SIMBA · DICKIE · GROUP

Instructions

Project: Media-Data-Base (MDB)

Address: https://mdb.simbatoys.com

Version number: V.01/01-2020
Language: EN
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01.01 - Registering on the MDB system

All users and staff worldwide can register for an MDB account free of charge. The following link will take you to the MDB login screen:

https://mdb.simbatoys.com

01.01.01 – Creating an account

The login screen can be used for regular login (if you are already a member) or to register as a new user (framed in red / highlighted in yellow)

Click "Please register here" to start the registration process for an MDB account. If you are already a registered user, enter your email address, and then enter your password in the box underneath. If you have forgotten your password, click on "Forgot password". The system will automatically send you a new password.

If you are registering as a new user, a popup window will be displayed, and you will be prompted to create a login password. Under the "Data" tab, enter your personal information, including the email address that you would like to use to activate your account.

IMPORTANT!
The password must consist of 12 characters. This must include one upper-case letter, one special character (e.g. @) and one number.

Please complete all sections in the "Data" tab. Ensure that your email address is spelled correctly. As a member of staff, please use your company email address!

01.01.2 - Performing searches on the MDB

The search function requires you to follow a set of logical steps using the built-in tool kit.

The MDB search function offers a range of tools/filters. The following section provides an overview of the most important tools:

01 Categories
02 Keywords
03 Companies
04 Normal search (for a single product)
05 Assistant search (batch search, EAN search, full text search and search by time period)

The Categories **(01)** tool allows you to filter by company, brand and range.

The Keywords **(02)** tool stores universally applicable terms. (Year, novelty, SAP image, catalogue image etc.) Keywords are terms which can be used by every company.

The Companies **(03)** tool specifies the company or origin of the asset. (E.g. specific goods which can only be purchased in the Middle East.)

The normal search function (search box) **(04)** can be used on a range of platforms (e.g. Google). Enter the item that you would like to search for (e.g. using the item number, EAN number or item name). Please note that this search function can only process 1 item.

If you would like to use the batch search function (multiple items in one search), use the Assistant **(05)** tool. This tool supports item numbers, as well as EAN and full text search.

Wonach möchten Sie suchen?

Artikelnummer
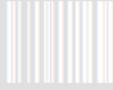
EAN-Code

Volltextsuche

Zeitraum

Ensure that you only add one entry per line. A line break must be added after each entry.

01.01.3 - How to use categories

Categories can be used as a search tool in the MDB system. Provided that the categories are used correctly, you just need to check the corresponding box to obtain the desired results. In an ideal scenario, you do not need to know the item number or item name. For example, by selecting the brand – followed by the keyword "New products", and then the year, you can obtain all assets that have been designated as the brand's "New products" for the chosen year.
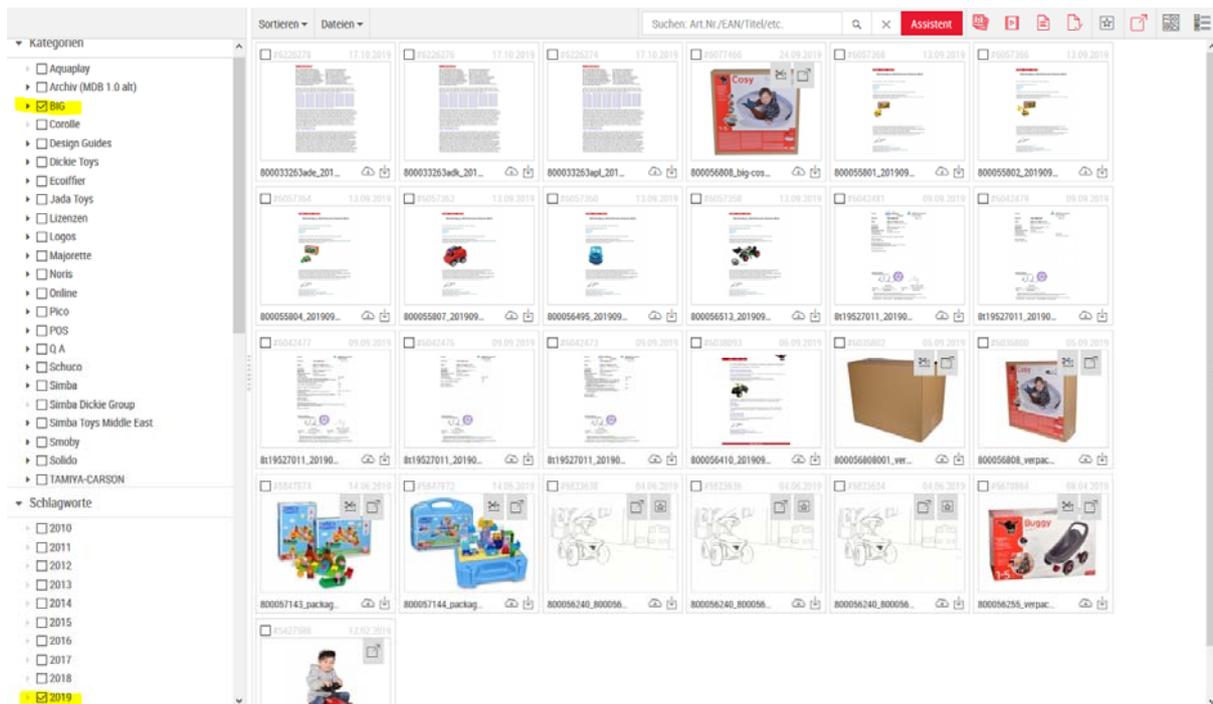
01.01.4 - How to use filters

The MDB features a range of different filters that can be used to filter asset types. With the exception of the "Highlight" (05) filter, all filters are disabled by default (marked in red). The following filters are available:

1. Images (image data in different formats)
2. Media (videos, sound)
3. Documents (.txt files – mostly generated by SAP)
4. Reports (PDF data such as reports or offer sheets)
5. Highlights (assets which have been designated as highlights)
6. External assets (all assets which have been marked as external)

Users of the MDB system usually search for products by item number. When the results are displayed, all asset types that have been assigned to this item number are shown. You can use the filters to narrow down the search results. For example, if you only wish to search for image data, you can click the filters 02, 03 and 04 to filter out media (02), documents (03) and reports (04). The results then show the image material which is associated with the corresponding item number. All other asset types are hidden.

The "External Assets" (06) filter is useful for users who are involved in the approval of assets. When this filter is selected, the image material of external assets is hidden. Only the internal data remains. This simplifies the selection of assets and the subsequent approval procedures.

These filters cover all necessary sorting requirements. When combined with the Categories function, the search filters are a powerful tool within the MDB system, allowing you to handle almost all data administration scenarios.

IMPORTANT: If you wish to conduct a new search of other assets using different search parameters, the filters must be reset. All filters except "Highlight" (05) should be highlighted in red.

Fürth, 17/01/2020

D.Jösch