and click **Cancel Steps**.
- **Modify Job:** This option allows the job initiator to add more approvers for the job.
- **Terminate Job:** The job initiator can terminate (cancel) the job.

Reviewing an Approval Job

View Pending Jobs

Click the **My Reviews** link in the left pane (Approvals). You can search for a specific pending job by selecting the filters and clicking **Search**. In the second section, a list of pending jobs are displayed. This is the list of active jobs that the approver needs to review and approve.

Approve or Reject a Pending Job


The approver can review the job in the following ways:

1. Click the link received in the email.
2. Click the job name link from the pending job list.

An approve job window appears where the details of the job are displayed in a read-only format:

Job information such as job name, description, job initiated by and the instructions are displayed in a read-only format.

Download the file to review it and upload it back. Select the summary and add comments. The comments are mandatory depending on the settings that were specified by the Administrator. Click **Submit** to submit the job. You can forward the job to another user by clicking **Forward Job** and selecting the new approver. Provide instructions for the approver.

By clicking  icon on the right, the reviewer can view the comments of other reviewers.

In case SAS Marketing Operations Management Annotations is enabled: Approving or Rejecting Image or PDF Files

With the help of the SAS Marketing Operations Management tool, approvers can view the files for approval and put their comments online and submit the approvals job. The following file formats are supported by media approvals: PCX, TIFF, PCD, JPG, TIF, PICT, SGI, BMP, GIF, PNG, PSD, WPG, JPE, and JPEG. If a PDF is uploaded, the system determines which method of approvals is set and opens the file accordingly. If Media Annotations is set, the file opens using the Annotations tool in SAS Marketing Operations Management.

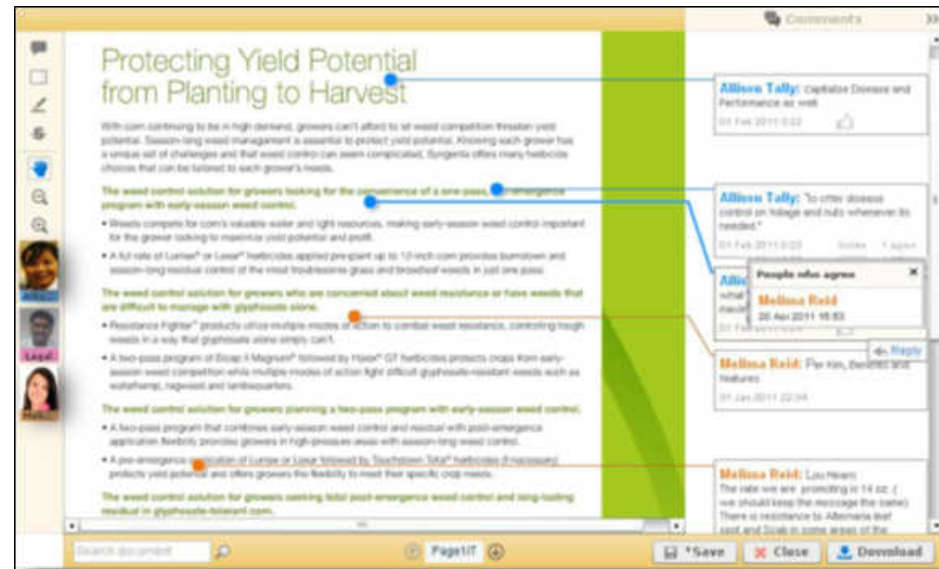
When the approver clicks on the link of the files to be approved, the file is opened in a browser for commenting. You can perform actions such as like a comment made by another reviewer, see a list of comments with responses, gather a vote on the number of approvers who agree with a comment, reply to another reviewer's comments, save the comments and send it later, and download the file for reference.

Use the icons on the left to perform the following tasks:

- enter comments
- mark an area and put in comments
- mark an area and strike out text
- use the hand mode to scroll, zoom out, and zoom in

As an approver of an artwork or PDF, using the Media Approvals tool, you can comment, on whether you like the comment made by another approver. This could be used as a mechanism to harness votes on a comment. After you enter comments, click **Submit** to save the comments and submit the job.

Figure 34.3 Approving a File Using SAS Marketing Operations Management Annotations



Approving or Rejecting a video file: The following video files are supported: FLV, WMV, ASF, MOV, AVI, MPEG, and MPG.

An approval job for video files can be initiated and submitted. The approver of the video file can view the video file and add comments by clicking **Add Comments**.

You can perform the following operations:

- change the color of the text
- increase or decrease the size of the text
- enter a textual comment
- mark a section using the pen tool
- erase a comment by using the pointer tool
- save the comments entered by a user by clicking **Save**
- cancel the operations by clicking **Cancel**
- view the comments entered by the previous approvers by clicking the **View Comments** tab

After all the comments are saved, you can submit the response. When the job is completed, the user can view the consolidated file with all the comments.

Comparison between the Media Annotations Tool and Adobe Acrobat

Users can use either the Media Annotation tool available in SAS Marketing Operations Management or Adobe Acrobat Offline to review approvals. These tools provide the following capabilities:

- **Media Annotation tool**

Within SAS Marketing Operations Management's media annotation feature, users can mark up all supported files using the highlight text feature, markup an area, leave comments, and strike through text for PDF files. Users can comment on and mark up supported video and image files.

- **Adobe Acrobat Offline**

For supported video files and image files, the functionality is the same as for the Media Annotation tool available in SAS Marketing Operations Management. For the review of PDF files, users can download the files to their desktop and using Adobe Reader X. They can leverage the full suite of annotation features available in Adobe Standard and Professional. A consolidated file is created for the review initiator but users cannot see other reviewer's comments live.

Table 34.1 Comparison between Media Annotations Tool and Adobe Acrobat in the Offline Mode

Feature	Media Annotations Tool	Adobe Acrobat Offline
Additional software needed	No	Dependent on the current processes. The creator of the PDF files that are routed for review should have an Adobe Professional or Standard license. Reviewers need Adobe Reader X, which is a free version, on their desktop.
Review initiator can see consolidated reviewer comments	Yes	Yes
Reviewers can see other reviewer comments in real time (online collaboration for simultaneous reviews)	Yes	No
Users can edit PDF files online	Yes	No
Leverage full palette of Adobe Professional and Standard capabilities for PDF annotations	No	Yes, with Adobe Reader X

Feature	Media Annotations Tool	Adobe Acrobat Offline
Annotate large PDF files (more than 5000 x 5000 pixels)	No	Yes
Annotations supported for image files (for example, JPEG)	Yes	Yes
Annotations supported for flat PDF files	Yes	Yes
Annotations supported for multi-layered PDF files	No	Yes
Annotations supported for text-based PDF files	Yes	Yes
Ability to like another user's comment	Yes	No
Ability to reply to a comment as a threaded discussion	Yes	No
Ability to timestamp a user's comment	Yes	Yes
Ability to download the PDF with associated reviewer comments	Yes	Yes
Ability to annotate PDF files that are password protected	No	Yes
Ability to annotate PDF files that have multiple blended transparency groups	No	Yes
Ability to annotate PDF files with Java script embedded to perform actions	No	Yes
Ability to annotate a PDF with 3-D objects	No	No
Ability to annotate a PDF that is a restricted file	No	No

Viewing a Completed Job

After the job is approved or rejected, the status of the job changes to Complete. The initiator can view the completed job by clicking the job title link in the File I am seeking

approvals for window. A View Job window appears with the job details. Once the job is complete, the system consolidates the comments from all the documents uploaded by the approvers and saves it as a consolidated word document. This consolidated document can be viewed by the Job Initiator. You can create a new revision of the job by clicking **Create New Revision**. While creating a new revision, the reviewers are selected by default, you can add new reviewers and delete the previous ones. The files for approval are not carried forward. You can upload new files. Import notes from the Word document are also transferred while creating revisions of approval jobs.

Figure 34.4 Create a Revision

The screenshot shows the 'View Job' window for a job named 'Multi-Fin Approval Job - 543716 - D105275'. The job description is 'Description: Description for Multi-Fin Approval Job' and it was initiated by 'System Administrator'. The job status is 'Completed'.

File Name	Group	Approver	Cancel Approval if Rejected	Status
Approved by user10 (user10)	All Users	user10	<input type="checkbox"/>	Completed
Approved by user10 (user10)	All Users	user10	<input type="checkbox"/>	Completed

Below the table, there is a section for 'Advanced Approvals Job Information' showing the route method as 'Simultaneous', start date as '25 February 2014', and due date as '25 February 2014'. The job status is 'Completed' and the revision is '1'.

Working with Your Route


View Routes

Click **My Route** in the left pane to see predefined routes for a list of approvers. A View My Routes window appears with a list of configured routes. Click the name link of a particular route to edit the route details.

Create a New Route

Click **Create Route** at the bottom of the View My Routes window. A Create Route window appears.

Enter following details:

1. **Route Name and Description:** Route name and description can be entered.
2. **Approvers:** Select the approvers by clicking  icon for this route or by entering the first letter of the user. Give instructions for each approver and enter the duration allocated for review for each approver.
3. **Save Route:** Saves the routes
4. **Cancel:** Cancels the operation.

To add more approvers click **Add Approvers**.

Approval Reports

This report displays a list of approval jobs initiated by users.

To view approval reports, click **Reports** link on the left pane of the Dashboard screen. List of existing reports for the Strategic Planner module are displayed by default. To view the approvals reports, click **Approvals** link.

The following report is available for Approvals:

- **Approval jobs:** Here the user can add the filters and generate the reports for the approval jobs

Once the report is generated, the user can export the report as a PDF file or as a Microsoft Excel file.

Approval Notifications

When a user creates, completes, or cancels an approvals job, the Approvals module sends that user an email notification. An email reminder is also sent when required (for example, when an approvals job is delayed). You can configure the email notifications in the NotificationConfiguration.xml file, which is located in *InstallationDirectory/TenantFolder/Approvals/Configuration/XML/NotificationConfiguration.xml*. In the case of a multi-machine configuration, NotificationConfiguration.xml is on the Services machine. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
When a job is submitted for review, the reviewers of a job receive a notification. This email is sent on behalf of the Job Initiator.	No
When a job is submitted for review, the readers of an approval job receive a notification. This email is sent on behalf of the Job Initiator.	No
When a step assigned to a reviewer is canceled, that reviewer receives a notification. This email is sent on behalf of the Job Initiator.	No
When an approvals job is canceled, the reviewers of that approvals job receive a notification. This email is sent on behalf of the Job Initiator.	No

Event	Can Be Disabled
When a job is completed, the Job Initiator of that job receives a notification. This email is system-generated.	No
When the review of an approvals job is delayed, the reviewers of that approvals job receive a notification. This email is system-generated.	No
When a job is delayed, the Job Initiator receives a notification if the Job Initiator has enabled the Notify if job is delayed option. This email is system-generated.	No
When a job is rejected by a reviewer who has enabled the Cancel if Rejected option, the Job Initiator receives a notification. This email is system-generated.	No
When a reviewer forwards a step in a job to another reviewer, that new reviewer receives a notification.	No
When a step in an approvals job is completed by a reviewer, the Job Initiator receives a notification.	Yes. You can disable this notification by using the Notify me when response is submitted flag.
When the duration of an active step that is assigned to a contributor changes, that contributor receives a notification.	No
When a PDF file or an image file uploaded for approval fails to convert to SWF (small web format), the Job Initiator receives a notification.	No

Chapter 35

Managing Product Information

Overview of the Product Information Management Module	322
User Roles	322
Getting Started	322
Managing Products	323
Overview	323
Creating Products	323
Batch Update Products	324
Validations for Batch Update	324
Managing Stock Keeping Units	325
Overview	325
Creating Stock Keeping Units	325
Batch Update Stock Keeping Units	326
Managing Packages	326
Overview	326
Creating Packages	326
Batch Update Packages	326
Packaging Elements	327
Overview	327
Create Packaging Elements	327
Product Components	327
Overview	327
Create Product Components	327
Batch Update Product Components	328
Product Component Contents	328
Approvals	328
Approving the Pending Jobs	329
Batch Update History	330
Product Information Management Notifications	330

Overview of the Product Information Management Module

The Product Information Management module centrally manages information about products. This information can include detailed product descriptions with pricing information in product catalogs, or size and weight data for calculating freight costs in a logistics department. The information is media-independent and provides purchasing, production, and communications data for repeated use.

User Roles

- **Authors:** The product information is created and maintained in the Product Information Management repository by the authors. They could be product managers and content managers who are system users.
- **Readers:** System users or groups who have access to the Product Information Management system and the product information within it. They would primarily be consumers of the product information. They have access to read the information but not to edit or change it in any way.
- **Approvers or Reviewers:** System user who is assigned to approve the product information entered in the Product Information Management system. The approvers or reviewers can view the product information, which is routed to them for approval and can submit comments and set summary value as approved or rejected.

Getting Started



Click the **Product Information Management** link on the left pane. Depending on the configuration, you can either start with the products or the stock keeping units. The following screen is displayed. By default, the list of products is displayed if the starting point is set to products by the administrator.

The left pane includes links where products, stock keeping units, packages, packaging elements, product components, and product component contents can be created, updated, and sent for approval. The **Create, Delete, Mark as Active, Associate, and Dissociate** options are visible only in a nonintegrated mode. This is set by the administrator. Associating of entities is not allowed in a nonintegrated mode. You can associate only claims and digital assets.

A favorite link is available on all windows that contain the top bar. To view the favorite links that you have stored, click the link in the top right corner of the Dashboard window. You can perform the following operations:

- To save any page as your favorite page, click the favorite link on that page, and click **Add to Favorites**. Enter the name for the page and select the folder in which the link should reside, and then click **Add**.

To create a new folder and add the favorite link to it, click **New Folder**. Enter the name for the new folder and click **Create**. You can create a new folder only at the root level.

- You can organize the favorites by clicking **Organize Favorites**. You can perform the following actions:
 - You can rearrange the folders and links by dragging them into the order that you want.
 - You can move links from one folder to another by selecting the links and clicking . Select the folder that you want to move the links to and click **Move**.
 - You can delete folders and links by selecting them and clicking .
 - You can rename folders and links by clicking **Rename**.

Managing Products

Overview

In project management, products are the formal definition of the project deliverables that make up or contribute to delivering the objectives of the project. In insurance, the policies are considered products offered for sale by the insurance company that created the contract. When you log on to the Product Information Management system for the first time, search for the products by entering the search criteria. Enter at least one of the search criteria. The list of products is displayed on the content screen.

Creating Products

To create products, click **Create**. The Create Product screen appears. Enter the product details such as the name, description, number, category, and save it.

On saving the product information, a view product screen is displayed with tabs where the product information is displayed in a Read-Only mode. You can edit it and mark as inactive. The stock keeping units tab has the information of the stock keeping units associated with the product. You can search for the existing units associated with the product by entering keywords in the search section. This search is not personalized.

You can create new stock keeping units from this screen itself by clicking **Create**. Click **Associate** to associate existing stock keeping units. A list of stock keeping units, which are not associated is displayed. You can remove the association by selecting the association and clicking **Remove Association**.

Products can be associated with a published claim available in the claims management repository through the claims tab. You can search for the existing claims associated with the product by entering keywords in the search section. Click **Associate** to associate claims and click **Remove Association** to remove the selected association.

Associate digital assets from the digital library to the product by clicking **Associate**. Select the assets to associate from the pop-up. From the digital asset tab, you could download the selected assets. You can upload assets into the digital library, depending on your access rights.

Batch Update Products

To update multiple products at one time, select the products and click **Batch Update**. At a time, you can update 100 products. You can select the fields that you want to update and select the operator for each field. If the operator is **Change To**, then enter the value. If the operator is **Clear**, then the value entered previously is cleared. To add more fields, click **Add Field**.

Click **Update** to save the changes made. A confirmation is displayed with a list of errors, if any.

Validations for Batch Update

You can configure form or sub-form and can configure display strategies for the selected fields through UI Framework tool. Most of them are used for validations for batch update. Here is the list of core validations that are applicable for batch update functionalities in the Product Information Management module:

- The fields from a section are not available for batch update for the following reasons:
 - That section is hidden
 - Rule based display is allowed on the same section, but the edit option is not configured for that section
 - Conditional display is allowed on the same section, but edit option is not configured for that section
- The fields from any section are not available for batch update if field visibility is set to NO or FALSE.
- The fields belonging to the following field types or UI types are not available during batch update:

BINDER

FILE

XML

XMLTEXT

HIDDEN

DISABLE is set to YES through UI framework

Display Type is set to READONLY through UI framework

PRIMARY KEY

Auto Generate is set to YES and ObjectIDSeries is configured for the respective field

Field is of type PASSWORD

Field with UI type as range calendar (RANGECALNDAR)

Field of type web service

- The facet is not displayed in the list of related facets (during batch update configuration) if any of the field is not selected for that facet in UI framework.

Managing Stock Keeping Units

Overview

A store's product and service identification code, often portrayed as a machine-readable bar code that helps the product be tracked for inventory. Stock keeping units are used by suppliers within their data management systems to help track amounts of product in inventory and units of billable entities sold. Stock keeping units help suppliers be able to track efficiently the numbers of individual variants of products sold or remaining in stock.

Click **Stock Keeping Units** link on the left pane. When you log on to the Product Information Management system for the first time, search for the stock keeping units by entering the search criteria. Enter at least one of the search criteria. The list of stock keeping units is displayed on the content screen.

Creating Stock Keeping Units

To create stock keeping units:

1. Click **Create** on the Stock Keeping Units screen. The Create Stock Keeping Unit screen appears.
2. Enter the details such as the name, description, number, and type and save it.

On saving the information a view stock keeping unit screen is displayed with tabs where the information is displayed in a Read-Only mode. You can edit it and mark as inactive. The Packages tab displays the information of the packages associated with stock keeping units. You can search for the existing packages associated with the stock keeping units by entering keywords in the search section.

To create new packages from this screen:

1. Click **Create**.
2. Click **Associate** to associate existing packages. A list is displayed.

Note: To remove an association, select the association and click **Remove Association**.

You can associate the stock keeping units to product components created in the system through the **Product Components** tab. To create new product components from this screen itself, click **Create**. You can search for the existing product components associated with the stock keeping units by entering keywords in the search section.

Click **Associate** to associate product components. You can associate stock keeping units to a published claim available in the claims management repository through the claims tab. You can search for the existing claims associated with the stock keeping unit by entering keywords in the search section.

To associate the digital assets from the digital library of the stock keeping unit, click **Associate**. Select the assets to be associated. From the digital asset tab, you could download the selected assets. You can upload assets into the digital library, depending on your access rights.

Batch Update Stock Keeping Units

To update multiple stock keeping units at one time, select the stock keeping units and click **Batch Update**. At a time, you can update 100 stock keeping units. You can select the fields that you want to update and select the operator for each field. If the operator is **Change To**, then enter the value. If the operator is **Clear**, then the value entered previously is cleared. To add more fields, click **Add Field**.

Click **Update** to save the changes made. A confirmation is displayed with a list of errors if any.

For more information, see [“Validations for Batch Update” on page 324](#).

Managing Packages

Overview

A product needs packaging. There are multiple types of packaging required for any product for example, the outer box, the inner plastic packaging, and so on. Every product can have printable or non-printable packaging such as the outer box is printable but the inner plastic packaging is non-printable.

Click **Packages** link on the left pane. When you log on to the Product Information Management system for the first time, search for the product packages by entering the search criteria. Enter at least one of the search criteria. The list of product packages is displayed on the content screen.

Creating Packages

To create packages click **Create**. A create package screen is displayed. Enter the details such as the name, description, number, and type and save it. On saving the information a view package screen is displayed with tabs where the information is displayed in a Read-Only mode. You can edit it and mark as inactive. The packaging elements tab displays the information of the packaging elements associated with the package. You can search for the existing packaging elements associated with the packages by entering keywords in the search section. This search is not personalized.

You can create new packaging elements from this screen itself by clicking **Create**. Click **Associate** to associate existing packages. A list of packaging elements, which are not associated is displayed. To remove the association, select the association and click **Remove Association**.

Batch Update Packages

To update multiple packages at one time, select the packages and click **Batch Update**. At a time, you can update 100 packages. You can select the fields that you want to update and select the operator for each field. The operator can be change to, where you can enter the value. If the operator selected is clear, then the value entered previously is cleared. To add more fields click **Add Field**.

Click **Update** to save the changes made. A confirmation is displayed with a list of errors if any.

For more information, see [“Validations for Batch Update”](#) on page 324.

Packaging Elements

Overview

A product needs packaging. Each package can consist of different elements such as a leaflet that should be part of the package, a spoon, and so on.

Click **Packaging Elements** link on the left pane. A list of existing elements is displayed.

Create Packaging Elements

To create packaging elements, click **Create**. The Create Packaging Element screen is displayed. Enter the details such as the name, description, number, type, the dimensions, unit of measure, and save it.

On saving the information, a view package screen is displayed with tabs where the information is displayed in a Read-Only mode. You can edit it and mark as inactive.

Product Components

Overview

Product components are generally lower-level components of the product and are integrated to build the product. Product components can be a part of the product delivered to the customer or serve in the manufacture or use of the product. Click **Product Components** link on the left pane. When you log on to the Product Information Management system for the first time, search for the product components by entering the search criteria. Enter at least one of the search criteria. The list of product components is displayed on the content screen.

Create Product Components

To create product components click **Create**. The Create Product Component screen is displayed. Enter the details such as the name, description, number, type, and save it.

On saving the information, the View Product Component screen is displayed with tabs where the information is displayed in a Read-Only mode. You can edit it and mark as inactive. The product component contents tab has the information of the product component contents associated with the product component. You can search for the existing product component contents associated with the product component by entering keywords in the search section. This search is not personalized. Product components can be associated with a published claim available in the claims management repository through the claims tab. You can search for the existing claims associated with the product component by entering keywords in the search section.

To associate product component contents or claims on the respective tabs, click **Associate**. To remove the selected association, click **Remove Association**.

Batch Update Product Components

To update multiple product component at one time select the product components and click **Batch Update**. You can select the fields that you want to update and select the operator for each field. The operator can be Change To, where you can enter the value. If the operator selected is **Clear**, then the value entered previously is cleared. To add more fields click **Add Field**.

Click **Update** to save the changes made.

For more information, see [“Validations for Batch Update” on page 324](#).

Product Component Contents

Click **Product Components Content** link on the left pane. When you log on to the Product Information Management system for the first time, search for the product component contents by entering the search criteria. Enter at least one of the search criteria. The search is personalized. The list of product component contents is displayed on the content screen.

To create new product component content, click **Create**. Enter the relevant data and save.

On saving the information a view product component content screen is displayed where the information is displayed in a Read-Only mode. You can edit it and mark as inactive.

Approvals

After creating the products, stock keeping units, packages, or product components with the necessary information, an approval is required by the stakeholders. Select the product, stock keeping units, packages, or product components and click **Send for Approval**. A job is created and the status of the entity changes to **In-Review**. The entity is available in a Read-Only mode and cannot be edited.

An approvals job details screen is displayed. The list of entities to be approved is seen. The job initiator can edit the entity by clicking the entity name link. The Write access on the entity is given by the administrator.

Select the approvers and submit the job by clicking **Submit**.

Figure 35.1 Approvals Job Details

Approvals Job Details

Approval Job for Products

* Job Name: Approval Job for Products

Description:

Products for Approval

Product Name: Product # 123

Buttons: Remove

Approvals

Select Route

Step Title	Group	Approver	Cancel Approval If Rejected	Duration (Days)	Hours	Instructions	Status
Approve by All Users	All Users	Product Caution	<input type="checkbox"/>	1	00		Not
Approve by All Users	All Users	System Administrator	<input type="checkbox"/>	1	00		Not

Buttons: Delete Approvals, Add Approvals, Save Route

Note: This approval will be cancelled if the selected user rejects it

Attachments

No files attached.

Buttons: Upload, Remove

Advanced Approvals Job Information

Buttons: Save As Draft, Submit, Cancel

To see the list of approval jobs click **My Approval Jobs** on the left pane.

Figure 35.2 My Approval Jobs

My Approval Jobs

Search

Business Entity: All

Status: Active

Start Date: From To

Job Name Contains:

Buttons: Search, Clear

Job Name	Status	Start Date	Due Date	% Complete
Approval Job 1 for Products	Draft	25 March 2014	28 March 2014	0%
Approval Job 1 for Product Components	Active	25 March 2014	27 April 2014	0%
Approval Job 2 for Products	Active	25 March 2014	27 April 2014	11%
Approval Job for Products	View	14 May 2014	16 May 2014	0%
Approval Job for Selling Unit 1	Active	08 April 2014	10 April 2014	50%
Approval Job for Selling Unit 2	View	08 May 2014	10 May 2014	0%
Approval Job for Selling Unit 3 & 4	Active	11 April 2014	17 April 2014	14%
Approval Job for Selling Unit 4 & 5 - 417114	Active	11 April 2014	17 April 2014	42%

Buttons: Delete Job

An active job can be terminated by the job initiator or the approvers can be modified if required by clicking the job name link on the My Approval Jobs screen.

Approving the Pending Jobs

To approve the jobs sent to you, click **My Reviews** on the left pane. All the pending jobs for you are listed.

Figure 35.3 My Reviews

My Reviews

Search

Business Entity: All

Status: Active

Start Date: From To

Job Name Contains:

Buttons: Search, Clear

Job Name	Job Title	Job Status	Job Initiator	Start Date	Due Date
Approval Job 1 for Products	Approval 1	Active	System Administrator	25 March 2014	28 March 2014
Approval Job 1 for Product Components	Approval 1	Active	System Administrator	25 March 2014	28 March 2014
Approval Job for Selling Unit 1	Step 1	Active	System Administrator	08 April 2014	10 April 2014
Approval Job for Selling Unit 2 & 3	Step 1	Active	System Administrator	11 April 2014	17 April 2014
Approval Job for Selling Unit 4 & 5	Step 1	Active	System Administrator	11 April 2014	17 April 2014

Click the job name link to view the job details. Approve or reject the job by entering comments and upload an attachment if required. Submit the job to complete the review. You can forward the job to another approver, if required.

Batch Update History

The user can view the history of all the changes made to all the entities in the Product Information Management system by clicking **Batch Update History** on the left pane.

A job list is displayed, by default the last 25 jobs are displayed. Click on the job number link to view the change history for the entity.

To view the job, click the job number. A list of errors if any is shown.

Product Information Management Notifications

The Product Information Management module sends emails to users when certain events occur. You can configure the email notifications in the NotificationConfiguration.xml file, which is located in *InstallationDirectory/TenantFolder/PIM/Configuration/XML/NotificationConfiguration.xml*. In the case of a multi-machine configuration, NotificationConfiguration.xml is on the Services machine. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
When a user submits a Product Information Management approvals job, the selected contributors receive a notification.	Yes
When a user submits a Product Information Management approvals job, the selected readers receive a notification.	Yes
When a Product Information Management approvals job step is canceled, the selected contributors receive a notification. A notification is sent to the contributors who have not performed their step, when the approvals job step is canceled.	Yes
When a Product Information Management approvals job step is canceled, the contributor of that step receives a notification.	Yes
When a Product Information Management approvals job is completed, the Job Initiator receives a notification.	Yes
When a Product Information Management approvals job is canceled, the Job Initiator receives a notification.	Yes

Event	Can Be Disabled
When a Product Information Management approvals job is completed, the Job Initiator receives a notification.	Yes
Before a Product Information Management approvals job is completed, the contributors receive a reminder notification at regular intervals.	No
When a Product Information Management approvals job is delayed, the owner receives a notification.	No
When a Product Information Management approvals job is forwarded to a new reviewer, the new reviewer receives a notification.	No
When the due date for an approvals job is changed, the Contributors receive a notification informing them about the new due date.	No

Chapter 36

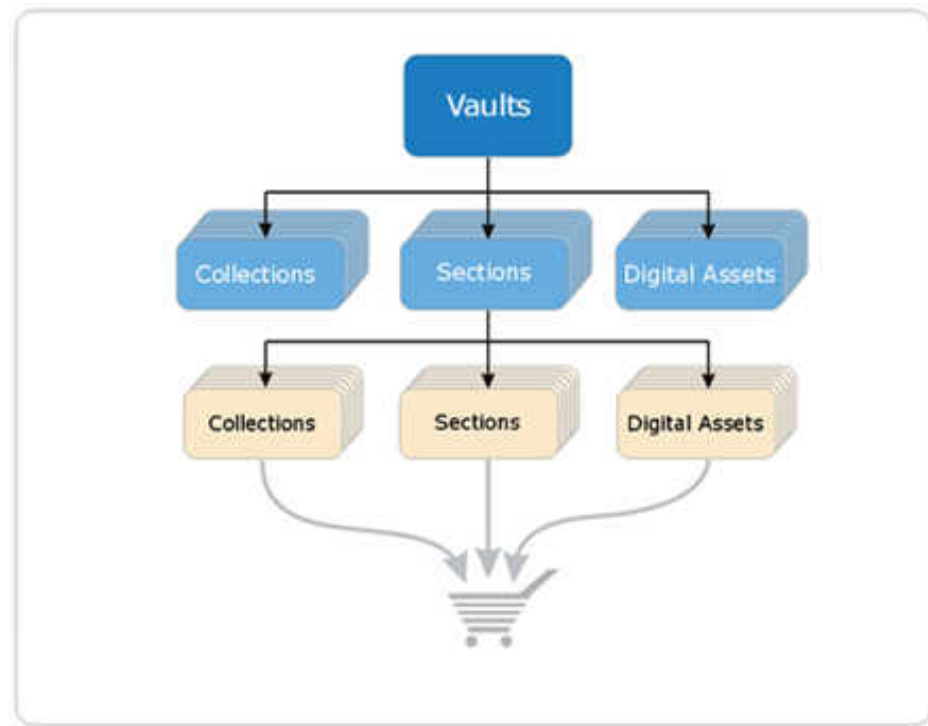
Understanding the Digital Library

Overview of the Digital Asset Manager Module	334
Overview	334
Getting Started	334
Organizing and Retrieving Digital Assets	335
Managing Assets	336
Advanced Asset Operations	338
Expired Assets	340
Linking Assets	340
Searching for Digital Assets	341
Tools and Configuration	350
Batch Cataloging Using a Microsoft Excel Sheet	356
Preparing and Submitting a Job	357
Check In Files from a Network Folder	363
Batch Cataloging Using MOM Desktop	363
Reports	365
Digital Library Notifications	365

Overview of the Digital Asset Manager Module

Overview

Figure 36.1 Overview



The Digital Asset Manager module enables marketing teams and external partners to organize, share, and distribute marketing content. This content can include artwork, photo libraries, brand identity elements (logos), print, television and radio ads, market research documents, competitive intelligence, and so on. The Digital Asset Manager automatically generates low-resolution representations of artwork for access via a web browser and manages multiple versions of artwork. You can search, browse, and retrieve and link these digital assets for use through any web browser. Digital Library also has a functionality of publishing the content to third-party software through a web service interface.

Getting Started

After you log on, click the **Digital Library** link in the left pane of the Dashboard to launch the digital library.

Left Pane: The left pane is divided into sections providing users with functionality related to the digital library manager.

The following sections appear:

- **Search:** Enables you to search for digital assets based on either a keyword or by providing more elaborate search criteria through the advance search facility.



- **Digital Vaults and Section Navigator:** Enables you to navigate into vaults and sections by providing a tree like structure and searching for digital assets. It also shows the current selected vault or section.
- **Tools:** Displays links to various digital library tools.

Content Frame: Thumbnails of assets and collections from the current selected vault or section are displayed, assets in the cart or show assets resulted from a search.

A favorite link is available on all windows that contain the top bar. To view the favorite links that you have stored, click the link in the top right corner of the Dashboard window. You can perform the following operations:

- To save a page as your favorite page, go to the page, click the favorite link, and then click **Add to Favorites**. Enter the name for the page and select the folder in which the link should reside, and then click **Add**.

To create a new folder and add the favorite link to it, click **New Folder**. Enter the name for the new folder and click **Create**. You can create a new folder only at the root level.

- You can organize the favorites by clicking **Organize Favorites**. You can perform the following actions:
 - You can rearrange the folders and links by dragging them in the order that you want.
 - You can move links from one folder to another by selecting the links and clicking . Select the folder that you want to move the links to, and click **Move**.
 - You can delete folders and links by selecting them and clicking .
 - You can rename folders and links by clicking **Rename**.


Organizing and Retrieving Digital Assets

Overview

The digital library organizes digital assets in vaults and section hierarchy and is secured by security policies applied to the vaults and sections. The administrator or the user can either use search or can navigate to a particular section to retrieve the assets.

Navigation and Search

The section navigator enables you to navigate into a vault by expanding the vault hierarchy and drill down to the required section to view the assets stored under it. Click + to expand or - to collapse the tree structure.

At the bottom of the navigator, click  icon to bring up the menu with links to perform the following operations:

- **Create Section:** Enables you to create sections in the current selected vault.
- **Modify Section:** Enables you to modify the current selected section. You cannot edit the vault name and description but you can edit the security policy depending on your access rights.
- **Section Information:** You can associate additional information with a section by associating facets. On the section information screen, you can edit the information in the facet field or deleted it. You can associate facets with the sections from the create section and the modify section screens.

- **Delete Section:** Enables you to delete a section from the current selected vault. This link is not available for a vault as a vault cannot be deleted.
- **Copy to cart:** Copy the section to the cart. This link is not available for a vault as a vault cannot be copied.
- **Paste From Cart:** Select from the cart content and paste into the current section. This creates a copy of the assets in the section where the assets are pasted.

Note: The naming convention for the files that you paste is <Paste>_<DateTime> for example, Paste_20091216175324 .



- **Move Contents:** Move content of the cart into the current section. The assets are moved to the current section and deleted from the previous section.

Note: The naming convention for the files that you move is <Move>_<DateTime> for example, MOVE_20091216175324.

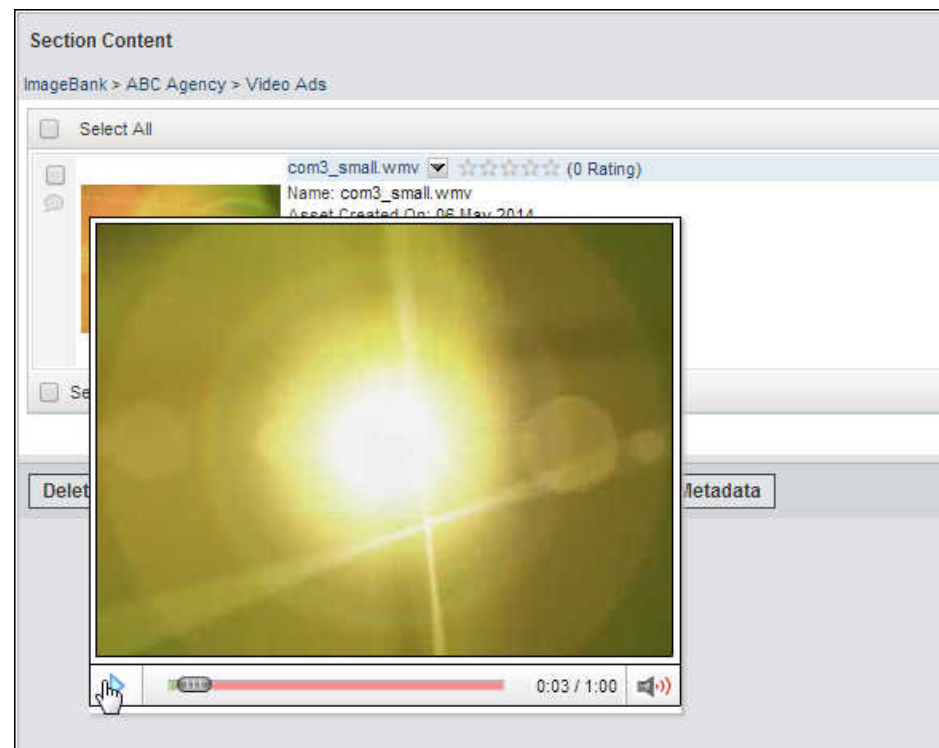
- **Asset Descriptor:** Enables you to specify additional information, which appears next to the assets in a list mode.

Managing Assets

You can perform the following operations on the section content screen:

- **The Breadcrumbs:** To view assets stored under a section, click on the section name in the vault or section navigator. The breadcrumbs are displayed on the top of the section content screen. The section path for the current section appears. Each section in the breadcrumb has a link using which you can navigate to the desired section.
- **Thumbnails:** The thumbnails of all assets are displayed. On a mouse over, the preview of 300 x 300 pixels appears for all image and video files. For all the other file types a window with a link to download the preview appears. Click  icon next to the asset for the asset tools. Asset tools has links to view or edit the asset information, download original, download preview, copy to cart and delete. Asset tools also provides the functionality for dynamic rendering.
- **Cart:** The contents of the cart can be viewed by clicking  icon. Click **Remove All** to clear the contents of the cart.

For video files, on a mouse over a preview appears, which can be played. When video files of type WMV, ASF, MOV, AVI, MPEG, and audio files of the type MP3 are uploaded, previews in FLV format and thumbnails in JPEG format (excluding MP3 files) are generated automatically.

Figure 36.2 Video Preview

You can perform the following operations on the video preview screen:

1. You can play or pause the preview.
2. You can forward or rewind the video.
3. You can view the duration of the video.
4. You can control the volume.

The section content screen has two layouts – Grid and list view. Based on your preference thumbnail of each assets are displayed in a grid or list view. Click the thumbnail to download a low-resolution preview of the asset.

Select one or many assets by clicking the check box next to the assets to perform the following operations:

- **Delete:** You can delete the selected assets. The assets are transferred to the recycle bin.
- **Download:** You can download selected assets in a batch. The reason for download should be mentioned and if the terms and conditions is enforced then it needs to be accepted. Multiple assets can be selected and downloaded in the following manner:

Note: If the terms and conditions or the reason for download is different for different assets, then batch download is not allowed.

- **Secure FTP:** Transfer the assets via Secure FTP to the configured download location. You can select original, preview, or thumbnail or all renditions for an asset to be transferred via FTP. Select the FTP option and click **OK**. Select from a pre-configured list of Secure FTP sites where the assets are transferred. Specify the email addresses of individuals who need to be notified on success or failure of transfer of assets.

- **Zip files:** Compress the assets into a single file and download the zipped file. You can select original, preview, or thumbnail or all renditions for an asset to be compressed into a ZIP file. Select the Zip files option and click **OK**, specify the ZIP filename. To go back to the previous screen click **Back**.
- **Send Files to Folder:** This link is visible to you if the configuration setting Support Network Folder is set to yes and the administrator has specified the folder name. You can then download multiple files on a personal network folder or send them to another user folder on the same personal network. While entering the user names for downloading the files, specify if the files should be downloaded for you also.


Figure 36.3 Download Assets in a Batch

The screenshot shows a web interface titled "Download". It features a table of assets to be downloaded, with columns for "File to be downloaded", "Original", "Preview", and "Thumbnail". The table lists several assets with their names, versions, file sizes, and approximate download times. Below the table, there are checkboxes for "Include metadata as XMP in Original file" and "Select processing to be done on downloaded files". The processing options are "FTP" (Transfer files using FTP) and "Zip file" (Create a zip file). Below these, there is a section for "Select destination to transfer files" with fields for "Site Name", "Description", "Host Name", "User Name", "Password", and "Destination Directory". There are also checkboxes for "Notify me by email" (On Error, On Completion) and "Notify other users". At the bottom, there are "OK" and "Back" buttons.

- **Copy to Cart:** Copy the selected assets into the cart for further processing.
- **Generate Catalog:** A catalog is generated of the digital assets from the section contents screen, search results screen, and cart contents screen in PDF format by clicking **Generate Catalog** on these screens. You can print the catalog.

Advanced Asset Operations

Asset Menu

When you click  icon next to the link or name of an asset, an individual asset menu appears. :

There are links to perform the following operations

- **Asset Information:** This displays the asset information screen
- **Download Original:** Allows downloading and viewing of the original asset. Enter the reason for download depending on the setting. While batch downloading the assets, users can choose to include the XMP information with the assets and view the files in applications that support XMP such as Photoshop for image files, Acrobat for PDF files or Adobe Bridge for various other file formats. The XMP information is available in the file properties.

Note: XMP information is not inserted into the file while downloading if the original file did not have the XMP information for file formats such as PDF, MOV, MP4, AVI, and so on.


- **Download Preview:** Allows user to download the low-resolution preview of the asset.
- **Copy to Cart:** Copy the asset into the cart for further processing.
- **Delete:** Delete the asset and move it to the recycle bin.
- **Dynamic Rendering:** Enables you to render and download an asset into different image or document format for example, a JPEG as a BMP.
- **Create New Asset:** You can create a new asset from an existing asset. All the metadata from the source asset is copied except for a file binder or file browser field. An upload digital asset screen appears where you can upload the files.

Asset Information

Asset information such as the asset name, description, expiry date, and the user rating appears. You can edit this information by clicking **Edit** on the top right corner. The number of ratings for the asset is also displayed. You can upload the thumbnail and the preview. Other operations such as lock, freeze, download preview, and download original can be performed. The following tabs are displayed on the asset information screen:

- **Summary:** Asset information such as asset owner, current version, downloads, and so on, are displayed.
- **Business Information:** You can attach additional information by selecting facets from a drop-down list and clicking **Add**. The XMP (Extensible Metadata Platform) information is also displayed. You can search and retrieve assets using the XMP information. The Business Information forms or facet forms displayed are tracked for change management. The audit history is tracked as a part of change management when assets or versions are created, business information is added or modified, rendition of assets or sets are uploaded or XMP information is changed.

Click **View Audit History** to view the history. This link is available only if the administrator sets the change management setting to Yes. An audit history window appears, which contains a history of changes displayed in blocks. Where each block represents the date on which the change was made. The change detail is a form that displays data for the selected block. The change detail form displays icon for all fields that have changed since the beginning.

Click  icon to view all the changes made for the field. Information such as when the changes were made and who made the changes are displayed. You can compare two changes by selecting the changes and clicking **Compare**.

- **Version:** You can upload a new version by clicking **Upload Version**. You can manage versions of the asset and delete the old version by clicking **Delete**. You can also update the current renditions – thumbnail, preview, and the original file.
- **Comments:** You can post comments for the assets or view the posted comments. You can attach files to the comments.
- **User Rating:** You can rate and review the assets. Rate the assets using a five star rating tool and provide review comments to accompany the rating. One rating per logged in user for each asset is allowed. All digital library users can use the rating information (average rating and number of ratings) to search, filter, and sort digital asset lists. The star rating functionality is available in the Digital Library, sites built using Site Builder, Media Library, and Digital Asset Finder. The ratings data is also

available for use in predefined and ad hoc reports. Click **Edit** to rate and enter a review for the asset.

Dynamic Rendering

A dynamic rendering screen appears where you can do the following operations:

- You can download the original, preview or the thumbnail in the following formats - BMP, JPEG, PCX, PICT, PSD, SGI, TIFF, PNG or TGA.
- You can select the DPI.
- You can crop, resize, flip, and rotate the image.
- You can view the image in full screen.
- You can zoom the image in or out by moving the slider.


After all the changes have been made, save the image by clicking **Save**. The rendered image can be saved at the location that you select. The original file is not replaced in the Digital Library.


Expired Assets

The asset is watermarked as expired a day after the expiry date. The expired assets cannot be used and no operations can be performed on them. A new asset can be created from this asset. There is no preview on a mouse over and the asset information appears as a read-only screen. If a catalog is generated, the expired assets are shown with an expired watermark on them. In the asset information screen, the reason for the expiry of the asset is visible if the audits in the settings are set to true.

Linking Assets

Asset can be linked to one another. These assets can be present at different locations in the digital library but they can be logically related and linked. All links associated with an asset can be viewed from the linked asset information screen for that asset. Follow the steps below to link assets:

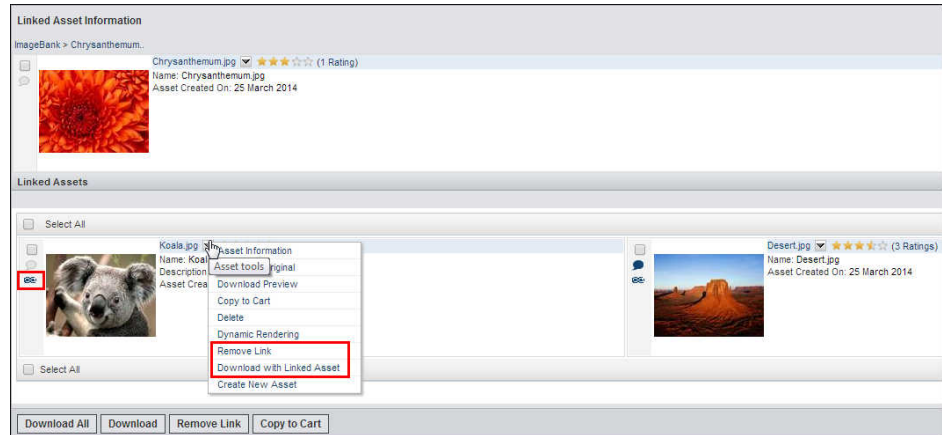
1. Copy the digital assets to be linked to the cart using the copy to cart function.
2. Select the cart by clicking  icon on the top right corner. The cart contents are displayed.
3. You can link two assets with each other in the cart by selecting both of the assets and clicking **Link Assets**. A confirmation that the assets are linked appears.
4. To link a single asset with several assets select **Mark for Linking** on the drop-down asset menu of the asset.
5. The cart contents are displayed with the Asset Marked for Linking on the top and the assets to be linked in the section below it. Select the assets to be linked with the source asset and click **Link with Marked Asset**. All the selected assets are linked with the source asset.

If the linked assets are associated, then a **Download with Link Assets** option is available in the asset menu. By selecting this option, all the assets linked with the source can be downloaded.  icon is shown only if other assets are linked to the asset. By clicking on the icon next to the asset, you can view the assets that are linked to the selected asset. The following operations can be done on the linked asset information screen:

- Download All: You can download all the assets.

- Download: You can select and download the assets.
- Remove Link: You can remove the linking between the source and other assets.
- Copy to Cart: You can copy the selected asset to the cart.

Figure 36.4 Linked Asset Information



Searching for Digital Assets

Overview

The search option provided by the application uses a powerful query engine enabling access of digital data within the digital library. There is the quick and easy simple search, predefined search, and advanced search.


Simple Search

In simple search, only the keyword need to be specified and not the search condition. The simple search functionality includes a document search. Document search means that the keywords or key-phrases entered in the edit box are searched within the contents of files stored in the Digital library. All files that contain the keywords or phrases are displayed in the search results.

You can search for keywords or phrases in the following files formats:

- .DOC
- .XLS/.XLSX
- .PPT
- Text files : .TXT
- Hypertext files : .HTM/ .HTML

Note: Some limitations of .PDF documents: A PDF can be generated as an image file or a text file. If the PDF file is generated as an image file, the document search does not retrieve the file even if it contains the specified keywords or phrases.

For a simple search, specify search criteria in the search box and click  icon. A search results screen appears. This screen lists all the items fulfilling the search query. You can search within the search result returned by the simple search by providing another search criteria and clicking **Search**.

Note:

- The count of the searched assets depends on the settings for the maximum search results in the **Settings** section in the administration section. If the searched asset count is more than the set value, then the assets after that count are not displayed. The search within search is also within those assets only.
- The search results are displayed based on the sorting preferences setup by you. If you have not set up any sorting preferences, then the system wide sorting preferences from the settings in Digital Library are used to display the sorting results.

Simple search cases and points:

- Here are the list of ignored characters: ` ~ ! @ # \$ % ^ & () _ = ; ' : [] { } < > \ | \ " , . / ?
 - If you want to search on the above ignore set, enclose the characters in double quotation marks (“”). This is not valid for double quotation mark (“”) and * characters.
 - Words enclosed in double quotation marks are treated as a single word, that is, “A B” means that text should contain string A B.
 - * Character is replaced with % while forming the search filter, that is, AB* means text should contain the string AB%

Examples of how Simple Search works:

Table 36.1 Simple Search

Search String	Results	Comments
SAS logo	Returns all assets that have the word <i>SAS</i> as well as <i>logo</i> in the name, description, or searchable business information fields. The order in which the words appear does not matter. That is, if there is an asset called “logo for SAS”, that asset is returned.	Works like AND.
SAS <space> + <space> logo	Returns all assets that have the word <i>SAS</i> or <i>logo</i> in the name, description, or searchable business information fields.	
SAS and logo	Returns all assets that have the word <i>SAS</i> as well as <i>logo</i> in either the name or description or the searchable business information fields.	
SAS or logo	Returns all assets that have the word <i>SAS</i> or <i>logo</i> in either the name or description or the searchable business information fields.	

Search String	Results	Comments
"SAS logo"	Returns all assets that have the word <i>SAS logo</i> (as a string) in either the name or description or the searchable business information fields.	Works like AND. This is different from the first case of SAS logo.
"SAS + logo"	Returns only those assets that have the words <i>SAS + logo</i> in the name or description or the searchable business information fields	Searches for the plus sign in the name or description. The result is different from that which you get when you enter SAS + logo without the quotation marks.

2. Points to remember:

- Space between words is treated as AND, that is, A B means text should contain A and B. Words that are enclosed in double quotation marks (") are treated as one word, that is, "A B" C means text contains string "A B" and C.
- + Sign between words mean OR (for example, A + B means that string contains A or B).
- - Sign before word means NOT (for example, A-B means that string contains A but not B). Here there should not be any space between - sign and the word otherwise the - sign is ignored.
- OR, AND, NOT are predefined operators.

Document search cases and points:

- Here are list of ignored or noisy characters: ` * ~ ! @ # \$ % ^ & () _ = ; ' : [] { } < > \ | \ " , . / ?
 - Above characters are ignored even if they are in double quotation marks (").
 - Unlike simple search, document search uses prefix based word search. For example, if the text is **FIFA WORLD CUP 2014** and user searches for **CUP**, then no results are returned. If you search for **WORLD**, then the results are returned. Similarly, if a superscript or subscript is attached to a word, it is considered part of the word because there is no space between the word and the script. You cannot search using the superscript or subscript as the search criteria.
 - In a double-quoted phrase, each word making up the phrase is considered a separate prefixed word. All rows that have words beginning with the prefix terms are returned. For example, the prefix term **light bread** finds rows with the text **light breaded**, **lightly breaded**, and **light bread**, but it does not return **lightly toasted bread**. Refer to [Query with Full-Text Search website](#).
 - Space between words is always treated as AND. For example, **FIFA WORLD** means that the text should contain words starting with FIFA and WORLD.

2. Points to remember:

- +, -, OR, AND, NOT are not predefined operators and they are ignored.
- Complete list of ignored or noisy characters or word are as follows: 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | \$ | ! | @ | # | \$ | % | ^ | & | * | (|) | - | _ | + | = | [|] | { | } | about | after | all | also | an | and | another | any | are | as | at | be | because | been | before |

being | between | both | but | by | came | can | come | could | did | do | does | each | else | for | from | get | got | has | had | he | have | her | here | him | himself | his | how | if | in | into | is | it | its | just | like | make | many | me | might | more | most | much | must | my | never | now | of | on | only | or | other | our | out | over | re | said | same | see | should | since | so | some | still | such | take | than | that | the | their | them | then | there | these | they | this | those | through | to | too | under | up | use | very | want | was | way | we | well | were | what | when | where | which | while | who | will | with | would | you | your | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z. The above list is treated noisy only if they are passed as separate words, that is, they have space before and after them.

Advanced Search

Sometimes a single search criterion can result in the retrieval of many items that match the specified criteria. If you need to narrow down the search further, you can specify detailed search criteria by using the advanced search option. For example, in a simple search, if the keyword **Nesnet** is specified for the brand, then all the items with the brand **Nesnet** are retrieved. In an advanced search, to narrow it down, you can specify the search criteria where the brand is **Nesnet** and the asset type is **Beauty Shots**. Only those specific items, which match these combined criteria are retrieved.

Click **Advanced Search** provided on the left pane in the search section. The advanced search option appears. Specify the filters to search for the assets.

You can perform the following actions on this screen:

- **Delete:** Deletes the selected filter criteria.
- **Add Filter:** By default there are three blank rows to specify the filters. You can add new filter criteria. For each row of filter, specify information source, field or attribute of the source, operators and attribute value to search.
- **Search:** Searches for the digital assets, which fulfill the filter criteria's entered by you. A search result appears. You can view the results by clicking **Search**.

On the search result screen, you can delete, download the selected digital asset, copy the selected digital assets to cart, generate a catalog, and generate the asset metadata report. For asset menu click ☐ next to each digital asset. The asset tool includes a functionality to navigate to the section by clicking **Navigate to Section**.

- **Save Query:** Save the specified filter criteria list for further use by entering the query name and description.

Note: You can save a query with filters for the social star rating. In the future, if the feature is switched off, the filters will still be visible in the saved query.

Here are the advanced search operators:

Table 36.2 Advanced Search Operators

Data Type	Operator
String	Equal To
	Not equal to
	Contains

Data Type	Operator
Integer	Equal To
	Not equal to
	Greater than
	Greater than equal to
	Less than
	Less than equal to
Float	Equal to
	Not equal to
	Greater than
	Greater than equal to
	Less than
	Less than equal to
Decimal	Equal to
	Not equal to
	Greater than
	Greater than equal to
	Less than
	Less than equal to

Data Type	Operator
DateTime	Equal to
	Not equal to
	Greater than
	Greater than equal to
	Less than
	Less than equal to
	Between
	Date Macros
Boolean	Equal to
Currency	Equal to
	Not equal to
	Greater than
	Greater than equal to
	Less than
	Less than equal to
Multi-Select	Contains
	Equal to
	Not equal to
Text	Equal to
	Contains

Here are the advanced search filters:

- Source: Digital Asset

Table 36.3 Advanced Search Filters for Digital Assets

Attribute	Type	Operator	Value
Name	String	Equal To	You can search for digital asset names with all supported operators.
		Not equal to	
		Contains	
Description	String	Equal To	You can search for digital asset description with all supported operators.
		Not equal to	
		Contains	
Download Count	Download Count	Equal to	You can search for digital assets depending on how many time they have been downloaded.
		Greater than	
		Greater than equal to	
		Less than	
		Less than equal to	
		Not Equal to	
Expiry Date	DateTime	Equal to	Digital assets can be searched for on the expiry date. The date can be selected from the calendar.
		Greater than	
		Greater than equal to	
		Less than	
		Less than equal to	
		Between	
		Date Macros	

Attribute	Type	Operator	Value
Average Rating	Integer	Equal to	The digital assets can be searched for on the average rating.
		Greater than	
		Greater than equal to	
		Less than	
		Less than equal to	
		Not Equal to	
Number of Ratings	Integer	Equal to	The digital assets can be searched for on the number of ratings.
		Greater than	
		Greater than equal to	
		Less than	
		Less than equal to	
		Not Equal to	
Lock	Integer	Equal To	The locked digital assets can be searched for. The value is 1 if locked and 0 if not locked.
Freeze	Integer	Equal To	The frozen digital assets can be searched for. The value is 1 if frozen and 0 if not frozen.

Attribute	Type	Operator	Value
DateCreated	DateTime	Equal to	Digital assets can be searched for by the date created. The date can be selected from the calendar.
		Greater than	
		Greater than equal to	
		Less than	
		Less than equal to	
		Between	
		Date Macros	
DateCataloged	DateTime	Equal to	Digital assets can be searched for on the date created. The date can be selected from the calendar.
		Greater than	
		Greater than equal to	
		Less than	
		Less than equal to	
		Between	
		Date Macros	

- Source: Locked By

Table 36.4 Advanced Search Filters for Locked By

Attribute	Type	Operator	Value
Name	String	Equal To	Digital assets locked by a particular user can be searched for. The name used here is the login name.
		Not equal to	
		Contains	

- Source: Digital Asset Owner

Table 36.5 Advanced Search Filters for Digital Asset Owner



Attribute	Type	Operator	Value
Name	String	Equal To	Digital assets owned by a particular user can be searched for. The name used here is the login name.
		Not equal to	
		Contains	

- Source: Digital assets in Section

Table 36.6 Advanced Search Filters for Digital Asset in a Section

Attribute	Type	Operator	Value
Name	String	Equal To	Digital assets in a particular section can be searched for.
		Not Equal To	
		Contains	
Path	String	Equal To	Digital assets in a particular path can be searched for.
		Not Equal To	
		Contains	

Predefined Search Queries

Predefined search queries are saved from an advanced search. To manage the saved query, click  icon. To run a saved query, select a query from the drop-down list and click  icon.

Last Search Results

By clicking **Last Search Results**, your last search query and the results are displayed.

Tools and Configuration


There are different ways of uploading assets:

- Interactive check in: You can upload one asset at a time.
- Batch Cataloging: If the assets are more than 1GB, then it is recommended to do batch cataloging. You can catalog multiple assets to a Secure FTP site.
- Cataloging from the network folder: Enables you to upload digital assets from their network personal drive folder.
- Batch Cataloging using the MOM Desktop.

The left pane of the digital library provides a tools menu, which has the following links:

- **Upload Digital Assets**

Enter the following information:

- **Section Path:** Specify the section where the assets should be uploaded. Select the path by clicking  icon.
- **Disk Space:** The available disk space is shown.
- **Original:** Upload the original file. This is mandatory as the system automatically generates a preview and thumbnail. Refer to [Table 36.8 on page 354](#) for information about what file formats are supported.
- **Preview:** It is not mandatory to upload the preview file. It is auto generated if not provided.
- **Thumbnail:** It is not mandatory to upload the thumbnail file. It is auto generated if not provided.
- **Expiry Date:** Specify the expiry date for the asset.
- **Description:** Enter the description for the asset.
- **Business Information:** You can provide additional business information or metadata for the asset. This additional information describes the asset and helps in retrieval of assets once checked in the digital library. Multiple business or Meta information can also be added for an asset. The XMP information is added for Smart Assets that carry information within themselves such as copyright information, photograph information or the information about the camera on which the image was taken, and so on. XMP can be applied recursively meaning that each time the asset is uploaded; it can carry different information with it. While uploading the asset, the XMP data is stored in facet fields in the Digital Library. Users can search for assets using the XMP data.

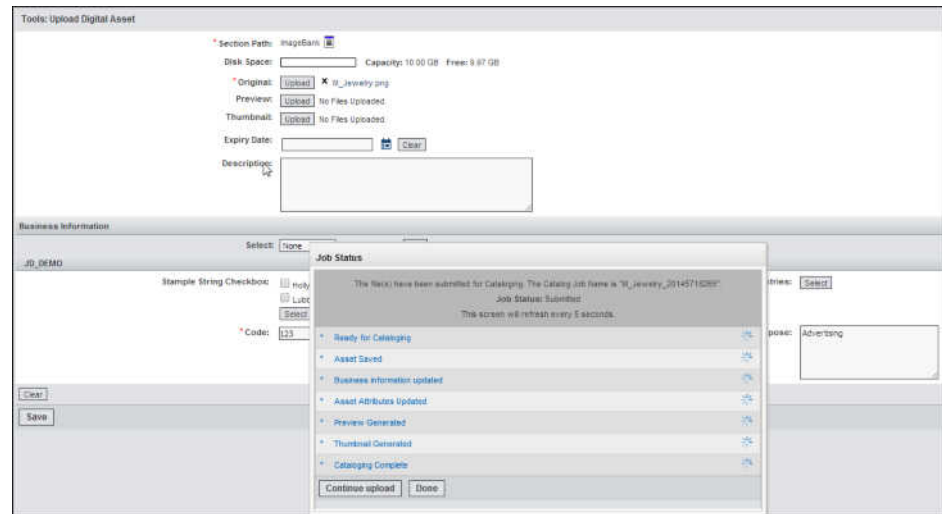
Click **Save** to check-in the asset.

Note: When a user tries to catalog an asset, the system warns you if the services that ensure that the asset are cataloged in the background are not switched on.

While uploading assets, remember the following points:

- Long filenames are supported but if the filename with the path exceeds 256 characters, there is an issue with the Windows OS which is not supported by SAS Marketing Operations Management.
- Two or more spaces are supported.
- All special characters are supported except the characters that the file systems do not support such as /, \, :, *, ?, ", <, >, |.

Note: Batch cataloging is recommended for files greater than 1GB in size.

Figure 36.5 Upload Digital Asset

- **Create Collection:** You can create a new collection in the current selected section. A Create Collection screen appears. Provide the collection name and description, and upload a thumbnail. Click **Save** to save the new collection.
- **Preferences:** You can set up the solution behavior for yourself in the following manner:
 - Changing the layout of the content to either grid or list view. By default, the digital library solution displays the list view.
 - Allows to specify the sorting criteria for the assets to be displayed. Specify the asset attribute for sorting and the sort order whether it is ascending or descending.
 - Specify the maximum results for search.
 - Set the cataloging preferences.
- **E-mail:** Emails can be sent out from Digital Library by providing the email addresses. You can attach assets from the cart to the email and post it to the sender. Depending on the configuration the email can be sent to users who are not registered users of the system. If the **Inherit Sender's Right in E-mail** is set to yes, then the receiver of the email can use your access right for downloading the asset. If it is set to no then the receiver cannot open the attached assets depending on the receiver's rights. You can choose to copy yourself on the email sent based on a selection of the choice on the email screen. This is a configurable feature and based on the system configuration can be turned on or off. In Digital Library emails, you can choose to display additional asset information along with the asset links. This supplemental information can provide additional context for email recipients. For example, the asset name, vault and section path can be added as additional information along with the list of assets in the email.
- **Cataloger Job Status:** You can track the status of the cataloging by viewing the cataloger job status.

Following errors in the process of cataloging are listed:

- **Asset Saved:** Whether the asset has been saved.
- **Business Information Updated:** Whether the business information is updated. This is the metadata stored in the facets attached to the asset.

The following naming convention is followed while uploading or downloading an asset:

Table 36.7 Naming Convention for Files

Interaction	Naming Convention
Single file check in	<Upload File Name>_<yyyymmddhhmmss> hat is, Date time. For example, if the uploaded filename is LOGO.pdf then job name is LOGO_20091216175324 .
Batch cataloging	In this case you can specify the job name.
Cataloging using MOM Desktop	Job name is entered you.
Network folder	In this case you can specify the job name.
DAM Job Copy	In this case you can specify the job name.
Copy- Paste	PASTE_<Date Time>, for example, COPY_20091216175324
Move	MOVE_<Date Time>, for example, MOVE_20091216175324
Batch download - Zip	Compression_<Zip filename specified by user>_<Date Time>. For example, if the ZIP filename specified by you is TestZip, then the job name is Compression_TestZip_18Dec2009 122018 .
Batch download - Secure FTP	Secure FTP_<Host name for FTP>_<Date Time>. For example, if the host name (machine name or IP Address) for FTP is sun , then the job name is FTP_sun_18Dec2009 121954 .
Batch download – Network folder	SendFiles_<Folder name specified by user>_<Date Time>. For example, if the folder name specified by you is TestNetworkFolder , then the job name is SendFiles_TestNetworkFolder_18Dec2009 122120 .

File Formats Supported by SAS Marketing Operations Management: The following table provides general guidelines on preferred formats for the auto generation of the previews and thumbnails for various artwork originals file formats.

Table 36.8 File Formats Supported by SAS Marketing Operations Management

Original Format	Preview Format	Thumbnail Format	Dynamic Rendition
AI	PDF	JPEG	Yes

Original Format	Preview Format	Thumbnail Format	Dynamic Rendition
ASF	FLV	JPEG	No
AVI	FLV	JPEG	No
BMP	JPEG	JPEG	Yes
DOC	DOC	JPEG	No
DOCX	DOCX	JPEG	No
EPS	PDF	JPEG	Yes
FLV	FLV	JPEG	No
JPEG or JPG	JPEG	JPEG	Yes
MOV	FLV	JPEG	No
MP4	FLV	JPEG	No
MPEG	FLV	JPEG	No
MPG	FLV	JPEG	No
PCD	JPEG	JPEG	Yes
PCX	JPEG	JPEG	Yes
PDF	PDF	JPEG	Yes
PICT	JPEG	JPEG	Yes
PNG	JPEG	JPEG	No
PPT	PPT	JPEG	No
PPTX	PPTX	JPEG	No
PSD	JPEG	JPEG	Yes
SGI	JPEG	JPEG	Yes
TIFF (RGB)	JPEG	JPEG	Yes
WMA	FLV	JPEG	No
WMV	FLV	JPEG	No
WPG	JPEG	JPEG	Yes

Original Format	Preview Format	Thumbnail Format	Dynamic Rendition
XLS	XLS	JPEG	No
XLSX	XLSX	JPEG	No

Note:

- You can upload TXT files for which a preview or thumbnails is not generated. The TXT file uploaded in Digital Library should be saved as UTF-8 encoded on your desktop before uploading in the system.
- TIFF (LZW compressed) files are not supported.
- Any image file that contains encrypted data and that requires cipher to be enabled in Image Magick is not supported.
- Only RGB files are supported. CMYK files are not supported.
- On a mouse over a preview is shown for JPG, JPEG, FLV, BMP, PNG, and WPG file formats.
- For the file formats that do not show a preview on a mouse over, a download link will be shown.

Batch Cataloging Using a Microsoft Excel Sheet

Overview

Cataloging is the mechanism by which digital assets are imported into the SAS Marketing Operations Management database. The SAS Marketing Operations Management cataloger provides you with a mechanism for setting cataloging preferences, submitting jobs, and viewing the status of the jobs submitted for cataloging. While cataloging, you can catalog the original file along with the preview and the thumbnail. If the preview and thumbnail are not cataloged along with the original file, SAS Marketing Operations Management Cataloger generates thumbnails and previews to enable easy viewing of items using the SAS Marketing Operations Management viewer. You can specify the hierarchical structure in which to catalog the assets in the database. The cataloger maintains the hierarchical structure while cataloging as specified.

Getting Started

Here is the step-by-step description of how the cataloging is done:

1. Set the cataloging preferences.
2. After the digital assets are dropped in the catalog folder that is, the Mount Point, the assets to be cataloged are considered as a Catalog Job.
3. When a catalog job arrives at the mount point, the system automatically picks up the job for processing. It performs certain validations such as the hierarchy validation, user validation, file count validation, and so on. After all the validations are done the control goes to the Cataloger Service.
4. The cataloger is responsible for generating the preview and thumbnail:
 - If only the original file is uploaded, the preview and thumbnail are generated by the system using the original file.

- If the original and preview files are uploaded, then the thumbnail is generated from the preview file. If generation from the preview file fails, then the thumbnail is generated using the original file.
 - If the original, preview and thumbnail files are uploaded, then appropriate files are used for preview and thumbnail.
5. In the process of generating the thumbnail and preview if the cataloger encounters any problem then the errors are logged. The errors are logged in the error folder for you to identify the problem with the file and resubmit for cataloging.

Setting up Cataloger Preferences: You can set or define preferences based on which the digital assets are cataloged. Click **Preferences** under the tools menu. A Cataloging Preferences screen appears. You can set preferences for cataloging a job in the following manner:

- You can change the set of preferences for each job or can always use the same set of preferences for cataloging of job.
- You can get details about the status of the job through the email notification option. Specify the email address for receiving the notification on various events.
- SAS Marketing Operations Management cataloger provides you with the option to indicate the preferences for thumbnail and preview generation. Specify details such as the height, width, depth, and the DPI for preview and thumbnail generation.

Click **Save**.

Preparing and Submitting a Job

Preparing Folders

First organize the data in a particular format. The hierarchy of the digital asset folders is as follows:

Mount Point

- <Login Name>
 - Job Name
 - Originals (Folder)
 - Previews (Optional Folder)
 - Thumbnails (Optional Folder)
 - AssetInfo (File)

- Create a folder, with the cataloging job name below the mount point under the user name folder. Create the original, preview, and thumbnail folders under that folder.
- The original files for cataloging need to be present in the originals folder. The original folder is mandatory but the preview and thumbnail folders are optional.
- If you want to have a different preview or thumbnail for a particular file, then that needs to go into the previews and thumbnails folders respectively. If the preview and thumbnail is not supplied, then they are generated using the original file.
- For the system to relate to the originals and their corresponding previews and thumbnails, the files have to follow a naming convention as illustrated in the following example:
 - Assume that the original file is named File3.eps.sit.
 - The PDF preview file should be named File3.eps.sit.pdf.
 - The JPEG thumbnail (if supplied) should be named File3.eps.sit.jpg.

Additional Rules:

- If the filename with path exceeds 256 characters, there is an issue with Windows OS. SAS Marketing Operations Management does not support it.
- Two or more spaces are supported.
- All special characters are supported except the characters that the file systems themselves do not support such as /, \, :, *, ?, ", <, >, |.
- The files should be given appropriate extensions.

Note: Refer to [Table 36.8 on page 354](#) for information about what file formats are supported.

Creating AssetInfo File

AssetInfo file contains information related to the files to be cataloged. AssetInfo file is generated by an Excel macro. Three Excel files are provided for batch cataloging. For a single-machine installation, these files are present in the **<Installation folder> \Binaries folder** on the machine where SAS Marketing Operations Management is installed. For a multi-machine installation, the files are on the application server. Two are for the Windows platform and one is for the Macintosh platform. They are as follows:

- **Template_AIMacro_WDLG_WIN.xls:** This template file is for a windows platform. It prompts you for the location of the AssetInfo file and is saved. Running of Macros generates the AssetInfo file under the location mentioned in the template worksheet.
- **Template_AIMacro_WODLG_WIN.xls:** This template file is for a windows platform. It does not prompt the location of the AssetInfo file instead enables you to specify the location in the Excel sheet. The location for the AssetInfo file can be specified on the first row second column of the template file. Running of macros will generate the AssetInfo file under the location specified by you in the template worksheet.

For the Macintosh machines the templates do not prompt the location of the AssetInfo instead enables you to specify the location in the Excel sheet. The location for the AssetInfo file can be specified on the first row second column of the template file. Running of Macros will generate the AssetInfo file under the location specified by you in the template worksheet. There are two templates available:

- **Template_AIMacro_WODLG_MAC_Office2008_with AssetExpiry.xls:** This template includes the Expiry Date column.
- **Template_AIMacro_WODLG_MAC_Office2008_withoutAssetExpiry.xls:** This template does not include the Expiry Date column.

SAS Marketing Operations Management allows Apple Macintosh users to batch catalog assets into the Digital Library using Microsoft Excel 2008. The batch cataloging process requires certain Visual Basic macros to run on the Excel sheet to generate the AssetInfo file before the cataloging begins. Since Excel 2008 does not support Visual Basic macros, it is required to convert the macros to Apple script. The Macintosh users can use Microsoft Excel 2008 to generate the AssetInfo file that is used for batch cataloging. Microsoft Windows users can use Microsoft Excel 2000, 2003, 2007, 2010 or 2013.

Note: Microsoft Excel 2007 users will have to save the Excel sheet in 97-2003(.xls) format.

The Excel template file is the map that indicates where each of the files should go in the hierarchy and which metadata should accompany it. Each row has all the information required for each asset.

The first three columns of the Excel sheet should be filled in for the cataloger to pick up the files and locate them in the proper section.

The Excel sheet has the following column headings:

- **Target Section:** Enter the path of the file where it is located in the hierarchy once it is cataloged (for example, Marketing Collateral\Production\BROKER DEALER).
- **Filename:** Enter the names of the files present in the originals folder.
- **Table Name:** The metadata table which is associated with this asset. Columns after the Table column lists all the relevant fields from the metadata table. Fill the Excel sheet and carry out the final checks as mentioned below:
 - Do a final file count and ensure the numbers of files are the same in the originals and previews folders. If even one file is missing in either folders, the cataloging is canceled.
 - Verify that the names of the files are correct. Ensure that all the file extensions are correct. Please use the file format chart provided in the earlier chapter.
 - Verify that target section, filename and metadata table are right. The metadata table name should be in uppercase.
 - Please check if all the values in the Excel spreadsheet exist in the system.
 - For multi-facet input, fill up the second worksheet using the same target section and filename as mentioned in the first worksheet. The table name and the metadata fields are different in this worksheet. The program checks the combination of target section and filename and associates multiple facets with one asset.

Follow the steps below to generate the Assetinfo file:

- Click **Tools** from the menu bar and select macros.
- Click **Macros**. The macro dialog box appears.
- Click **Run**. A Save as dialog box appears. Save the AssetInfo file at the desired location on your machine.

Note: Once the AssetInfo file is in the relevant location, the actual process of cataloging begins.

- Copy the AssetInfo file to the relevant job folder or use any FTP client application to transfer the file from your machine to the relevant job folder on a Secure FTP site hosting the SAS Marketing Operations Management application.

Monitoring a Job

Active Jobs: After submitting the job for cataloging, check the status of the job in the active jobs screen or the inactive jobs screen. Traverse the link and click **Cataloger Job Status** under **Tools** on the left pane of the Digital Library solution. A Cataloger Job Status screen appears. Active jobs screen enables you to view job-related details. Active jobs are those jobs, which have the status such as new job, released or in-progress.

Details such as job name, name of the user who has submitted the job, job status, and the date on which the job was submitted are displayed. You can cancel the jobs having the status released which means that the processing of that job will not proceed further.

Inactive Jobs: Inactive jobs are those jobs, which have the status done, canceled or error. The details shown for the jobs are same as that of active jobs. You can traverse the error URL for jobs having status as error for viewing the error details.

Viewing Cataloging Errors

The errors occurred during the process of cataloging can be viewed on the job errors screen.

The details shown on this screen are as follows:

- Job Name: The name of the job having errors.
- User Name: The name of the user who has submitted the job for cataloging
- Time Submitted: The time at which the job was submitted.
- Filename: The name of the file for which the error occurred.
- Error Description: The description of the error.

Recovering Files with Errors

Whenever the cataloging of a particular job fails, all the files for which the cataloging failed are moved to the error folder on the NTFS. The error folder is present under the following hierarchy: Mount Point - User Name - Errors

The hierarchy of the job name and the originals is maintained inside the errors folder so that you can rectify the error and resubmit the job for cataloging.

Deleting Old Jobs

The inactive jobs screen shows all the inactive jobs having the status done, canceled or error. You can select the check boxes of the jobs for deletion and click **Delete Jobs**. All the selected jobs are deleted.

Steps for Job Submission Based on the File Format of the Digital Asset.

The steps for submission of a job for cataloging vary based on the file format of the original file. The following cases explain how various formats should be handled:

Case 1:

Vector Graphics created in Illustrator, Quark, and so on. related to packaging graphics (Artwork Mechanicals), promotional brochures, and so on:

- Create a job folder with two sub folders originals and previews
- Create PDF of the artwork for the preview.
- Compress the artwork mechanical with linked images using Stuff-It (.sit format) (for example, Art1.eps.sit).
- Rename the PDF created in the previous step using the naming convention described above.
- Move the Stuff-It file into the originals folder
- Move the PDF file into the previews folder.
- Fill in the Excel worksheet with the required information and move it under the job folder.
- Transmit the job folder either by Secure FTP or on CDs or DVDs.

Case 2:

Raster graphics in EPS format created in Photoshop (or other tools) for Product Photos, Logos, and so on.

- Create a job folder with two sub folders originals and previews.

- Create low-resolution 72 dpi JPEG of the artwork as preview.
- Compress the graphics file using Stuff-It (.sit) for example, Art1.eps.sit.
- Rename the PDF created in the previous step using the naming convention described above.
- Move the Stuff-It file into the originals folder.
- Move the PDF file into the previews folder.
- Fill in the Excel worksheet with the required information and move it under the job folder.
- Transmit the job folder either by Secure FTP or on CDs or DVDs.

Case 3:

Raster graphics in JPEG, TIFF, and so on, for product photos, beauty shots, high-resolution graphics, logos, and so on.

- Create a job folder with two sub folders originals and previews
- Create low-resolution 72 dpi JPEG of the artwork for preview.
- Rename the JPEG created in the previous step using the naming convention described above.
- Move the graphics file into the originals folder.
- Move the JPEG file into the previews folder.
- Fill in the Excel worksheet with the required information and move it under the job folder.
- Transmit the job folder either by Secure FTP or on CDs or DVDs.

Case 4:

Digital videos prepared for TV advertisements, and so on.

- Create a job folder with two sub folders originals, thumbnails.
- Create low-resolution JPEG screen shot of the video as thumbnail. The size of the thumbnail should be 150x150 pixel.
- Rename the JPEG created in the previous step using the naming convention described above (for example, Ad1.mov.jpg).
- Move the video file into the originals folder.
- Move the JPEG file into the thumbnails folder.
- Fill in the Excel worksheet with the required information and move it under the job folder
- Transmit the job folder either by Secure FTP or on CDs or DVDs.

Case 5:

Microsoft Word, Excel or other Office documents prepared for product information, and so on.

- Create a job folder with only the originals sub folder.
- Move Office documents into the originals folder.
- Fill in the Excel worksheet with the required information and move it under the job folder.
- Transmit the job folder either by Secure FTP or on CDs or DVDs.

Troubleshooting

Here are some of the errors that users might encounter while cataloging digital assets. The steps that can be taken to eliminate the errors are also mentioned below:

- **FileCount Not Found In AssetInfo File:** This error is encountered when the FileCount tag in AssetInfo is missing. This error can also occur if the end tag for FileCount is not given. Checks for filecount tag in the AssetInfo file and the end tag for file count. If either of them is not present, put the tag and submit the file for cataloging.
- **Failed to catalog assets because asset is frozen:** If an asset is frozen, then trying to catalog the same asset gives this error. Unfreeze the asset.
- **User does not have Create permission for the selected section:** If you do not have the privileges to create an asset and you try to catalog, then this error is logged. You should have the privileges to create an asset.
- **Unable to create target section:** Specify the target section in the AssetInfo file. If the target section does not exist, then the cataloger attempts to create one for you. If the target section cannot be created or if you do not have rights to access the section where the asset is being uploaded, then this error is logged. The target section specified in the AssetInfo file needs to be present before cataloging an asset. If the vault is not present, create the vault and submit the job for cataloging. Also, ensure that you have rights to access that vault or section.
- **Error in generating preview:** If the preview generation fails, then this error is logged.
- **Error in generating thumbnail:** If the thumbnail generation fails, then this error is logged.
- **Failed to load AssetInfo file:** If the AssetInfo file does not contain well-formed XML, trying to load the AssetInfo file gives this error. Check the generated AssetInfo file. If it is not well formed, make changes in the file. Make it a valid XML that is every node in the AssetInfo file needs to have an end tag. Check for all the end tags and resubmit the job for cataloging.
- **Invalid user found under the Mount Point:** If a user folder present under the mount point does not exist in the system then this error is logged. Check if the user for which the folder is created is present, if not create the user in the system.
- **Number of files specified by the file count in the AssetInfo not arrived in time:** If the number of files in the originals folder is less than the number of files specified in the AssetInfo file, then the cataloger waits for a specific time for the files to arrive. If the files do not arrive in the specified time, then this error is logged. Transfer the remaining files in the originals folder before the specified time elapses. If the time has elapsed, then resubmit the job with all the files specified in AssetInfo file in the originals folder.
- **Unable to open AssetInfo file:** If the AssetInfo file is not present, then this error is logged. The system waits for the AssetInfo file to arrive. Ten attempts are made to open the file. If after ten attempts the AssetInfo does not arrive, then this error is logged. Try submitting the job again for cataloging with proper AssetInfo file.
- **Disk full:** If the size of the file, which is being cataloged, is more than the available disk space, then this error is logged. Contact the system administrator to ensure that proper disk space is available.
- **Recommendation of the catalog job size:** To catalog a job effectively it is recommended that the maximum limit of the number of the files in a job should be around 300. If the files that are submitted are of a bigger size, then the cumulative size for the job should not exceed 1GB.

Check In Files from a Network Folder

This feature enables you to upload digital assets from your machine into a network drive folder. Each user has a folder with the user login name. Under the login name folder there is separate area or folder for uploads and downloads. The upload folder is monitored by the application for arrival of a job. When a job is dropped for cataloging, it will automatically pick up the job and catalog it into the system.

The following are the prerequisites for checking in files from the network folder:

- In the **DAM Settings** under **Settings**. Refer to the Digital Library Administration user guide if Support Network folder is set to yes and the network folder path is created and specified.
- Under the network folder specified above, your folder with your login name should be created.
- Under the user folders there should be two folders each: *Upload* and *Download*.
- While uploading, the same concept as the batch cataloging should be followed. The job folder should contain the original, preview and the thumbnail folders with the Assetinfo file.

Batch Cataloging Using MOM Desktop

Product Information

MOM Desktop is an extended part of the SAS Marketing Operations Management solution, which is built on the AIR platform from Adobe. The MOM Desktop has a batch cataloging module (default), which helps catalog digital assets in a bulk into the Digital Library and associate metadata or business information to it.

File Sharing:

- Connects to the Cataloger Server to transfer files selected by you to catalog in the Digital Library.
- Connects to the Solutions server to validate the user and retrieve the section hierarchy available for the user.

System Requirements for MOM Desktop:

- Microsoft Windows XP, Microsoft Windows Vista, Microsoft Windows 2000, Microsoft Windows 2008, Microsoft Windows 7, or Apple Mac OS.
- On the end-user machine Adobe AIR 13.0 needs to be installed before installing MOM Desktop.
- Minimum 5 MB free disk space.

Installing MOM Desktop

On any screen of SAS Marketing Operations Management click the SAS logo on the top right corner. A window appears from which the MOM Desktop can be installed.

To install the MOM Desktop click **Install MOM Desktop** and click **Yes**. If an installation is already present on your machine, then the **Upgrade MOM Desktop** will appear with the version installed and the available version. If the installation on your machine and the server version is the same, then **Launch MOM Desktop** is available. When upgrading, the MOM Desktop appears with details such as the installed version

and the version to be installed. By clicking **More Options** two more buttons are displayed. **Uninstall** removes the application from your machine and **Run Now** runs the version already installed on your machine.

After the installation is complete, enter the preference details such as login, password, server, and tenant, and then save the preferences. Your preferences for cataloging using the desktop application can now be cached.

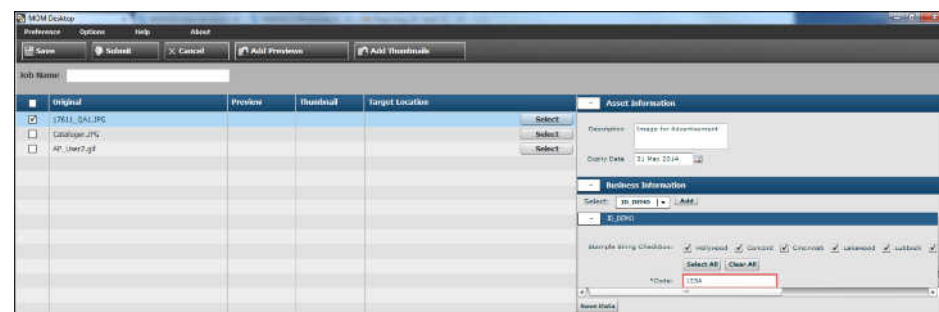
Enter the Hot Folder details. Hot folder is the location from where the files are picked up for cataloging from your local machine. Save the preferences. After saving the preferences, a MOM Desktop screen appears. You can perform the following operations on this screen:

- Preferences: You can edit the preferences. You can change the preferences depending on the server that you are using.
- Options: You can reset all the data to start from scratch and select the language.
- Help: An HTML help file is available on how to use the SAS Desktop.
- About: Displays the version number of SAS Desktop that you are using currently.
- Delete: You can delete the selected job.
- New Job: You can create a new job.
- Resync: Any newly created sections and facets in Digital Library are reflected on the Desktop.
- Refresh: Refreshes the screen.

Creating New Jobs

Click **New Job** and upload the original, preview, and thumbnail files by dragging and dropping in the designated area.

Figure 36.7 Creating a New Job



Multiple original files can be dragged and dropped. By clicking **Add Preview** and **Add Thumbnail**, you can select and drop multiple files for the previews and the thumbnails. The previews and thumbnails should have the same name as the original filename with the extension for the preview and the thumbnail. These files are associated with the original files automatically. For example, if the original filename is Image.jpeg, then the preview is Image.jpeg.pdf and the thumbnail is Image.jpeg.jpeg. Select the target location by clicking **Select**. A window with the existing sections appears. Select from the existing sections or create a new section by selecting an existing vault or section and clicking **Create Section**. Enter the section name and click **Done**.

You can select facets or facet series for an asset. Save the selected facets or facet series by clicking **Save Data**. Enter the expiry date for the asset. After all the files are dropped, save the job for later use by clicking **Save** or submit the job for cataloging by clicking

Submit. The jobs submitted for cataloging from the desktop application reflects the status of cataloging in sync with the cataloger job status screen in the Digital Library application. The job list displays whether the job is released, in progress, done, canceled or in error state as the cataloging proceeds.

Frequently Asked Questions

Does MOM Desktop download or pass any information from your laptop to the outside world without informing you? Does it run any service or routine in the background on your machine that might affect their confidential data store on the network? There is no service running in the background. The application remains passive on your machine until it is opened by you. The application invokes the SAS Marketing Operations Management server only when you drag assets and requests for cataloging to be done. It does not use or pull out any system information. Drag and drop the assets onto it for it to function. MOM Desktop application comes with an automatic update facility. When any new version of the application is installed on the server, the desktop utility automatically downloads the update. You are asked whether the update needs to be installed. If you choose to do so, the latest version of the desktop application is installed on your machine.

Reports

The reports display a list of activities by users on digital assets and related entities such as sections, vaults, and so on. To launch the reports click **Reports** on the Dashboard screen under Marketing Operations Management (MOM). Lists of existing reports for Strategic Planner are displayed by default. Click **Digital Library** link on the left pane to launch the digital library activity reports.

Click on each report, add filters, and generate the reports. Once the report is generated, the user can export the report as a PDF or to Excel.

Digital Library Notifications

Notifications are sent from the Digital Library module in the form of email to the user of SAS Marketing Operations Management. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
When a user initiates a cataloging job, that user receives a notification when the job completes or an error occurs.	Yes. Select Digital Library ⇒ Tools ⇒ Cataloging Preferences section to configure the notification.
After a file transfer to the designated location is completed, the user who initiated the file transfer receives a notification. The user can decide whether to receive it.	Yes. Specify whether the notification is required and enter the comma-separated email IDs in the FTP input section in the batch download window.
When assets expire, the administrative user receives a notification.	Yes. Select Dashboard ⇒ Settings ⇒ DAM Settings . Set the values for the Send Notification for Asset Expiry field, and enter the email IDs for the Email IDs for Asset Expiry Notification field.

Event	Can Be Disabled
When an asset expires, the group configured for that asset receives a notification.	Yes. Select Dashboard ⇒ Settings ⇒ DAM Settings . Set the values for the Send Notification for Asset Expiry field, and enter the email IDs for the Email IDs for Asset Expiry Notification field.
When an asset has been revived, the group configured for that asset receives a notification.	Yes. Select Dashboard ⇒ Settings ⇒ DAM Settings . Set the values for the Send Notification for Asset Expiry field, and enter the email IDs for the Email IDs for Asset Expiry Notification field.
After a job is copied to a specific network folder, the user receives a notification. The user can decide whether to receive it.	Yes. Select the Send Email to Users when download is complete option. Select the users who should receive the notification in the batch download window.
When a user selects the Send Files to Folder option while downloading files, that user receives a notification, based on the configuration.	Yes. Select the Notify me when download is complete option in the batch download window.
When disk usage reaches 80% of its allocated space, the Section Owner, Administrator, and the configured users receive a warning notification about the need to update the disk space.	Yes. Update the AL_DAMBackGroundRequestHandler.exe.config file at <i>Installation directory \Tenant Name\Binaries</i> .
If the cataloger job fails in validation (for example, there is an error in loading the AssetInfo or the asset count does not match the files on the NTFS, the user receives a notification. The user can decide whether to receive it.	Yes. Select Digital Library ⇒ Tools ⇒ Preferences ⇒ Cataloging Preferences section to configure the catalog notification.
In the case of an external server setup, the vendor receives a notification if the cataloger job fails in validation (for example, if there is an error in loading Assetinfo based on the user's cataloger preferences).	Yes. Select Digital Library ⇒ Tools ⇒ Preferences ⇒ Cataloging Preferences section to configure the notification.
In the case of an external server setup, the Administrator receives a notification if the cataloger job fails in validation (for example, if a job is moved to the cataloger mount point).	No
In the case of an external server setup, the vendor receives a notification (on behalf of the DAM job copy) if a job is renamed and the cataloger mount point already has a job with same name.	Yes. Select Digital Library ⇒ Tools ⇒ Preferences ⇒ Cataloging Preferences section to configure the notification.
You can select Digital Library ⇒ Tools ⇒ Email and send an email.	Yes. You can select the users that you want to send the mail to.

Event	Can Be Disabled
When an asset is due for expiry, a notification is sent to the configured email IDs.	Yes. Select Dashboard ⇒ Settings ⇒ DAM Settings . Set the values for the Send Notification for Asset Expiry field, and enter the email IDs for the Email IDs for Asset Expiry Notification field.
After a user downloads files to a ZIP file, the user receives a notification if the Inherit Sender's Right in Email setting is set to Yes.	Yes. Select Dashboard ⇒ Settings ⇒ DAM Settings . The notification is sent on the receivers to the user who performs the ZIP download.

Chapter 37

Managing Claims

The Claims Management Module	369
Claims	370
View Claims	370
Manage Claims	370
Labels	372
View Labels	372
Manage Labels	372
Claims and Labels in Digital Library	373
Claims Management Notifications	373

The Claims Management Module

You can create an easy-to-maintain, easily searchable database of regulatory claims. Detailed information about claims, such as the validity of claims, which claims are currently in the market, and so on, is stored in this module. You can use this information to create packaging labels. The Regulatory Department is enabled to keep an online track record of all approved claims and their associated labels that reside in the SAS Marketing Operations Management Digital Library as digital assets.

Key Benefits:

- Creates an easy searchable method for determining what claims are currently in the market.
- Creates consistency across all brands, by creating more label-development visibility between the divisions.
- Allows for the ability to historically track a Stock Keeping Unit product label claim change through time.

Claims

View Claims

If the Enable Claims setting is set to Yes and if you have access to claims, then the View Claims screen appears.

Click **View Claims** link on the left pane, a View Claims screen appears.

A list of claims present in the system appears. You can search for a specific claim by entering the criteria and clicking **Search**

Click the claim name link on the list screen to view the claim details. A View Claims screen appears with the claim information and the references attached to the claim on the **Information** tab. You can perform the following operations on this screen:

- If you change the claim details, the system stores the changes in the audit log. To view these logs, click the **View Audit History** link.
- You can email the claim details by clicking **E-mail**. You can send the email to a user of the system as well as to non-system users.
- The references linked to the claim are displayed. You can download the original version of the asset as well as the preview. You can view the asset information.
- You can go back to the label list screen by clicking **Back to List Screen**.

To view the digital assets to which the label is linked to, go to the **Digital Assets** tab.

Manage Claims

To create new claims, click **Manage Claims** link on the left pane. A Manage Claims screen appears. You can search for claims and the claims created are listed out and displayed.

Create new claims by clicking **Create Claim**. A Manage Claims screen appears. Enter details such as claim, claim text, claim disclosure statement, claim category, claim approved on last modified (date the claim was approved), the status (draft, approved, did not go to market and obsolete), regulations, and legal opinion. Enter the reason why a claim is not approved. Add references from the Digital Library or upload them from outside the system.

Figure 37.1 Create Claim

After entering all the details, save the claim by clicking **Save**. A Manage Claims screen with the claim details on the **Information** tab appears in a read-only format.

To edit or modify the claim details click **Edit**. You can email the claim details by clicking **E-mail**. You can send the email to a user of the system as well as to non-system users.

If you change the claim details, the system stores the changes in the audit log. To view these logs, click the **View Audit History** link.

You can associate digital assets with claims. Go to the **Digital Assets** tab in the Manage Claims window to associate a claim with assets from the Digital Library.

You can perform the following actions on the **Digital Library** tab:

- **Remove Association:** You can remove the association between the asset and the claim by selecting the asset and clicking **Remove Association**.
- **Associate Digital Asset:** Associate assets to the claim by clicking **Associate Digital Asset**. A Select Digital Assets window appears, where you can select the assets to associate with a claim. Select the assets and click **Select**.
- **Download:** You can select and download digital assets.
- **Upload:** You can upload new assets in the Digital Library by clicking **Upload**. An Upload Digital Asset window appears. You can select the section to upload the asset. Uploading the original version of the asset is mandatory. You can upload the preview and thumbnail else it is generated automatically by the system. Enter the expiry date and , description, and select the business information to be attached from the list. Then, click **Add**. Click **Save** to upload the asset.
- **Refresh:** Refreshes the screen.
- **Back to the List Screen:** Takes you back to the View Claims screen.

Note: You can download or upload assets depending on the access rights that you have on the assets and the section in the Digital Library.

Labels

View Labels

If the **Enable Labels** setting is set to Yes and if you have access to labels, then by default the View Labels screen appears.

A list of labels created in the system are displayed. You can search for a specific label by entering the criteria and clicking **Search**.

Click the label name link on the list screen to view the label details. A View Labels screen appears with the label information, the references attached to the label and the associated claims in the **Information** tab.

You can perform the following operations on this screen:

- You can email the label details by clicking **E-mail**. You can send the email to a user of the system as well as non-system users.
- If you change the label details, the system stores the changes in the audit log. To view these logs click the **View Audit History** link.
- The references linked to the label are displayed. You can download the original version of the asset as well as the preview. You can view the asset information.
- You can view the claims linked to the label by clicking the claim name link.
- You can go back to the label list screen by clicking **Back to List Screen**.

To view the digital assets linked to the label, go to the **Digital Assets** tab.

Manage Labels

If the **Enable Labels** setting is set to Yes, then the labels link is in the Claims Management on the left pane.

To create new labels click **Manage Labels** link on the left pane. A Manage Labels screen appears, which has a search facility available. The labels created are listed out and displayed. Click **Create Label**.

A Manage Labels screen appears. Enter details such as label name, label specific disclosure, product name, date the label is obsolete (the label expiry), label approved on (the approval date of the label) and the status (draft, approved, did not go to market and obsolete). Add references from the Digital Library or upload them.

After entering all the details, save the label by clicking **Save**. A Manage Labels screen with the label details and the associated claims in the **Information** tab appears in a read-only format.

You can edit or modify the label can by clicking **Edit**. Email the label details by clicking **E-mail**. You can send the email to a user of the system as well as non-system users.

If you change the label details, the system stores the changes in the audit log. To view these logs click **View Audit History** link

You can associate claims with labels by clicking **Associate Claims**. A View Claims window appears.

You can associate multiple claims with a single label. You can associate labels with assets from the Digital Library.

Go to the **Digital Assets** tab on the Manage Labels screen to associate the label with assets from the Digital Library.

You can perform the following actions on the **Digital Assets** tab:

- **Remove Association:** You can remove the association between the asset and the label by selecting the asset and clicking **Remove Association**.
- **Associate Digital Asset:** You can associate assets with the label by clicking **Associate Digital Asset**. A Select Digital Assets window appears from where you can select the assets to associate with the label. Select the assets and click **Select**.
- **Download:** You can select and download digital assets.
- **Upload:** You can upload new assets by clicking **Upload**. An Upload Digital Asset window appears. Select the section to upload the asset. You must upload the original version of the asset. You can upload the preview and thumbnail or it is generated automatically by the system. Enter the expiry date and description, and select the business information to attach from the list. Then, click **Add**. Click **Save** to upload the asset.
- **Refresh:** You can refresh the screen.
- **Back to the List Screen:** You can go back to the View Labels list screen.

Note: You can download or upload assets depending on which access rights you have on the assets and the section in the Digital Library.

View the labels that are created and associated with claims and digital assets by going to the **View Labels** link on the left pane.

Claims and Labels in Digital Library

If the following settings are set to Yes, then two tabs are visible in the Asset Information of an asset in the Digital Library.

These tabs display the label and claim details associated with the digital asset.

- Claims
- Labels
- Show Claims Tab in Digital Library
- Show Labels Tab in Digital Library

Note: You can import claims and label information into the system using the Import Data Utility.

Claims Management Notifications

Email notifications are sent from the Claims Management module to users. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
When a user clicks the Email button, the selected users receive an email notification.	No

Chapter 38

Using Site Builder

Overview of the Site Builder Module	375
Roles in Site Builder	376
Getting Started	376
Managing Sites	376
Overview	376
Creating New Sites	376
Editing Sites	377
Managing Pages	378
Creating New Pages	378
Configuring Page Layout	378
Adding Contents to the Page	379
Reviewing a Site	382
Site Builder Reports	383
Site Builder Notifications	383

Overview of the Site Builder Module

Marketing managers can build and publish product-related websites with site navigation, custom page layouts, rich media, and interactive discussion forums with the Site Builder module. Knowledge of HTML and Internet technologies is not required. This module greatly enhances collaboration between marketing, sales, and customer service. In addition, brand managers can use the Site Builder module to create and publish brand sites.

Site Builder enables you to create websites, which is collection of connected site pages. A site page or a page in simple term represents the contents of the site. Each page has page elements or components such as rich or formatted text, images, and so on, which makes up for the content of the page.

Roles in Site Builder

The following are the user roles in Site Builder:

- **Owner:** User who creates the site.
- **Authors:** Users who are authorized to edit the site.
- **Allowed users:** Users who have access to view the site.
- **Allowed groups:** User groups who have access to view the site.
- **Site Reviewers:** Reviewers are the users or groups added by the site creator for reviewing the site before publishing it. They have a Read-Only access on the site content.

Getting Started

After logging on click **Site Builder** link in the left pane on the Dashboard screen launch the Site Builder solution. The site list is displayed.

The left pane has the following links:

- **Sites:** Displays the existing sites. Click **Create** to create new sites.
- **Review Sites:** Displays a list of sites that need to be reviewed.

Managing Sites

Overview

When you log on to the Site Builder application, the existing sites are displayed by default. To view the site, click **View**. Click **Edit** to edit the site details as well as create pages for the site.

Only the authors or the owners of the site can see the **Edit** link. When the author or the owner edits the site, the site is locked automatically and no other user can edit the site. If the site is locked, a message appears in the site description column specifying the name of the user who is editing the site.

The site is automatically unlocked when you click **Done**. Otherwise, it remains locked. Only the user who has locked the site can unlock the site by clicking **Unlock**.

Creating New Sites

Click **Create** at the bottom of the Site List screen. A Site Configuration screen appears.

The following sections are present on this screen:

- **Name:** Name of the site.
- **Description:** Description for the site.

- **Login required:** Specify if a login is required for a user to view the site. If you select No, then enter the user credentials for anonymous login to the site. Check the access privileges for the user before publishing the site.
- **Publish:** Select whether to publish the site. The site is available to other users only if it is published.
- **Owner:** Owner is the user who creates the site.
- **Authors:** Click **Add User** to add authors.
- **Upload Style Sheet:** Each site can have a different look and feel, which can be achieved by applying a style sheet per site. By default, when a site is created, it inherits the client's look and feel through the `AIStyleSheet.css`, which the user can download. You can change this style sheet based on the requirements of the site and upload it. To upload, click **Browse** and then click **Upload**.
- **Upload Supporting Images:** Click **Upload** to upload the images referenced by the style sheet.
- **Footer:** Click the check box and enter the text to apply a footer for the site. You can align the text.
- **Dashboard Channel Configuration for Site:** Browse and then click **Upload** to upload the logo to be displayed on the site.

To save the new site, click **Save**.

When the site is created and saved, a screen with the default Home page for the site appears. You can configure the layout for the default page using instructions specified in [“Configuring Page Layout” on page 378](#).

Figure 38.1 Site Configuration

The screenshot shows the 'Site Configuration' form with the following details:

- Name:** Brand Guidelines
- Description:** How to manage a Brand
- Login required:** Yes (selected)
- User Name:** http://PUNE/VIEW/DEV/16.aspx... (truncated)
- URL:** http://PUNE/VIEW/DEV/16.aspx... (truncated)
- Publish:** Check to publish the site (checked)
- Owner:** John Lewis
- Authors:** Alex Barton (with 'Add User' and 'Delete' buttons)
- Upload Style Sheet:** Choose File (No file chosen)
- Supporting Images:** No files attached (with 'Upload' and 'Remove' buttons)
- Footer:** Apply footer for the Site (checked)
- Dashboard Channel Configuration for Site:** Choose File (No file chosen)

At the bottom are 'Save', 'Cancel', and 'Review Site' buttons.

Editing Sites

To edit the site details, click **Edit** on the Site Details screen. Click **Configure Topbar** to configure the top bar for the site. A Configure Topbar popup appears. Specify the height for the top bar and you can upload the associated documents as images or HTML.


Note: While configuring the top bar, do not upload any HTML files containing <script>, <applet> and JavaScript: tags.

Figure 38.2 Configure Top bar

Managing Pages

Creating New Pages

The Site Details screen lists all the pages created for the site.

To create new pages, enter the page name and click **Create Page**. The Page List is updated with the new page. Click the Page Name link to add contents to the page. Click the configure page  icon adjoining the page name to enter the page details as follows:


- **Name:** Enter the name of the page.
- **Description:** Enter the page description.
- **Publish:** Select whether to publish the page.
- **Default:** Select whether to set this page as the default page.
- **Allowed users:** Select whether all the users can view this page or only selected users can view this page. To add new users, click **Add User**. To delete the selected users, click **Delete**.
- **Denied users:** Select the users who are denied access to this page by clicking **Add User**.
- **Allowed groups:** Click **Add Group** to select the groups who have access to this page. To delete the selected groups, click **Delete**.
- **Denied groups:** To select the groups who are denied access to this page, click **Add Group**.

To save the new page, click **Save**.



Configuring Page Layout

To configure the page click the name link on the Site Details screen. You can configure the page hierarchy and add content to the page.

You can perform the following operations:

- **Page Hierarchy:** Click  icon to add the page hierarchy element. A Page Hierarchy Configuration pop-up appears. Enter the title. Select the URL, this is the link to the content the page displays. Enter the URL for external link. Select the target, that is select whether the contents should display in the same window or a new window. Enter the tooltip.
- **Add Content:** To add contents to the page, click **Add Contents**. An Add Contents pop-up appears. Selecting the type of content from the Content Control list box.

The types of contents in the Content Control list are as follows:

- **Rich Text Box:** Allows entering of formatted text. The user can set the fonts, size, and other formatting options.
- **Image:** Allows uploading of images.
- **Tab Strip:** Allows configuring tabs within the pages.
- **Document Template:** Allows adding documents such as HTML, PDF, and so on.
- **Online Discussion:** Allows the user to set up a discussion topic on the page.
- **Digital Asset Query:** Allows adding of a digital asset query, which displays assets on the page fulfilling the query.
- **Digital Asset Finder:** Allows the user to add a pre-configured Digital Asset Finder (DAF) on the page. The DAF allows the end user to search and download assets by forming a query.
- **Linked assets:** The user can collect assets in the cart in the Digital Library solution. You can add these assets to the page from the cart.
- : Configure the contents by clicking on this icon. Refer to “[Adding Contents to the Page](#)” on page 379 add different types of content.
- : Click the icon to view the preview of the page.


Adding Contents to the Page

Overview


Site Builder provides several controls (Page Elements), which you can embed on the page. To add the controls, click **Add Content**. Select the controls from the drop-down list. Enter the title for the content and click **Add**. Each newly added control forms a section on the page. These sections can be ordered by the drag and drop feature. Each section has a configure and a delete icon. Here is a brief description for configuring each of these controls.

Rich Text Box

Enter text for the Page. Formatting options such as bold, italics, changing the font, is available. Besides these, there are other advanced features such as bulleting and numbering text, paragraph indention, and so on.


To configure a Rich Text Box, add the control to the page and click  icon. Enter text and click **Save**.

Image

This allows the user to add an image to the page. To configure the image, add the control to the page and click  icon. This displays a popup where the user can upload the image

by browsing the file system and selecting the image. You can align the image and apply a border. Click **Add Link** to associate a web link with the image. This is a link to an external website or a page on the site. Click **Save**.

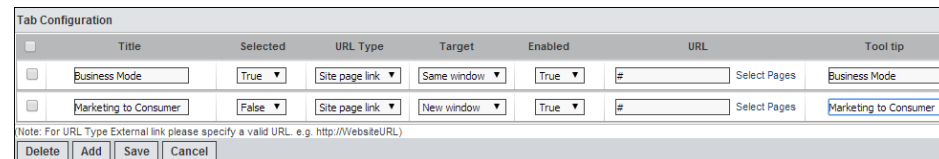
Tab Strip

By default there is one tab strip for the site, which is shared across the pages. Any configuration changes done to the default tab strip reflects on every page where it is used. You can create a tab strip, which is specifically for the page and cannot be shared across pages. To configure a tab strip, add the control to the page and click  icon. This displays a tab strip configuration popup where you can specify number of tabs for the tab strip. To add a tab, click **Add**. You can specify the details for each tab, which are as follows:

- **Title:** Enter a title for the tab.
- **Selected:** Select **True** if the tab should be shown as highlighted or the current selected tab.
- **Url Type:** On each tab, you can set a URL which when clicked invokes a page within the site or an external site.
- **Target:** You can specify if the tab URL should be displayed in the same window or a new window.
- **Enabled:** Allows the user to enable or disable a tab on the tab strip.
- **URL:** The link for the tab, which can either have an external link or a link to a page on the site. To select a page within a site, click **Select Pages**.
- **Tooltip:** Enter a tooltip for the tab.

To save the tab configuration click **Save**.

Figure 38.3 Tab Configuration




	Title	Selected	URL Type	Target	Enabled	URL	Tool tip
<input type="checkbox"/>	Business Mode	True	Site page link	Same window	True	# Select Pages	Business Mode
<input checked="" type="checkbox"/>	Marketing to Consumer	False	Site page link	New window	True	# Select Pages	Marketing to Consumer

Note: For URL Type External link please specify a valid URL. e.g. http://WebsiteURL)

Delete Add Save Cancel

Document Template

This allows the user to upload documents and embed them on the page. After adding the control to the page, click  icon. This displays a popup where you can upload the documents. The following options are available:

Uploading Existing Document: Click to upload an HTML, image, or any other existing document.

Upload New Document: Browse and upload a main document and a support document. If it is an HTML, then you can upload images, which are referenced by the document.

Figure 38.4 Document Configuration

Brand Guidelines Document Configuration

▲ **Associated Documents**

Name
No documents present.

▲ **Upload Documents**

☐ Upload Existing Document
 ☒ Upload new document

☒ Main Document
 ☐ Support Document

* Document: No file chosen


▲ **Uploaded Documents**

Name
<input type="checkbox"/> MOM designer.doc *

Note: (*) Indicates Main Document

To save the document template configuration, click **Save**.

Online Discussion


You can add a discussion topic on the page. When any user visits the site and traverses to the page, the user can post comments against the topic. To configure an online discussion, add the control to the page and click  icon. A popup appears, enter the following details of the topic:

- **Title:** Title for the discussion.
- **Description:** Description of the topic for discussion.
- **Start On:** Start date of the topic.
- **Valid Until:** Topic validity date.
- **Remind me on Topic Closure:** If yes is selected, then a reminder is sent to the topic owner when the topic reaches the closure date.
- **Remind me before(Days):** You can specify how many days before the closure date you need to be reminded.
- **Closure Details:** Select when you want the topic to close—on the due date or do you want to be reminded about the closure.
- **Post Details:** Select if you want to receive a notification whenever there is a post.
- **Attachments:** You can upload attachment in the form of files for the topic.
- **Status:** You can select whether the topic is active or inactive.
- **# Comments per page:** Select the number of comments that should display on the page.


- **Reply Button Text:** Enter the label of the button, which the user can click to post comments.

To save the discussion, click **Save**.

Digital Asset Query


You can add a Digital Asset Query, which displays the assets fulfilling the query on the page. Add the control on the page and click  icon. A Query Configuration popup appears. You can define the query by selecting filters. Specify the information to be displayed for the assets by selecting the attributes or fields. Specify the layout of the assets either grid or list view on the page and what action can be performed for each asset. Click **Save** to save the configuration.

Digital Asset Finder

You can add a pre-configured Digital Asset Finder (DAF) component on a page. Digital Asset Finder allows the end user to form a search query to search for digital assets, which the end users can download from the page. Add the control on the page and click  icon. A Digital Asset Finder configuration popup appears. You can either select from a selection of pre-configured Digital Asset Finders or create a new finder by clicking **Configure**. Specify the layout by selecting the layout type, default rows and columns for list or the grid view. Click **Save** to save the configuration.

Linked Assets

To add assets from the Digital Library on the site page:

1. Collect the assets from the Digital Library into the cart.
2. Add the control on the page and click  icon. An asset configuration popup appears.
3. Paste the assets from the cart by clicking **Paste from Cart**. All the assets in the cart are displayed.
4. Select the assets to show on the page.
5. Click **Save** to save the configuration.

Reviewing a Site

You can send a site for a review by different individuals. To invite users to provide feedback and comments, click **Edit** link for the site on the site list. A Site Details screen with a list of pages appears. Click **Edit** to edit the site details. On the Site Configuration screen, click **Review Site** to set up a discussion topic. The current and the old reviews are displayed. To create a review, click **Create Review**. On the Site Review screen, enter the following details:

- **Title:** Title for the review.
- **Description:** Description for the review.
- **Start Date:** Day on which the review is initiated.
- **Valid Until:** Date until which the review is valid.
- **Attachments:** You can upload relevant files.
- **Invitees:** You can select the invitees for a topic by adding a group or a user.

Click **Save** to save the review. An email notification is sent to all invitees.

The reviewer can provide their comments on the site either by clicking on the link in the email or by launching the Site Builder module, and clicking **Review Sites**.

Site Builder Reports

To launch the reports, click **Reports** on the Dashboard under MOM. The Strategic Planner reports are displayed by default. Click **Site Builder** link on the left pane to view all the reports related to Site Builder.

The following Site Builder reports are displayed:

- Site Asset Download
- Site Access Summary

After generating the reports, you can export the reports in PDF or Excel.

Site Builder Notifications

The Site Builder module sends users a notification when certain events occur. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
Users receive a notification inviting them to review a site.	No

Chapter 39

Working with Timesheets

Timesheets	385
Getting Started	386
Filling a Timesheet	386
Creating Timesheets	387
Copying Timesheets	388
Timesheets for Approval	388
Timesheets Notifications	389

Timesheets

This module provides daily time tracking for resources in a marketing organization. Tracking facilitates better accounting of actual hours spent and helps ease the cost calculation based on time spent by various resources. As a valuable resource of the organization, you work on various projects. The Timesheet module enables you to enter daily hours of work against the projects that you are assigned to. Users such as contributors, project managers, acting project managers, deliverable managers and users who have complete access on projects can fill in the timesheets. Resources that are marked as obsolete cannot enter the timesheets as a resource. But if these resources are users of the system, they can enter timesheets as a user.

The timesheet approval helps a group of approvers in the organization view, approve, or reject the daily timesheets with comments.

The key benefits of the Timesheet module are:

1. Online time tracking for resources.
2. Better accounting of actual hours spent by resources on projects.

User Roles:

- **Resource Category Head:** A user of the system who is responsible for the allocation and monitoring of a group of resources performing specific functions.
- **Timesheet Approval Group:** A group who is responsible for the approval of the timesheet submitted daily by the resources.

- **Resource:** Users who are assigned or allocated to projects. These resources are expected to fill in timesheets daily.

Getting Started

On the left pane of the Dashboard screen, click **Timesheets** link. The following links are present on the left pane:

1. **My Timesheets:** (available to resources) Using this link, the resources can fill in the daily timesheets and submit it to the timesheet approval group.
2. **Timesheets for Approval:** (available to the timesheet approval group) Using this link, the timesheet approvers view the submitted timesheets and approve or reject them.

Filling a Timesheet

As a resource who is expected to fill in a daily timesheet, click **Timesheets** link on the left pane. A My Timesheets screen is displayed by default. The following details are displayed:

- **Project ID:** A drop-down list is displayed based on the projects the resource has been assigned to. For time spent on activities other than project tasks, select *Others*. This is a mandatory field.

The following validations are done by the system while selecting a project while **creating a Timesheet**:

- Project IDs of all the projects with status New, Draft, and Active are listed in the drop-down list.
- Project IDs of all the projects with status Onhold and
 $\text{Timesheet date} \leq \text{Due Date} \leq (\text{Timesheet date} + 3 \text{ months})$
- Project IDs of all the projects with status Completed, Canceled, and
 $(\text{Timesheet date} - 1 \text{ month}) \leq \text{Actual Completed Date} \leq \text{Timesheet date}$

The following validations are done by the system while selecting a project while **editing a Timesheet**:

- Project IDs of all the projects with status New, Draft, and Active are listed in the drop-down list.
- Project IDs of all the projects with status Onhold and
 $\text{Timesheet date} \leq \text{Due Date} \leq (\text{Timesheet date} + 3 \text{ months})$
or if the Project ID (with status Onhold) is already selected for the timesheet.
- Project IDs of all the projects with status Completed, Canceled, and
 $(\text{Timesheet date} - 1 \text{ month}) \leq \text{Actual Completed Date} \leq \text{Timesheet Date}$

or if the Project ID (with status Completed, Canceled) is already selected for the timesheet.

- **Project Title:** This is a read-only column and is auto-populated when the Project ID is selected. If *Others* is selected in the Project ID column, then this column will be empty and disabled.
- **Resource Category:** Select the category from a drop-down list. All the resource categories to which the logged in resource belongs is listed in the drop-down. Resource category selection is mandatory
- **Description:** Enter the description related to the task.
- **Hours:** The number of hours the user worked for the selected day and the selected Project. This is a mandatory column.

The current date is selected by default. You can change the date by clicking the calendar icon and selecting the date or by clicking the Previous day or Next day arrows. When the timesheet date is changed, the timesheets for the corresponding date are displayed on the screen. Based on the status of the timesheet, details are displayed in either editable or read-only format. The following are the timesheet status values:

- Draft
- Submitted
- Approved
- Rejected

Note: You can edit the Timesheets with the status as Draft and Rejected. You cannot edit the Timesheets with the status as Submitted and Approved.

Creating Timesheets

To create a timesheet, select the date, the project ID or title and the resource category to which the resource belongs. Enter the description and the number of hours the resource has worked (should not be more than 24 and less than 0.25 hours).

You can perform the following operations while creating timesheet :

- **Delete:** Select the rows and delete.
- **Add Row:** To add another row to the timesheet, select the number of rows and the rows are added in the grid.
- **Save:** Saves the created timesheets.
- **Submit:** After creating the timesheet, the resource can submit it to the user of the timesheet approval group for approval.
- **Copy Timesheet:** You can copy a selected timesheet by clicking **Copy Timesheet**.

Copying Timesheets

If the resource copies a timesheet, a message is displayed on the screen stating the timesheet for the selected date is copied. If you try to copy a timesheet that is not saved, the system prompts you to save the timesheet.

After the timesheet is copied, select any other date where the copied timesheet should be pasted. On that screen **Paste Timesheet** is available. This button is visible only if a timesheet is copied. Click **Paste Timesheet** and confirm whether the copied timesheet should be appended or overwritten. By default the append option is selected. All the timesheet items are copied to the selected timesheet except the number of hours.

After the resource submits the timesheet, the user of the timesheet approval group receives a notification with a link to the timesheets. The notification mentions the number of timesheets that are waiting for approval. This notification e-mail is generated at 12 am.

Timesheets for Approval

After logging on to the system as a user of the timesheet approval group, click **Timesheets** link on the left pane. A Timesheets for Approval screen is displayed. By default, all the timesheets submitted by the resources are displayed. You can search for timesheets using the filters provided in the search section.

Each timesheet is displayed with the following information:

- **Timesheet Submitted by:** Name of the resource or user who submits the timesheet.
- **Timesheet Date:** Date for which the resource has filled and submitted the timesheet.
- **Status:** Status of the timesheet.
- **!Importance:** If there is any anomaly identified in the timesheet, then it is displayed in this column and highlighted. The anomalies can be any one of the following:
 - If the number of hours filled in the timesheet for a day are less than the available hours of the resource for that day.
 - If the number of hours filled in the timesheet for a day are greater than a specified number of hours. This number of hours are configured in the Timesheet Administration in the Flag Timesheet for Approval if (> number of hours per day) setting.

Each Resource name has a link, when clicked the details of the timesheet will be displayed. An Approve Timesheet screen is displayed .

The details such as resource name, timesheet date, submitted on date, project ID, project title, description and the number of hours the resource worked for the day are displayed. You can approve or reject the timesheet and enter comments.

If the timesheet is rejected, a mail is sent to the resource with a link. The resource can click on the link to view the timesheet and edit as per your comments.

The following buttons are present on this screen:

- **Save and Close:** After saving the timesheet, the user is redirected to the timesheet approval list screen.

- **Save and Previous:** Click to view the previous timesheet in the list.
- **Save and Next:** Click to view the next timesheet in the list.

Timesheets Notifications

Users receive a notification from the Timesheets module when certain events occur. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
When a timesheet approver rejects a timesheet, the user or resource receives a notification.	No
All timesheet approvers receive a daily notification informing them of the number of timesheets that are pending for approval.	No

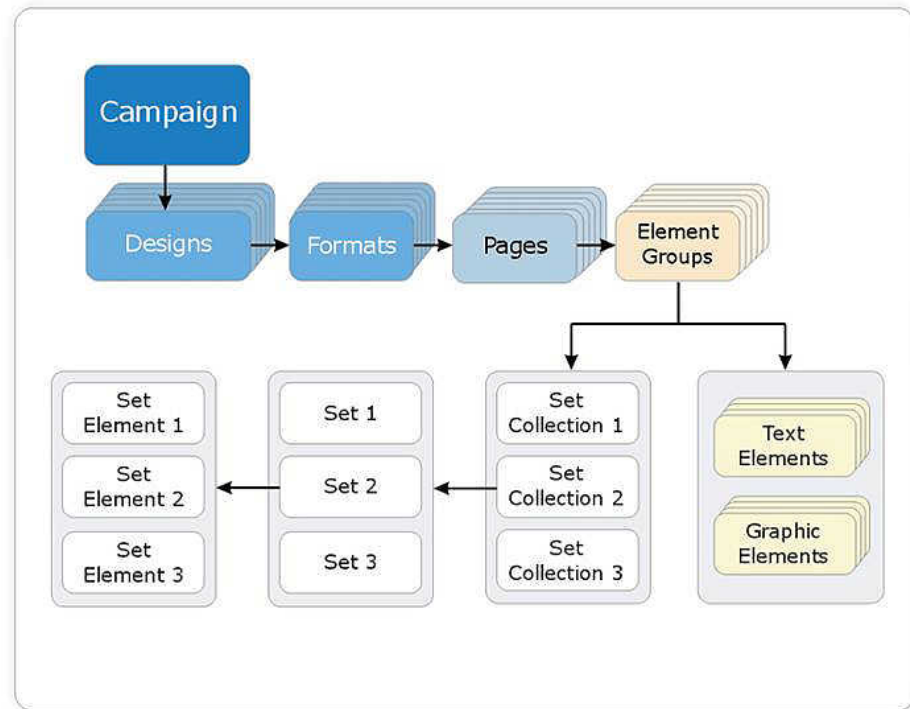
Chapter 40

Understanding Artwork Producer

Overview of the Artwork Producer Module	392
Roles in Artwork Producer	392
Prerequisites	393
Getting Started with Artwork Producer	393
Artwork Generation	394
Overview	394
Creating New Artwork Using an InDesign Format	394
Support for PDF Files as Ready to Use Formats	396
Creating New Artwork Using an HTML Format	397
Regeneration of Artwork in Case of Content Chunk Update	397
Format Definition	397
Creating Campaigns	397
Creating Designs	397
Formats	398
Import, Export, and Download Formats	402
Pages and Groups	402
Book Type Definition	403
Artwork Producer Notifications	405

Overview of the Artwork Producer Module

Figure 40.1 Overview of the Artwork Producer Module



Marketing teams use standard templates in the Artwork Producer module to preserve brand identity and to maintain consistent look-and-feel across artwork. You can convert existing artwork into a template for future use. You can customize a template by simply supplying textual information and selecting predefined images. Artwork Producer automates generation of artwork mechanics for product packaging as well as marketing collateral by using database driven design templates.

Roles in Artwork Producer

- **Administrators or Back-Office personnel:** Administrators are the users who store the standard templates in the system in the specified hierarchy for use by the branch offices.
- **Artwork Creators:** Artwork creators are the branch offices, other corporate users, and print production houses that use Artwork Producer to produce customized artwork without needing any design tools. They can generate the artwork from the standard templates available in the system.

Prerequisites

A vault is required in the Digital Library to store the Artwork Producer content that is, template and generated artwork. By default the name of the vault is set to **ArtworkProducer**, which along with other Artwork Producer related configuration could be changed using the Settings application.

The administrator creates the vault using the Digital Library application. The vault should be a non-system vault and the name should be the same as specified in the Artwork Producer settings. Everyone should have complete access to this vault.

Getting Started with Artwork Producer

After you log on, click the **Artwork Producer** link in the Dashboard window in the left pane.



The left pane is divided into the following sections:

- **Artwork Generation:** You can create new artwork.
- **Format Definition:** You can create new campaigns.
- **Book Type Definition:** You can create new book types.

A favorite link is available on all windows that contain the top bar. To view the favorite links that you have stored, click the link in the top right corner of the Dashboard window. You can perform the following operations:

- To save a page as your favorite page, go to the page, click the favorite link, and then click **Add to Favorites**. Enter the name for the page and select the folder in which the link should reside, and then click **Add**.

To create a new folder and add the favorite link to it, click **New Folder**. Enter the name for the new folder and click **Create**. You can create a new folder only at the root level.

- You can organize the favorites by clicking **Organize Favorites**. You can perform the following actions:
 - You can rearrange the folders and links by dragging them in the order that you want.
 - You can move links from one folder to another by selecting the links and clicking . Select the folder that you want to move the links to and click **Move**.
 - You can delete folders and links by selecting them and clicking .
 - You can rename folders and links by clicking **Rename**.

Artwork Generation

Overview

In the View My Artwork window a search facility is available. You can search for specific artwork by entering the filters and clicking **Search**. The result appears in the My Artwork section.

Each row in the shows details such as the thumbnail, title, description, status, created on and the date on which the artwork was last updated on. Click the artwork title to view the artwork.

You can select and delete the artwork. You can make a copy of a selected artwork. Create a new artwork by clicking **Create New Artwork**.

All the formats or templates satisfying the search criteria are displayed. The formats with the released status are displayed here. The thumbnail, title, and description appear. To customize a format click **Customize**.

Note: If the image editing option is available, then image editing for vector files such as .eps, .svg, .ps, .pdf, and so on, are not supported. The image processing tool used is ImageMagick, which is a raster image processor. Any vector image such as .eps is first converted to a raster equivalent, edited and then restored back to the vector format. This results in loss of image quality and hence such files are not supported.

Creating New Artwork Using an InDesign Format

In the Create Artwork window, enter the name and description. You can upload multi-page InDesign formats as one single InDesign (.indt) file. The system uniquely identifies and separates each page of the single file. A spread layout of pages is also supported in the system. Click **Next**. A Summary window with the following tabs appear:

- **Point and Click:** You can view the format where the tagged elements are highlighted and view and edit the name and description of the artwork by clicking **Edit**. You can hide the tags, zoom, or pan the artwork, and view the artwork in a full window. For editing the graphics element, click the tagged graphics element. An Edit Graphics Element window appears. Select the given options or browse and upload a graphics element depending on the options available. You can crop, flip, and rotate the image. Save the changed graphics element.

Note: The format of the replaceable graphics element can be any of the following types: eps, ai, bmp, gif, pct, pcx, pict, psd, png, tiff, jpg, jpeg.

After the changes are done, you can generate a proof and the artwork, or share the artwork with specified users or groups. The artwork is shared with the specified users or groups only after you generate either a proof or the artwork.

Figure 40.2 Point and Click Method

Summary

Healthcare for Insurance

Print And Click Step By Step

Insurance

Their dreams are in your hands

When you start a family, you hold a lifetime of promises and dreams in your hands. At Insurance, we understand how important it is for you to make those dreams, no matter what.

Should you or your spouse experience a life-altering illness, your chance of surviving are excellent. Our highly customized plan ensures emotional and financial security for your entire family. Critical illness insurance compensates your family's lifestyle when the unexpected occurs.

An Insurance Critical Illness Recovery Plan® policy pays out a large sum benefit if you suffer and receive a serious illness or condition (illness such as heart attack, cancer or stroke).

This money can be used to:

- Pay for your family's lifestyle
- Replace lost income
- Pay off your mortgage
- Pay for your children's education
- Offset additional expenses such as child care or housekeeping services

If you would like more information about this important protection, please give us a call.

Underwritten by Life Insurance Company

Done Generate Proof Generate Artwork Share

- **Step by Step:** On each page, provide either text or a graphical element as an input. After entering all the information, you can generate the proof, generate the artwork, and share the artwork with specific users. After you generate a proof, you can view, edit, or email the artwork (with a watermark on the PDF document). You can also share or finalize the artwork. After you generate the artwork, you can view, edit, share, or email it. You can also download the ZIP file, or catalog the artwork in the Digital Library. The artwork is shared with the specified users or groups only after you generate either a proof or the artwork.

Note: If any of the text elements are skipped when you customize the artwork, the default values are used in the final artwork.

Figure 40.3 Step by Step Method

The screenshot shows the 'Step by Step' method interface in Artwork Producer. At the top, there's a 'Summary' section with the title 'Healthcare for Insurance' and an 'Edit' button. Below this, there are two tabs: 'Point And Click' and 'Step By Step', with 'Step By Step' being the active tab. The main heading is 'Step 1: One Page Flyer - New Campaign Page'. Underneath, there's a sub-heading 'One Page Flyer - New Campaign Group'. The form contains several input fields for advisor information, each with a placeholder text and a radio button for selection. The fields are: 'AdvisorInfo_FirstName' (placeholder: [First Name]), 'AdvisorInfo_LastName' (placeholder: [Last Name]), 'AdvisorInfo_Title' (placeholder: [Title]), 'AdvisorInfo_YourCompany' (placeholder: [Your Company]), 'AdvisorInfo_CompanyAddress' (placeholder: [Company Address]), 'AdvisorInfo_City' (placeholder: [City]), 'AdvisorInfo_Province' (placeholder: [Province]), 'AdvisorInfo_PostalCode' (placeholder: [Postal Code]), 'AdvisorInfo_Tel' (placeholder: [000-000-0000]), 'AdvisorInfo_Email' (placeholder: [emailaddress@yourcompany.com]), and 'AdvisorInfo_Photo'. The 'AdvisorInfo_Photo' field has a 'Select Options' button and a 'No File Uploaded' button with an 'Upload' button. Below these buttons is a 'Photo Placeholder' image. At the bottom of the form, there are four buttons: 'Save As Draft', 'Generate Proof', 'Generate Artwork', and 'Share'.

Auto Generated Artwork Based on Taxonomy in Artwork Producer allows automatic generation of artwork. InDesign formats can be configured with taxonomy-based text and graphics elements. The text and graphics elements can be stored as content chunks in the Digital Library. You can generate your artwork based on taxonomy filters that you enter into the system. The system then pulls out the relevant content chunks from the library and generates the artwork. For example, you can select your photograph that is stored in the Digital Library as an artwork. You can choose to customize and print marketing collateral that requires this photograph. Artwork Producer selects your photograph from the library based on your logon credentials automatically and generates the collateral. Your sales office address and working hours can be stored as metadata in the library, and this information can also be automatically populated in the collateral and then printed.

Support for PDF Files as Ready to Use Formats

Along with InDesign and HTML formats, PDF formats are also available for download and use from the Artwork Producer system. These formats do not require any generation. They can be downloaded and used for printing.

Creating New Artwork Using an HTML Format

The steps for creation of artwork are the same as the InDesign.

Multiple artworks can be generated similar to the InDesign format.

Note: The replaceable graphics elements could be of any type as long as it is supported by the browser.

Regeneration of Artwork in Case of Content Chunk Update

When content chunks are updated in the Digital Library, the user is alerted of changes. The artwork generated by the user that uses these content chunks are flagged. You can choose to regenerate the artworks and update them with the changes in the content chunks. You can view the alert in the View My Artwork window. Any changes made in the content uploaded in the Digital Library an alert appears in red under the title of the artwork.

If you click the title link of the artwork whose content is modified, the regeneration results are displayed with the update details of each tag that is modified.

The artwork is regenerated and all the changes in the content is reflected in the generated artwork.

Note: Once the artwork is submitted for generation, you do not need to wait for the generation to complete. You are notified that your artwork is ready to be downloaded or printed.

Format Definition

Creating Campaigns

You can upload and configure the template prepared by the design agency into the system using Format Definition.

The View Campaigns window appears. You can search for specific campaigns by specifying the search criteria and clicking **Search**. The result appears in the campaigns section.

Each campaign information appears. Each campaign title has a link to modify the campaign details. You can select and delete campaigns by clicking **Delete**. Create new campaigns by clicking **Create Campaign**. The Create Campaign window appears. Enter the details such as name, campaign number, description, and campaign type, and then save the campaign details.

Creating Designs

After saving the campaign, the View Campaign window appears. You can edit the campaign details by clicking **Edit**. Create a design by clicking **Create Design**. The Create Design window appears. Enter details such as name, description, and category, and then save the design.

Click **Save** to save the design.

Formats

Overview

After saving the design, the Create Format window appears. You can edit the design details by clicking **Edit**. You can import the format files present in the system.

Creating Formats in InDesign

Select the format type as InDesign and click **Create Format**. The Create InDesign Format window appears. Enter the format title, description, and category. You can reserve the format for a book.

You can upload the format in the following two ways:

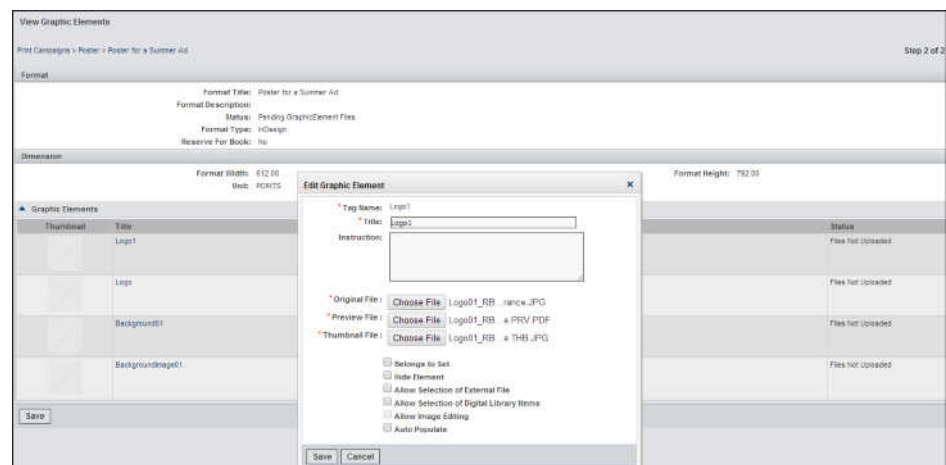
1. **Zip File:** Upload the format ZIP files by clicking **Browse**. The ZIP file contains all the original files related to the format, all the graphics elements related files, previews and thumbnails and some XML files. Save the format. After saving, the format is created and a confirmation message appears.

2. **Template File:** Upload the format in the following two-step process:

- a. Enter the format details such as format title, description, category. You can reserve the format for a book. Enter the format width, height, and the unit in which the height and width is measured. Upload the format files. The original should be an .eps or .ai file. The preview is a .pdf, and the thumbnail is a .jpg. Click **Next**. The View Graphics Elements window appears.
- b. To upload the graphics elements, click the title link of the graphics element. An Edit Graphics Element window appears. Upload the graphics element.

Note: The original file (EPS or AI) is mandatory. The preview and the thumbnail is generated by the system. It is not mandatory to upload the preview and the thumbnail.

Figure 40.4 Upload Graphics Elements



The tag name appears as the window title. The title appears by default but can be changed. You can enter the instructions for the end user. Upload the original, preview, and the thumbnail files.

Select one of the following fitting options for the graphics element:

- **Fit Content Proportionally:** This option fits the entire image within the graphic frame while maintaining the aspect ratio of the image.

- **Fill Frame Proportionally:** This option fills the entire graphic frame with the image while maintaining the aspect ratio of the image. If the content and the frame have different proportions, some of the content is cropped by the bounding box of the frame.
- **Fit Content to Frame:** This option fits the entire image within the graphic frame without preserving the aspect ratio.

Note:

- You must upload the original graphic, the preview, and the thumbnail. The supporting graphic or linked graphic images can be AI, EPS, JPG, or GIF for the original if the format file is AI. If the format file is EPS, then the graphics element should be an EPS file, the preview should be a PDF file, and the thumbnail should be a JPEG file.
- The frame fitting options function correctly only if a pre-defined fitting option is not defined for the graphic tag of the original InDesign template (the INDT file).

You can give the following four options to the user:

- **Belongs To Set:** If this option is selected, the graphical element is used in a set.
- **Hide Element:** If you select this option, then the graphical elements become static and cannot be substituted by any other image. It is not visible during artwork generation.
- **Allow Selection of External File:** If you select this option, then the graphical element can be substituted by any other image as desired by the user during the artwork generation process.
- **Allow Selection of Digital Library Item:** If you select this option, the graphical element can be substituted by assets cataloged in Digital Library under the ArtworkProducer vault. You can upload the optional images into Digital Library from here itself by clicking **Set Optional Images**. This is used where the company or the organization has some defined images or logos, which are used for artwork generation.
- **Allow Image Editing:** This option allows the user to edit the image while artwork generation.

Note: If the Image editing option is made available, then image editing for vector files such as .eps, .svg, .ps, .pdf, and so on, is not supported. The image processing tool used is ImageMagick, which is a raster image processor. Any vector image such as .eps is first converted to a raster equivalent, edited and then restored back to the vector format. This results in loss of image quality and hence such files are not supported.

- **Auto Populate:** This option auto populates the image from Digital Library according to the search criteria added by the administrator. The first graphics element that matches the criteria appears.

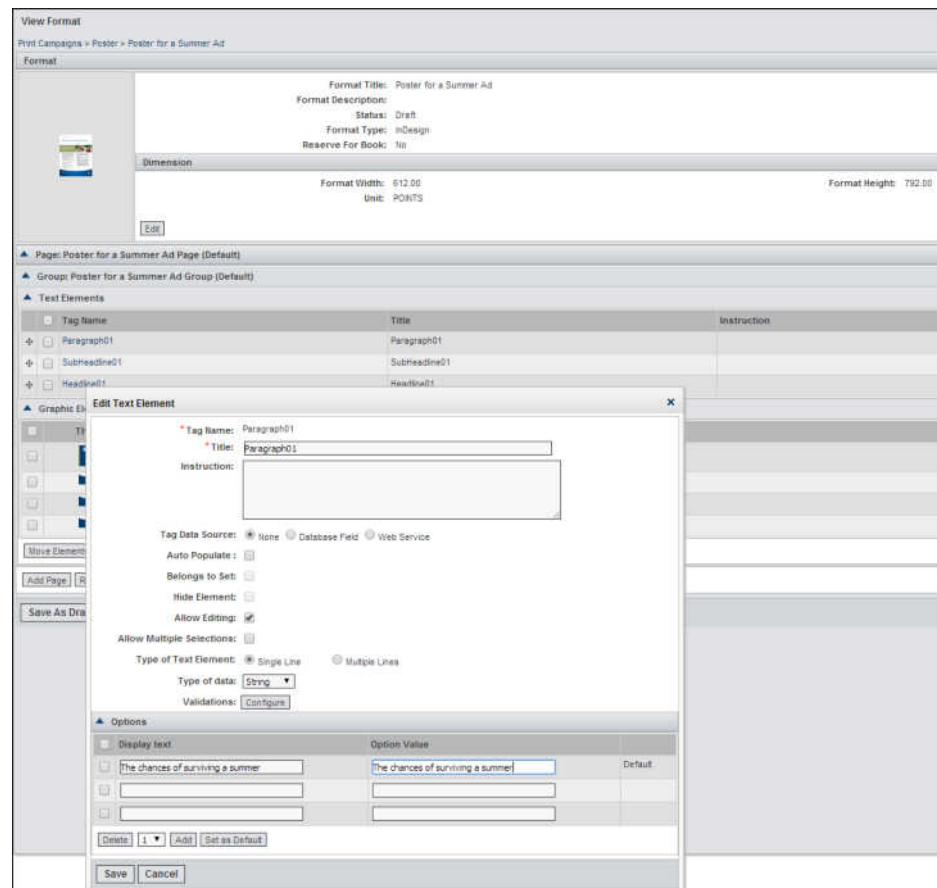
Click **Save** to add the graphical element to the format. Once all the graphic files are uploaded, click **Save** in the View Graphics Element window to save the format.

After saving the format, a View Format window appears where you can edit the text elements. Click the text element tag name. An Edit Text Element window appears. The tag name is present by default. Enter the following information:

- **Title:** Title is provided but you can change it.

- **Instruction:** You can enter the instructions for the end user.
- **Tag Data Source:** Select the following:
 - **None:** If you select this option, the user can enter any text.
 - **Database Field:** If you select this option, you can select the fields from the database (facet) fields, which are defined by the administrator.
 - **Web Service:** If you select this option, the text is called from the web service, which is configured in the system.
- **Auto Populate:** The text is populated automatically according to the search criteria added by the administrator.
- **Belongs to set:** If you select this option, the text element is used in a set.
- **Hide Element:** If you select this option, then the text element becomes static and cannot be substituted by any other image. This text is not shown during artwork generation.
- **Allow Editing:** This option allows the user who customizes the artwork to edit the text while artwork generation.
- **Allow Multiple Selections:** This option allows the user who customizes the artwork to select multiple text elements while artwork generation.
- **Type of Text Element:** This option is disabled.
- **Type of data:** Select the data type from the list.
- **Validations:** Click **Configure** to configure the text. You can configure the maximum length of the text which the user can enter. You can configure the display of the character count to be switched on. You can set the range of the selection (enter the minimum and maximum values). The View Format window appears.

Figure 40.5 View Format Window



The text as well as the graphics elements are displayed. In this window, you can move the elements and add and rearrange pages.

In the View Format window, click **Release** to release the format. The formats can be published with restricted access to only certain groups and users in the system.

Creating HTML Formats

Select the format type as HTML and click **Create Format**. The Create HTML Format window appears. Enter the format title and description. Select the category as Artwork Producer. You can upload additional images that are not tagged in the template. Upload the format files by clicking **Choose File**. You can upload the following files:

- **Original File:** Upload the original file, which is an .HTML/.HTM file.
- **Preview File:** Upload the preview file, which is a .PDF/.JPG file.
- **Thumbnail File:** Upload a thumbnail file, which is a JPG file.

Save the format. The View Graphics Elements window appears.

Upload the graphics elements by clicking the title link. The tag name appears on the pop-up. The title appears by default but can be changed (mandatory). Enter the instructions for the user. Upload the original, preview and the thumbnail files. The options are similar to the ones while uploading the InDesign format.

When all the graphic files are uploaded, click **Save** in the View Graphics Element window. In the View Format window, release the format for artwork generation by clicking **Release**. You can publish the formats with restricted access to certain groups

and users in the system by clicking **Share**. The format is shared with the specified users or groups only after you release the format.

Import, Export, and Download Formats

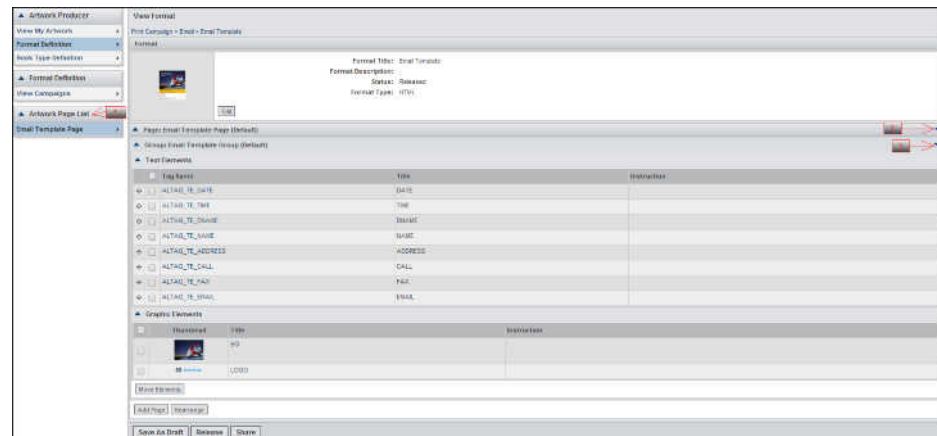
In the View Design window, you can do the following:

Import Format	You can import files from the system. The exported ZIP file can be imported to another design or to the Format Definition module of any other installation of SAS Marketing Operations Management by clicking Import Format .
Download Format	The format files present in the system can be downloaded from the format list. Click Download Format link in the formats list to download the format files along with all the linked files. This feature is used if you need to edit the format files and upload it again. A ZIP file is prepared with all the above-mentioned contents.
Export Format	The format files present in the system can be exported from the formats list. Click Export Format link to export the format files along with the format information (text and graphic) and all the linked files. This feature is used if you want to upload the format files into another installation without having to generate the template files again. A ZIP file is prepared with all the above-mentioned contents.

Pages and Groups

A design can have multiple graphical and text element. To organize them in a logical fashion, they can be grouped and put in pages. A page has multiple groups and each of them hold some of the graphical and text element, which are logically connected.

By default when a format is created or registered, a single page with a group is created for the design. To add more pages edit the design by clicking the format title link in the View Design window. The View Format window appears. You can add pages and groups to the format. A list of pages for the format appear on the left pane under the **Artwork Page List**.

Figure 40.6 Add Pages and Groups

The following is seen in the View Format window:

- The artwork page list shows the list of pages for the format.
- **Move Elements:** You can move the elements from one page to another.
- **Add Page:** You can add pages to the format.
- **Rearrange:** The Rearrange Artwork Pages and Element Groups window appears. You can arrange the pages in order of appearance during the artwork generation.
- **Save as Draft:** You can save as a draft. The format is not available to any user until it is released.
- **Release:** You can release the artwork for artwork generation and production.
- **Share:** You can share the format with specific groups and users. The format is shared with the specified users or groups only after you release the format.

Clicking ▾ icon on the Page: Header bar. You can perform the following actions:

- **Add Group:** You can add groups to the page.
- **Edit Page:** You can modify the current selected page.
- **Delete Page:** You can delete the current page.

Clicking ▾ icon on the Group: Header bar. You can perform the following actions:

- **Move Group:** You can move groups to different pages. (Default group cannot be moved.)
- **Edit Group:** You can modify the current selected group.
- **Delete Group:** You can delete the current group.

Book Type Definition

Using Book Type definition, you can create a book template using the formats uploaded in the system which the end user can use. The format for which the option Reserve for Book is set to Yes are available to be used in the book type definition.


Click the **Book Type Definition** link on the left pane. The View Book Types window appears. A search facility is available to search for specific book types. A list of the

book types is displayed. A selected book type can be deleted or copied. Click **Create** to create new book types.

A Create Book Type window appears. Enter the title, description, category, and the thumbnail file (image to be displayed for the book type).

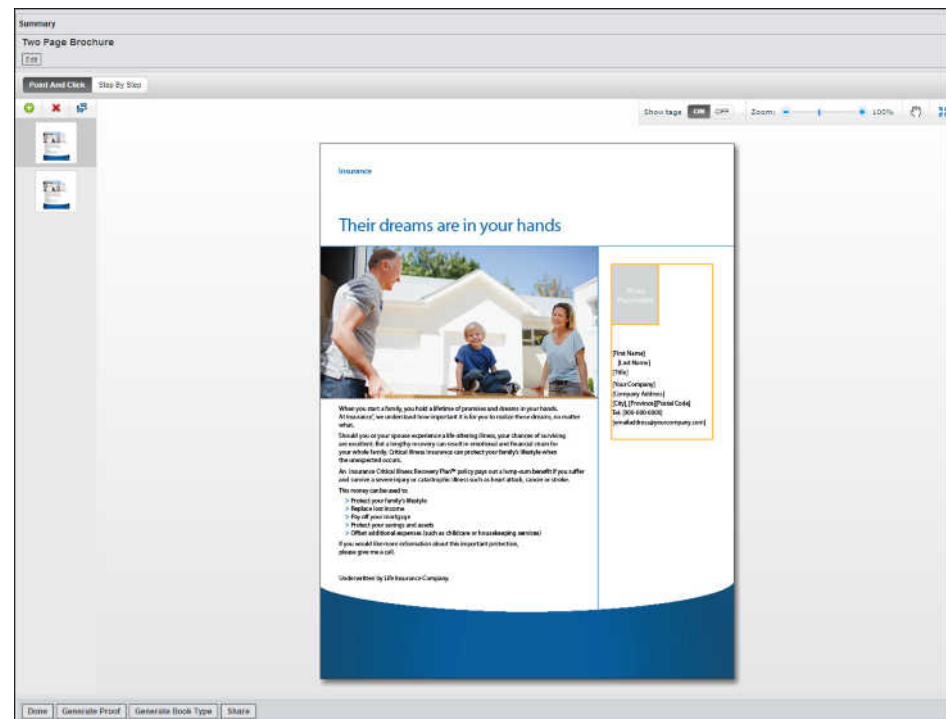
Select whether to publish the book type. Save the details.

A Summary window appears. You can edit the book type information. You can create book types in the following two ways:


1. **Point and Click:** You can add pages by clicking  icon. These pages are the

generated artwork and those that are specified to be reserved for a book type. You can delete reorder pages. You can switch the tags on or off, zoom, pan, or view the artwork in a full screen. You can view or edit the replaceable graphics element by clicking on it.

Figure 40.7 Point and Click



You can edit the graphics elements on the Edit Graphics Element screen. You can crop, flip, or rotate the image.

2. **Step by Step:** You can add pages by clicking  icon. These pages are the

generated artwork and those that have been specified to be reserved for book type. You can delete or reorder the pages. All the page information appears on the right of the screen. The replaceable files are also displayed. You can select the required images or text for the book type and then save it as a draft.

Figure 40.8 Step by Step Method

Summary

Two Page Brochure

Edit

Point And Click Step By Step

Step 1: One Page Flyer - New Campaign Page

One Page Flyer - New Campaign Group

AdvisorInfo_FirstName: [First Name]

AdvisorInfo_LastName: [Last Name]

AdvisorInfo_Title: [Title]

AdvisorInfo_YourCompany: [Your Company]

AdvisorInfo_CompanyAddress: [Company Address]

AdvisorInfo_City: [City]

AdvisorInfo_Province: [Province]

AdvisorInfo_PostalCode: [Postal Code]

AdvisorInfo_Tel: [000-000-0000]

AdvisorInfo_Email: [emailaddress@yourcompany.com]

AdvisorInfo_Photo: Select Options

No File Uploaded Upload

Photo Placeholder

Save As Draft

Done Generate Proof Generate Book Type Share

Once the book type is ready, you can do the following:

- **Generate Proof:** A proof of the book type is generated and it can be viewed, edited, emailed, or finalized.
- **Generate Book Type:** The book type is generated and it can be viewed, edited, or emailed.
- **Share:** You can share the book type with a certain set of users or groups that is, access is granted or denied to users or groups. The book type is shared with the specified users or groups only after you generate a proof or the book type.

Artwork Producer Notifications

Email notifications are sent from the Artwork Producer module to the user of SAS Marketing Operations Management. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
After a proof is generated, the Artwork Creator receives a notification that contains a URL for downloading the proof.	No
If Adobe Illustrator CS3 fails to start, the owner of the configured email ID receives a notification.	No
If Adobe Illustrator CS3 fails to restart, the owner of the configured email ID receives a notification.	No
If Adobe Illustrator CS3 restarts successfully, the owner of the configured email ID receives a notification.	No
If a book fails to be generated, the owner of the configured email ID receives a notification.	No
If a book is generated successfully, the Artwork Creator receives a notification.	No
If a proof of a book is generated successfully, the Artwork Creator receives a notification.	No

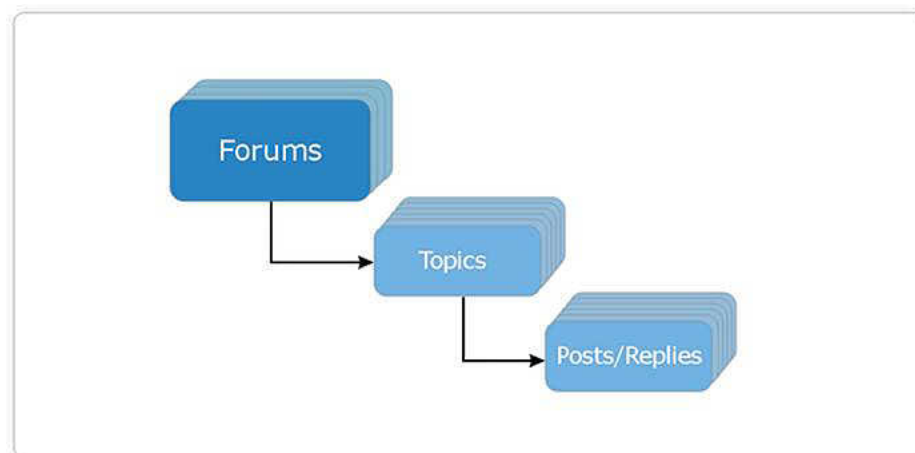
Chapter 41

Using Knowledge Manager

Overview of the Knowledge Manager Module	407
User Roles	408
Getting Started	408
Discussion Forum	408
Create Forums	408
Creating a Topic	409
Posting Comments	410
Closing and Reopening a Forum	411
Search for Forum, Topic, or Post	411
Knowledge Manager Notifications	411

Overview of the Knowledge Manager Module

Figure 41.1 Knowledge Manager Overview



Marketing teams can set up interactive discussion forums on topics for collaboration among all marketing teams. The Knowledge Manager module is integrated with the Strategic Planner module and the Marketing Workbench module to provide informal

reviews and approval functionality. You can create discussion forums and topics, and browse and navigate through these forums, topics, and post comments. You can upload relevant documents along with the post. Besides navigation, it also provides a very powerful search mechanism to search for forum, topic and post based on a keyword. It serves as a growing knowledge base and provides an efficient mechanism to resolve questions. It is a knowledge repository, which comprises of a range of practices used by organizations to identify, create, represent, and distribute knowledge.

User Roles

Forum Administrator: The Forum Administrator has the ability to create a forum as well as edit, delete, or modify it. This user can open or close the forum and select the moderator.

Forum Moderator: The Forum Moderator moderates the topics under the forum and can edit, delete, or modify any topic in the forum. This user has the privilege to open or close a topic.

Topic Owner: The owner of a particular topic can edit topic details and invite users to participate in the discussion. The owner can delete, open, close, or reopen a topic.

Permitted Group Users: These users can browse and navigate forums and topics. They can also view topic details, read posts for a topic as well as download files attached to a post. They can post their comments on a topic and edit and delete their own posts.

Invitees Group or Users: These users can browse and navigate forums and topics. They can also view topic details, read posts for a topic as well as download files attached to a post. They can post their comments on a topic and edit and delete their own posts.

Getting Started

After logging on, click **Knowledge Manager** link on the Dashboard screen in the left pane to launch the solution. Links such as **Forum** and **Search** appear on the screen.

Discussion Forum

The lists of forums, which are configured in Knowledge Manager, are displayed. An administrator can view all the forums. The moderators can view only those forums to which they are given access.

Create Forums

After launching Knowledge Manager, lists of forums are displayed. Details such as the forum name, number of topics in a forum, description, and the date on which the forum was updated.

Click **New Forum** on the forum list screen to create a new forum. A Forum Details screen appears.

Enter the following details:

- **Title:** Enter the title for the forum.

- **Description:** Enter the description for the forum.
- **Moderator:** Enter the first letter and a drop-down list appears. Select the moderator for the forum.
- **Permitted Groups:** You can add a selected set of groups who can view the forum by clicking **Add Group**.

To save the new forum, click **Save**.

Creating a Topic

To view the forum details, click on the forum name link on the Forum screen. The forum details and list of topics under it are displayed.

This forum details appear. You can edit the details by clicking **Edit**. The list of topics for the forum are displayed. Details such as topic name and the number of comments, status of the topic, last updated on and the last comment posted on dates are displayed. You can delete selected posts. To create a new topic click **New Topic**. A New Topic screen appears. Enter the following details:

- **Title:** The title for the topic.
- **Description:** Enter the description for the topic.
- **Start Date:** The day on which the topic is initiated
- **Valid Until:** The date until which the topic is valid.
- **Remind me on Topic Closure:** If yes is selected, then a reminder is sent to the topic owner when the topic reaches the closure date.
- **Remind me before(Days):** You can specify how many days before the closure date you need to be reminded.
- **Closure Details:** Select when you want the topic to close, on the due date or do you want to be reminded about the closure.
- **Attachments:** You can upload attachment in the form of files for the topic.
- **Invitees:** The user can select the invitees for a topic by adding a group or a user.

Save the new topic by clicking **Save**.

Figure 41.2 New Topic

Knowledge Manager
New Topic

* Title: Exploring the Power of Brand

Description:

* Start Date: 01 July 2014

* Valid Until: 30 August 2014

Remind me on Topic Closure: ☒ Yes ☐ No

Remind me before(Days): 2

Closure Details: ☒ Close on Due Date

Post Details: ☒ Notify on Closure and Reopen

Attachments: No Files attached.

Invitees:

Invitee Name	Invitee Type
<input type="checkbox"/> Campaign Designer	Group
<input type="checkbox"/> Creative	Group

Posting Comments

All the invited users receive an email notification with a link to the topic. The user can click on the link and navigate to that topic. When the user clicks on the topic name, it displays the Topic Details screen. Details such as title, description, start date, valid until, attachments if any are displayed and the status (open or closed) of the topic appears. The topic owner can edit these details by clicking **Edit**. The replied posts for the topic are displayed. The post list shows the responder's name, the date and time of post, and the post details. The list of attachments if any are displayed along with the post. You can edit the post by clicking icon or delete it by clicking .

Figure 41.3 Topic Details

Knowledge Manager
Home from Marketing > New Brand Guidelines is available

Topic Details

Title: New Brand Guidelines is available

Description:

Start Date: 01 July 2014

Valid Until: 01 August 2014

Attachments: No Files attached

Status: Active

Posts

Post by John Lewis

Good

Tuesday, 01 July 2014 12:28:16 PM

Post by John Lewis

I am happy as this is available now

Tuesday, 01 July 2014 12:41:28 PM

To post comments click **Post Reply** on the Topic Detail screen. A Post Reply screen appears. Enter the comments in the text box. The text box has rich text editing facilities. You can attach files to the comments by clicking on **Add Attachment**. After entering he comments and uploading the attachment, click **Post Reply**.

Closing and Reopening a Forum

On the Forum Details screen click **Edit**. A Topic Details screen appears. You can mark a forum closed by clicking **Mark as Closed**. Enter the reason for the closure and click **Close**.

Figure 41.4 Closing a Forum

The screenshot shows the 'Topic Details' screen in Knowledge Manager. At the top, the title is 'New Brand Guidelines is available'. Below the title, there are fields for 'Description', 'Start Date' (01 Jun 2014), and 'Valid Until' (01 August 2014). There are checkboxes for 'Remind me on Topic Closure' (Yes/No), 'Remind me before (Days)' (1), 'Close on Due Date', and 'Notify on Closure and Reopen'. There are also checkboxes for 'Post Details' (Notify on Post) and 'Attachments' (No files attached). Below these are buttons for 'Upload', 'Delete', 'Add Group', and 'Add User'. At the bottom, there is a 'Status' dropdown set to 'Active'. Below the form, there is a 'Posts' section showing a list of posts. The first post is by John Lewis, titled 'Gold', and is dated Tuesday, 01 July 2014 12:38:16 PM. The second post is by John Lewis, titled 'I am happy as this is available now', and is dated Tuesday, 01 July 2014 02:41:25 PM. The third post is by John Lewis, titled 'This is one of the best videos I have seen for a TV Ad. I think the camera man was very professional and knowledgeable.', and is dated Tuesday, 01 July 2014 02:43:32 PM. The posts are displayed in a list view with a 'Post Reply' button at the bottom.

For reopening forums click **Edit** on the Forum Details screen and click **Reopen**.

Search for Forum, Topic, or Post

After you launch Knowledge Manager, click **Advanced Search** link in the left navigation bar. A search screen appears where you can search for a topic or post by specifying the dates when they were created or by providing a keyword.

Knowledge Manager Notifications

Email notifications are sent from the Knowledge Manager module to the user of SAS Marketing Operations Management. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
When a user is invited to use a topic, that user receives a notification that contains a link. When the user clicks on the link, the user is redirected to the login page. After successful login, the user is redirected to the topic details information.	No
When a topic is nearing expiration, the topic initiator receives a notification if the Remind me on Topic Closure setting for that user is set to True.	Yes. You can change the value of the Remind me on Topic Closure flag.
When the topic initiator closes a topic, the invited users for that topic receive a notification if the Notify me on closure setting for a particular user is set to True.	Yes. You can change the value of the Notify me on Closure flag.
When a topic is reopened, the topic owner, creator, authors, and all invitees (except those who have unsubscribed) receive a notification.	No
When a reply is posted by an invitee to a topic, all the invited users of a topic receive a notification.	No

Chapter 42

Reports

Overview	413
Getting Started with the Reports Module	413
Creating and Scheduling New Reports	414
Scheduling a Pre-defined Report	416

Overview

This module includes prebuilt reports related to planning, resource allocations, project status, budgets, content, usage audits, and more. You can create user-defined reports on the fly by using the ad hoc reporting tool. You can export the reports for printing or pivoting. The ad hoc reporting tool allows a user to easily define and generate reports based on the user's needs. The reports that are scheduled can be delivered to a selected set of users and groups. This tool works off an Operational Data Store (ODS) defined for the SAS Marketing Operations Management database. This tool supports all major modules of SAS Marketing Operations Management, which include Strategic Planner, Estimates, Marketing Workbench and Digital Library, Resource Management, Timesheets, Forecasts, Artwork Producer, Product Information Management, and Claims Management. The data displayed on the generated reports is not real time, it is from the previous day.



Getting Started with the Reports Module

Click the **Reports** link on the left pane on the Dashboard screen. By default, all the reports are displayed. To create customized ad hoc reports, click the **Ad hoc Reports** link in the left pane. The configured reports are displayed. You can view or print a report, or you can export a report to Microsoft Excel. Click a report name to modify the report details.

A favorite link is available on all windows that contain the top bar. To view the favorite links that you have stored, click the link in the top right corner of the Dashboard window. You can perform the following operations:

- To save a page as your favorite page, go to the page, click the favorite link, and then click **Add to Favorites**. Enter the name for the page and select the folder in which the link should reside, and then click **Add**.

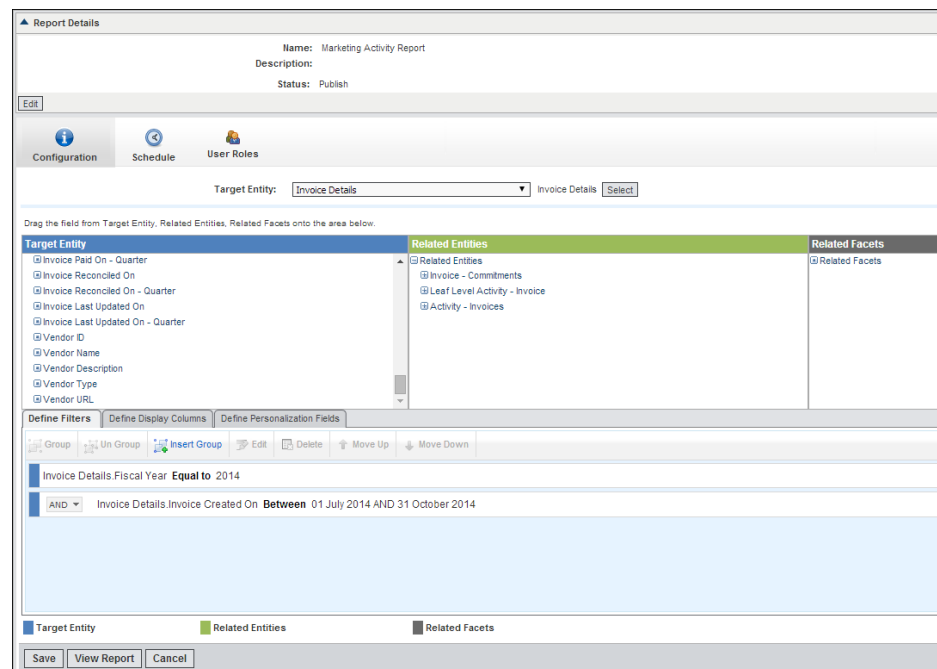
To create a new folder and add the favorite link to it, click **New Folder**. Enter the name for the new folder and click **Create**. You can create a new folder only at the root level.

- You can organize the favorites by clicking **Organize Favorites**. You can perform the following actions:
 - You can rearrange the folders and links by dragging them in the order that you want.
 - You can move links from one folder to another by selecting the links and clicking . Select the folder that you want to move the links to, and click **Move**.
 - You can delete folders and links by selecting them and clicking .
 - You can rename folders and links by clicking **Rename**.

Creating and Scheduling New Reports

To create new reports click **New Report** on the Configured Ad Hoc Reports screen. A Create Report screen appears. Enter the report name, description, and status. Save the details to continue.

Figure 42.1 Create Report



Report Details

Name: Marketing Activity Report
Description:
Status: Publish

Edit

Configuration Schedule User Roles

Target Entity: Invoice Details Invoice Details Select

Drag the field from Target Entity, Related Entities, Related Facets onto the area below.

Target Entity	Related Entities	Related Facets
<input type="checkbox"/> Invoice Paid On - Quarter <input type="checkbox"/> Invoice Reconciled On <input type="checkbox"/> Invoice Reconciled On - Quarter <input type="checkbox"/> Invoice Last Updated On <input type="checkbox"/> Invoice Last Updated On - Quarter <input type="checkbox"/> Vendor ID <input type="checkbox"/> Vendor Name <input type="checkbox"/> Vendor Description <input type="checkbox"/> Vendor Type <input type="checkbox"/> Vendor URL	<input type="checkbox"/> Related Entities <input type="checkbox"/> Invoice - Commitments <input type="checkbox"/> Leaf Level Activity - Invoice <input type="checkbox"/> Activity - Invoices	<input type="checkbox"/> Related Facets

Define Filters Define Display Columns Define Personalization Fields

Group Un Group Insert Group Edit Delete Move Up Move Down

Invoice Details.Fiscal Year Equal to 2014

AND Invoice Details.Invoice Created On Between 01 July 2014 AND 31 October 2014

Target Entity Related Entities Related Facets

Save View Report Cancel

A Report Details screen appears with the details. You can edit the details by clicking **Edit**. The following three tabs are displayed:

- Configuration:** You can define the report by dragging and dropping the fields for the report into the **Define Filter** tab below. When the fields are dragged into the filter

tab, a select filter pop-up appears where the filter name is present by default. You can specify the operator and the filter value. Click **Add** to add the filter.

You can perform the following actions in the define filters tab:

- **Group**: To group the defined filters, select the filters by holding the **Alt** key on your keyboard and click **Group**.

Figure 42.2 Define Filters

- **Ungroup**: Select the group and click **Ungroup** to ungroup the filter criterion.
- **Insert Group**: Click **Insert Group** to insert a group and then add the filters to it.
- **Edit**: Select the filter criteria and click **Edit** to make changes in the criteria.
- **Delete**: Select the criteria to delete it.
- **Move Up**: Select the criteria and click **Move Up** to position it above the other criterion.
- **Move Down**: Select the criteria and click **Move Down** to position it below the other criterion.

Repeat the above steps for more filters.

Select the columns to be displayed on the report by going into the **Define Display Columns** and **Define Personalization Fields** tabs and dragging the fields into the section. Enter the column heading, define the grouping, sort level, and the aggregation.

Figure 42.3 Define Display Columns

Select the fields that the end user can personalize on by going into the **Define Personalization Fields** tab and dragging the fields into the section.

Once the filters, display columns and personalization fields are defined, you can generate the report. Save the report definition.

2. **Schedule:** You can schedule the report by going into the **Schedule** tab. Click **Add Schedule**.

Figure 42.4 Schedule Reports

A Create Schedule pop-up appears. Enter the details for scheduling the report such as schedule type, start date, and time to send the report. Refer to [Table 42.1 on page 417](#) for more details about scheduling the report. Enter receivers' email IDs.

After the report is scheduled, the report will be sent to the concerned individuals on the specified day and time.

3. **User Roles:** You can add the authors and readers (users and groups) for the report. These users or groups have access to the report. The authors can edit or modify the report, and they can schedule and generate the report. The reader can view and schedule the report.

You can export these Ad Hoc reports to excel or HTML.

Scheduling a Pre-defined Report

You can schedule the following reports from the list on pre-canned reports:

1. In Strategic Planner: The Overspent Report, Activity Budgets and Spends Reports.
2. In Marketing Workbench: The Project Details report.

Enter the scheduling details. Provide the following details for scheduling the report:

- **Report name:** By default the report name appears which you can change.
- **Description:** Enter the description.
- **Schedule Type:** Select **Run Once** or **Run Between**.
- **Start Date:** If **Run Once** is selected, then enter only the start date. If **Run Between** is selected, then enter the start date and the end date.
- **Run Cycle:** You can select the following run cycle:

Table 42.1 Run Cycle

Option	Explanation
Daily	If you select this option, then you can select if you want the report generated on weekdays only or on all days.
Weekly	If you select this option, then you can select any day or days in the week on which you want to generate the report.
Fortnightly	If you select this option, then a note appears, saying that the report is sent in 15-day interval starting from the start date specified.
Monthly	If you select this option, then select whether the report should be generated on the first day or the last day (any day in the week). Specify which months the report should be generated.
Quarterly	If you select this option, then a note appears, saying that the report will be sent on the first day of every quarter based on the fiscal month setting.
Yearly	If you select this option, then select the month and the day of the month for which the report should be generated.

- **Time to send report:** The time for sending the report to the specified users.
- **Report Receivers:** The report can be sent as an email attachment to a set of users. The email addresses should be separated by a comma.

Note: The report is scheduled and sent as a PDF.

Chapter 43

Managing Vendors

Tools	419
Vendor Management	419
Creating New Vendors	419
Viewing Vendors	420
Adding Rate Card Item Type	422

Tools

Vendor Management

Vendor management provides a centralized repository to manage the resources which are not the users of SAS Marketing Operations Management. You can store the categories for a vendor and all the relevant information related to the vendor mentioned below:

1. List of contacts: The list of contacts for the vendor.
2. General contract terms such as minimum commitments, payment terms, out-of-pocket expense policies, and so on.
3. Resources and their skill levels: You can store the resources and the skill levels of each resource.
4. Rate card for services and goods: The vendor rate card can be maintained in the system. The rate card specifies the rates per resource category of the vendor which could be non-human resources as well.

Click **Vendor Management** link on the left pane under **Tools**. A View Vendors screen appears.

Creating New Vendors

On the View Vendors screen, you can view the existing vendors in the system by searching alphabetically or by vendor type.

Create new vendors by clicking **New**. A Create Vendor screen. Enter the following details:

- **Vendor Number:** You can enter the vendor number or it is auto generated depending on the setting.

- **Name:** Enter the vendor name.
- **Description:** Enter the vendor description.
- **Vendor Address:** Enter the address of the vendor.
- **Vendor Type:** Select the preconfigured vendor types from the drop-down list. The vendor types are configured from the Strategic Planner admin.
- **URL:** Enter the URL of the vendor.
- **Currency:** Select the currency from a drop-down list. This is the currency used by the vendor for all the transactions.
- **Business Unit(s):** Select the business units from the drop-down list.
- **Holding Company:** Enter the name of the holding company.
- **Business Type:** Enter the business type.
- **Mark as Obsolete:** Select yes or no.
- **Vendor attachments:** Upload any vendor attachments by clicking **Upload** and browsing through the file system.
- **Contract Information:** Enter the description of the contract and upload any contract documents.

Save the vendor information by clicking **Save**.

To modify the existing vendors, click the vendor name link. To delete the selected vendor, click **Delete**.

Viewing Vendors

After saving the vendor details, clicking the vendor name link on the View Vendors screen, a view vendor details screen is displayed. The following tabs are displayed on the view vendor details screen:

1. **Information:** The vendor information is displayed. You can edit the information by clicking **Edit**.

Figure 43.1 View Vendor Details — Information Tab

View Vendor Details

Vendors > Creative Eye Pvt. Ltd

Information | Contacts | Resources | Rate Card

▲ Vendor Details

Vendor Number: 1001
 Name: Creative Eye Pvt. Ltd
 Description: Advertising Agency
 Vendor Address: USA
 Vendor Type: Campaign Vendors
 URL: http://www.CreativeEye.com
 Currency: USD
 Business Unit(s):
 Holding Company: SSL
 Business Type: Advertising
 Mark as Obsolete: No
 Vendor Attachments: No Files attached.
 Vendor Created On: 07 July 2014

Contract Information

Description: Contract Info fro 2014-2015
 Contract Documents: No Files attached.

Edit


2. **Contacts:** The vendor contacts are displayed with the name, e-mail, residence, mobile, office and fax numbers. You can view the details for each contact by clicking the contact name link. You can edit the contact details by clicking  icon on the extreme right side. The vendor can add contacts by clicking **Add Contact**.



Figure 43.2 View Vendor Details — Contacts Tab

View Vendor Details

Vendors > Creative Eye Pvt. Ltd

Information | **Contacts** | Resources | Rate Card

▲ Vendor Contacts

Status	Email	Residence	Mobile	Office	Fax	
<input type="checkbox"/> Agnw-Spe	agnw-Spe@creative.com					
<input type="checkbox"/> Jin-Stacy	jin-stacy@creative.com					

Details Add Contact

3. **Resources:** On the View Vendor Details screen in the resource tab a graphical view of the vendor resource allocations are displayed. The projects that an agency is working on for the year, their corresponding resource hours (allocated and unallocated) are displayed.

Figure 43.3 View Vendor Resource

View Vendor Details

Vendors > Creative Eye Pvt. Ltd

Information Contacts Resources Rate Card

Title

Alex Kelley

07 July 2014 22 August 2014 07 October 2014


- Allocations - Unavailable

Add Resource

To add the resources of the vendor, click **Add Resource**. A Create Resource screen appears. Enter the following resource details:

- Is Resource the user of the system:** This is selected by default.
- Select User:** Enter the user name in the text box to search the users. If the text is in red, then it is not a valid user.
- Resource Category:** To select the resource category (Configured in resource management), click **Select**.
- Resource Type:** Select from the drop-down list, for example, it could be internal, freelancer, contract, and so on.
- Unit of Measurement:** Select the unit of measurement as hour.
- Rate:** Select the currency and enter the rate for the resource.
- Skill Level:** Enter the skill level of the resource.
- Country:** Select the country from the drop-down list.

After saving the resource details, a Resource Details screen is displayed with the following two tabs:

- Information:** The resource details are displayed here.
 - Availability:** You can mark the availability and the unavailability of the resources.
- Rate Card:** To edit each item on the rate card, click  icon on the extreme right side. Click **Save**. You can add more rows for more rate card items.

Adding Rate Card Item Type

Click **Rate Card Item Type** link on the left pane of the View Vendor screen. A Create Rate Card Item Type screen appears. To search for the existing rate card item types in the system, enter the name and search. To modify the existing rate card item type, click the name link.

To create new rate card item type, click **Add Item Type**. A Create Rate Card Item Type screen appears. Enter the name, description and the item type (Configured in Schema

Designer under **RATECARDITEMTYPE** named hierarchy). Save the rate card item type.

Chapter 44

Using Partner Channel Management

Overview of the Partner Channel Management Module	425
Media Library	426
Using the Media Library	426
Ordering Assets	427
Estimate Management	427
Viewing and Importing Estimates by the Vendor	427
Reviewing Estimates and Creating Workflows	428
Media Library Notifications	428

Overview of the Partner Channel Management Module

When your marketing organization works with outside partners, vendors, creative agencies and others, the success of your marketing projects depends on providing these third parties with access to all information relevant to a project. The Partner Channel Management module enables you to share information in a secure way. The Partner Channel Management module provides each partner, vendor, or agency with an exclusive login. Restricted access to data and functionality is provided, ensuring that they can access the information that they need.

The access granted includes the ability to do the following:

- Download published digital assets stored in the Digital Library. Gain visibility into the Media Library.
- Submit estimates or quotations for completing a marketing project by entering the information online directly into the solution.

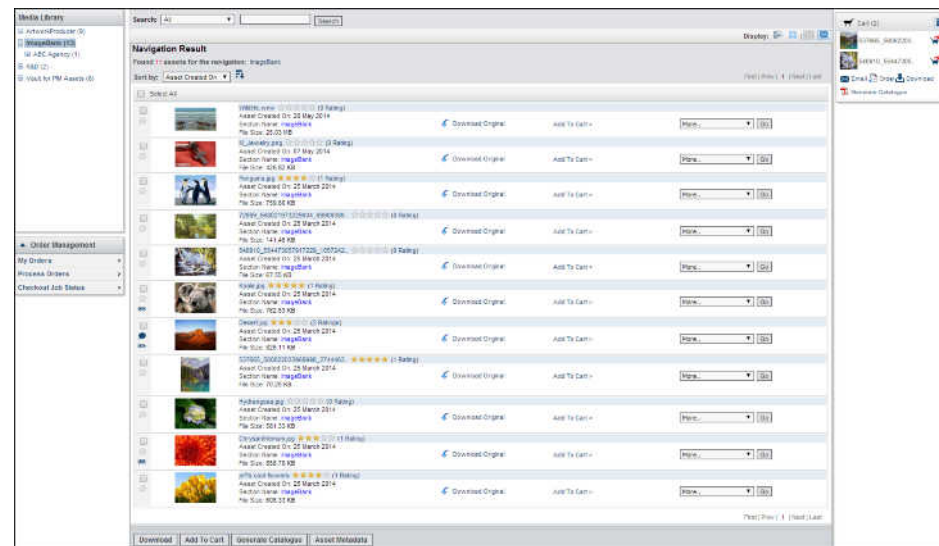
Log on to Partner Channel Management by entering **`http://MOM IP/tenant name/pcm`** (for example, `http://1.1.1.1/MOM/pcm`). Enter your credentials. By default the Dashboard appears. You will see the links that are made available to you by the administrator.

Media Library


Using the Media Library

After logging on, click **Media Library** link in the left pane. A Media Library screen appears.

Figure 44.1 Media Library



The screen displays the following information:

- The left pane has the vaults and section from the Digital Library. Only the hierarchy which the administrator gives you access to is visible. You can drill down to see the section and the subsections.
- You can search for specific asset using the search facility.
- The search results appear in the Navigation Result section.
- You can sort the assets by the asset created on, download count, average rating, and number of ratings.
- You can preview all the displayed assets on a mouse over. You can play the preview of the video files.
- If any files are linked,  icon appears next to the asset. You can click on the link icon to view all the linked files.
- If anyone has commented on an asset, a bubble appears next to the asset. You can click it to view the comments.
- All the asset information configured by the administrator appears next to the asset.
- You can download the asset or copy it to the cart.
- To see more information, select the option from the drop-down list and click **Go**.
- The Cart appears on the right of the screen.

You can do the following operations in the cart:

- **E-mail:** You can attach assets from the cart to the email and post it to the sender. Email can be sent to users who are not registered users of the system.
- **Order:** You can order the assets from the cart.
- **Download:** You can download multiple assets from the cart.
- **Generate Catalog:** You can generate a catalog of the assets in the cart. The catalog is generated with assets and the asset information.

The following buttons are available on the Navigation Result screen:

- **Download:** Select the asset and download them.
- **Add to Cart:** Select the assets and add them to the cart.
- **Generate a Catalog:** Generate a catalog of the assets present in the selected section.
- **Asset Metadata:** Generate an Asset Metadata report of the assets present in the selected section. This report contains all the digital assets and the metadata associated with them. Metadata includes system information, business information, version history, comments, and so on. Asset Metadata Report helps export all this metadata into a report in a printable format.

Ordering Assets

From the cart, you can order assets by clicking **Order**. An Order Media screen appears, select your order (Original, preview). Click **Shipping Details**. Select the shipping mode, the delivery type, enter the shipping address and click **Continue**. Confirm your order or make changes by going to the previous screen.

After confirming your order, it is available in order list of **My Orders**. You can check the status of your orders by clicking the order number link. The price and shipping charges are available for you to see.

Estimate Management

Viewing and Importing Estimates by the Vendor

Click **Estimates** link in the left pane. All the estimates that are submitted from the Strategic Planner to the vendor to define new work-items or to modify the existing ones are displayed. You (vendor resource) can update an estimate by defining the work-items and re-submit it to the initiator of the estimate for the review process. After selecting the attributes save the settings.

The initiator reviews it and either approves or rejects it. If rejected, then the estimate is resubmitted to you for the required modifications. If the estimate is approved by the initiator, then it is submitted for further review process by the agency seniors and marketing seniors. If the estimate is rejected by any of the reviewers, then it is resubmitted to you (vendor) for further modifications. If the estimate is approved by all reviewers, then the initiator can mark it complete.

Importing or Viewing the Actual Item details: The vendor can import the actual item details against an estimate. Click **Import Actuals** link in the left pane.

You can select the following file types for a sample template:

- **Agency Hours Template:** In this template enter the plan name, work item number, resource category path, resource category name, and the quantity for a particular month.
- **Out of Pocket (OOP) Template:** In this template enter the plan name, work item number, resource category path, resource category name, and the total cost for a particular month.

After filling in the required excel sheet for the month, upload it by browsing and then importing it.

Based on a configuration setting, vendors are allowed to import unbudgeted actuals (A resource category not present in the system). The unbudgeted items are displayed as unbudgeted items in the actuals list. Once the file is imported, you can view the status of the job by clicking **View Import Jobs** link. A list of jobs with their status appears. A notification is sent to the owner or creator of the actuals job, once the actuals are imported into the system. This happens for both successful and failed imports.

Reviewing Estimates and Creating Workflows

Once the status of the estimate is Submitted to Vendor, click the estimate name link to view the estimate.

A Review Estimate screen appears with the following tabs:

- **Estimate:** The estimate details, work items, and the reviews are displayed. The estimate can be marked as complete by clicking **Mark as Completed**.
Note: Even if the estimate is marked as complete, the vendor resource is allowed to revise it. If the estimate is revised, it needs to go through the approval process again.
- **Workflow:** The initiator of the estimate can initiate a workflow by selecting a job type.
- **Previous versions:** The versions of the estimates are displayed here. Versions are created in the following scenarios:
 - When the vendor submits the estimate for review.
 - When the AMT approves the estimate.
 - When a revision of an estimate is created.
 - When an estimate is marked as complete.

Media Library Notifications

A user receives an email notification from the Media Library when certain events occur. The following table describes when the notifications are sent and whether you can disable the sending of a particular email.

Event	Can Be Disabled
When an order is confirmed, users receive a notification.	No

Event	Can Be Disabled
When the details of an order are updated, users receive a notification.	No

Glossary

activity

See [marketing activity](#).

approvals job

a document, image file, video, or other content that passes through a specified route for approval in an organization.

brief

a written explanation, given by an initiator to a project manager, outlining the goals and objectives of a campaign or activity.

campaign

See [marketing campaign](#).

capacity planning

the process of measuring performance, availability, and workload volume in a particular computing environment and comparing these measurements over time to baseline values. The object of capacity planning is to predict when resources will be needed or when there will be shortfalls.

change management

an infrastructure capability that enables a system to track who can make changes, what was changed, and when changes occur.

channel

a container for module-specific information that is made available from the dashboard. Each module has predefined channels, and additional channels can be created.

child

in a hierarchical database, a segment or node that has one or more superordinate segments, or parents. The branching of parents and children form a tree structure in which each level obtains identifying and qualifying features from the parent level above it.

claim

statements made on the label of products about its ingredients or purpose or both. For example, nutrient claims on a food package directly or by implication characterize the food as low fat, high fiber, or containing 100 calories.

collection

a compilation of references to digital assets that can be stored in various vaults in the Digital Library.

cost center

an organizational unit for which costs can be centrally assessed and controlled.

DAM

See [Digital Asset Manager](#).

DAM job

a computing request for either cataloging or downloading DAM assets.

dashboard

a software tool that intelligently represents and displays data in a format that enhances business decisioning, planning, and reporting.

deliverable

a tangible product or piece of work that is part of project, often contractually identified both in time and content.

digital asset

any form of content or media that has been formatted into a binary source. Digital assets include logos, photos, marketing collateral, documents, and multimedia files.

Digital Asset Manager (DAM)

a module that contains a digital library in which assets that are related to packaging graphics, sales brochures, advertising, and other communications resources are organized in a centralized, secure repository.

entity

a business object with defined attributes. Its information can be stored in the database via tables and fields.

facet

a custom attribute set that is defined for an entity. A facet holds metadata about an entity and is stored in tables and fields in the database. The facets enable increased search capabilities for objects.

forecast

a numerical prediction of a future value for a specified time period.

Gantt chart

a chart in which a series of horizontal lines shows the amount of work done in a project or task.

label

See [label object](#).

label object (label)

a type of object that contains text and other content that can be managed to comply with specific requirements. Label objects are managed as digital assets that can change over time.

marketing activity (activity)

an action that supports a campaign. Examples of activities include a specific event, a road show, a Google AdWords campaign, a white paper promotion, or an online web promotion.

marketing campaign (campaign)

a set of communications or activities that are directed at a particular industry or a group of customers for a commercial goal.

operational data

data that is captured by one or more applications in a system. For example, an application might capture and manage information about customers, products, marketing plans, or sales.

parent

in a hierarchical database, a segment or node that has one or more subordinate segments, or children. The branching of parents and children form a tree structure in which each level obtains identifying and qualifying features from the parent level above it.

scorecard

a collection of information on the metrics and KPIs associated with a plan or activity during planning.

section

equivalent of a file folder within a vault or another section in the Digital Library.

template

a collection of information that describes the key parts of a strategy. A template can be associated with plans and projects.

vault

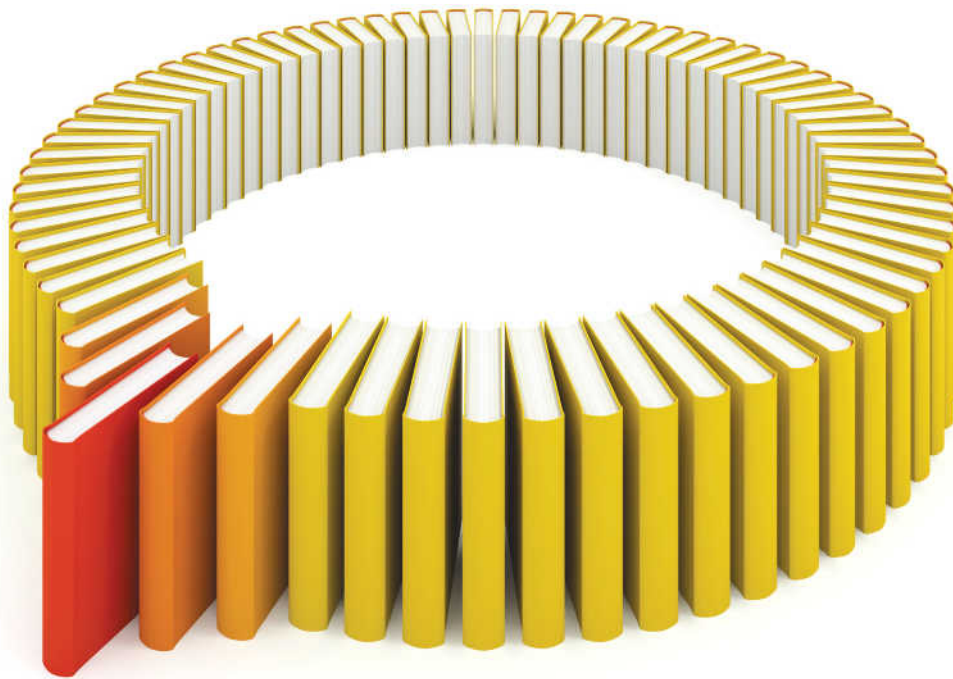
a secure space on the file system where digital assets are stored. The Digital Asset Manager module offers multiple vaults.

web service

a programming interface that enables distributed applications to communicate even if the applications are written in different programming languages or are running on different operating systems.

workflow

a series of tasks, together with the participants and the logic that is required to execute the tasks. A workflow includes policies, status values, and data objects.



Gain Greater Insight into Your SAS® Software with SAS Books.

Discover all that you need on your journey to knowledge and empowerment.



SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are trademarks of their respective companies. © 2013 SAS Institute Inc. All rights reserved. S107969US.0613

