



Creative Central DAM

Getting Started Guide & FAQ

Q: Where do I go to access Creative Central?

Q: Do I need to obtain a unique user name and login?

Q: Can I tell others outside of Marketing about the Creative Central DAM?

Q: How do I begin a search for an asset?

Q: What about the search bar?

Q: I can't find what I'm looking for—who do I contact?

Q: What types of assets are available in Creative Central?

Q: What types of assets are NOT available in Creative Central?

Q: What should I do if I have a file or a collection of files I want to make available in Creative Central?

Q: How do I share one or more assets with internal and external stakeholders?

Q: Is Creative Central secure?

Q: How do I share feedback, report a bug/error, or request an enhancement?

Q: When will videos be available in Creative Central? How do I obtain them in the meantime?

Q: Can my 3rd party vendors or partners access and search for assets in the Creative Central?

Q: What is the process for supporting translations and adding those files to Creative Central?

Q: When should I use Box and when should I use Creative Central?

Q: I have been housing my final and approved assets in Box. How should I best make the transition to Creative Central?

Q: Where do I go to access Creative Central?

A: On the Symantec Access Manager (SAM) page you will find a Creative Central icon. You can also bookmark <https://digitalhubshare.symantec.com/content/asset-share/en.html> in a browser.

Q: Do I need to obtain a unique user name and login?

A: No, Creative Central supports your Symantec SSO credentials.

Q: Can I tell others outside of Marketing about the Creative Central DAM?

A: Absolutely! Anyone internally with access to the SAM page can access Creative Central.

Q: How do I begin a search for an asset?

A: Use the filters on the right as much as possible to narrow your search. The filters are arranged by category, and you can select multiple filters at a time to refine the results. **IMPORTANT:** Use the Reset function at the top of the page to clear your filter results between each search.

Q: What about the search bar?

A: The search bar is useful if you have a specific name or title in mind. Be sure to enclose multiple words in quotes to accurately search on a complete phrase. The search engine includes content within documents; using phrases that include broad terms, such as SEP or Symantec, without quotation marks will not successfully narrow the results. **IMPORTANT:** Use quotation marks to enclose phrases.

Q: I can't find what I'm looking for—who do I contact?

A: Please send an email to creative_central@symantec.com and we'll help you find your asset. If we confirm the asset is not in the DAM, we'll work with you to locate the file and have it ingested.

Q: What types of assets are available in Creative Central?

A: All assets in Creative Central are final, approved, and ready for use. They include brand resources, campaign assets, templates, collateral, and other Marketing assets. In many cases, the source file is available for sharing with designers and agencies. Where source files are unavailable, please reach out to the Brand Creative team to explain your needs.

Q: What types of assets are NOT available in Creative Central?

A: To-Channel and Sales enablement documents such as FAQs and battle cards; roadmaps, message maps, and campaign or launch planning docs; work in progress “drafts”, sales presentations or pitches; and production files for specific Marketing events. These will all continue to live in Sales Central, PartnerNet or on Box. The CBU has their own DAM, so please contact Ann Childs a.e.childs@att.net for access to consumer related assets.

Q: What should I do if I have a file or a collection of files I want to make available in Creative Central?

A: We welcome requests to include assets and resources to share with the wider organization and external vendors. A specific form is available in Workfront to make requests – click here to [access Workfront](#). Not yet a Workfront user? Send your request to creative_central@symantec.com and the Brand Creative team will work with you to ensure the asset(s) are tagged and classified properly.

Q: How do I share one or more assets with internal and external stakeholders?

A: You can share one file or multiple files at a time. Files are shared as a download link sent to recipients in an email. There are no login requirements to retrieve the files you share. Click on a file to open the detail page, then select Share to send a link for that file or select Add to Cart when selecting multiple files.

Q: Is Creative Central secure?

A: Creative Central is only accessible via a valid secure login. Assets that are deemed “controlled” such as source files for most collateral are only viewable to users with secure “Author” access. Multiple layers of security are supported and give Symantec very secure control over the assets in Creative Central.

Q: How do I share feedback, report a bug/error, or request an enhancement?

A: Send your comments and feedback to creative_central@symantec.com. We will respond within 24 hours with the status of your request. Depending on the type of request we may need involvement by IT or external resources; we will confirm the time frame once we’ve determined the scope of the change.

Q: When will videos be available in Creative Central? How do I obtain them in the meantime?

A: We are planning for Video platform integration in Q3/Q4 FY19. All requests for specific video files or embed codes should be made to DL-MKT-video_publishing@symantec.com. To request video services including video hosting, please use this [video services request form](#).

Q: Can my 3rd party vendors or partners access and search for assets in the Creative Central?

A: In most cases, no. Symantec employees will have the ability to share a link to a particular asset or a set of assets for download only. However, when appropriate, selected vendors will be provided with access to selected assets, likely in the case of translation vendors (available in Q3 FY19).

Q: What is the process for supporting translations and adding those files to Creative Central?

A: Find and share the English source file of the asset you wish to have translated with your vendor. Once your vendor has completed the translation work have them provide you both the finished asset (PDF or other) and the translated source file. Submit these files in [Workfront](#) using the Ingest Request form to have the new files made available in Creative Central.

Q: When should I use Box and when should I use Creative Central?

A: Continue to use Box for team collaboration, project planning, and asset development. Use Creative Central to host the finished, approved, and ready-to-use files.

Q: I have been housing my final and approved assets in Box. How should I best make the transition to Creative Central?

A: We recommend you look at Creative Central as the repository of finished, approved, and ready-to-use files, including both the final asset and its production source file. You can work with the Brand Creative team to identify the assets that need to be ingested by sending a request to creative_central@symantec.com.