Cloudinary- Advanced DAM

The application offers Advanced Digital Asset Management Dashboard App that integrates with the Cloudinary application and helps business users with the advanced capabilities of enhancing the digital assets (images, videos, audio, and/or documents) from the external systems and use them accordingly.

Cloudinary- Advanced DAM

Target Audience

Merchandisers, Content Managers, Sales & Marketing Teams

Value Proposition

The Advanced Digital Asset Management (DAM) Dashboard App developed in collaboration with Syndigo and Cloudinary offers a compelling value proposition for businesses looking to enhance their product-related digital asset management. Here are some key value propositions:

- **Seamless Integration with Cloudinary:**
  Leverage the power of Cloudinary's robust cloud-based media management platform, ensuring scalability, reliability, and optimal performance.

- **Efficient Product Information Management (PIM) Integration:**
  Seamlessly integrates with PIM systems for a unified approach to managing both product information and digital assets.

- **Collaborative Features:**
  Facilitate collaboration among cross-functional teams by enabling easy sharing, reviewing, and approval of digital assets within the DAM Dashboard.

- **Powerful Search and Metadata Management:**
  Utilize advanced search functionalities and robust metadata management to quickly locate and categorize digital assets, improving overall accessibility.

- **Dynamic Media Transformation:**
  Leverage Cloudinary's capabilities for on-the-fly image and video transformations, ensuring optimal performance across various platforms and devices.

Cloudinary- Advanced DAM

Key Features

Ability to integrate the Cloudinary platform.

Ability to seamlessly use all the asset modification functionalities within Syndigo platform.
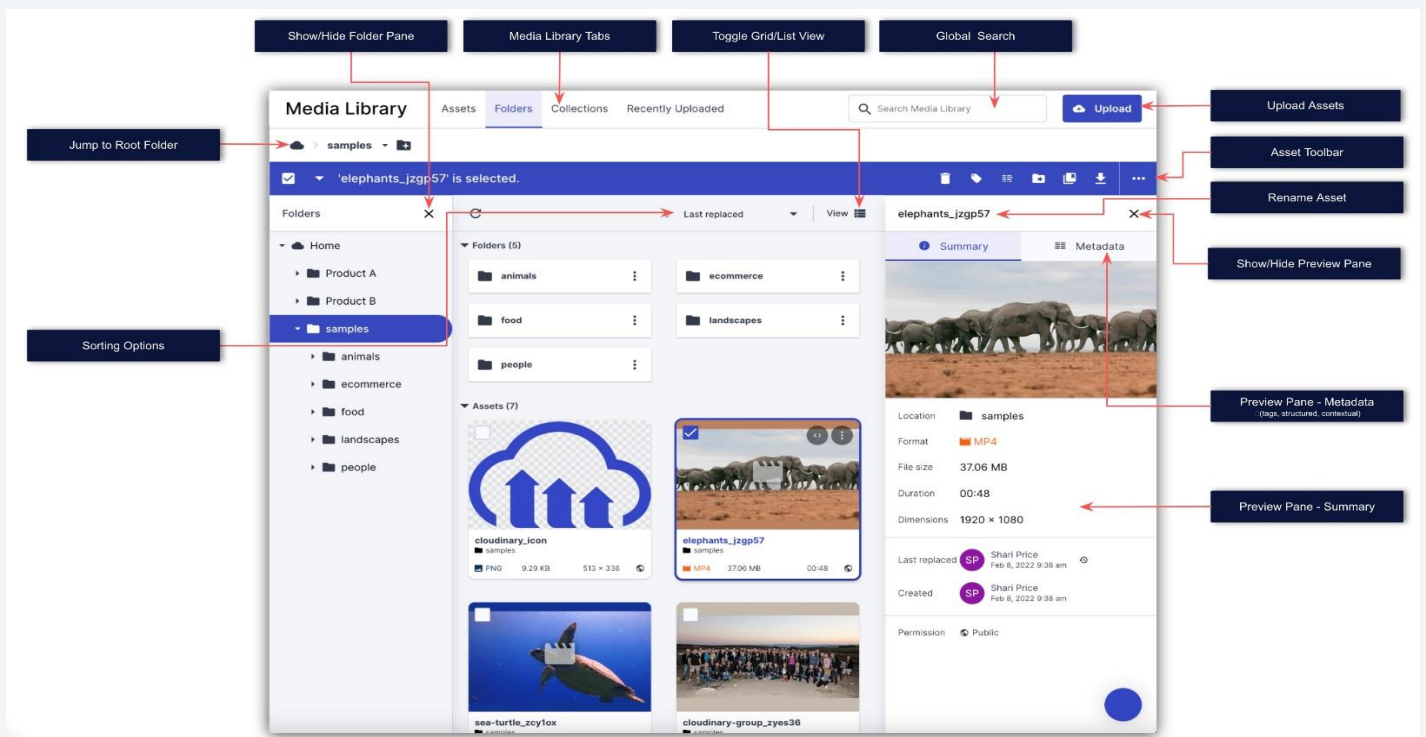
Cloudinary-Advanced DAM

Assets can be uploaded, Enriched, Approved or Rejected

DAM Connector with Cloudinary Platform

PIM Application

Cloudinary- Advanced DAM

Cloudinary- Advanced DAM

Licensing & Contact Information

AppId: cloudinary-app

Subscription: Add-on

Applicable Product Offering: All

Contact: sales@syndigo.com

Syndigo is the leading provider of MDM, PIM, and PXM, delivering data mastery and exceptional customer experiences across departments, organizations, and commerce platforms. With the largest integrated network for content distribution, Syndigo is the end-to-end solution on the journey to data confidence and success. Whether an enterprise needs to achieve a "single source of data truth" inside the organization or distribute it to an external network in pursuit of faster, more efficient commerce, Syndigo makes it happen.

Syndigo serves more than 14,000 leading enterprises worldwide across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, energy, and healthcare.

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