



# Bynder digital asset management

## Content management and delivery

*Version 21.1.0*

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## Table of Contents

<b>About Bynder</b>	<b>3</b>
<b>Integration overview</b>	<b>3</b>
Functional Overview	3
DAM Use Cases	4
Limitations, Constraints	4
Compatibility	4
Privacy	4
<b>Implementation guide</b>	<b>4</b>
Architectural Considerations	5
Setup of Business Manager	5
General Implementation	5
UI Components	6
<b>Operations, maintenance</b>	<b>7</b>
Data Storage	7
Availability	7
Support	7
<b>Release history</b>	<b>7</b>

## About Bynder

Bynder is a global leader in digital asset management (DAM), providing brands with the most powerful creative content engine to deliver engaging and personalized digital experiences. A scalable SaaS solution recognized for its intuitive user experience, 1.4M users across over 2100 organizations, including Spotify, Puma and Lacoste, use Bynder to collaborate and approve content, bring content to market and maximize the impact of their on-brand assets throughout their digital experience.

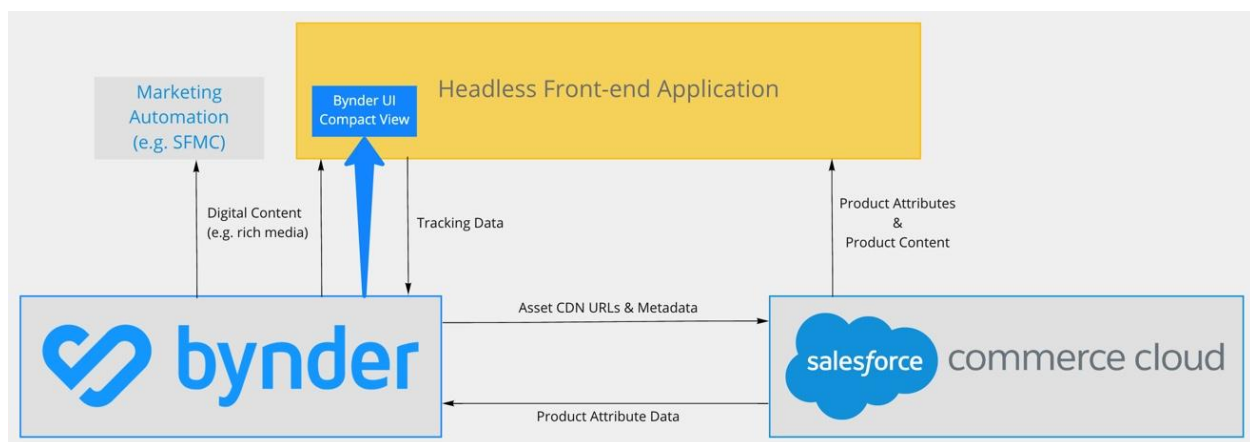
Integrating Bynder and Headless Salesforce Commerce Cloud enables both the marketer and the merchandiser to take control of their content and scale their operations. By integrating best of breed solutions, organizations are able to create an environment where content is delivered to consumers as a world class digital experience. Bynder ensures that all creative product assets are available and linked to the correct product catalogue in Headless Salesforce Commerce Cloud. In its simplest form, headless commerce is a separation of the front end and back end of an ecommerce solution.

This guide shows how Bynder and Salesforce Commerce Cloud integrate into a headless architecture to enable brands to enrich the customer experience.

## Integration overview

### Functional overview

The integrated solution combines the Salesforce Commerce API with Bynder's RESTful API to create a bi-directional sync of asset and product data. Bynder's API enables developers to build their bynder-powered applications based on a large set of functionalities. Use of webhooks allow for updates to be done in real-time to ensure that content data is always up to date.



Bynder developer toolkit helps developers create an entirely API-first solution by providing:

- Enterprise grade APIs & Webhooks (SNS)
- SDKs in 5 different programming languages
- OAuth apps
- CDN & Invalidations
- Asset Tracking
- UI components to support your headless frontend

Complete documentation available here: <https://developers.bynder.com/>

## DAM use cases

The solution offered by Bynder and Salesforce Commerce Cloud can solve for the following use cases:

- **Content Management:** Connecting your creative Product Assets to the right products in the Salesforce Commerce Cloud product catalogue. Allow full version control and expiration from the source within the DAM.
- **Content Delivery:** Transformation directly from the source in the DAM that allows optimization of visuals best suited for the end user to any platform the Headless architecture feeds into.
- **Robust Taxonomy:** Highly customizable taxonomy and metadata enable easy asset searching, robust permissioning, and data transfer to and from Salesforce Commerce Cloud product fields.
- **Asset Usage:** Bynder tracks asset usage in Analytics as well as offers an Asset Tracker to indicate in Bynder which assets are used in SFCC and where they are used and warns users when they try to archive or delete an asset that is used on an external channel.
- **UI Components:** Assets from the DAM, beyond product assets, are desired to build the perfect storefront experience. For this, Bynder has a unique UI component available called the Compact View. The Compact View is a pre-built UI component that mirrors Bynder's powerful search tool to easily fetch assets and import them into a storefront front-end as an image reference or another front-end application. Suitable to any system, it helps cut down on custom development resources– saving time, money, and reducing implementation risk.

## Limitations, constraints

None

## Compatibility

This framework is designed to be compatible with Salesforce Commerce [Product API](#) and [OCAPI](#) where applicable. Once Bynder assets have been associated with the product objects

in SFCC, simply use the Commerce [GET API](#) to retrieve the product data, which now includes the Bynder CDN url, to keep the headless front-end up-to-date.

## Privacy

API usage terms are covered in the agreement otherwise noted in [Bynder's privacy policy](#)

# Implementation guide

## Architectural considerations

Every action performed by the Bynder API is actually attributed to a specific user. This user is identified by the parameters passed in the OAuth authorization header.

Regarding the Bynder user profile selected for your API calls, make sure that:

- The user has permissions for what you are trying to achieve with your calls.
- The user is active, no calls can be made from disabled or deleted users.

Since every call is performed by a specific Bynder user, make sure the permissions for that user are configured based on the use case requirements. If the user does not have access to features within Bynder, then it will not be accessible via API.

Minimum requirements:

- Consumer and token key/secret pairs. Check the section Authorization and Authentication.
- You know how to construct the authorization header to pass OAuth Protocol Parameters.
- You know how to pass your parameters.

Download the following [Paw file](#) which already contains most of the API requests defined in the [API Reference](#).

## Setup of business manager

The purpose of this integration is to be able to continue to manage all of your creative product assets in the DAM. This integration will simply sync the references to the products assets from the DAM to the Product records in the Product Catalogue in Salesforce Commerce Cloud. Use Bynder's external content delivery network (CDN) and transformation services to distribute and cache your content to edge servers worldwide to provide optimal speed and performance from the nearest location transformed into the most optimal size and format based on the device characteristics of the visitor.

Create fields in Business Manager to store asset IDs serving as the unique identifier to specify product images, derivative sizes, and associated color swatches that are centrally managed

within the DAM. Leverage Bynder's dynamic asset transformation (DAT) to fully automate the asset optimization process and improve digital experiences for users across multiple devices. Sync additional asset attributes to store relevant content data without manual work.

The merchandiser can use Business Manager to create and schedule the content slot configuration with assets referenced from Bynder ensuring that updates or new versions from the DAM are automatically reflected in the storefront. Eliminate user error by no longer needing to upload and manage content in two different platforms.

## General implementation

In order to authorize API requests using [OAuth 2.0](#), a client has to be created in Bynder. Once you [create your OAuth app](#), use the [scopes endpoint](#) to see an overview of the existing scopes within Bynder and what user permissions are required in order for the OAuth2 service to grant a scope to a user. An OAuth client can only be used to authenticate to the specific Bynder account where it was created. As a best practice, a separate user should be created for the integration.

Configuration from the user in order to use the integration will include configuration of required fields in Bynder and Salesforce Commerce Cloud and to authenticate to the API with the given credentials.

Bynder offers [SDKs](#) to make it easier to connect to the Bynder API and execute requests mentioned below.

### Content delivery

Power your headless front-end (or any adjacent technology) with the content stored directly in DAM by using [Bynder derivatives and public links](#). Take advantage of our global CDN and [automatic cache invalidation](#) to ensure that versions are kept up to date wherever the reference URLs are used.

Bynder's [dynamic asset transformation \(DAT\) API](#) helps generate derivatives on the fly when transformations (such as cropping, scaling, filling) are applied to it, helping optimize content delivery across multiple channels and devices.

### Sync product data from SFCC to Bynder

The Bynder API can be used to [define](#) or [modify](#) the taxonomy structure in DAM and [update metaproperty](#) information based on Salesforce product data. This helps reduce manual user input, ensuring SFCC remains the system of record for product attributes while eliminating potential user errors. Schedule batch updates in off-peak hours or build in workflow using Salesforce webhooks to support continuous updates in real-time.

## Sync asset data from Bynder to SFCC

To support the bi-directional flow of data, developers can use the [Commerce Product APIs](#) in combination with Bynder's [SNS notifications](#) to continuously sync asset metaproperties from DAM to any custom attribute created within Commerce Cloud.

## Usage tracking

Easily keep track of where content is being used within SFCC as well as your headless front-end using Bynder's [Asset Usage API](#). Combine statistics from various websites, social platforms and mobile applications back in the DAM with the [Sync Asset Usage](#) endpoint.

## UI components

The Compact View, our pre-built UI component, mirrors Bynder's powerful search tool to easily fetch assets and import them into another front-end application. Suitable to any system, it helps cut down on custom development resources– saving time, money, and reducing implementation risk.

Complete documentation available here: <https://developer-docs.bynder.com/ui-components/>

# Operations, maintenance

## Data storage

The proposed solution does not store any data on Salesforce Commerce Cloud.

## Availability

Bynder SLA available here: <https://www.bynder.com/en/legal/service-level-agreement/>

## Security

Information on Bynder's security protocols available here: <https://www.bynder.com/en/security/>

## Support

Support is governed by the terms of the agreement and can be reached at [support@bynder.com](mailto:support@bynder.com).

## Release History

Version	Date	Changes
20.1.0	2021-7-28	Initial release