

QUICK START GUIDE

# How to Search and Leverage the Partner Portal Content Hub



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This guide shares key insights and pro tips that make navigating the Content Hub and leveraging its built-in tools a snap. Remember to use the **AssistMe** function to investigate other details of the Portal and learn how you can get the most out of its capabilities.

# Getting Started

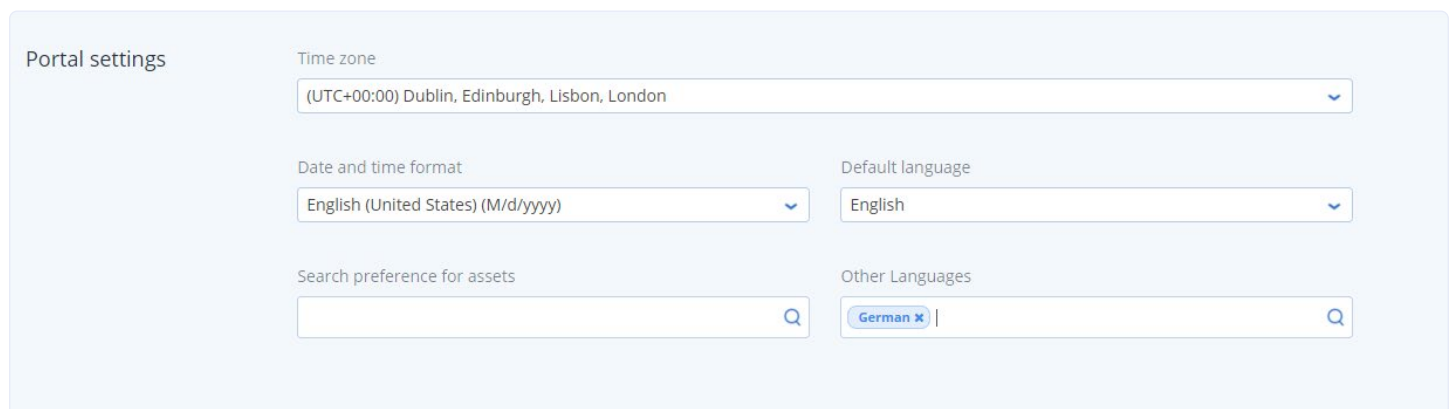
## Account setup

Make sure you have gone through the Portal's [built-in on-boarding playbook](#) to set up your account. This process ensures that you **specify what language(s)** you prefer to access content in, gives you **access to content and materials that are relevant** to your work specifically, and makes it easy for you to easily share content with your contacts.

## Language selection

Your “default language” will be the language you see the Portal content displayed in. It helps ensure that any ready-made marketing and sales content (e.g. playbooks, blasts, and drips) are available to you in that language too. “Other languages” gives you access to additional content – both in the Content Hub and ready-made – in a number of other localized languages.

1. **We recommend** choosing English as at least one option (if you can) and selecting any other relevant language too.
2. **Language preferences** can be updated under your **User Profile**. To access your profile, click on your avatar, found in the top right corner of your screen. On your user profile page, scroll down to “Portal Settings”. Choose a “Default Language” and then add any other relevant languages in “Other Languages”.



The screenshot displays the 'Portal settings' interface. It features several configuration options:

- Time zone:** A dropdown menu currently set to '(UTC+00:00) Dublin, Edinburgh, Lisbon, London'.
- Date and time format:** A dropdown menu set to 'English (United States) (M/d/yyyy)'.
- Default language:** A dropdown menu set to 'English'.
- Search preference for assets:** An empty search input field with a magnifying glass icon.
- Other Languages:** A search input field containing 'German' with a small 'x' icon to the right, and a magnifying glass icon at the end.

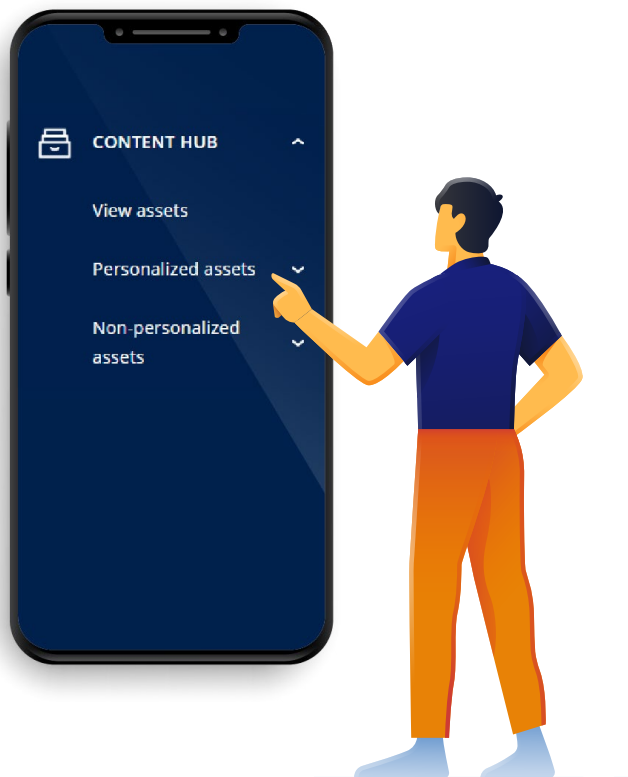
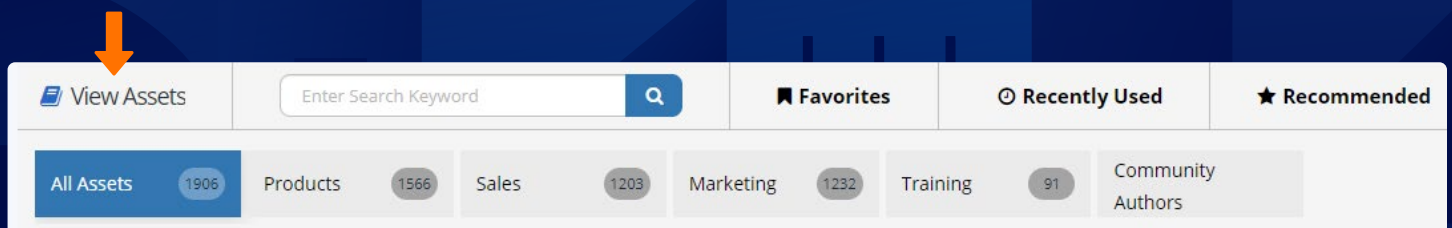
# Library overview

## View assets

This view brings you to the entire Content Hub library, which is managed by Acronis. To access this page, go to “Content Hub” > [“View Assets”](#) on the left navigation menu.

## Pro Tip

Use ‘file folder’ tabs, which sit above the filter menu, to navigate to asset types by ‘category’ (e.g. Sales, Marketing, etc.). Or, **click on “All Assets” to stay in the broadest view** of content that’s available in the Hub; this will ensure that when you perform a keyword search or apply search filters, the search engine will look as widely as possible.



## Personalized assets

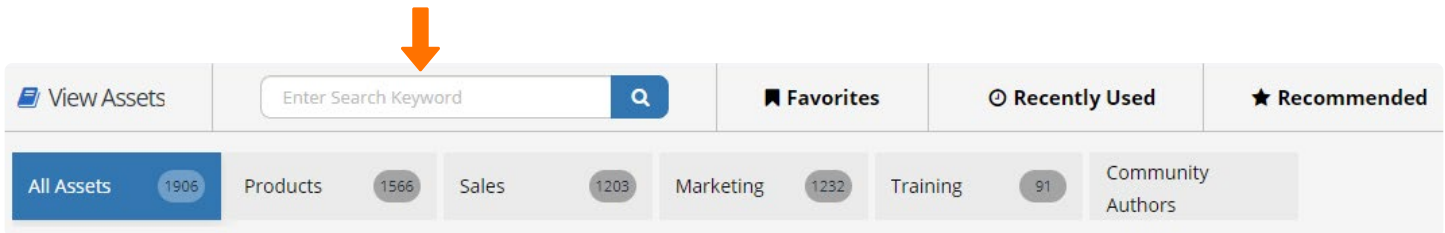
Includes any assets that you have (co)branded with Acronis and saved to the Hub, or that that you loaded to the Portal on your own. To access this page, go to “Content Hub” > “Personalized Assets” on the left navigation menu.

## Non-personalized assets

Includes all images, documents, and videos that have been loaded by Acronis and / or by you. To access this page, go to “Content Hub” > “Non-Personalized Assets” on the left navigation menu.

# Keyword search

Much like searching on the internet, the **search bar is available for keyword searches**. The search selects assets based on keywords found in the asset name, asset description, and the available filters.



## And / Or

These terms adjust whether your search terms are linked or should remain distinct from one another. Whenever there is a space between words, the **search default is to display items that contain that keyword “or” the other keyword**.

➡ **Search criteria Patch and Management** – Displays items with the keywords “Patch” and “Management”.

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## Pro Tip

To search for ‘patch management’, use keywords **“Patch and Management”** – you need the “and” to align the two words. If you wanted to search for ‘patch management’ as it relates to keeping ‘malware’ at bay, for example, you could enter: “patch and management and malware”.

## Parentheses

Using parentheses in the search bar lends additional search flexibility: **Search criteria Antivirus and (Malware or Ransomware)** – Displays items with the keywords “Antivirus” and “Malware” or “Ransomware”.

## And / Or Toggle Bar

This tool relates specifically to any selected filters, NOT to terms in the search bar.



# Using the filters

The filter drop down menu is handy for finding assets, even before – or instead of – using the search bar for a keyword search. That’s helpful to remember, since Acronis solution names are multi-word, as are many search terms in our field of interest, like patch management, and so on. **Using filters means you don’t have to worry about using “and” between terms (that are typically linked) in the search bar.**

E.g. If you’re looking for a product deck, **select the product** type you are interested in and click on “**presentation**” to bring up PowerPoint decks.

The screenshot shows a navigation bar with the following categories and counts:

- All Assets: 1906
- Products: 1566
- Sales: 1203
- Marketing: 1232
- Training: 91

Below the navigation bar is a 'Filters' section with a dropdown arrow. It contains two main filter categories:

### Products

- Acronis #Cyberfit Aca...
- Acronis Active Protec...
- Acronis Archiveconn...
- Acronis Backup Adva...
- Acronis Backup Cloud
- Acronis Cloud Manag...
- Acronis Cloud Migrati...
- Acronis Cloud Security
- Acronis Cloud Storage
- Acronis Cpla
- Acronis Customer Se...
- Acronis Cyber Applia...
- Acronis Cyber Backup
- Acronis Cyber Backu...
- Acronis Cyber Backu...
- Acronis Cyber Cloud
- Acronis Cyber Disast...
- Acronis Cyber Files Cl...
- Acronis Cyber Infrast...
- Acronis Cyber Notary
- Acronis Cyber Notary...
- Acronis Cyber Platform
- Acronis Cyber Protect
- Acronis Cyber Protec...
- Acronis Data Cloud
- Acronis Disaster Rec...
- Acronis Disaster Rec...
- Acronis Disaster Rec...
- Acronis Disk Director
- Acronis Files Advanced
- Acronis Files Cloud
- Acronis Files Connect
- Acronis Masstransit
- Acronis Notary
- Acronis Oem Solutions
- Acronis Professional ...
- Acronis Security Servi...
- Acronis Snap Deploy
- Acronis True Image
- Corporate Materials
- Devicelock

### Content Type

- 3rd Party Review
- Battlecard
- Boxshot
- Brochure
- Call Script
- Case Study
- Datasheet
- Ebook
- Email
- Executive Summary
- Faq
- Infographic
- Kit
- Licensing Overview
- Messaging
- Other
- Presentation
- Press Release
- Pricelist
- Product Overview

**Helpful nuances you should know:**

➤ To sort files by **multiple filters**, click on the desired filters. Setting the filter bar to **“or”** will show any file that has any of the selected filters. Setting the filter to **“and”** will show files that have **every** selected filter.

➤ **Filters are dynamic**, so if you click a box for one filter, the search engine will begin filtering, limiting which other filters may be available.

➤ You must **refresh the page to clear your search history** completely (a “clear all filters” option currently only appears if more than one filter is engaged – using that tool clears filters but does not clear any search terms; a more intuitive and inclusive “clear search” button is on the Portal’s technical roadmap). **Look at the URL at the top of the page** if you’re not sure if your search has cleared. The URL should simply read:

<https://partners.acronis.com/#search>

## Pro Tip

By using filters, you can more quickly find what you’re after and avoid unnecessary

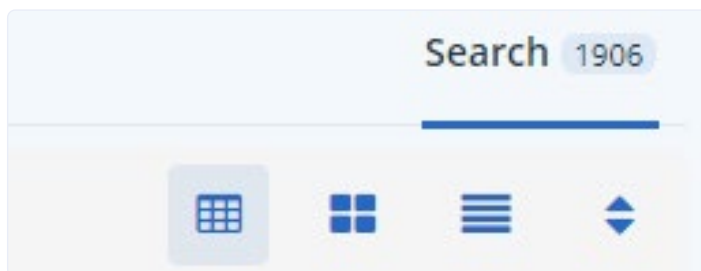
## Pro Tip

Look for the **“Top Search Terms”** filter group – it offers many common, multi-word keywords that are important to Acronis partners like you, like “cyber protection,” “incident management,” “remote work,” and so on.

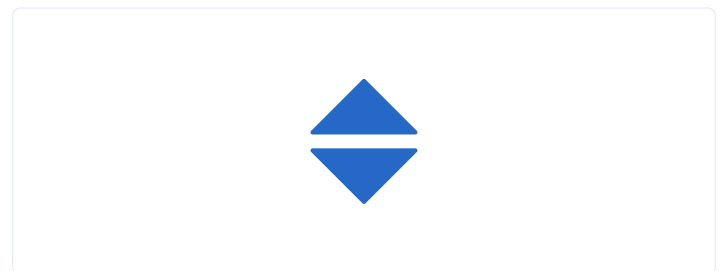


# Thumbnail, Card, and List Views

Choose the type of view that suits you by **clicking on the appropriate icon** on the right side of the page:



**NOTE:** The **arrows in the screenshot** can be used to sort assets according to your preferences.















1. The **thumbnail view** is the default view (far left option). The asset's title is visible, with other information and options (e.g. bookmarking, tools to share) available via the thumbnail itself.



2. The **card view** (middle option) offers more information in a flashcard-style view – the asset's description (if available) is visible, as are key sharing tools.



3. The **list view** (far right option) offers just the first few words in the description (if available) and makes it easy to see the 'created' and 'updated on' dates, as well as quickly leverage the asset for internal use (download) or share with others by email or on social media (see additional options when you right click on the three dots). You can also easily select multiple assets via the check box option to leverage multiple assets at once.

<input type="checkbox"/>	Title	Description	Created On	Updated On	
<input type="checkbox"/>	 White Paper - Cyberattack Techniques and What They Mean fo... ☆☆☆☆ Score: 0 (0)	This white paper explains the different kinds of cyberthreats, the difference...	6/11/2021	6/11/2021	 Download  Send Email  Send To Users 
<input type="checkbox"/>	 The Important Role of Two-factor Authentication in Cyber Protection... ☆☆☆☆ Score: 0 (0)	This paper delves into the important role of two-factor authentication in an...	4/1/2021	4/1/2021	 Download  Send Email  Send To Users 

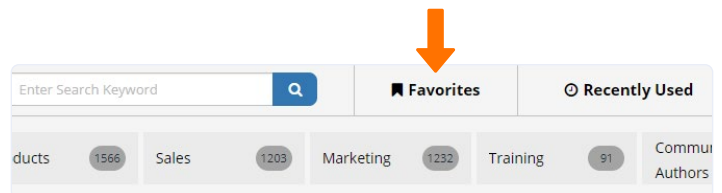


# Bookmark, Comments, Rating, and Recommended tools

The more you **engage with assets and provide feedback** about their usefulness to you, the more help Acronis and the Content Hub engine, powered by artificial intelligence, can provide in return.

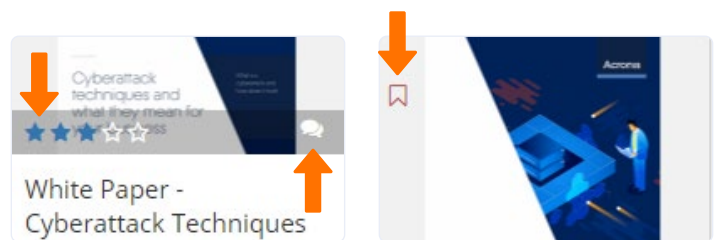
## Bookmark an asset

You can **bookmark** your favorite assets to find them more easily in the future. You'll see the option to view all your favorites at the top of the "View assets" section.



## Five-star rating

The star rating allows you to rank the content/asset based on its usefulness. This rating reflects a **personal preference** about an asset's value. Plus, your input gives the Acronis team an indication of how valuable the content is to you and your organization.



## Thought bubble tool

Here you can make **more detailed notes** about an asset for reference later. This tool also shares feedback with Acronis' portal administrators, helping the team to generate even stronger content to meet your needs.

## Score

This tool is based on **asset usage/consumption** across the platform, indicating how much partners have used the asset. This number will change as the Content Hub grows in usage after its initial launch, April 2021.

## Recommended tool

This AI-powered tool generates recommendations according to the following logic:

1. It will show assets that were created within the last 90 days. Order will be determined by number of sends via email, downloads, and clicks to customize.
2. If any assets have the same amount of use, the AI will check the highest rating and display that asset first.
3. If this rating is also the same, then then AI will show the ready-made asset (e.g. email blast, social media drip, web banner, etc.) that was most recently updated first.

