1.0 Access

1.1 Initial Access

Access for the Information Portal can be granted by emailing alia.mahate@bindingsite.co.uk

Once this has been set up, you will receive an email containing your username (your email address) and a password. Follow the link provided in the email to sign in to the Information Portal.

The password sent to you in the email was automatically generated. When you log in for the first time, you should change your password. To do this, go to My Account and enter a new password in ‘Password’ and repeat in ‘Confirm Password’ and ‘Update’. Your password should be memorable to you and contain at least 8 characters, containing both upper and lowercase letters, and numbers, e.g. FishAndChips38

1.2 Ongoing access

The information Portal can be located at http://distributors.bindingsite.com or access it via the link at the bottom of the Support page on the Binding Site.
1.3 Individual Access

Access to the Information Portal must not be shared. Each user must use an individual username (e.g. claire.perkins@bindingsite.co.uk) rather than country/company specific ones (e.g. info@bindingsite.co.uk). This is to avoid unofficial access of sensitive information after Binding Site or distributor staff have left the company.

Keep your account secure, do not share your password with anyone.

1.4 Forgotten Password

If you have forgotten your password, the system can send a new password to your registered email address.

To send a new password to your inbox, go to the login page http://distributors.bindingsite.com:

1. Enter your email address into the ‘Email’ field
2. Press the ‘Forgot Password?’ button to send a new password to your inbox
3. Login to the system with your new password and email address, as above.
4. If you do not receive your password, please contact alia.mahate@bindingsite.co.uk

1.5 Logging Out

You should log out of the Binding Site Information Portal after each session. To log out, click the ‘Log out’ link which is available in the top right-hand corner of the main navigation. On successful log out, you will be returned to the Login screen.

Note: If your account is idle for more than 4 hours, you will be automatically logged out of the system.
2.0 Home Page – Quick guide

After logging in, you can access the home page via the ‘Home’ link in the top left hand corner.

1. The Search Bar— Search for any asset using ‘Product Area’ and ‘Media’ to refine your search appropriately.

2. Filter by Language— Filter by language, so that you can find a document/insert in the appropriate language.

3. Strategy Lightboxes (renamed Collections) – These contain all the documents required to educate your customers against any competitor products or all the latest tools to help support sales.
To save time, there is an option to ‘Download Set’, which downloads all the documents in the collection.

4. **Product Insert Search**— To find inserts please use the ‘Product Insert Search’ on the home page. You can filter the results by language on the results page.

5. **eNews Quick Access**— The latest eNews is available from the home page. You can also find previous editions from the last 12 months.
3.0 Search for Assets

Once logged on, you can search for digital assets. The search feature is located to the top left of each screen, below the main navigation (See section 2.0).

To perform a search:

1. Enter a search term into the search field, e.g. ‘BNII’
2. Select the product area that your search relates to, e.g. ‘Hevylite’
3. The media list is automatically populated with categories that contain relevant items to the product area
4. Select the type of assets to search for from the Media menu, e.g. Technical Information
5. To search for all types of media, select the ‘All’ option.
6. Press the ‘Go’ button to start the search.

The system will display all results found that match your search criteria. If no results are found, the system will return ‘No Results Found’. Revise your search and try again.

Search words are non-case specific, so you can type spaplus or SPAPLUS and see the same results.

3.1 Product Areas

All assets are assigned to one or more product areas and they can be used to filter searches. The product areas are:

- Corporate
- DataSite
- Flow Cytometry
- Freelite – All
- Freelite – Clinical
- Freelite – Competitor
- Freelite – Laboratory
- Freelite – Renal
- Freelite – SPAPLUS
- Hevylite
- Immune Status – All
- Immune Status – Complement
- Immune Status – PID
- Immune Status – Subclasses
- Immune Status – Vaccine Response
- MININEPH
- MININEPHPLUS
- Optilite
- Immunologicals/Research
- Quality Assurance
3.2 Media Types

All assets are assigned to a particular category, we call this the ‘media type’ and it is used to filter searches. The media types are:

**Advertising – Adverts** - Published print or digital advertisements

**Advertising – Exhibitions** - Graphics and posters (not scientific) used at exhibitions

**Advertising - Images** - High resolution images that can be used for marketing

**Advertising - Logos** - Corporate Logos

**Advertising - Press Releases** - Binding Site’s communications with the press.

**Advertising – Templates** - Binding Site corporate templates - normally only made available to UK/Subsidiaries

**Inserts** – Product Inserts

**ISO Certificates** - Certificates of registration for Quality Management Systems.

**Literature – Electronic only** – electronic versions of literature

**Manuals** - Supporting guides

**Newsletters** - Previous copies of eNews

**Patient Information** - Supporting items to be used for patient enquiries

**Publication Summaries** - Summaries of our printed publications - internal and external

**Sales - Brochures/Catalogues** - Orderable literature items (non-reprint) - e.g. MKGs

**Sales - Business Templates** - Document templates to help you obtain funding for new medical technologies and procedures

**Sales – FAQs** - Frequently asked questions

**Sales - Launch packs** - A selection of launch packs to support product release

**Sales - Sales Tools** - Resources outlining product information, target markets, product advantages, competitive reviews, and rebuttals. Not to be given to customers.

**Sales - Webinars/Videos** - Pre-recorded webinars and videos to be used for training/promotion

**Scientific Publications** - Orderable reprints - e.g. MKGs

**Technical Information** - Technical support documents relating to analysers and Binding Site assays
3.3 Search Results

3.3.1 Autozoom and Show Captions View

Search results can be viewed with two different views: Autozoom and Show Captions.

- Autozoom – enlarges the thumbnail when you hover over it with your cursor
- Show Captions – shows the asset name/description

You can turn these views off or on via the checkboxes in the top of the search bar.

Note: The number of assets viewed per page can be selected via ‘Grid layout’. You can edit the thumbnail size via ‘Thumb Size’ and set the colour behind your assets using ‘background colour’. Please note ‘background colour’ does not alter the asset.
N.B. Literature items will also have an ‘Add to cart’ icon – see section 5.0 for further information.

3.3.2 Add to Lightbox

Assets can be added to your own private lightbox– see section 6.0 for more information.

3.3.3 View Asset Details

The Asset Details interface provides a fast-loading preview of the asset and further information about the asset, such as; date produced, file size and copyright owner. To view asset details from search results:

Click on the information icon displayed beneath the asset thumbnail. The View Asset Details pop-up is displayed.

Click on the ‘Close Window’ link at the bottom of The View Asset Details pop-up to close the window.

3.3.4 Download Asset

Click the ‘Download Asset’ icon to start the download procedure. A download box will open and you can choose to open or save the asset.

Some assets are unavailable for download for various reasons, e.g. there is a restricted license. In this case, refer to the onscreen instructions.

3.4 Filters

The Search Filters feature is designed to assist you in refining your search for better results. To access the Search Filters interface, click on the Show Filters [+] link located on the top right of the interfaces.
The Search Filters interface will be revealed immediately below the link.

You then have the option to save or modify your search.

Your saved searches will appear under Account Activity. This is accessible via 'My Account', in the top right hand corner of the main navigation panel.

### 3.5 Collections

Collections are another way to view groups of assets. Previously referred to as Lightboxes, collections can be accessed through the main navigation pane.
The Collections page will then present you with the list of grouped assets. Select the Collection that you wish to view

**Collections**

1 Results

Collections → Optilite Promo Literature

Press here to view all items within the collection

The home page contains a product insert search box. Simply type your product code in the search box and click ‘Search’.

**4.0 Product Inserts**

The home page contains a product insert search box. Simply type your product code in the search box and click ‘Search’.

**Product Insert Search**

![Image of product insert search interface]

Enter a keyword or product code and press Search to find product inserts and health and safety data sheets. Each insert you access will be the current insert and details of “effective from date” and lot number will be given so that you will always know when the insert became current.
5.0 Order Literature

1. Either scroll through all available items or search for the relevant code, e.g. MKG510.

2. To order a piece of literature, simply click the cart icon beneath it.

3. Once you have selected an item, the shopping cart will turn pink.

4. If you decide you no longer require this item, click the shopping cart icon again. The icon will turn black.

5. Once you have added all items to your shopping cart, click ‘View Cart’ in the main navigation toolbar or alternatively select ‘Cart’ and then ‘Checkout’ at the very bottom of the screen.

6. Here you can select the quantity for each item in the quantity box.
7. To delete an item from your shopping cart at this stage, click the pink basket icon from under the asset in the basket.

8. Click on proceed to enter Delivery Instructions

9. Select Post and then update the usage and shipping addresses via the ‘Enter new address’ link.

Note You will only have to enter this information on the first occasion that you place an order. When ordering literature again, you will be able to apply the check box ‘same as registered user address' and it will autopopulate with the details.

10. Enter your contact name and any other relevant information into the delivery notes. E.g. date required by or specific shipping instructions.

11. You do not need to add your contact details, these are stored in the system and will automatically be
12. Once you have entered these details, click ‘Continue’.

13. Tick the box ‘I hereby confirm the Terms & Conditions….’ And click ‘Order Literature’.

14. Your order will then be sent directly to distribution@bindingsite.co.uk where our Export Logistics team will pick and deliver as per your request. You will also receive an email confirmation of your order.
Lightboxes provide a facility for you to organise assets and share them with other system users. For example, you may wish to collate a selection of useful Freelite documentation for sales representative to take on a customer visit. This lightbox could be shared within your organisation so that each Sales Representative uses the same content on a customer visit.

Lightboxes can be added, renamed, removed, duplicated, and shared. Once logged on, Lightboxes can be accessed via the ‘Lightbox’ link in the main navigation.

6.1 Adding/Removing Assets in Lightboxes from the Search Results

To add assets to a lightbox from search results, ensure the correct lightbox is selected and displayed at the bottom of the page and then press the ‘add to lightbox’ icon which can be found in the row of icons under each asset (See section 3.3.2). Once copied to the lightbox, the icon will be pink. To remove the asset from the default lightbox, simply click on the highlighted icon.

6.2 Managing Assets in Lightboxes

To manage assets in your lightboxes, click on the Lightbox link which is available in the toolbar. Assets in lightboxes can be managed via ‘Lightbox Actions’ in the ‘Lightbox Manager’ tab.
As sets can be managed in lightboxes in the following ways:

6.2.1 Removing Assets from a Lightbox

To remove an asset or assets from a lightbox:

- Select a lightbox from the ‘Selected Lightbox’ dropdown menu
- Press the ‘Remove Assets’ icon
- It will then confirm that the asset has been removed from the lightbox.

6.2.2 Copying/Moving Assets to another Lightbox

To copy or move an asset or assets to another lightbox:

- Select a lightbox from the ‘Lightbox’ dropdown menu.
- Select the asset you want to copy or move via the lightbox icon
- This will then move the asset in to the lightbox that is displayed at the bottom of the page.
- To change the lightbox, press the Lightbox dropdown
- Alternatively, you can press ‘Empty’, to the right of Lightbox Actions. This will remove all assets from the lightbox.
6.3 Managing Lightboxes

To manage your lightboxes, click on the Lightbox link in the toolbar. Lightboxes can be managed in the following ways:

6.3.1 New Lightbox

To create a new lightbox:

- Select the 'create' link available in the Lightbox Manager tab, adjacent to Lightbox Actions.
- Enter a name for the new lightbox (maximum 25 characters).
- Press the 'Save' button, to add the new lightbox. The lightbox will now be available from the 'lightbox' dropdown menu.

6.3.2 Rename Lightbox

To rename a lightbox:

- Select the lightbox you wish to rename in the lightbox dropdown menu.
- Press 'Rename'
- Enter a new name for the selected lightbox (max 25 characters).
- Press the 'OK' button to rename the selected lightbox.

6.3.3 Delete Lightbox

To delete a lightbox:

- Select the lightbox you wish to delete from the Lightbox Manager tab.
- Press delete, which is to the right of Lightbox Actions
- You will then be prompted to confirm that you wish to delete the lightbox
- Press OK will delete the selected lightbox.

Please note that deleting a shared lightbox will only remove it from your own list. It will not affect the other users that it has been shared with. They will still be able to access it as normal.

6.3.4 Duplicate Lightbox

To duplicate a lightbox:

- Select the lightbox you wish to delete from the Lightbox Manager tab.
- Press the 'Duplicate' button to duplicate the selected lightbox. Duplicate can be found to the right of Lightbox Actions
- Enter a name for the duplicate lightbox (maximum 25 characters).
- The duplicated lightbox will now be available from the Lightbox List.

6.3.5 Email Lightbox

To send (or share) a lightbox with another Information Portal user:

- Select the lightbox you wish to share from the Lightbox Manager tab.
- Press 'Email' – which can be found to the right of Lightbox Actions
On pressing this, you will be presented with 3 options:
  - **Share this lightbox** - will allow the viewer to see and edit your lightbox
  - **Send a copy** - will send a copy of the lightbox, which can be individually edited by the user.
  - **View Only** - will allow multiple users to view a lightbox, but they will need to duplicate it in order to edit it.

- Enter a valid email address (Required)
- Enter a Subject (Required)
- Enter a Message (Maximum 400 characters)
- Press the 'OK' button to send or share the lightbox with the recipient.

### 6.3.6 Add to cart

Add to cart allows you to download or order all of the assets within your lightbox. See Section 5 regarding ordering literature.

### 6.3.7 Annotate Lightbox

Provides a subheading and room for additional information regarding the contents of your lightbox.
7.0 My Account

Once logged on, My Account can be accessed from the ‘My Account’ link in the toolbar. My Account provides you with a list of shortcuts to frequently used system features including: Edit Profile, Lightboxes, Saved Carts, Downloads and Logout. Use Edit Profile to amend your details.

NOTE: If you amend your email address or contact details in My Account, you must still inform Binding Site so that we can amend our other databases.
8.0 Support

8.1 Asset Use

If you require guidance on how to use a particular asset, please contact the person stated in the 'Contact Email' field for that asset.

8.2 Usability and Technical Problems

Users in the UK, European Subsidiaries and Distributor Markets

If you experience any problems with the Information Portal, please contact Rhian Osborne at rhian.osborne@bindingsite.co.uk or on 44 (121) 456 9500.

Support will be available between 9am and 5pm GMT.

8.3 Planned outage

Planned outages may be necessary for upgrading software. In the event of a planned outage, we will notify all users at least 24 hours prior to the downtime.