



GOURNAY
CONSULTING



SALSIFY



bynder

Gournay Consulting's

Salsify <--> Bynder Connector

Documentation, Instructions, and Troubleshooting

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About

- I. About Bynder
 - a. Bynder is a Digital Asset Management (DAM) tool. It can be used as a single source of truth for all brand, campaign, and product-related assets.
- II. About Salsify
 - a. Salsify is a Product Information Management (PIM) tool. It can be used as a single source of truth for all product information, as well as a place to syndicate information to various retail touchpoints.
- III. About Gournay Consulting
 - a. Gournay Consulting is an Information Technology Consulting firm specializing in E-Commerce. Recognized as a platinum partner of Salsify, they have recently also become a trusted partner of Bynder.

Connection & Other Services

- I. Our connection between Salsify and Bynder has four main parts:
 1. Bynder to Salsify
 - i. This connection is the main connection and allows for the flow of assets and asset metadata from inside of the client's Bynder organization into the client's Salsify organization. It can then be used to link to products that can subsequently be published to various retailer touchpoints for near-instantaneous flow of assets from delivery into the DAM to in front of a consumer deciding on their purchase.
 2. Salsify to Bynder
 - i. This connection is also referred to in this document as "bi-directional metadata management", allows for the updating of metadata fields inside of Salsify and have those changes flow back into Bynder. This is an optional part of the connection and is only turned on once you, the user, decides to turn it on.
Please note that system-level metaproperties cannot be changed on Salsify and updated inside of Bynder. All system-level updates such as name, image orientation, etc., must be made inside of Bynder.

3. Bynder Import API
 - i. We have additionally opened up a tool that can allow for bulk import of assets and corresponding asset metadata from an external source (like a webserver) directly into Bynder. Whenever users are onboarding Bynder for the first time, sometimes assets are stored already on, for example, a company's website and there is no real easy way to import them all into Bynder. This tool allows for that.
 4. Asset Linking
 - i. We have solutions that can be set up to assist link your assets from Bynder to corresponding products inside of Salsify automatically. This can be done by a custom workflow we build, or by our automated linking system that can be set up and scheduled by you.
- II. We also offer other services as part of our Bynder integration that can be added onto your contract:
1. Asset Reporting
 - i. We can set up a report for you to receive that will indicate information such as assets that came from Bynder into Salsify and why they weren't linked to products.
 2. Self-serve portal
 - i. We have a very self-service portal that can help you investigate and set various settings of your Bynder connection. More information about this portal will be discussed further into this document.

Getting Started

[Express Interest / Inquire with Sales](#)

If you are interested in utilizing our connector between Bynder and Salsify, the first step would be to contact our sales team who will work with you on a contract that will manage your connection between the two systems. Once we have confirmed your use of the connector, we can begin onboarding of you into the setup of the connector.

[Preliminary Intake Form](#)

While several pieces of the connector's setup are self-service, the first step that you, the user, should take in setting up the Gournay Consulting Bynder connection is filling out the intake form located

at [this link \(https://forms.gle/xj3cQT1hBYmCcCwL6\)](https://forms.gle/xj3cQT1hBYmCcCwL6). When filling out this form, you will be tasked with some instructions to get some information for us to set up your connection, as well as help us understand your use case(s). For example, if you need assistance in setting up the authentication necessary inside of your Bynder, we will learn that within this form. Additionally, if you're looking for complete onboarding assistance, you can indicate that on the first question on the form. Please note, if you select this option, the remainder of the form is unnecessary, and you will be asked to submit it.

Determining The Targeted Assets

Several assets are usually stored inside of a client's Bynder organization. Many of these assets are not needed on a product-by-product level inside of Salsify and can be safely left inside of Bynder instead of flowing into Salsify. As such, you will need to determine if 1) this applies to you and 2) if so, what the distinguishing metadata will be. For example, if you know that every asset that has a metaproperty named "Salsify" with a value of "Yes" should flow into Salsify, this will be the query that we will have set up for you, so that on your selected schedule of asset queues, any assets created or modified in the last period between your asset pulls will be ingested into Salsify.

Determine Schedule & Metadata to Import

Utilizing our self-service portal, the Gournay Innovations portal, you will be able to select your own schedule of when Bynder should be queried for assets. Additionally, you will be able to manage the metaproperties that flow into Salsify, with the ability to individually pick and choose which properties you want to be delivered or not delivered into Salsify.

Decide Bi-Directionality and Other Settings

If you decide that you would like to set up the bi-directional data flow (Salsify updates into Bynder), you will need to click the install workflow button on our self-service portal. Afterward, you will need to indicate a metaproperty that is used for indicating linked product information. This means which property inside of Bynder will hold information about which products an asset is linked to within Salsify.

Gournay Innovations Portal

The Gournay Innovations Portal, located at <https://innovations.gournay.consulting>, can be used for several different self-service features. This includes scheduling, ad-hoc asset pulls, log reviews, and more.

- I. First, navigate to the portal and sign up for an account. As long as we are aware of your name / company, we will give you access to the Bynder application within an hour of signing up. If you do not see access after that, please contact us at api@gournayconsulting.com, let us know who you are, and what you need, and we'll give you the appropriate access as soon as possible.
- II. On the left-hand sidebar, you should see "Bynder" underneath "Authorized Apps". Click on it to navigate to the Bynder application page. It should appear like this:



Hello, Brandon Crisp

USER NAVIGATION

-  Main Dashboard
-  Schedule Management
-  Support Center
-  Logout

AUTHORIZED APPS

-  Bynder

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- III. Once you have navigated to the application, you should see a page that looks like this:

Bynder Logs for gctsandbox
[Settings & Configuration](#)
[View All Assets](#)
[Metadata Update Logs from Salsify](#)

Pull ID	Time of Process	# of Existing Assets	# of New Assets	Total Errors
OHRoXDM3nrUoExGNERn1	2/8/2024, 8:10:39 AM	0	3	0
67Skx1u73vFDzMCNL9y	2/2/2024, 5:20:02 PM	1	0	0
vFUOTAgBGAtYybUKeevl	2/2/2024, 5:17:45 PM	1	0	0
dvYs2tdECpkbW2R6vdiZ	2/2/2024, 5:14:55 PM	0	4	0
UXzd4vJWrtL9yxDBKneqd	2/2/2024, 5:13:56 PM	0	4	4
Rlf7SeikPcdo4CDrJgaX	2/1/2024, 3:40:22 PM	0	1	0
E7lQnMFjz4lPPI958BeGo	2/1/2024, 3:27:38 PM	0	2	0

- a. Note that there are several features on this page.

- i. Pull IDs are clickable, and each row lists information applicable for a pull. Each pull indicates an attempt to pull assets from Bynder and deliver them into Salsify. The Pull ID is our internal identifier of the pull, followed by the timestamp of the process, the # of existing assets inside of Salsify that were updated, the # of new assets that were created inside of Salsify, and the # of errors, if any occurred.
- ii. If you click on a Pull ID, you'll be navigated to a page to drill down into that pull where you will receive information about each individual asset ID that was created, updated, or errored out, along with the runtime in a page that looks like this:

Log ID OHrOxDM3nrUoExGNERn1Ran at 2/8/2024, 8:10:39 AMBack to All Logs

New Asset Data

These are assets that did not currently exist inside of Salsify and were created. If blank, that means no assets were created.

```
1  [
2  {
3    {
4      id: '2178D209-FAB5-49F8-8B2D387596627988',
5      status: 'success'
6    },
7    {
8      id: '7DA34CAB-936F-4337-B1C1A315A0986135',
9      status: 'success'
10   },
11   {
12     id: '9840D155-3299-4F27-875C75E8F84A75E5',
13     status: 'success'
14   }
15 ]
16 ]
```

Existing Asset Data

These are assets that already existed inside of Salsify and were updated. If blank, that means no assets were updated.

```
1  [
```

- iii. Additionally, at the top right are links to pages such as “Settings & Configuration”, “View All Assets” and “Metadata Update Logs from Salsify”.

iv. View All Assets is a page where you can see all your individual assets that are

Bynder Logs

[Settings & Configuration](#)
[Bynder Pull Logs](#)
[Metadata Update Logs from Salsify](#)

[Navigate to Specific ID](#)

Asset ID	Asset Name
0016C151-98C6-4899-BCFF781E1C106D97	...
003009F8-06EF-4E09-9B449FD2548B1A57	...
00593E53-A839-4725-B4C884C551DA3105	...
0070B4F7-9199-427D-A6F39B53FB41974B	...
00810E84-6633-44D5-82D791D8F172275B	...

managed by the connector (we do not store the images themselves, just the metadata), and see the current status of those assets. You can search through the table for a specific ID or navigate to a specific asset with the convenient “Navigate to Specific ID” button.

v. If you click on a specific asset, you’ll see the managed metadata information about that asset and its status.

vi. “Metadata Update Logs from Salsify” is a page that you will have logs on if you

Metadata Update Logs from Salsify for Gournay Consulting

[Settings & Configuration](#)
[View All Assets](#)
[Bynder Pull Logs](#)

Push ID	Asset ID	Date & Time of Push	Type of Request	Error
ZukITHk0sW2tqHJulzgL	2178D209-FA85-49F0-8B2D38759662790B	2/8/2024, 8:21:35 AM	Linked to Product	N/A
4tgKcJwcvlYNOxXZ3ImA	2178D209-FA85-49F0-8B2D38759662790B	2/8/2024, 8:20:09 AM	Metadata Updated Successfully	N/A
P0VvyKdV9HJQwuiuaKiz	7DA34CA8-936F-4337-B1C1A315AD9B6..	2/7/2024, 3:51:15 PM	Metadata Updated Successfully	N/A
K5ixjQBZm2MpOzbiwDbk	2178D209-FA85-49F0-8B2D38759662790B	2/7/2024, 3:41:41 PM	Unlinked from Product	N/A
s23Eed1GEFKWOSAHBLN	C5CFC82B-8F2F-4645-A2D218B35DEEE656	2/7/2024, 3:41:41 PM	Unlinked from Product	N/A
z1O1lftf659q92MydJHP	7DA34CA8-936F-4337-B1C1A315AD9B6..	2/7/2024, 3:41:41 PM	Unlinked from Product	N/A
M8TAnYXFeNICzKdRc4WQ	7DA34CA8-936F-4337-B1C1A315AD9B6..	2/7/2024, 3:35:08 PM	Metadata Updated Successfully	N/A
OtTmJHhs9Gtxn0xhyqMM	7DA34CA8-936F-4337-B1C1A315AD9B6..	2/7/2024, 12:33:02 PM	Metadata Updated Successfully	N/A
hndarYll ln67w7dSRllrE	7DA34CA8-936F-4337-B1C1A315AD9B6..	2/7/2024, 12:10:05 PM	Metadata Updated Successfully	N/A

choose to use bidirectionality for updating assets inside of Salsify and have them flow into Bynder. This page will allow you to see which asset ID was updated, the type of update, the timestamp of the update, and if it was a metadata update, the ability to drill down and see exactly the options that were replaced for that asset.

vii. Lastly, “Settings & Configuration” will allow you to set several different settings,

Bynder Settings & Configuration - gctsandbox

Bynder Pull Logs

View All Assets

Metadata Update Logs from Salsify

SCHEDULE MANAGEMENT

ASSET QUEUING

There is no active schedule for this client.

Set one below. Note all jobs are processed in Eastern Time (ET).

Every on at :

Assets are processed and sent to Salsify roughly every 30 minutes. This is a staggered schedule to prevent API rate limiting from Bynder or Salsify.

PULL SINGLE ASSET FROM BYNDER

Use this field to pull one or more assets from Bynder with their ID. Please separate multiple IDs with a comma, limit of 25 per pull. Your asset should appear within your Salsify organization within ~5 minutes. If you do not see it, please submit a support ticket.

Enter Asset ID. Separate multiple IDs with a comma.

BI-DIRECTIONAL METADATA SETUP

If you're interested in being able to update metadata inside of Salsify on your assets and have the data flow back into Bynder, including information on products that are linked to the assets, install this workflow.

install bidirectionality, or do ad-hoc pulls into your Bynder organization.

1. The “Schedule Management” section allows you to start, edit, pause, or delete a scheduled queueing of assets (please refer to the technical information section to understand the difference between our process on queuing, processing, and ingressing).
2. The “Pull Single Asset from Bynder” section allows you to perform an ad-hoc pull of up to 25 assets at a time (referenced by their Bynder IDs) to pull directly from Bynder into Salsify. This can be helpful if you do not want to wait for your scheduled queue to get new assets into Salsify.
3. The “Bi-Directional Metadata Setup” section allows you to install a workflow inside of your Salsify organization that will turn on the ability to manage metadata information inside of Salsify and have that data flow into Bynder if the asset is a Bynder-managed asset.

4. The last section, “Metadata Management” can be used for doing a

METADATA MANAGEMENT

Metaproperties are synced with our system every Sunday. If you need to pull it sooner, you can do so here.

Fetch System Metadata

CURRENT PROPERTIES & SETTINGS

If you make changes, make sure to save changes at the bottom of the page.

Name: crispyAsset

Custom or System Property? Custom

Currently Imported to Salsify?

Yes

Is this the metaproperty that holds the linked product information?

Name: Asset_Type

Custom or System Property? Custom

Currently Imported to Salsify?

No

Is this the metaproperty that holds the linked product information?

manual fetching of metadata (if you were to create new metadata properties and do not want to wait for it to populate into Salsify), as well as turn on and off specific imports of metadata into Salsify. Here, if you mark a metadata property as “No”, it will no longer import into Salsify for any assets that store that corresponding metadata. Additionally, you can mark with the radio buttons if a metadata property is one that stores linked product information. If you turn on bi-directionality, you can get notified inside of an asset inside of Bynder what product on Salsify’s side that it is linked to. This property will hold that information.

Technical Information

Authentication, Encryption, & Security

Authentication into Bynder is done by OAuth 2.0 utilizing an authorization header with a bearer access token in JWT format. Without this, we cannot call any call inside of your Bynder organization. You will provide to us a Client ID and a Client Secret upon first-time installation of the Bynder connector. All calls into Salsify are additionally authenticated with a Salsify API key as a bearer access token. All transmissions of data, either between Bynder or Salsify, or vice-versa, is encrypted on HTTPS/TLS 1.3. All data stored inside of our intermediary database is secured by best-in-class processes with Google’s functionality, and any access to our Innovations portal by any end user is protected by Role Based Access Controls (RBAC) as well as HTTPS/TLS 1.3

Information Flow from Bynder to Salsify

- I. We pull content from Bynder to send to Salsify in a modular-style package. We do this for scalability of the system, to prepare for growth in not only the number of clients utilizing our system, but also the number of assets overall being managed by our system. There are four distinct steps that the system takes to get your assets and their corresponding metadata from Bynder to Salsify.
 1. Fetch Metadata
 - a. Every Sunday, we fetch all the metaproperties of an organization. We store this information in our database so we know what to expect, as well as so we can give you the tools necessary to “hide” certain fields from flowing into Salsify. You can do an ad-hoc pull of this in the innovations portal, but this is only necessary if you add a new metaproperty and want it to start flowing immediately.
 2. Queue Assets
 - a. Depending on the schedule that you set, each time this process runs, it searches your Bynder organization for the assets that you have selected (for example metaproperty Salsify = yes), if they have been created or modified in the last 24 hours. If it matches those constraints, we queue the asset IDs in the database for processing. This tells the database that a client has assets that are ready to be processed and ingested into Salsify.
 3. Process Queue
 - a. This scheduled task is not editable on timing, due to constraints of the Bynder API. To be able to serve everyone who utilizes our connector, we stagger this automatically for all clients on a roughly 20-minute period. If an asset was queued, it should be processed within 20 minutes.
 - b. Processing means we pull all the asset’s metadata from Bynder and store it in the database to prepare it for ingestion into Salsify. We do not yet get the downloadable URL at this stage due to it expiring within 15 minutes of generation.
 4. Send to Salsify
 - a. This scheduled task is not editable on timing, due to constraints of the Salsify API. To be able to serve everyone who utilizes our connector, we stagger this automatically for all clients on a roughly 15-minute period. Once an asset has

been processed and is ready for ingestion into Salsify, it should arrive inside of Salsify within 15 minutes.

- b. This process first takes all the metadata and packages it up into a JSON payload that Salsify can accept. It then removes any of the metadata that you have asked the system previously to ignore. Lastly, it requests the asset's downloadable URL from Bynder and then sends it into Salsify so that Salsify can ingest the asset, download it into its own CDN, and store the corresponding asset's metadata.

Information Flow from Salsify to Bynder

- I. The flowing of metadata and linked product information from Salsify into Bynder is optional and can be turned on if a user wants to have this feature. To turn on this feature, the user simply needs to navigate to the Innovations portal and click "Install Workflow" on the section about Bi-Directional Metadata. Once this is done, they will also select which property linked product information should flow into, and Salsify will automatically be set up to manage this process immediately.
- II. This process works in two steps:
 - a. A workflow triggers upon an asset change or an asset being linked or unlinked to a product. Once this workflow triggers, it sends a POST request to the Gournay Consulting API to prepare the information for ingestion into Bynder while also storing the changes in our intermediary database.
 - b. Once the data is ready to be sent into Bynder, it is processed to Bynder to update the corresponding asset, corresponding metadata, and linked product information. The data is additionally logged in our database for auditing purposes.

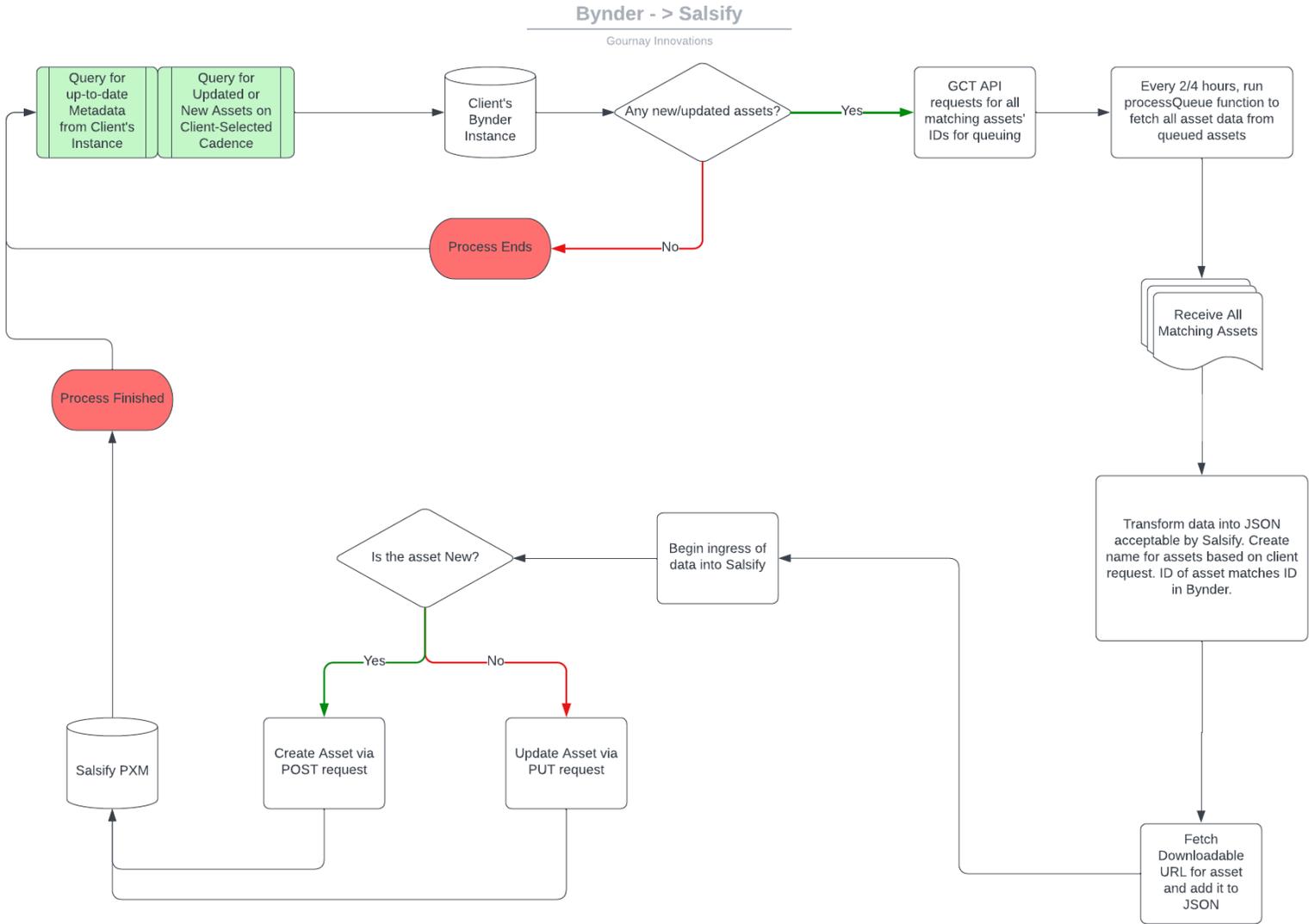
Uploading Assets from External Sources to Bynder

- I. This process utilizes Bynder's API process to upload and store images and other documents within Bynder. This process takes one step from the user and then processes the remaining steps automatically.
 - a. First, the user needs to provide an Excel file with the url, the asset name, and any associated metadata for that asset with the column headers as "metaproperty.{{ID}}", where the ID is the internal Bynder ID of the metaproperty targeted. We can assist with this if you need.

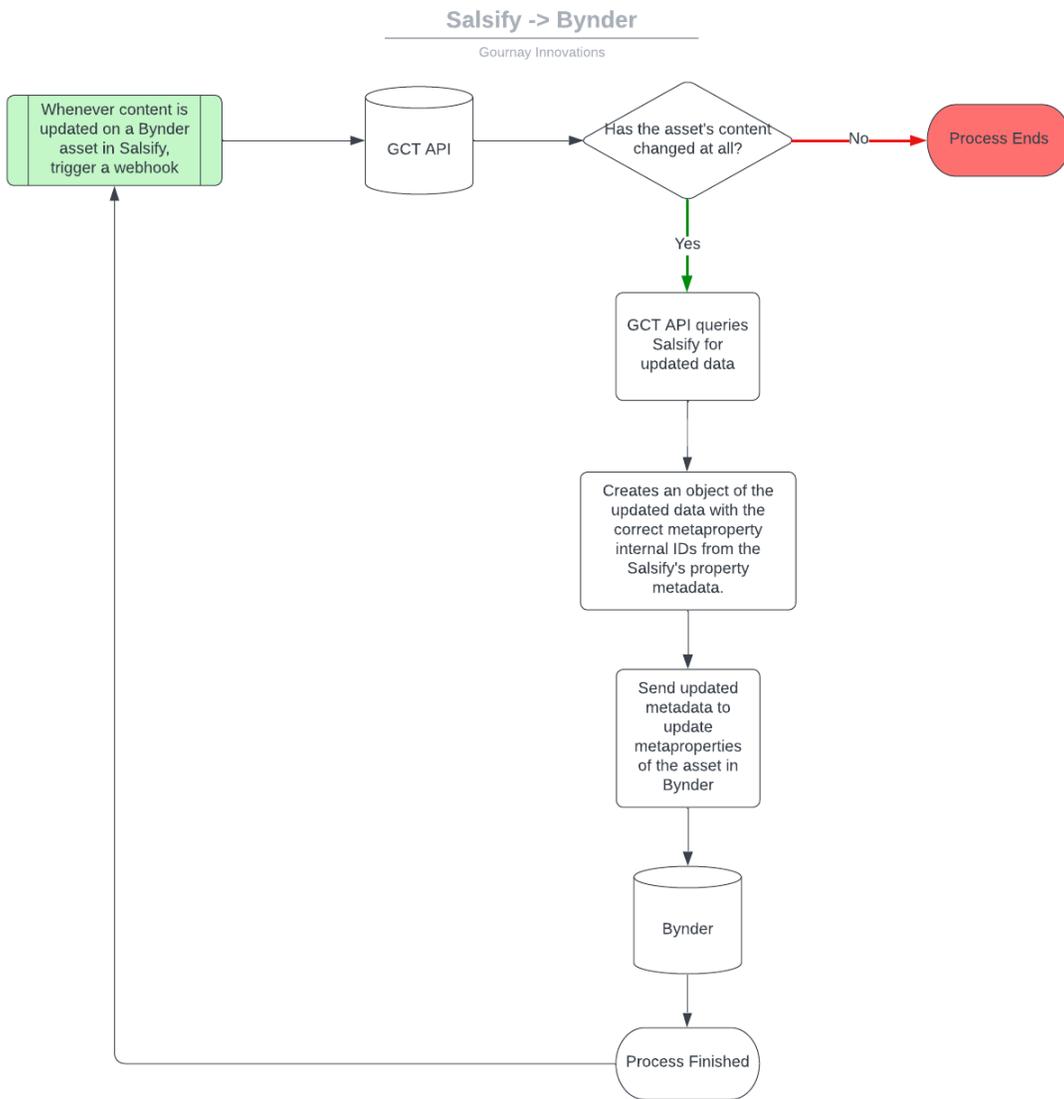
- b. Once this sheet is provided, it is sent into our systems where it is parsed and sent individually into Bynder, uploading the asset from the URL, saving the asset inside of Bynder with the associated asset name as well as associating any metadata to it listed on the corresponding rows within the provided Excel sheet.

Flowcharts & Other Appendices

Bynder-> Salsify Flowchart



Salsify-> Bynder Flowchart



Bynder File Upload Flowchart

