

Clouinary Integrates Shutterstock to Accelerate Creative Workflow

See how Clouinary and Shutterstock teamed up to tackle a hidden workflow disruption for creative and marketing teams.

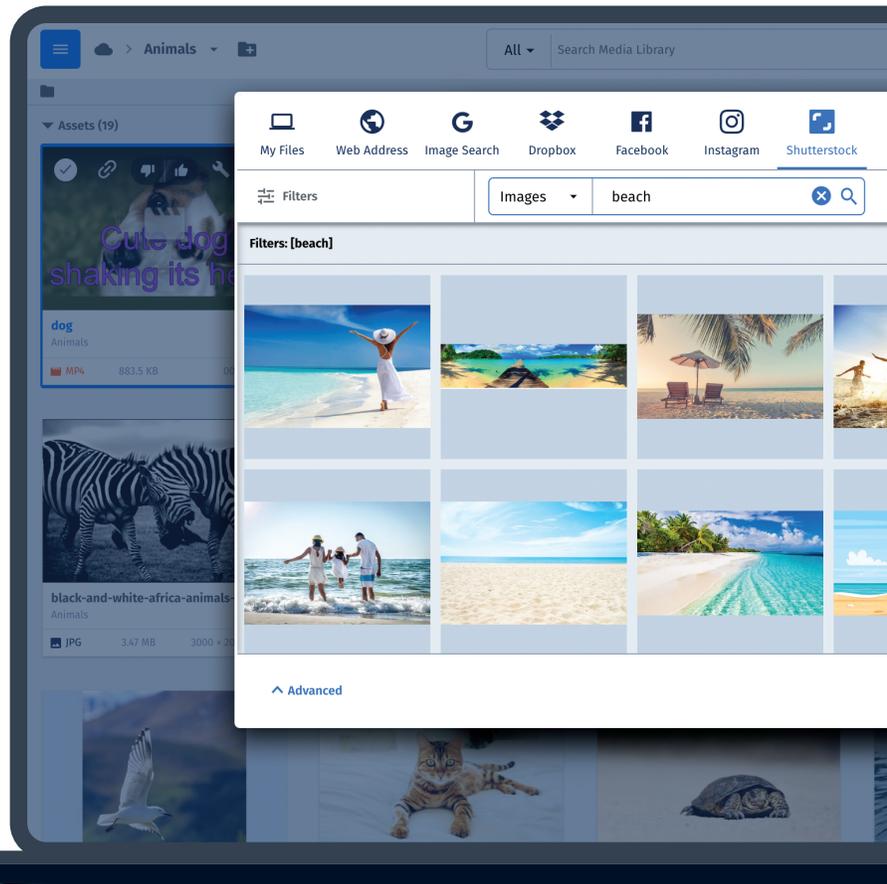


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–Gary Ballabio, *Director of Business Development, Clouinary*

Digital asset management (DAM) solutions help creative and marketing teams simplify organizing, optimizing, and distributing digital assets across multiple channels. What’s more, DAMs help eliminate many manual tasks such as tagging, cataloging, resizing, and downloading and reuploading rich media assets for optimal distribution.

A leading provider of cloud-based image and video management solutions, Clouinary provides a modern DAM solution developed specifically to support today’s digital customer experience needs and address common asset management pain points. In 2019, Clouinary launched a Shutterstock integration to deliver a seamless asset management experience for joint Clouinary-Shutterstock customers.



The Problem

Creative assets are the cornerstones of content. These assets can be created in-house, outsourced, or sourced from a stock library with ready-to-use assets.

With multiple ways of accessing creative content, Cloudinary dug deeper to better account for customer workflows across all sources.

It turns out that creative and marketing teams are having to search, download, and license stock assets on a separate website. Then they have to save the chosen assets to their computers or to a cloud storage solution like Google Drive, DropBox, and Box.

In order for these assets to be available in their DAM system for other team members, each asset along with its metadata needs to be individually uploaded.

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The Solution

Addressing the workflow disruption means giving teams an easier way to bring stock assets into their asset management solution alongside original assets.

To deliver a truly consolidated workflow, Cloudinary integrated Shutterstock within its DAM solution.

The first phase of the integration is an OAuth connection that allows Cloudinary customers with existing Shutterstock accounts to skip the steps of licensing, downloading, and then returning to upload Shutterstock content into Cloudinary. Instead, joint Shutterstock-Cloudinary customers can directly license and load stock images and video clips directly in their Cloudinary DAM.

Once Shutterstock content is loaded in Cloudinary, other team members can search, browse, tag, organize, edit, and distribute their licensed Shutterstock assets just like they would with any assets created in-house.

The Benefits

With the integration in place, Cloudinary customers can enjoy:

Faster speed-to-market



By providing in-platform access to stock content, the integration cuts down on time-consuming steps such as licensing, downloading, and uploading the content into Cloudinary. Moreover, imported Shutterstock content is immediately available for all team members within the Cloudinary DAM.

With reduced administrative tasks and simple content sharing, teams can better collaborate and launch new campaigns with greater efficiency.

Improved access to licensing protection



Licensing creative assets for commercial use has a number of legal nuances. To reduce the risk of licensing infringements, Shutterstock provides a comprehensive review of every asset in our library to ensure compliance with licensing requirements. With the Shutterstock integration, Cloudinary customers can enjoy a faster workflow and more peace of mind.

Easier search across all assets



Cloudinary customers can automatically import assets they've licensed in their Shutterstock account as well as the metadata associated with each asset. Accurate metadata improves the discoverability of assets.

Merging stock assets in the same asset management system allows teams to search across the sum total of their available assets. With precise descriptions and asset consolidation, teams can find the perfect image or video in less time.

For more information or to learn more about the Cloudinary Integration for Shutterstock solution, please visit cloudinary.com/partners/partner-network/shutterstock.