



DAM Integrations

Seamlessly connect all your content and assets

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Enterprise companies have thousands of assets to manage, including videos, PDFs, and images, all of which need to be well organized and easily accessible to help speed up new projects. Typically, brands will leverage a digital asset management (DAM) system to get the job done—but what happens when you migrate to a new CMS? After all, as many companies have found out, migrating assets from one DAM to another can be near impossible.

Magnolia makes assets from an existing DAM available directly within the CMS. It offers ready-made connectors to Bynder, Cloudinary and Amazon Simple Storage Service (S3), and a unified Integration Framework that you can use as starting point to build any other custom DAM connectors.



The screenshot shows the Magnolia CMS interface. At the top, there is a search bar with the text "Find..." and a user profile icon labeled "superuser". Below the search bar, there is a tab labeled "Amazon S3 browser". The main content area displays a table of assets from Amazon S3. The table has two columns: "Name" and "Status". The assets listed are:

Name	Status
> Blog	○
> Homepage	○
> Campaign	○
431358-the-flame-in-the-flood-653x367.jpg	○
<input checked="" type="checkbox"/> Beach Seats.jpg	○
ship rendering.jpg	○
soxplane.jpg	○
VirginShip.jpg	○
ahoy-promo-with-sailors.png	○
carib-beaches-pink-sands.jpg	○
i-am-free.jpg	○

Below the table, the URL "s3://magnoliatest/test/Beach Seats.jpg" is displayed. On the right side of the interface, there is an "Asset" panel with a list of actions: "Delete asset", "Download asset", "Copy asset", "Publish", and "Unpublish". Below the actions is a "Preview" section showing a thumbnail of the selected asset, "Beach Seats.jpg", which depicts a beach scene with colorful chairs.

Future-proof and flexible

Work with multiple DAM systems in parallel

Easily connect new or existing DAM systems as needed. Your organization will be ready for potential mergers and acquisitions, as new external DAM systems can easily be added. Multinational companies often have different DAM systems in different countries or regions, but this isn't an issue because multiple systems can be connected and used in parallel. You also won't have to worry about dealing with the difficulties of migrating assets.

Keep existing processes

There's no need to change your current processes and workflows

When connecting Magnolia with your DAM system, your organization can continue working with the external DAM as if nothing has changed. Because a migration is no longer necessary, creatives, marketers and other departments won't be disrupted or forced to learn new procedures. This is also a solution for DAM systems that must remain in place because they rely on other vital processes or systems at your company.

No code integration

Integrate existing DAM products without coding

Technical team members can connect existing DAM systems with only a few lines of configurations. It's quick and easy to seamlessly integrate Magnolia with DAM products. Reduce the need for development when connecting DAM products with this no code solution.

Content App

Browse and view assets in the Magnolia Content App

Content authors can browse assets from an external DAM within Magnolia just as simply as the CMS's internal DAM module. Marketers can edit images, tags, metadata, and more - all from one place. It's easy to select external assets for use within pages and other content types, so that marketers can create websites and other headless experiences with the assets.

Get started with Magnolia

Navigating the wide range of digital experience technologies available today can be difficult. Even after exploring different solution types, deployment options, editorial experiences, development approaches, and delivery methods, you need to carefully weigh the benefits and drawbacks of each choice for your marketing and technology teams.

Magnolia helps you capitalize on the best technologies for your business while overcoming key limitations. You gain a truly composable, modular platform with essential building blocks for creating a robust DXP plus the flexibility for change. Magnolia also fosters real collaboration, enabling multiple teams to work together using a single, unified interface.

Importantly, Magnolia is committed to your success. Instead of remaining invisible to a large DXP vendor or attempting to build a DXP all on your own, you can work closely with our digital experience architects to help you realize your ideal business outcomes.



**Pierre-Yves
Lendenmann,**

Product Manager Extensions

Ready to learn more?

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