

Marcom Connected Platform – Library Connector

User Guide



MarcomCentral[®]
A RICOH Company



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Overview

The connector will sync images from MarcomGather Collections and/or Sub Collections and create/update associated Libraries and Image Collections in the Admin Tool (MarcomPortal). The images can be used to configure template fields and published for Portal Users to use.

The image types supported are the same image types supported in Admin Tool Libraries. Image types supported: **JPG, TIF, PNG, GIF, PDF, and EPS.**

Workflows

Prior to setting up the connector, review the workflows outlined below.

Workflow 1 | Create MarcomPortal Libraries & Image Collections from MarcomGather Collections & Sub Collections

For this workflow, MarcomPortal Libraries and Image Collections are CREATED based on MarcomGather Collections and Sub Collections. Corresponding Images, in those Collections and Sub Collections, will also be added. Note:

- Libraries and Image Collections will have the same names as MarcomGather Collections and Sub Collections.
- Once created, images are added to those Libraries and Image Collections.
 - a. Future updates to Collections/Images made in MarcomGather will also be updated to in the MarcomPortal Library.
- The connector syncs ALL MarcomGather Collections, Sub Collections, and supported images to the MarcomPortal.

Workflow 2 | Add MarcomGather Images to Existing MarcomPortal Libraries & Image Collections

For this workflow, MarcomGather Images are ADDED to existing Libraries and Image Collections. Note:

- Libraries and Images Collections are “matched” with MarcomGather Collections and Sub Collections of the SAME name.
- Once matched, images are added to those Libraries and Image Collection.
- The connector syncs ALL MarcomGather Collections, Sub Collections, and supported images to the MarcomPortal.

If you have existing MarcomPortal Libraries & Image Collections that you would like to add MarcomGather images to, prior to enabling the integration, review the steps outlines below.



1. MarcomPortal Library and Image Collection names need to match what is in MarcomGather. Names are not case sensitive.
 - a. For example, the if the MarcomGather Collection name is Company_Logos_2022 then the MarcomPortal Library name could be Company_Logos_2022 or company_logos_2022.
 - b. For example, if the MarcomGather Sub Collection name is Marketing_Logos_2022 then the Image Collection name could be Marketing_Logos_2022 or marketing_logos_2022.
2. The MarcomPortal External ID field needs to be empty for each Library and Image Collection. An External ID will be automatically entered once the sync occurs.

MarcomPortal Account Setup

Your Marcom Support Representative will need to complete the following:

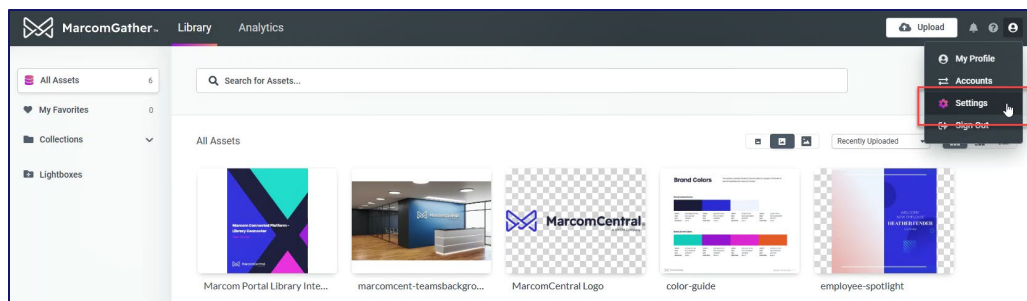
1. Generate a web service token and provide it to you
2. Enable the External ID field

Once the above is complete, you are ready to continue setup in your MarcomGather account.

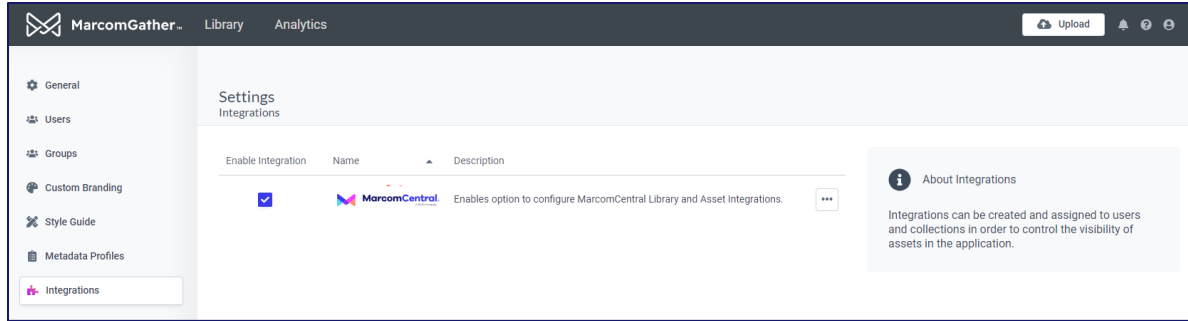
MarcomGather Account Setup

To enable the integration in your MarcomGather account, complete the following steps:

1. Once logged into the MarcomGather account, go to the Profile menu | **Settings** | click **Integrations**.



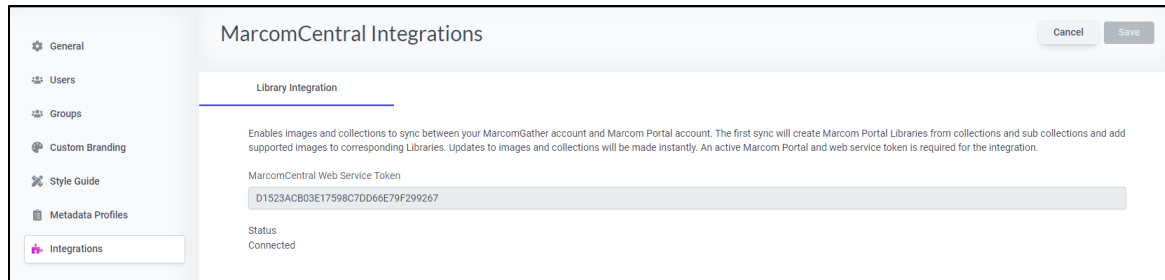
2. Check the option “Enable option to configure MarcomCentral Library and Asset Connectors.”



3. From the ellipsis menu, click “Edit.”
4. Enter the **MarcomCentral Web Service Token** provided
 - a. If you do not have a web service token, please reach out to your MarcomCentral Support Representative
5. Click **Save**.

Once saved, the sync will begin, and the status will change to “**Pending**.” It can take a few minutes for the connection to be made and to transfer all assets and collections.

When done, the Status will show “**Connected**.”



What Information Transfers to the MarcomPortal Library

All MarcomGather supported images will sync to its associated MarcomPortal Library and Image Collection. File types supported: **JPG, TIF, PNG, GIF, PDF, and EPS**.

MarcomGather Collections vs MarcomPortal Libraries Attributes

The following MarcomGather attributes are used to create MarcomPortal Libraries and Image Collections.

| MarcomGather Attribute | MarcomPortal Library Attribute |
|------------------------|--------------------------------|
| Collection Name | Library Name |
| Sub Collection Name | Image Collection Name |



| MarcomGather Attribute | MarcomPortal Library Attribute |
|---|--|
| Collection "Create Date" | Created Date is date when Library was created per the sync |
| Sub Collection "Create Date" | Create Date is date when Image Collection was created per the sync |
| Collection "Modified Date" | Modified Date is date when Collection has been updated. Includes updates to images or Sub Collection names. |
| Sub Collection "Modified Date" | Modified Date is date when a Sub Collection has been updated. Includes images or the Sub Collection name. |
| Image Name | Display Name |
| File Name | File Name |
| File Info File Size | File Size |
| File Info File Type | Type |
| Asset Image | Thumbnail |
| Unique System ID Assigned to Image (not visible) | External Id |
| Image Description Alt Text | Image Alt Text (up to 1024 chars) |
| Tags, AI Tags, and Optical Character Recognition (OCR) tags | Image Search Keywords |



FAQs

Can Existing Images be in a Library and/or Image Collection Prior to the Sync?

Yes, there can be images in a Library and/or Image Collection prior to the MarcomGather sync. *You may* run into an error if a MarcomGather image of the same name already exists in the Library and/or Image Collection.

Can I upload Images to a MarcomPortal Library that is synced with MarcomGather?

Yes, additional images can be added to the Library, just note, those images will not be added to MarcomGather. MarcomGather should be the “one source of truth”.

Will MarcomPortal Images, Libraries, and/or Image Collection changes sync back to MarcomGather?

No. The connector is designed to work one way which is from MarcomGather to the MarcomPortal Library. Any updates made will need to be made in MarcomGather.

For example, if you upload several images to an existing Library that has already synced with MarcomGather those images will not be added to the MarcomGather Collection.

What happens if I delete an asset in MarcomGather that has been synced to the MarcomPortal Library?

The image will also be deleted from the MarcomPortal Library. It will no longer be available for use in customizable assets.

It can take time for the asset to be fully deleted from the MarcomPortal Library. You may notice that the file still appears in the library with a broken thumbnail. You may need to briefly wait and then refresh the page.

What happens if I move an asset in MarcomGather to another collection?

If the image was moved to a collection that already existed and was synced to the MarcomPortal Library, the image will be moved into the corresponding Image Library.

If the image was moved to a new MarcomGather Collection, the new collection will be created as a Library in the MarcomPortal Library and the image will be moved to the new library.

What happens if I update an asset in MarcomGather?

If you make any changes to an asset in MarcomGather, it will be updated in the MarcomPortal Library.



What if I have an existing MarcomPortal Image Library that has an External ID and I have a MarcomGather Collection with the same name that has not been synced?

If a Library has the External ID filled in, manually, and there is a matching Collection in MarcomGather, then that Library will not be sync'd with the integration.

You will need to remove the External ID from the Library. If you do not remove the External ID, the sync will not be successful, and you will receive an error message similar to the below.

MarcomCentral Web Service Token

F5DBDEF8CDA6B331609496FDD84AE505

Status
Connected

Sync Error History

Some of your assets did not sync with your Marcom Portal Library. Please contact MarcomGather Support for further assistance.

| Name | Collection/Sub Collection | Last Sync Date | Error Description |
|-----------------|---------------------------|-------------------|---|
| Cherry Blossoms | Fancy Images | 8/8/2022, 2:54 PM | Error adding FileName - (Flowers.jpg) to Library . The library name with external id Fancy Images is already in use. Please use another name or remove the external id. |

Can I pick and choose which Collections and Sub Collections to add to my MarcomPortal?

At this time, no. This connector will sync all Collections and Sub Collections with supported assets.

Can I pick and choose which images to add to my MarcomPortal?

At this time, no. This connector will sync all supported images.

How is Image Alt Text Represented in a MarcomPortal Library?

Image Alt Text, shown in a MarcomPortal Library, will come from the MarcomGather image description. If no description is entered, then the Alt Text field will be left blank. Note, the MarcomGather description field only supports 1024 characters.