



Search for, share, and collaborate on assets in Microsoft Teams

Tailored solutions built for media,
telecommunications, and
entertainment



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Streamline asset search and management using apps in Teams

Connect everyone in the flow of work with collaborative apps tailored for media, telecommunications (telco), and entertainment. Apps in Teams help everyone better meet the demands associated with asset management by connecting them to the information, expertise, and tools they need to collaborate and get work done in one place.

User scenarios

- Streamline asset search
 - Allowing employees to search for, download, and share digital assets with a bot

For this scenario

- Scenario vision
- Primary persona
- Scenario storyboard
- Solution design best practices
- Solution architecture



Media, telco, and entertainment

Streamline asset search



Scenario vision

Context



Content Manager Babak is managing a strategic advertising campaign at Contoso Media and Entertainment. To concept, launch, and run the campaign he needs to review and share a variety of creative assets.

Current state

Searching for assets across Contoso Media and Entertainment's tools and systems involves manual and time-consuming processes

- ⚠ To gather reference assets, Babak must repeat the same query separately in each tool.
- ⚠ Babak has more than one search to conduct, which he will have to restart in each tool.
- ⚠ Search results surface multiple pages of thumbnail images to dig through or provide links that are time consuming (or impossible) to preview.
- ⚠ Babak cannot share large files with coworkers.
- ⚠ To edit assets without overwriting a file or creating versioning issues, they must be downloaded and re-saved one by one.

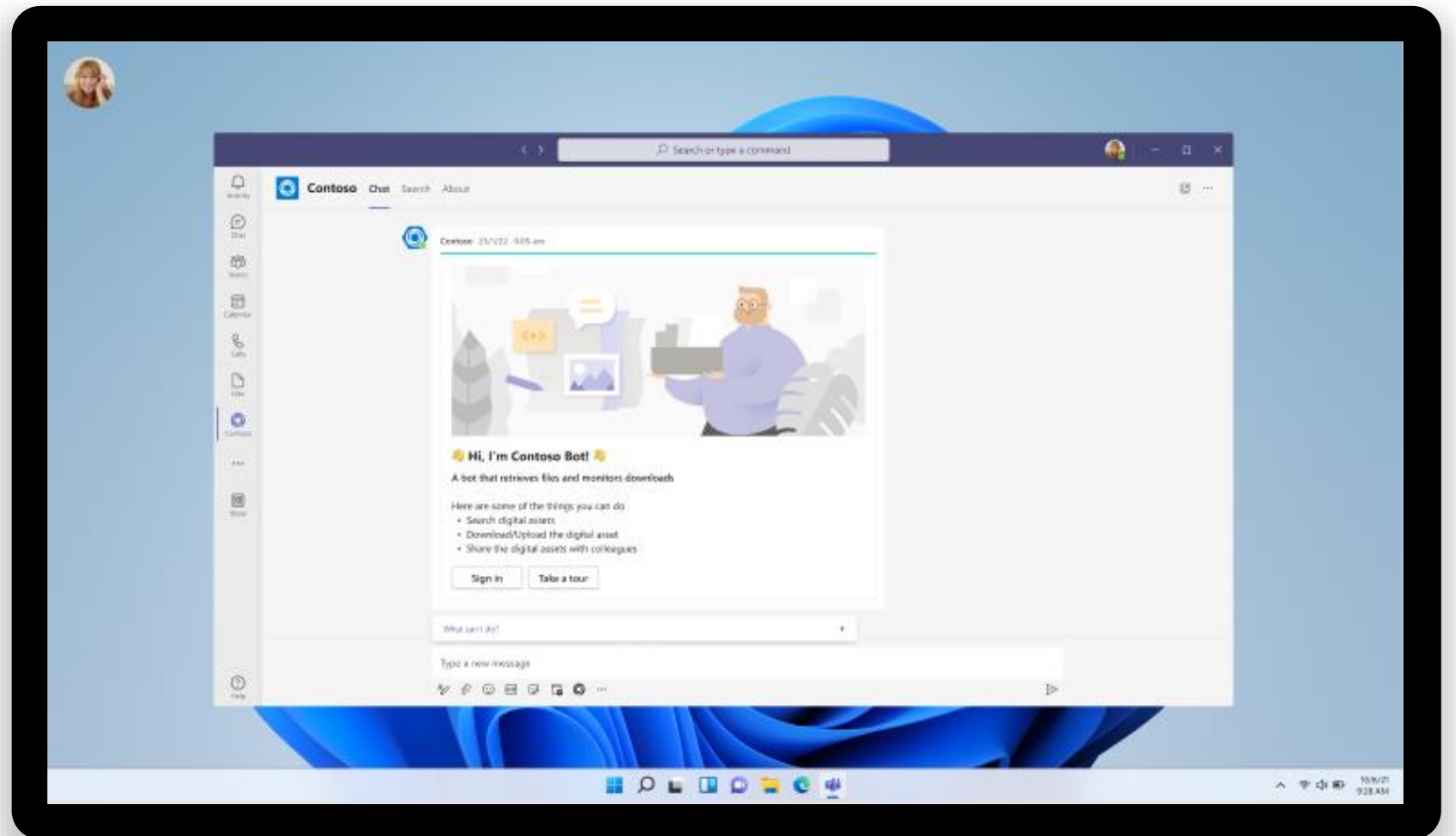
Future state

Searching for assets is fast and accurate using a digital asset search index bot in Teams

- ✓ In one query, the bot searches across several Contoso Media and Entertainment tools—surfacing all the content Babak needs, regardless of file type or storage location.
- ✓ To standardize the search, sort, download, and use processes across all his queries, Babak created a repeatable template.
- ✓ He quickly previewed the images and videos the bot surfaced without leaving Teams.
- ✓ Babak shared files and templates with collaborators right in Teams.
- ✓ The bot enabled Babak to save assets locally and sync with his cloud storage solution, speeding production and helping to prevent versioning issues.

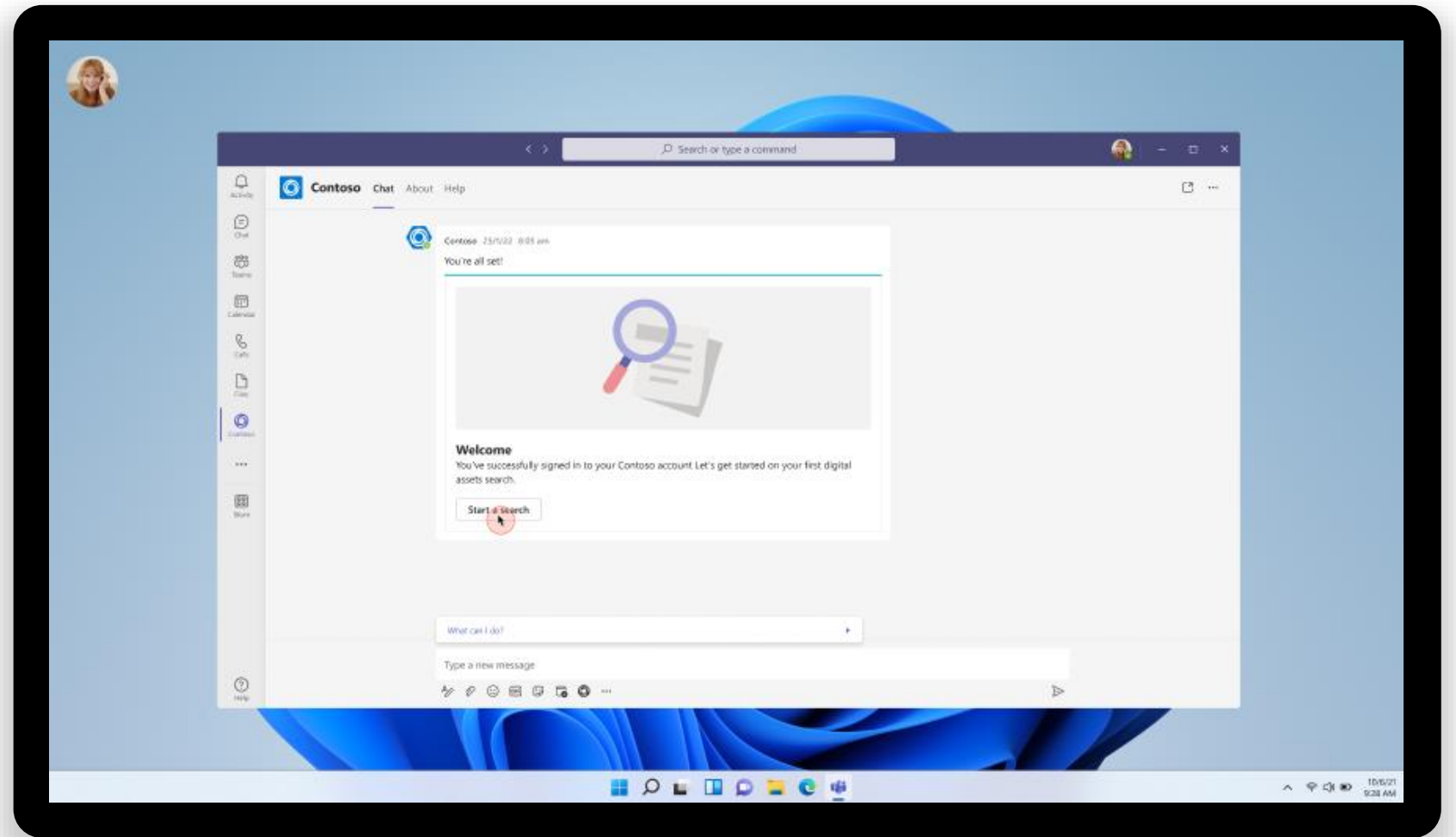
Media, telco, and entertainment
– Find and share content

**Accelerate asset search
with a bot that keeps
everything in the flow of
work**



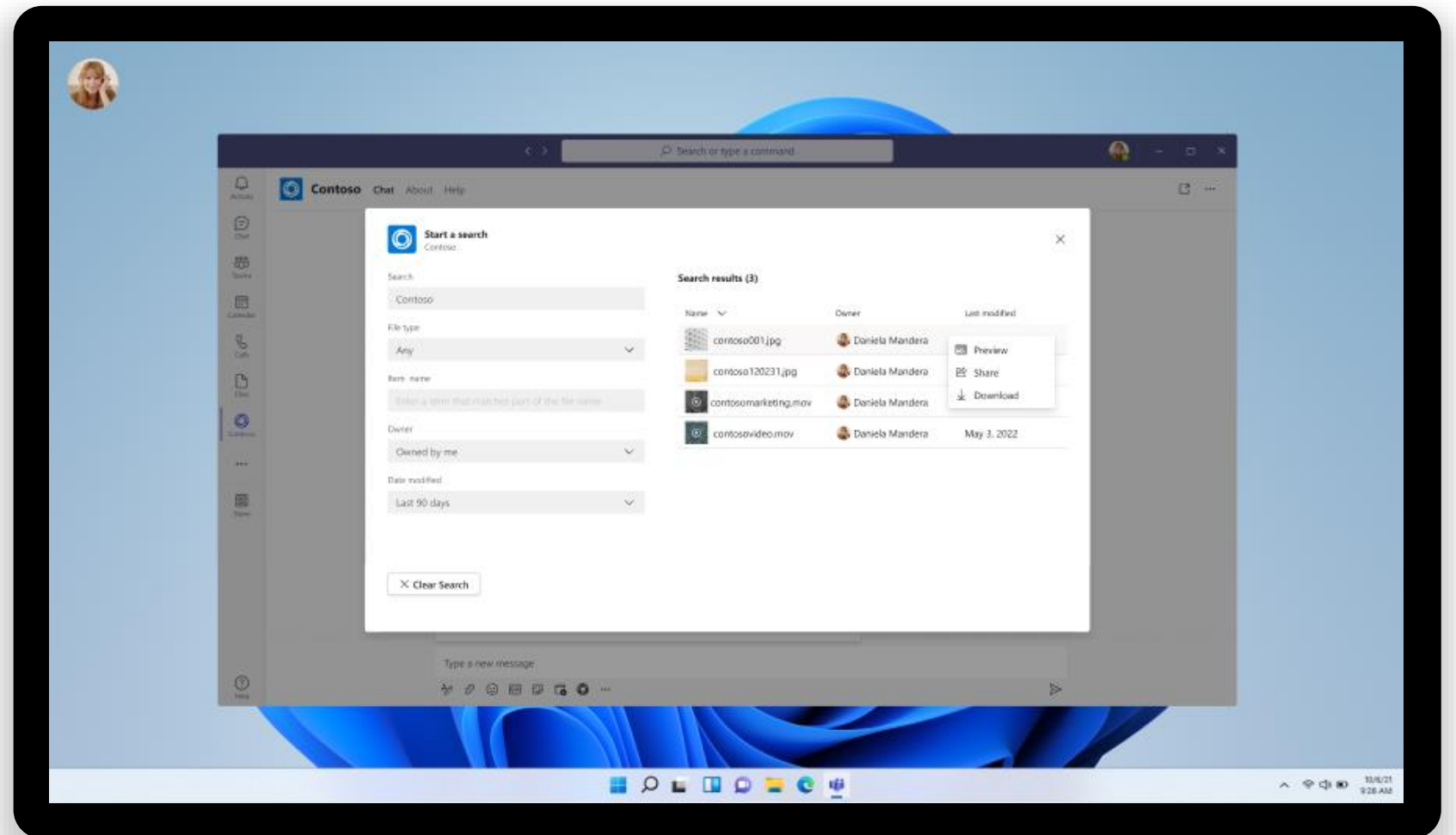
Media, telco, and entertainment
– Find and share content

Query across storage
locations and asset types
in a single search



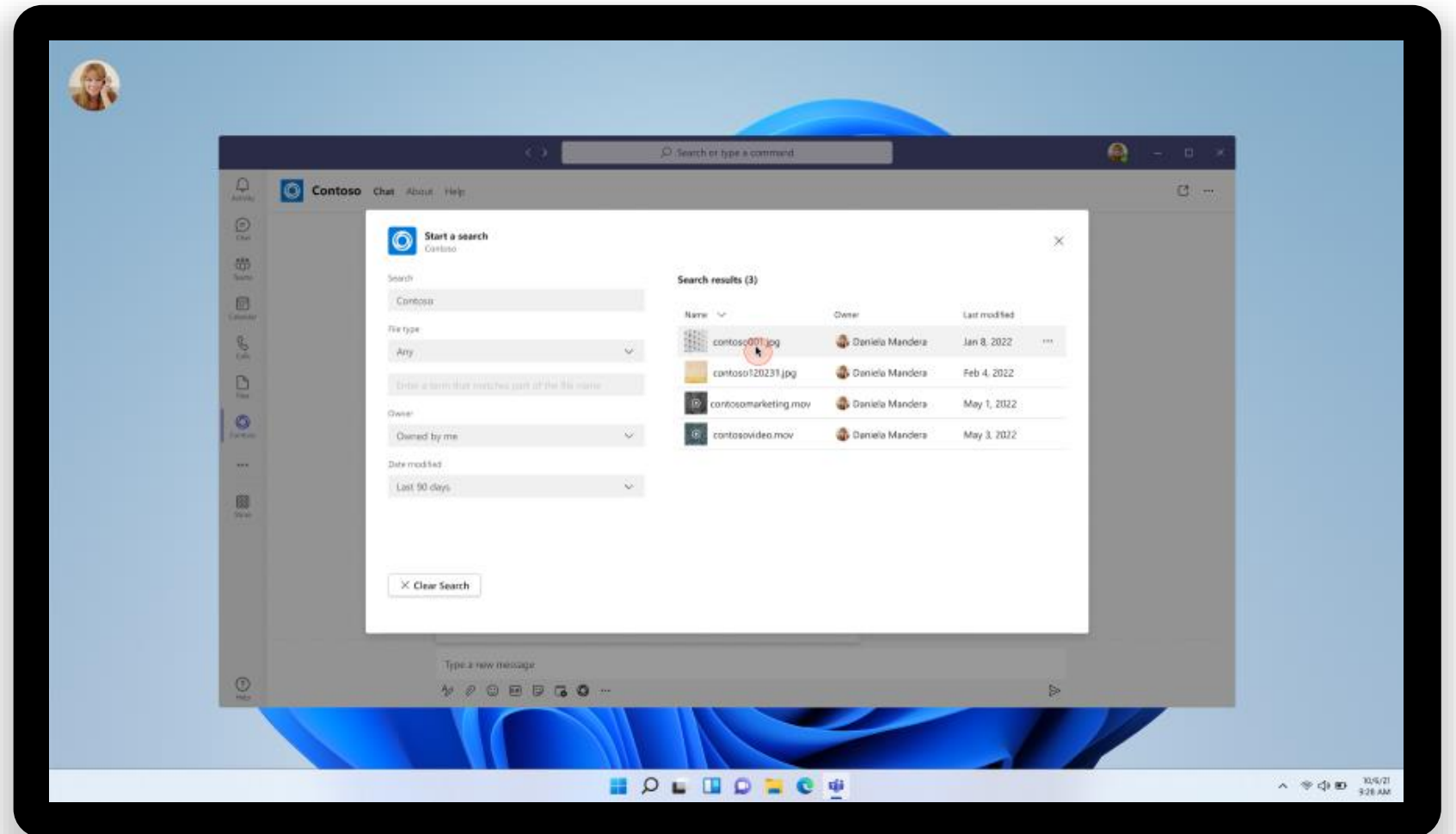
Media, telco, and entertainment
– Find and share content

**Review all results in one
consistent view**



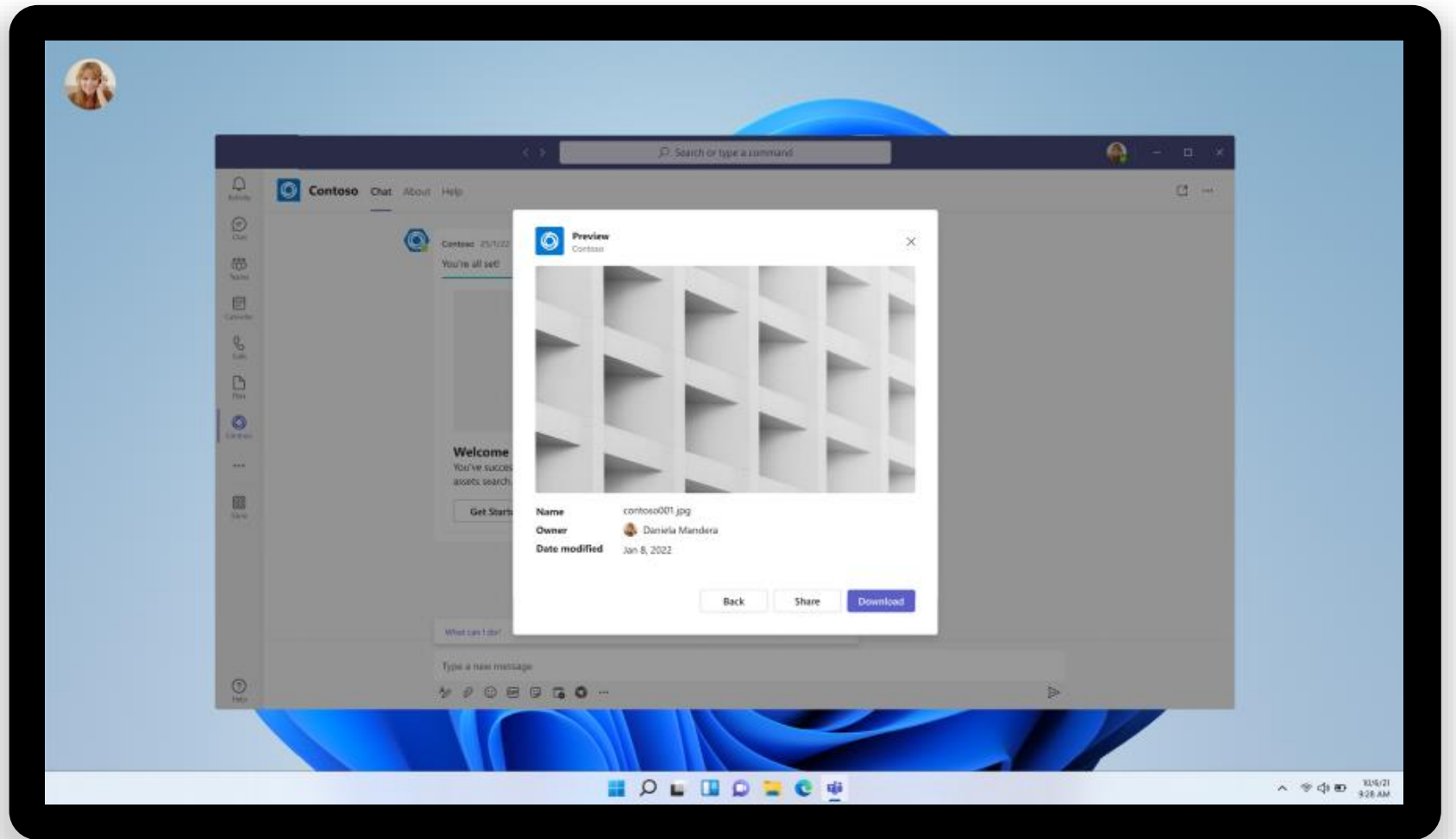
Media, telco, and entertainment
– Find and share content

**Preview and download
content with a click**



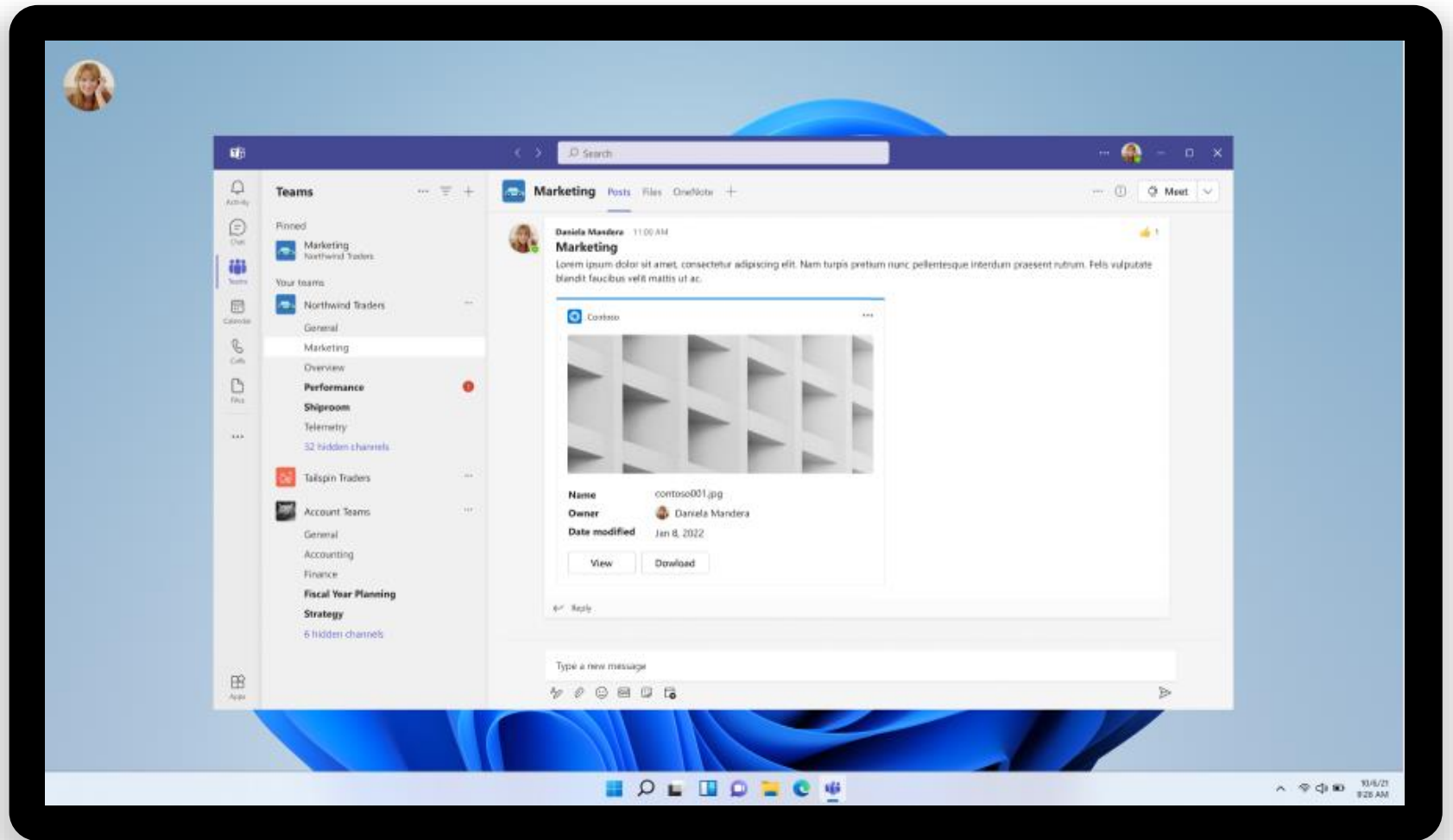
Media, telco, and entertainment
– Find and share content

**Download content fast
and get an automatic
notification when it's
ready**



Media, telco, and entertainment
– Find and share content

Easily share with co-workers to help everyone get started faster



Solution highlights – best practices

Key solution design considerations



Platform extension points

- **Personal scoped app** operates mainly via a personal scoped tab and a channel scope bot.
 - Personal tab for request handling helps enable users to search for digital assets using a personal bot.
 - Channel scope can be used in a Teams scope or on a tab, giving employees multiple options to initiate their digital asset search.
- **Task modules** are used to add digital assets, surface media assets from a central location, and allow users to preview digital assets.
- **Messaging extension** are used to search for and share digital assets.

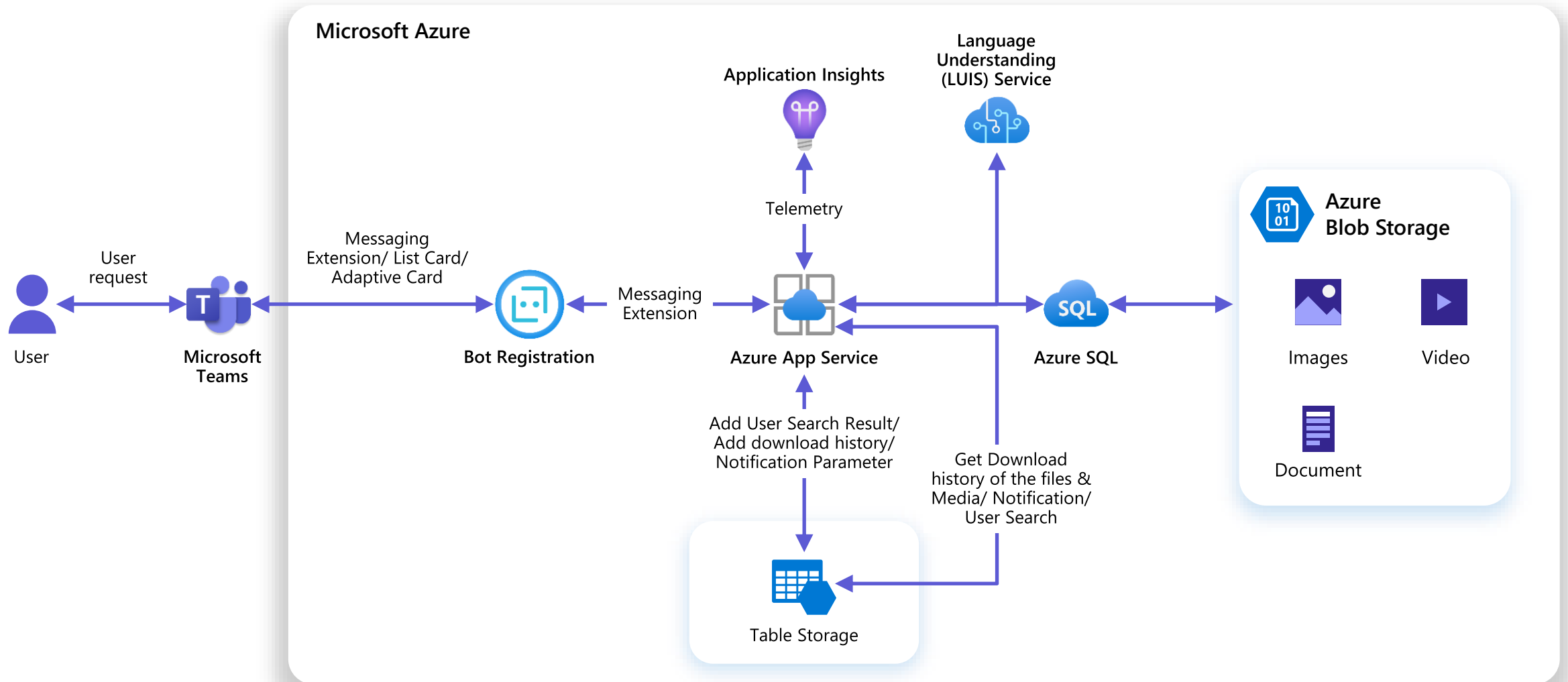
User experience

- The app uses **tabs** and **task modules** to present information visually, enabling information access as a point-and-click method rather than a conversational bot-based approach. This improves the experience for users accessing content on mobile or other small screen devices.

Graph API

- The app leverages Microsoft Graph APIs for authentication, Azure functions, fetch [user data](#), and API connections.

Solution architecture



Thank you

