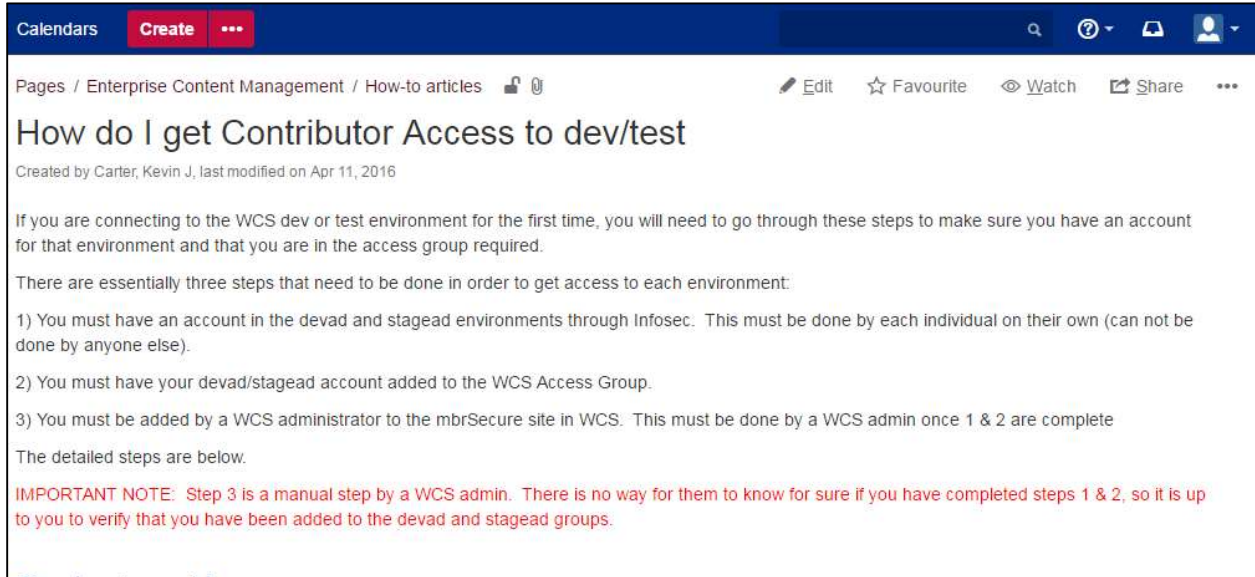


How to Enter a DAM Asset

Requesting access to WCS

To begin adding assets to WCS, you must have been granted the appropriate permissions. Log on to the [Contributor access page](#) or click on the image below, and follow the steps to receive access.



The screenshot shows a SharePoint page with a blue header bar containing 'Calendars', 'Create', and a menu icon. Below the header, the breadcrumb trail reads 'Pages / Enterprise Content Management / How-to articles'. The page title is 'How do I get Contributor Access to dev/test', created by Carter, Kevin J. on Apr 11, 2016. The page content includes an introduction, three numbered steps for getting access, and an important note. A large, light gray 'DRAFT' watermark is visible across the page.

Pages / Enterprise Content Management / How-to articles

How do I get Contributor Access to dev/test

Created by Carter, Kevin J. last modified on Apr 11, 2016

If you are connecting to the WCS dev or test environment for the first time, you will need to go through these steps to make sure you have an account for that environment and that you are in the access group required.

There are essentially three steps that need to be done in order to get access to each environment:

- 1) You must have an account in the devad and stagead environments through Infosec. This must be done by each individual on their own (can not be done by anyone else).
- 2) You must have your devad/stagead account added to the WCS Access Group.
- 3) You must be added by a WCS administrator to the mbrSecure site in WCS. This must be done by a WCS admin once 1 & 2 are complete

The detailed steps are below.

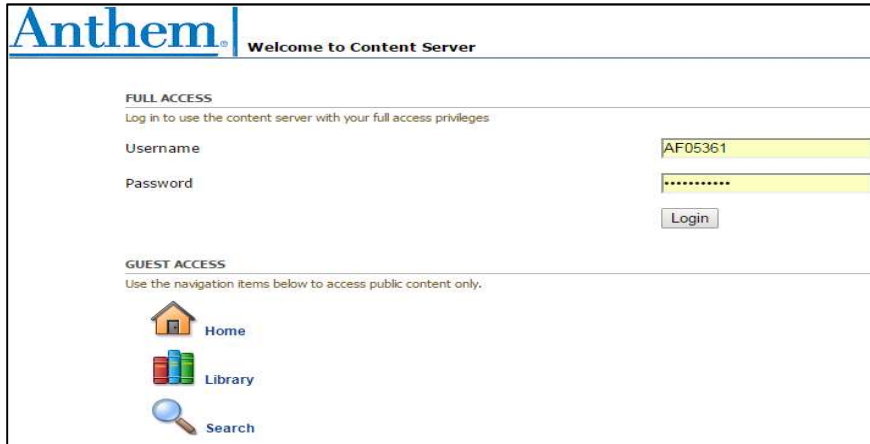
IMPORTANT NOTE: Step 3 is a manual step by a WCS admin. There is no way for them to know for sure if you have completed steps 1 & 2, so it is up to you to verify that you have been added to the devad and stagead groups.

Once a WCS administrator has given you access to the tool, you can begin entering assets.

Please note: The DAM site is a separate site from mbrSecure, cnsPublic, etc., so you need to ask for permissions on a site by site basis.

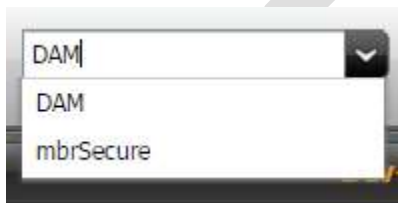
Logging into WCS

1. Using your network credentials, log into to WCS.



The image shows the Anthem 'Welcome to Content Server' login page. It features two main sections: 'FULL ACCESS' and 'GUEST ACCESS'. The 'FULL ACCESS' section has fields for 'Username' (containing 'AF05361') and 'Password' (masked with dots), followed by a 'Login' button. The 'GUEST ACCESS' section includes icons and links for 'Home', 'Library', and 'Search'.

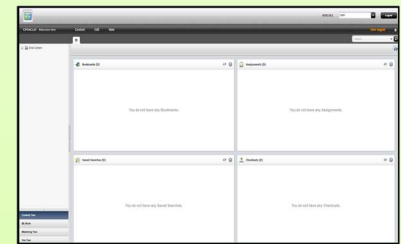
Enter your credentials under **Full Access**. Once completed, click the **Login** button. You will be directed to your own personal Oracle WebCenter Sites dashboard. All web properties that you have been granted access to are listed in the dropdown between your network username and the **Logout** button. To add assets, you should select **DAM** from the dropdown menu.



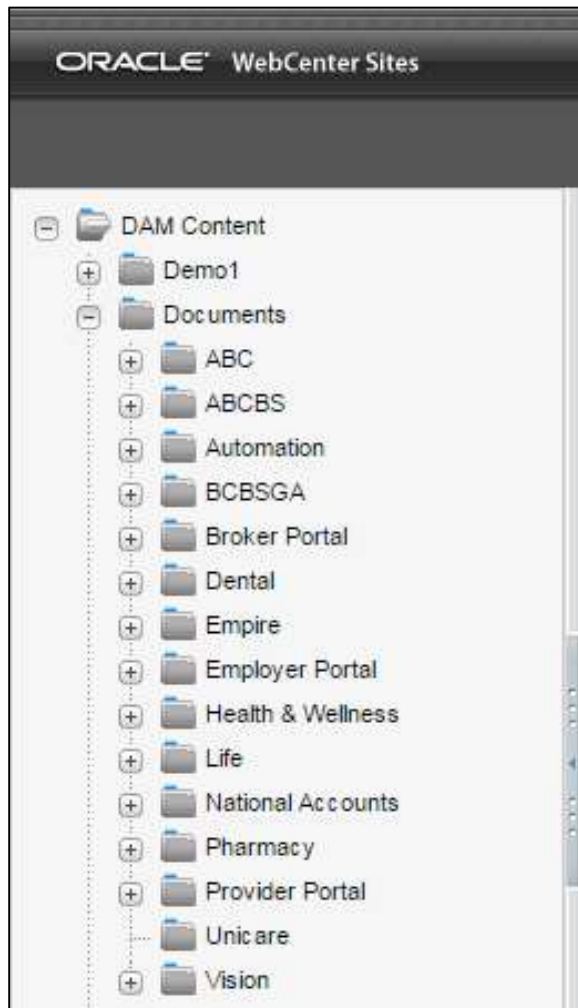
This action will redirect you to your own personal dashboard.

What is the dashboard?

Your **Oracle WebCenter Sites** dashboard contains quick access to any work you've done within a certain time frame. Items that you have bookmarked for easy retrieval as well as assignments, saved searches, and items that you may have checked out are all available.



The DAM Folder Structure



Most documents within the DAM are housed within the **Documents** folder. In this folder, there is a listing included of all attributes used within the [Taxonomy](#) model. Please refer to this model to determine how your content should be organized.

Content Types

1. Before you begin adding content to WCS, it is important to determine the best way to classify your content. Use this handy chart to determine what type of content you are entering:

If the content you're adding is:	Then select:
A new group of documents that does not already exist or is a sub-set of an existing folder	Doc Parent
A PDF	Document
A new group of images that does not already exist or is a sub-set of an existing image folder	Image Parent
Topic to display on a forms page	Topic
Any file with any of the following extensions: .gif, .jpg, or .png	Image

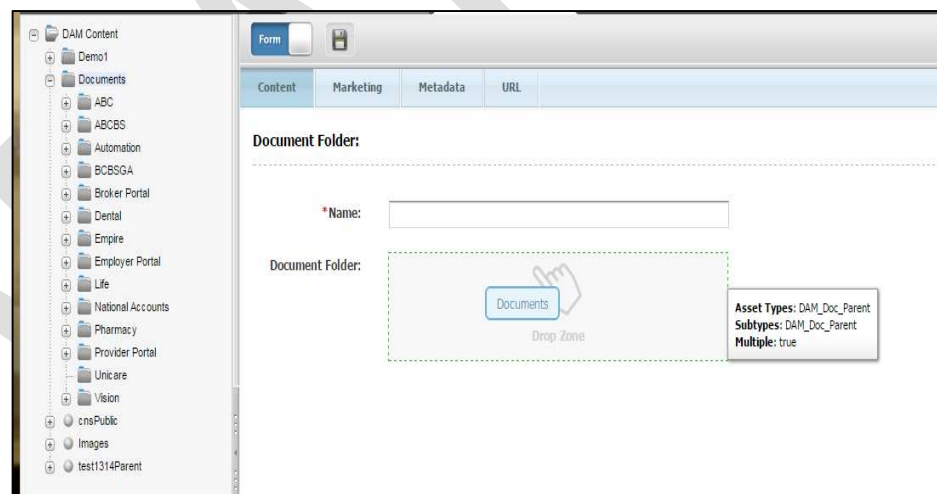
Adding Your Content Type to WCS

2. Now that you've selected your content type, you can now begin to add it to WCS. **All content will be added under the DAM Content folder.** Click the Content link in the upper navigation. Upon hovering over this link with your mouse, you will see three options populate: **New** (*for a new document*), **Save** (*to save the document you just created*), and **Save & Close** (*to save the document you created and close the window*). Select **New**. From there, you can select your content type to add to WCS (*see Step 1*).

3. Depending on the selection you choose under the **Content** link, content should be entered as follows:

Adding a Doc Parent

1. **Name:** give your folder a memorable name so that it is easy to access and communicate to others.
2. **Document Folder:** drag the root folder that your new set of documents will reside in to the box adjacent to the Document Folder label. For example, if the documents are going to reside on the root of the **Documents** folder, you would drag the main **Documents** folder to the box with the hand icon. To ensure that it has been done correctly, the name of the folder you dragged will show up in the box.



Note: If this has been done correctly, the box with the hand icon will disappear, and you will see a box with the name of the folder you selected with an option to edit (*a pencil icon*) or delete (*an X icon*).



Adding a Document

1. **Name:** a name that is easy to remember and access.
2. **Tags:** words used for taxonomy and personalization
3. **Template:** Choose **MBR/DAM/RenderDocument**
4. **Document Folder:** drag the root folder that your new document will reside in to the box adjacent to the **Document Folder** label. For example, if the document is going to reside on the root of the **Documents** folder, you would drag the main **Documents** folder to the box. To ensure that it has been done correctly, the name of the folder you dragged will show up in the box.

The screenshot shows the Oracle WebCenter Sites interface for creating a new DAM Document. The left sidebar displays a tree view of the content structure, including 'DAM Content', 'Demo1', and 'Documents'. The 'Documents' folder is selected. The main content area has a top navigation bar with 'Content', 'Edit', and 'View' tabs. Below this is a breadcrumb trail: 'Document' > 'Image Parent' > 'Topic' > 'Image'. A 'Form' button is visible. The main form is titled 'DAM Document:' and contains several fields: 'Name' (required), 'Tags', 'Template' (set to 'Documents'), and 'Document Folder' (required). The 'Document Folder' field is a large dashed box with a hand icon and the text 'Drop Zone'. Below this is an 'Expiration Check' field. The 'Documents' folder is highlighted in the sidebar, indicating it has been dragged to the 'Document Folder' field.

Note: If this has been done correctly, the box with the hand icon will disappear, and you will see a box with the name of the folder you selected with an option to edit (*a pencil icon*) or delete (*an X icon*).

Template:	-- choose display style --
*Document Folder:	<div> <div>ABC</div> <div></div> <div>X</div> </div>
Expiration Check:	

5. **Expiration Check:** TBD
6. **Form No.:** Number of form
7. **Form Rev Date:** Last date that form was revised
8. **DOC Details:** TBD
9. **Topics:** Select the appropriate subject that this document applies to. On the site, visitors will see this: it here: http://cjpnoe.axshare.com/#p=desktop - forms_vzd
10. **File Upload:** if a file is necessary, use this field to upload it from a file location (i.e. Desktop)
11. **Doc URL:** TBD
12. **ExternalDocURL:** enter the location of the file on the external server
13. **External Doc Extension:** enter the file's extension
14. **External File size:** enter the file's size
15. **Link Text:** text users should see when the link is hovered over
16. **Alt Text:** TBD
17. **Brand:**

Available Terms

ABCBS: Anthem Blue Cross Blue Shield

BCBSGA: Blue Cross and Blue Shield of Georgia

EBC: Empire BlueCross?

EBCBS: Empire BlueCross BlueShield

ABC: Anthem Blue Cross (California) – ask Markley why not included

18. **State:** Select appropriate state

19. **Groups:** TBD

20. **Type (Exchange):** TBD

21. **Product Type:**

Available Terms:

Dental

FSA

Group Retiree

HIA

HIA+

HMO

HRA

HSA

Life

MMP

Med Advantage

Med Supp

Medicaid

POS

PPO

Part D

Pharmacy

Vision

22. **User Role:**

Available Terms:

Subscriber

24. **Last Update:** last date that content was updated

26. **URL Type:** Available Terms: Public/Private

27. **Forms Library:** Available Terms: [cnsPublic/mbrSecure/none](#)


1. **Name:** give your folder a memorable name so that it is easy to access and communicate to others.

2. **DAM_Image_Parent:** drag the root folder that your new set of images will reside in. **This must be created in the Images folder.** For example, if the images are going to reside on the root of the **Images** folder, you would drag the main **Images** folder to the box with the hand icon. To ensure that it has been done correctly, the name of the folder you dragged will show up in the box.

DAM_Image_Parent:

***Name:**

DAM_Image_Parent:



Drop Zone

Note: If this has been done correctly, the box with the hand icon will disappear, and you will see a box with the name of the folder you selected with an option to edit (a pencil icon) or delete (an X icon).



The screenshot shows a form with four tabs: Content, Marketing, Metadata, and URL. The 'Content' tab is selected. Below the tabs, the label 'DAM_Image_Parent:' is followed by a dashed-line box. Inside this box, there is a red asterisk followed by the text '* Name:' and an empty text input field. Below this, the label 'DAM_Image_Parent:' is followed by another dashed-line box containing the text 'ABC'. To the right of the 'ABC' box is a hand icon and an 'X' icon.

Adding an Image

1. **Name:** create a name for the image
2. **Tags:** terms used for taxonomy and personalization
3. **Template:** Choose **MBR/DAM/RenderDocument**
4. **DAM_Image_Parent:** the parent folder where your image will reside.

a. Drag the root folder that your images will reside in to the box that contains the hand icon on right of the DAM_Image_Parent label. **All of this must occur in the Images folder.** For example, if the image is going to reside on the root of the **Images** folder, you would drag the main **Images** folder to the box containing the hand icon. To ensure that it has been done correctly, the name of the folder you dragged will show up in the box.



The screenshot shows a form with the label 'DAM Image:'. Below this label is a dashed-line box. Inside this box, there are four fields: '* Name:' with an empty text input field, 'Tags:' with an empty text input field, 'Template:' with a dropdown menu showing '-- choose display style --', and '* DAM_Image_Parent:' with a dashed-line box containing the text 'AutomationImage'. To the right of the 'AutomationImage' box is a hand icon and an 'X' icon.

5. **File Upload:** if a file is necessary, use this field to upload it from a file location (i.e. from the Desktop)

6. **Doc URL**

7. **Alt Text:** enter text that should appear if the image does not display on the screen

8. **Brand:**

Available Terms

ABCBS: Anthem Blue Cross Blue Shield

BCBSGA: Blue Cross and Blue Shield of Georgia

EBC: Empire BlueCross?

EBCBS: Empire BlueCross BlueShield

9. **State:**

10. **Product Type:**

Available Terms:

Dental

FSA

Group Retiree

HIA

HIA+

HMO

HRA

HSA

Life

MMP

Med Advantage

Med Supp

Medicaid

POS

PPO

Part D

Pharmacy

Vision

11. User Role:

Available Terms:

Adult Dependent

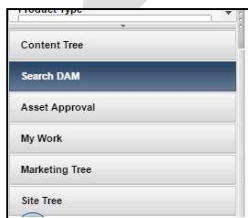
Caregiver

Emancipated Minor

Minor Dependent

Subscriber

Searching for Content in the DAM



Sometimes it's easier to find the content you've added to the DAM by searching. Using the **Search DAM** tab, you can enter in multiple ways to search for the content.

By clicking on this tab, the link opens a form that you can enter terms so that the DAM can find the content you're looking for.

Saving Content

4. Once all content has been added, clicking **Save** after hovering over the **Content** link will save all information entered in WCS.

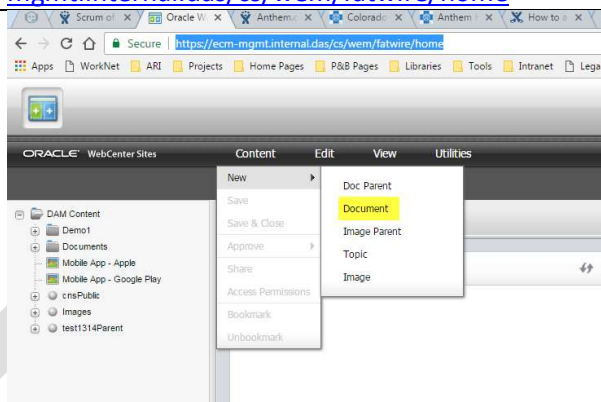
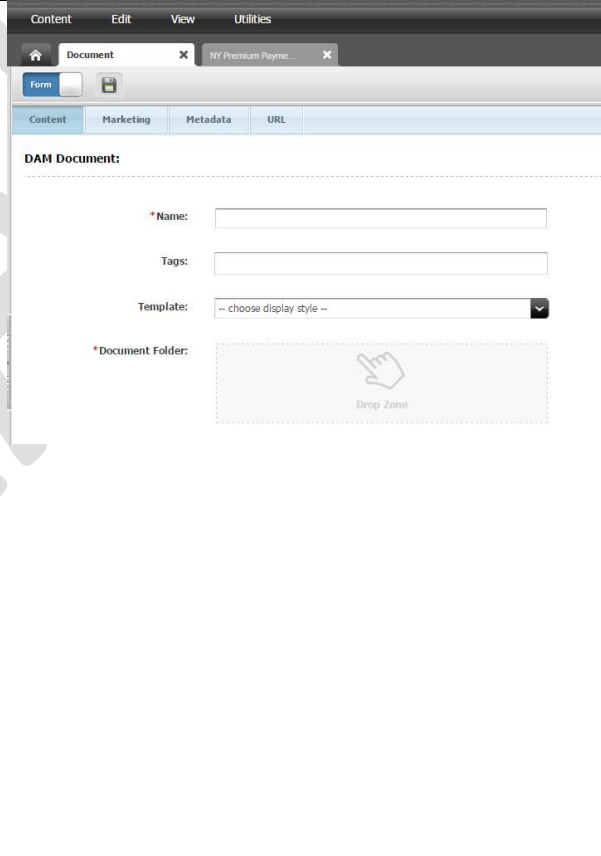
a. Saving and Closing Content

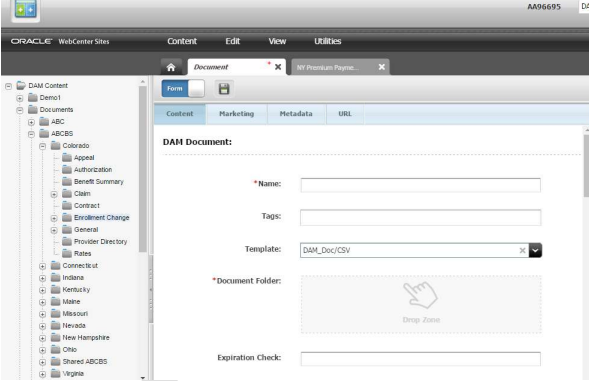
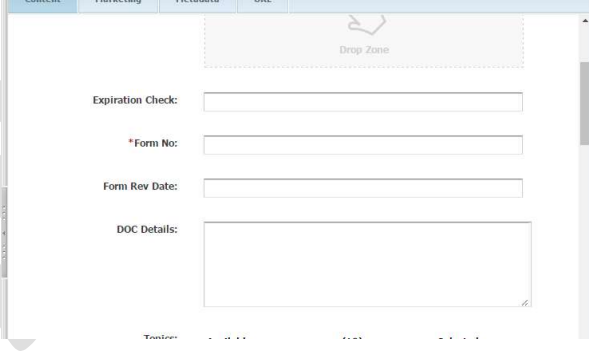
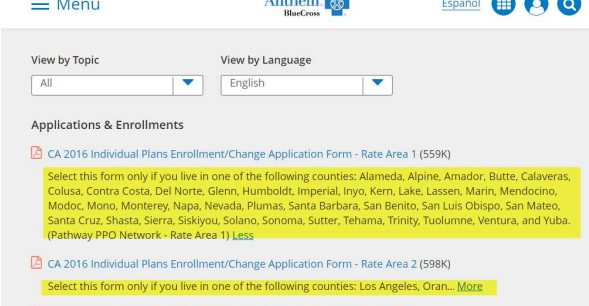
Clicking Save and Close after hovering over the **Content** link will save all information entered in WCS and redirect the browser window back to the Dashboard.

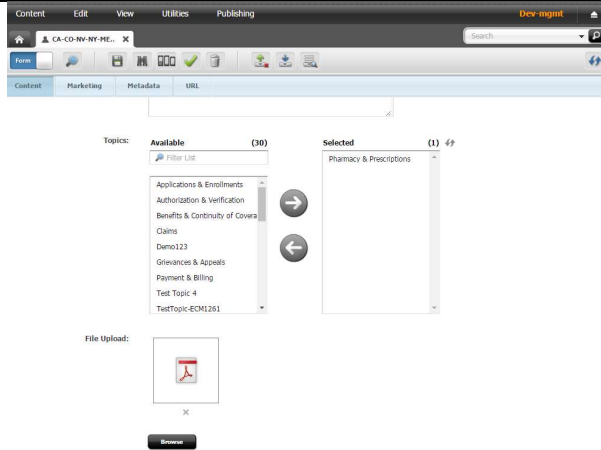
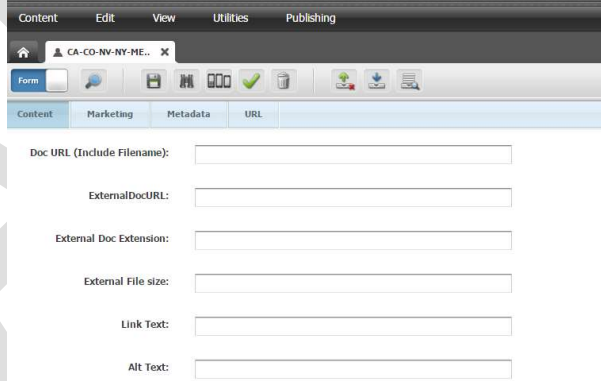
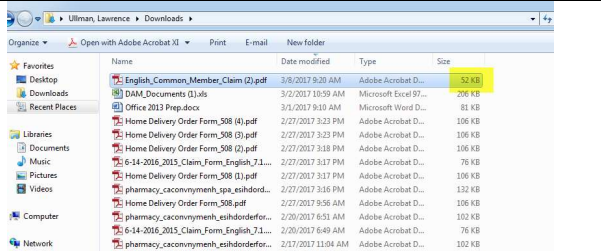
Appendix

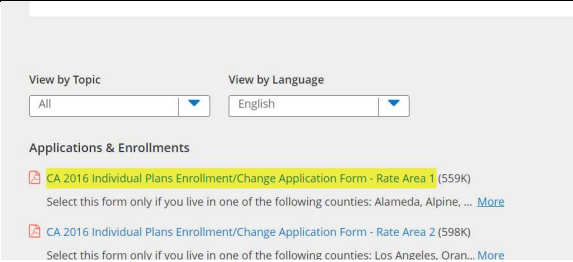
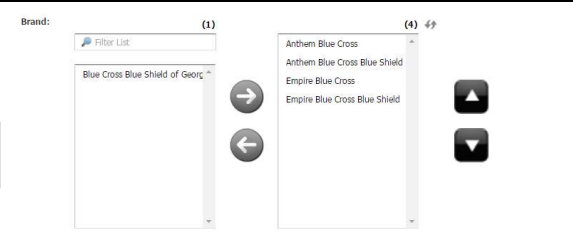
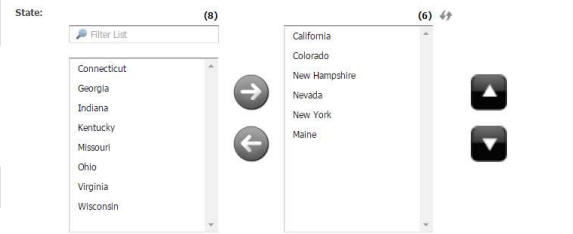


DRAFT

How to enter PDFs into the WCS DAM for display in the Forms Libraries (via Prod-Mgmt)




1	Log in to the WCS Prod-Mgmt environment	https://ecm-mgmt.internal.das/cs/wem/fatwire/home
2	Select Content > New > Document	
3	<p>Name: This field is the internal, WCS-admin-facing “display name” for the item. Max is 80 characters. Some tips (reference examples below):</p> <ol style="list-style-type: none"> 1) Always begin the Name with the state code. If the form is used in multiple states, include them all separated with hyphens. 2) Include the policy year for forms that are updated yearly, including most applications. Note that in some cases, you might need to maintain two versions of the same item, one for the current year and one for the past year. 3) Include the line of business, e.g., Indiv, SG 4) Include the form number when practical. 5) For languages other than English, end the name with the (language) as shown. 6) For NY only, indicate the locality/brand by including “Upstate” (EBC) or “Downstate” (EBCBS) 7) Keep the actual name of the item short, but clear. <p>NY Premium Payment Form - 12042MUMENEBC-NY KY 2016 Indiv Enrollment/Change App (Spanish) NY 2017 SG Employee Waiver Form (Upstate) CO-NV Continuity of Care Form 13088MUMENABS</p>	
4	Tags: Not currently required for Library use	
5	Template: Select “DAM_Doc/CSV”	




6	<p>Document Folder: Use your mouse to drag and drop a folder from the tree structure in the left column into the field's drop zone. This folder tree is for (optional) internal use when browsing for an item – it does <i>not</i> set the “Category” or “Topic” under which an item will be displayed to the user. That is set elsewhere.</p> <ol style="list-style-type: none"> 1) Expand the folder tree starting with the “Documents” folder. 2) Expand the folder that matches the Brand of the form you are entering. 3) Find the topic in the tree that best matches the item you are entering, and drag the folder icon into the field's Drop Zone. 4) An entry for your new item will appear in the folder after the item is saved. 5) Use the “Shared ABCBS” folder for ABCBS-branded items that are used across multiple states. 6) <i>Please do not create new folders unless directed to do so by a Forms Admin!</i> 	
7	<p>Expiration Check: Not currently required for Library use</p>	
8	<p>Form Number: Must be unique. 80 characters max.</p> <ol style="list-style-type: none"> 1) Form numbers are typically printed on the bottom of the form. 2) If the document does not include a form number, one will have to be made up. For example, VA_ADD_DEP was used for a “VA 2017 Addition of Dependents Application” 3) For items that must be dual posted with “this year’s” and “last year’s” versions, append the year using an underscore as shown in the examples below. <p>41759CAMENABC_2016 OFF_HIX_OH_DENTAL_2017 VA_ADD_DEP</p>	
9	<p>Form Rev Date:</p> <ol style="list-style-type: none"> 1) Typically printed on bottom of form. 2) Okay to use MM/YY format, e.g., 03/17 	
10	<p>DOC Details:</p> <ol style="list-style-type: none"> 1) Use to provide an (optional) description of the form, including instructions about who should use it. 2) Description is truncated by default at 85 characters; clicking “More” reveals the full text. 	

11	Topics: <ol style="list-style-type: none"> 1) Select one or more “Topics” (categories) for the form to display under. 2) <i>Please do not create new topics unless directed to do so by a Forms Admin!</i> 	
12	File Upload: <ol style="list-style-type: none"> 1) Click “Browse” to upload a fully approved PDF to WCS when an external link is not available. 2) Items hosted in WCS will be available at a URL in this format: https://www.anthem.com/docs/FormNo.pdf 3) Leave blank when using an external URL. 	
13	Doc URL: Not currently required for Library use	
14	ExternalDocURL: <ol style="list-style-type: none"> 1) Use when the item is hosted externally (at RR Donnelly, Merrill Connect, or Anthem legacy portal). 2) Enter a fully qualified external URL targeting the PDF. Example: http://file.anthem.com/2017/OFF_HIX_CA_RR3_2017.pdf 	
15	External Doc Extension: <ol style="list-style-type: none"> 1) For PDFs, enter “pdf” 	
16	External File Size: <ol style="list-style-type: none"> 1) Enter the PDF file size in KB or MB 2) Note: You may need to download the PDF to your local machine and view it in Windows to determine its file size. 3) Examples: 500 KB, 1.2 MB (1200 KB = 1.2 MB). Round to nearest MB 	

17	Link Text: <ol style="list-style-type: none"> 1) 80 Characters Max 2) This is the link text that users will see in the Library 3) Include state abbreviation, line of business (Individual Plans, Small Group, etc.), and form name. Check to ensure that you are being consistent with existing nomenclature! 	
18	Alt Text: <ol style="list-style-type: none"> 1) Duplicate the Link Text here 2) Used for screen readers 	
19	Brand: <ol style="list-style-type: none"> 1) Select one or more brands for the item 	
20	State: <ol style="list-style-type: none"> 1) Select one or more US States for the item 	
21	Groups: Not currently required for Library use	
22	Type(Exchange): Not currently required for Library use	
23	Product Type: Not currently required for Library use	
24	Plan Type: Not currently required for Library use	

25	User Role: Not currently required for Library use	
26	Check In Date: For new items, select date entered	<div><div>Check In Date:</div><div>Aug 17, 2016 3:01:11 PM</div><div>Last Update:</div><div></div><div>Business Owner:</div><div>John Martin</div><div>*URL Type:</div><div>Public</div><div>*Forms Library:</div><div><div>Available (2)</div><div>Filter List</div><div>none</div><div>pharm</div></div><div><div>Selected (2)</div><div>cnsPublic</div><div>mbrSecure</div></div></div>
27	Last Update: Select date for updated items	
28	Business Owner: <div><div>1)</div><div>Enter a name(s) of the associate(s) responsible for the ongoing maintenance of this item.</div><div>2)</div><div>By definition, a Business Owner has access to the original PDF artwork, control over the form content, and direct knowledge of when the item is created, updated, or retired.</div><div>3)</div><div>All items must include an owner!</div></div>	
29	URL Type: <div><div>1)</div><div>Must be “Public” for Forms Library applications</div></div>	
30	Forms Library: <div><div>1)</div><div>Select one or both of the Libraries where you want the item to display: “cnsPublic” = Public; “mbrSecure” = Secure.</div><div>2)</div><div>“none” and “pharm” are for special applications. Contact a Forms Admin before using.</div></div>	
31	METADATA TAB > Description <div>Not currently required for Library use</div>	<div><div>Content</div><div>Edit</div><div>View</div><div>Utilities</div><div>Publishing</div><div>CA-CO-NV-NY-ME-NH</div><div>Form</div><div>Content</div><div>Marketing</div><div>Metadata</div><div>URL</div><div>DAM Document: CA-CO-NV-NY-ME-NH Home Delivery Pharmacy Order Form</div><div>Description:</div><div>ID:</div><div>1439339431766</div><div>Filename:</div><div>Path:</div><div>Start Date:</div><div>End Date:</div><div>Locale:</div><div>US English</div><div>DAM Content Definition:</div><div>DAM_Doc</div><div>Created:</div><div>Wednesday, August 17, 2016 3:01:35 PM PDT by AA96695</div><div>Modified:</div><div>Monday, February 27, 2017 9:59:44 AM PST by AA96695</div></div>
32	METADATA TAB > ID <div>Unique WCS Asset ID for the item is generated by the system after an item has been saved</div>	
32	METADATA TAB > Filename <div>Not currently required for Library use</div>	
33	METADATA TAB > Path	

	Not currently required for Library use	
34	METADATA TAB > Start Date and End Date <ol style="list-style-type: none"> 1) Set these to determine when an item will automatically start or stop displaying in the Libraries. 2) If left blank, item will start displaying immediately upon Approval and will continue to display indefinitely. 	
35	METADATA TAB > Locale (AKA “language”) <ol style="list-style-type: none"> 1) Select a language for the document. 2) As of March 2017, if the language you need is not on the list, select “US Spanish” 	<p>DAM Document: CA-CO-NV-NY-ME-NH Home Delivery Pharmacy Order Form</p> <hr/> <p>Description: <input type="text"/></p> <p>ID: 1439339431766</p> <p>Filename: <input type="text"/></p> <p>Path: <input type="text"/></p> <p>Start Date: <input type="text"/> </p> <p>End Date: <input type="text"/> </p> <p>Locale: <input type="text" value="US English"/> </p> <p>DAM Content Definition: Chinese (Traditional) Created: Korean (Korea) Tagalog (Philippines) Modified: US English US Spanish Vietnamese (Vietnam)</p>

36	Save Item	
37	Check In Item	
38	Approve Item <ol style="list-style-type: none"> 1) Select "Choose For Me" 2) You may get a message indicating that the item could not be approved due to "Blocking Items." This can be ignored – item will publish to and be visible in Production within 5 minutes. 	

Item Entry Complete. Congratulations!