Migrating Assets to Bynder

bynder

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Migrating assets to Bynder

We understand first-hand that it can be a big undertaking to move your assets and their associated metadata from one platform to another. That's why we've created this brief guide to walk you through some of the ways that you can confidently ingest your assets and their associated metadata into Bynder quickly, securely, and efficiently. Along with this guide, we are ready to recommend the process that makes the most sense for you and your team.

Asset migration options

A breakdown of the types of asset migration and ingestion options available

Below are several options for migrating assets to Bynder. Your solutions consultant can help you identify the best option(s) for asset migration based on your needs.

Import type	Is EXIF, IPTC, and XMP metadata ingested?	Metadata is applied via	Identification of errors	Client resources needed	Number of files per batch	Time estimate per batch (based on batch limit)
Bynder media import	No, but can be mapped via .CSV No, but can be mapped via .CSV	CSV and Bynder internal script	Bynder technical lead will review prior to import and troubleshoot any errors with client	Dedicated resource to audit current assets and apply metadata via .CSV	25.000	1 business week per batch *
API import	No, but can be mapped via .CSV No, but can be mapped via .CSV	Script, if modified by client	During deployment by developer	IT/dev. team to edit and run script. Dedicated client resource to assign metadata	Unlimited*	Dependent on client resources

Client portal upload	Yes	Manually using Bynder interface through your browser of choice	Immediately w/ indicator on each asset in the browser	Dedicated asset manager or administrator to upload and apply metadata to assets	250	~1 hour per batch*
The mass uploader	Yes	.CSV + using Bynder interface through your browser of choice	Status bar with successful or not successful per asset	Dedicated client resource for .CSV, upload and error handling	<=1,000 at a time recommended	~1 hour per batch*

*Estimates do not include preparation work needed by client or remediation of errors.

Questions for you to consider

- Do you already have a DAM?
- If so, are you able to provide Bynder with a sample CSV export of metadata?
- Who are your resources for the asset migration process?
- How many files would you like to import?
- What information or metadata is already assigned to assets?
- Would you like this information or metadata carried over to the new taxonomy?
- Who is responsible for managing and maintaining these digital assets and what is their department?
- How long do these assets have a business use or purpose?
- What metadata exists for these assets?

Download the asset appraisal sheet template to start document answers to these questions.

Client portal upload

You can upload the files using Bynder's standard upload function. In this case, we only need to set up the taxonomy structure prior to uploading so that metadata may be applied. Administrators (or users with upload rights) can upload up to 250 files in one batch, with a maximum of 4 TB total at a time. Click here to read how you can upload and tag assets with metadata yourself.

Benefits

- Drag/Drop functionality allows for a quick and easy process
- Assets can be tagged in bulk or at the individual level
- Immediate identification of previews of assets
- Immediate identification of assets that are not converted properly
- Mapping of embedded metadata to Bynder core fields and/or metaproperties*
- Ingestion of EXIF, IPTC, and XMP metadata
- Beneficial training mechanism for users who will be uploading assets on a regular basis

Limitations:

- Not ideal for 2,500+ assets, as it can be time consuming
- Limit of 250 files per batch
- Metaproperties and tags manually applied (except AI tags and embedded metadata)

Assumptions and Caveats

- Dedicated resource for import has sufficient permission rights to upload media (i.e. admin or regular user)
- Assumes the user also understands the differences between batch tagging and item-level tagging (which can be done at the same time but may require a little understanding/brief training to know that.)
- Assumes taxonomy is officially signed off on before upload begins

The mass uploader

You can upload the files using Bynder's mass uploader function. In this case, we need to set up the taxonomy structure prior to uploading so that metadata may be applied, and also turn on the mass uploader configuration for you. **Click here to read about how you can use the mass uploader.**

Benefits

- If a CSV is used for API or Bynder import, the same CSV can be used for additional media uploads with some modifications.
- Can allow adding new metaproperty options on upload via BareUploadMapping settings
- Metaproperty options map on user-friendly label instead of name of metaproperty
- Support for adding tags/keywords
- Support for multiple options (comma separated) if metaproperty is multi-select
- CSV format is validated upon upload, cannot continue to upload files if not valid
- Better error handling and feedback
- Extraction/mapping of embedded metadata IS supported

Limitations:

- Only allows semicolon ';' separated CSV files regardless of csvDelimiter setting
- Even with default Brand configured, BrandID must be configured in BareUploadMapping setting and must be present in CSV header, though field can be left blank in CSV
- Any metaproperties configured in BareUploadMapping need to be present in CSV header, though field can be left blank
- No default fields (e.g. Keywords, Camera, Author, Copyright)
- No custom metaproperty mapping
- Text and longtext metaproperties are not supported
- Translations not supported i.e English only

Assumptions and Caveats

- After initial training, client has dedicated resource to complete the uploads without relying on a Bynder resource
- Client will utilize the CSV provided for the initial upload and customize accordingly for future uploads
- Is there a limitation on the amount of files? (It is recommended to do batches of under 1,000 at a time.)

Using the API to import assets

Bynder can provide client with a python script to upload assets to Bynder from a folder. Client can add functionality to this script. This script is intended to help our clients hit the ground running with our API, however, Bynder is not responsible for the maintenance and support of any additional functionality added to the script by client.

Clients can add functionality to this script, it's just a starting point to help our clients since the upload process isn't clearly defined in our API documentation. Functionality such as reading metadata from a CSV file and associating them to the files in a folder can be added by client Metadata can be mapped via a CSV with additional updates to the code. Click here to read about how you can leverage our API to upload assets to Bynder with the help of your technical team.

Benefits

- No batch amount limitations or restrictions, but recommended is ~3k assets per hour.
- Very little assistance needed from Bynder, assuming dedicated API resource is available on the client team

Limitations

- Requires you to provide your own technical resources

Assumptions and Caveats

- You have dedicated resource(s) to complete and run scripts
- You have purchased API

Bynder media import

The bynder team can ingest the assets directly to the environment. All files should be put on an encrypted external hard drive and sent to bynder by the agreed upon date. Bynder should also receive a spreadsheet (Excel or CSV) with the taxonomy structure and applicable metadata for all the files on an encrypted External HDD. Your implementation team will assist you with setting up your media import sheet after taxonomy sign-off, but our guidelines will help you to ensure that your assets are successfully imported. **Click here to read the Bynder media import rulebook.**

Bynder Deliverables

- Provide guidelines to you for asset cleansing, preparation, and media import sheet
- Analyze import scope and schedule the media Import
- Process the media and media Import sheet
- Validate import of assets and application of metadata
- Provide confirmation of all assets imported and all metadata applied

Customer Deliverables

- Asset consolidation, organization and clean-up prior to upload into Bynder
- Dedicated resource for creation/delivery of asset import sheet
- Internal approval and resources based on import method (i.e. preparation of and IT approval of hard drive; availability of DAM manager for manual ingest)
- Deliver assets on an encrypted external hard drive with an accompanying CSV file for metadata

Benefits

- Bynder handles the import
- Metaproperties are applied via CSV and assets are ready for use as soon as they enter the system

Limitations

- For import sheets with a lot of errors, Bynder will need to contact you to resolve the issues, which may delay the import process this is why it's so important to follow the media import guidelines that Bynder provides.
- INDD package analysis will not happen with this import type. A script may be run post-import to identify all pieces of an INDD package for an additional rate
- Embedded metadata is not ingested on import, but metadata can be applied via CSV
- Difficult to determine time and effort of import, as it depends on size of import, number of assets, amount of metadata, and accuracy of CSV

Assumptions and Caveats

- Batch import of media assumes structured assets for export, delivered on an external hard drive with an accompanying CSV file
- This deliverable is limited to an initial set of 1TB or 100,000 assets (whichever is reached first).
- Import sheets can be broken out into batches of 25k files or fewer
- Timeline for import is also dependent upon Bynder queue for imports as we need to schedule resources to monitor the upload/ingest/tagging scripts.

Estimating asset migration time

After review and a consultation with your solutions consultant, please provide estimates for the following:

	Number of assets	Total size of import (GB/TB)	Migrating from (storage system)	Metadata attached?	Timeline or important dates
Bynder media import					
API import					
Mass Uploader					
Standard upload through the portal (client-upload)					

Asset migration resource list

Use this sheet to document the assets you want to migrate: **Click here.**

Learn how to upload and tag assets yourself through the portal: **Click here.**

Learn how to use the mass uploader: **Click here.**

Find the API documentation to begin using our API to ingest assets: **Click here.**

More information can be found in the Bynder Knowledge Base at **help.bynder.com**

Some facts

About Bynder

Bynder empowers marketers to get things done faster, better and more easily.

With Bynder's award-winning marketing software marketers can easily create, find and use content, such as documents, graphics and videos. More than 150,000 brand managers, marketers and creatives use Bynder's brand portals each and every day to collaborate globally, create, review, and approve new marketing collateral, and circulate company content at the click of a button.

Brands using Bynder go to market faster and achieve end-to-end brand consistency across all channels and markets. Making marketing departments more agile, Bynder operates at the heart of the brand, simplifying collaboration within the whole organization.

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