



iBase New User Guide



Digital Asset Management System

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Welcome to iBase

iBase is a Digital Asset Management System, designed to effectively manage multimedia files (also known as assets) such as graphics (images, photographs, diagrams, etc.), video and audio clips, and animations. iBase serves as a quick and easy way for Frank's employees to find multimedia as needed for the development of PowerPoint slides or any type of documentation for internal as well as external use. On the other hand, all documents such as Microsoft Office or PDF files are not managed in iBase but in SharePoint libraries.

Intellectual Property Protection and Copyright Compliance

Intellectual property and copyright compliance may be unfamiliar topics for many of us, but anyone who are producing materials on behalf of Frank's, whether for internal or external use, must have a basic understanding of copyright law. It is likely that at one time or another you may have worked on a flyer, PowerPoint presentation, or other document that required the use of images, video clips or animations. It is all too easy to search online or to copy something from a Frank's website or document. While well-intentioned, this action may constitute copyright infringement and expose Frank's to potential damages. Many of the assets used in our marketing materials have been purchased with only limited licenses and are not available for further use. Others assets may be owned by Frank's, but only when managed in a system such as iBase would we be able to tell the difference.

Moreover, in addition to being approved for quality and clarity, to protect Frank's intellectual property, each media asset within iBase is categorized into one of the three Frank's information security classes:

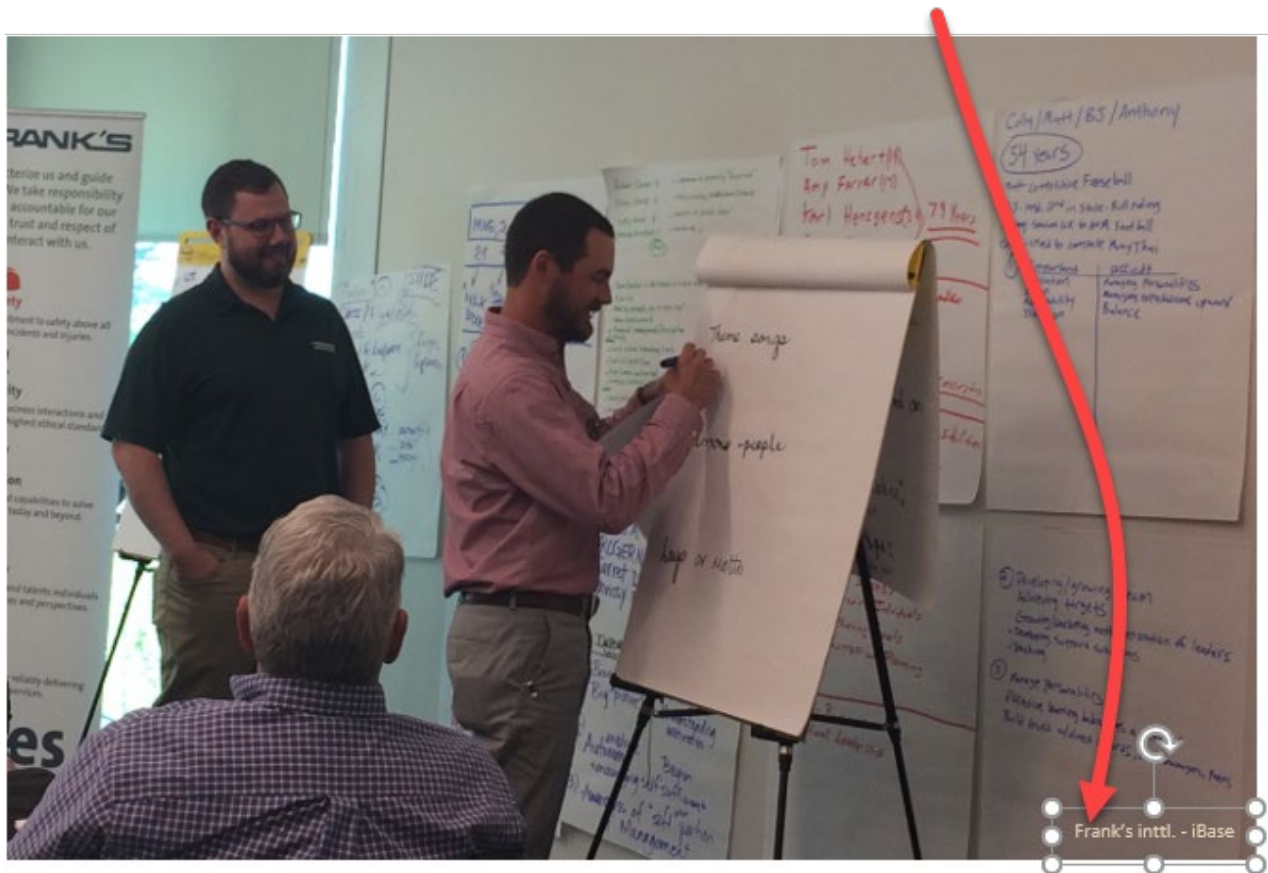
- **Secret:** Sensitive and approved for internal use with written permission
- **Secure Business:** Approve for internal use only
- **Public:** Approved for external use with customers and the general public

To best ensure compliance for all, Frank's provides helpful resources to help ensure copyright compliance:

- **iBase:** The iBase system is an online digital asset library that allows for quick and easy access to approved Frank's-owned media such as images, audio and video clips and animations. All Frank's users have access to iBase, and we encourage everyone, especially those who are developing documents and presentations, to become familiar with iBase and to get in touch with the Frank's Legal Intellectual Property, Communications, or Learning & Development teams if you have any questions or are in need of support. The images in iBase are of the highest available quality, and should be your go-to resource whenever you are building new documents or other materials for both internal and external use by Frank's.
- **e-Learning:** The Frank's Academy Learning Management System (LMS) contains an e-learning course on *Intellectual Property (IP) Protection and Copyright Compliance* which is required for all employees with potential involvement in the development, maintenance or management of documentation or learning materials to provide them with the knowledge needed to:
 - Effectively navigate a challenging landscape of copyright and IP regulation
 - Protect the Company from potential copyright infringement exposure.
- **Copyright Compliance and Information Security Guide:** This guide outlines key requirements and best practices for copyright compliance, intellectual property protection and information security

management. It also includes detailed and specific obligations for digital asset sourcing and attribution in materials produced on behalf of Frank's.

Employees should **not** use any media such as images, video or audio clips, or animations from Frank's web pages or documents – or from any source other than iBase. All media used by Frank's employees must be found in iBase and marked as such in the lower right-hand corner of the image/video clip so that the ownership and origin of all media used in Frank's documents is clearly accounted for. The color of the text could be adjusted so that it would be easy to read against the background colors without being too intrusive and distracting. The link to the source file in iBase is then associated with this text field.



If a linked text box such as shown in the above image won't work with a media asset – for instance with an audio file – then the link could be placed below the asset where it is embedded in the PowerPoint file or other document as shown in the image below:



As mentioned earlier on, whenever in doubt, err on the side of caution and ask a member of the Frank's Legal Intellectual Property, Corporate Communications, or Learning & Development teams regarding the use of any images, graphics, audio, video, animations, or other digital assets. We are happy to help, and appreciate your commitment to IP Protection and Copyright Compliance and the use of established best practices. You are also

encouraged to refer to the brand materials and approved Microsoft Office templates that are provided to Frank's employees on the [Communications](#) site on the [My Frank's](#) SharePoint portal.

In addition to allowing us to track the source of all media assets and ensure accountable usage, iBase provides Frank's employees with several advantages:

CATEGORY	ADVANTAGE
User-Ease	One well-known, reliable, quick and easy single-point of access Frank's-approved media files such as images /graphics, audio and video clips, and animations
Reliable Quality	Efficient asset management – easy editing, batch uploads and automatic keyword indexing for the Communication department and designated iBase Administrators
Reliable Performance	Reliable, fast and seamless streaming across all regions – hosted in the AWS-based environment in Amazon's London datacenter Unlimited users and data storage
Streaming Video and Animations	Any size files, including high definition videos Automatic creation of streaming versions
Mobile-Friendly	Search and download Frank's-approved media assets using a computer or mobile device (ipad /tablet or phone)
Information Security	Access can be restricted based on user roles Metadata used to identify data security levels and copyright ownership and users access selected data based on information security levels assigned
Intellectual Property (IP) and Copyright Compliance	Facilitate safe, professional conduct – Access to the media system require the completion of a 20-30 min e-learning on topics such as Information Security, Intellectual Property Protection, Trademarks, and Copyright Compliance. Provide fast, reliable media streaming – Videos and animations could be linked to and streamed from the DAMS Ensure efficient asset management – Easy edits, batch uploads, strong search engine and automated keyword indexing

User Support

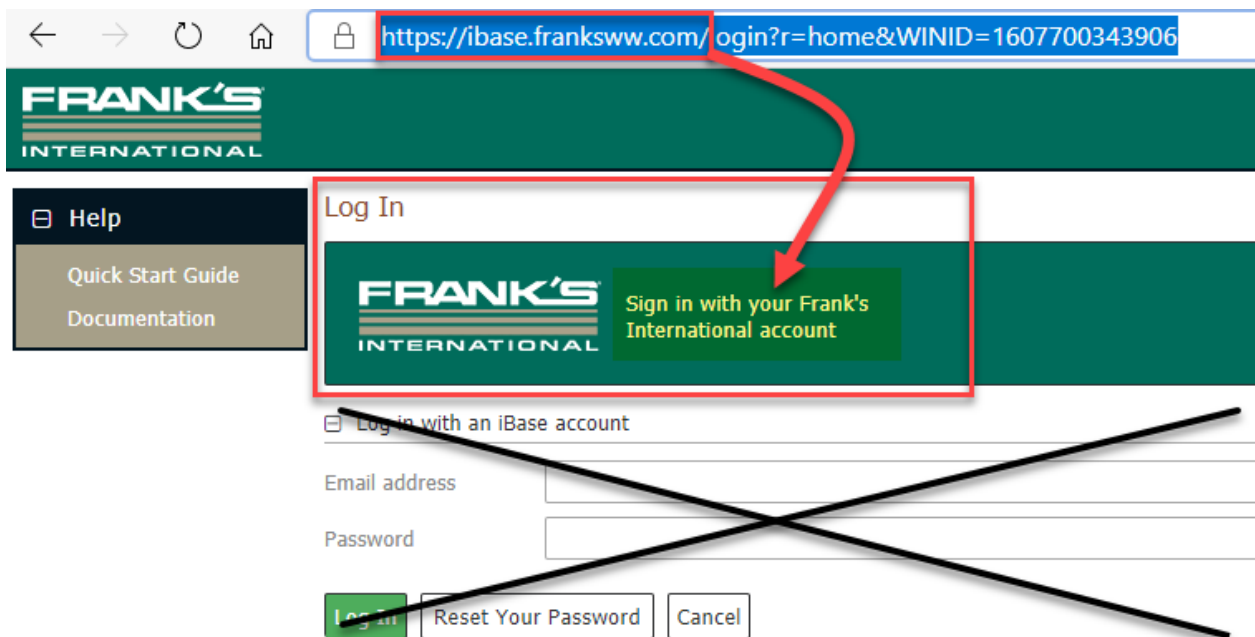
For support using iBase, contact Mike Baker, Meta Rousseau, or your Learning Content Management Project Lead.

Log Into iBase

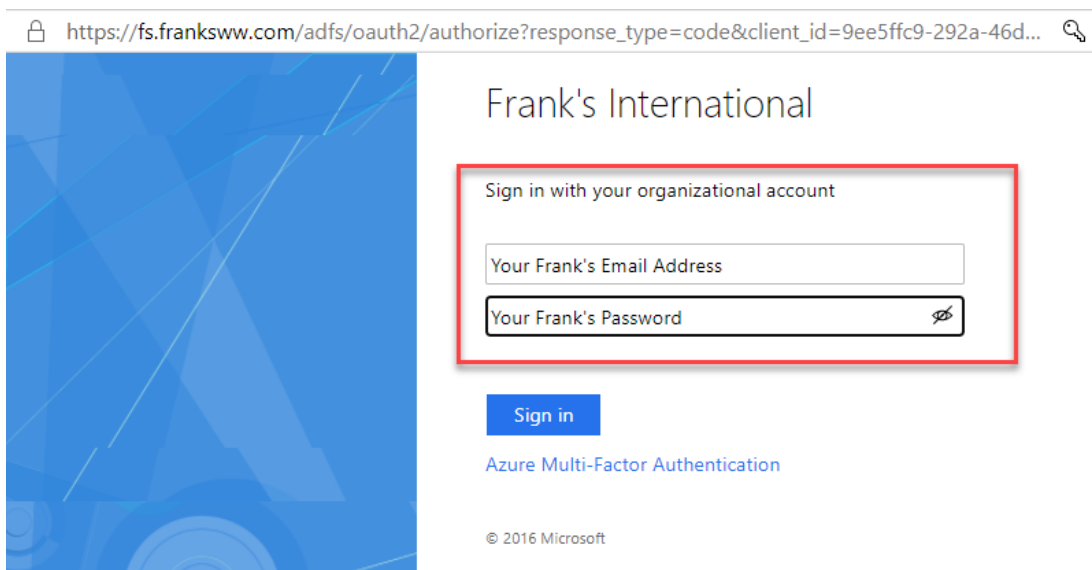
To log in as a Frank's employee and regular user to iBase, you will benefit from the single sign-on capability which will use your Frank's email address and password.

If you are in need of support at any time while using iBase, contact Frank's Communications (Mike Baker) or Learning & Development (Meta Rousseau).

1. On SharePoint type <https://ibase.franksww.com/>
2. In the Login dialog box that will show on the screen, click on the green area to sign in with your Frank's International account.



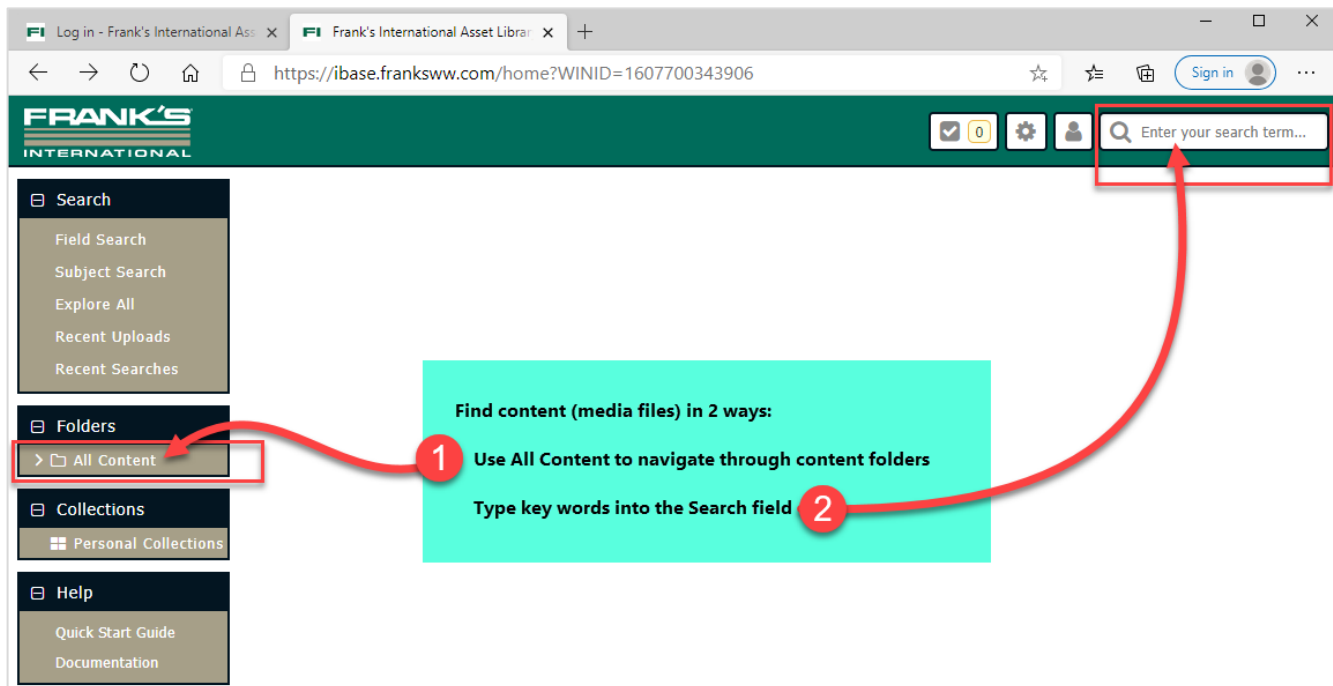
Then use your Frank's International email address and password and click on the blue **Sign in** button.



Navigate the iBase Folder Structure /Hierarchy

In iBase, you can find images and video clips in 2 ways:

1. Navigate through the folder structure
2. Use key words in the search field



Requesting or Contributing Media Assets

iBase is not yet fully populated and we are importing resources into the system on an “as-needed” basis. Thus:

- If you are looking for images or video clips and cannot find them in iBase, best would be to reach out to Mike Baker and ask him to search for and upload resources – if available – into [iBase](#).
- If you have images or video clips that would be useful to other Frank’s employees who are developing materials such as courses or sales presentations, please share those with Mike Baker in the **iBase Intake folder: URL**
Mike would then screen them and upload those files that meet Frank’s media standards into iBase and let you know when the work has been completed.
- Where possible, provide images and video clips with *brief but meaningful, descriptive file names*.
- Together with the files, also upload an “About” MS Word file into the Intake folder, in which you would list the files and for each file provide key words /tags. For example:

File Name (Brief & Meaningful)	Key Words

- With limited resources, prioritization is important. Also in this “About” Word document, also provide Mike with an indication of the urgency of the upload and a date by which it would be needed, and a justification for the request.