

Switching From Adobe Dynamic Media Classic (formerly Scene7) To Clouinary

This guide describes the three options for migrating media assets stored on Dynamic Media Classic (DMC), formerly Scene7, to Clouinary's Media Experience Cloud; the related processes; and the pros and cons of each of the options.

We at Clouinary are committed to helping you efficiently and smoothly complete the migration—it's no daunting task at all.

Premigration Considerations

Before starting your migration to Clouinary:

- **Plan your Budget:** You might need to work with Adobe Customer Support and Clouinary Professional Services during the migration, both of which incur a cost. Your budget for that service might dictate which migration option is feasible for your organization.
- **Define a migration schedule:** Depending on the migration option, deliverables from Adobe could take a month or longer. Be sure to take that into account, especially if your contract with Adobe DMC is expiring soon.

To allow ample time for migration and for your team to come up to speed with Clouinary, we recommend that you start the process three to six months before your Adobe DMC contract expires.

- **Assess the technical expertise at your end:** Two of the three migration options involve custom scripting through Clouinary's Upload API. Absent developer resources in your organization for that task, Clouinary Professional Services can help.
- **Map existing workflows to Clouinary:** Clouinary offers several new and advanced features, such as image and video presets, AI-based auto-cropping, and DAM with auto-tagging. Mapping your existing workflows to these features can maximize the value of your migration and eliminate time-intensive tasks going forward.
Clouinary Professional Services can help configure these features before the migration begins.
- **Consider metadata enhancements:** Clouinary offers powerful metadata tools, such as automatic tagging of images and videos as well as customized structured metadata to facilitate the search of assets.

Before transferring assets to Clouinary, examine their metadata and decide what enhancements, if any, to implement post-migration. **Note:** This consideration is a good practice, which you can feel free to postpone since you can add asset metadata any time after migration.

- **Identify and delete outdated assets:** Are there out-of-date assets in your DMC account? If so, remove them from your DMC library before migration to save time and expense, which could be significant in case of a huge volume of assets.

“By 2023, organizations that have adopted a modern, composable approach will outpace competition by 80% in the speed of new feature implementation.”

Source: Gartner, Composable Commerce Must Be Adopted for the Future of Applications
June 2020

Migration Options

Below are the three migration options.

Option 1: Bulk Transfer From An Adobe Manifest File

This is the preferred option, which starts with a manifest file from Adobe Professional Services that lists all your assets with no associated folder structures. Based on that manifest, you then upload those assets to Cloudinary through Adobe's public DMC URLs.

Process

1. Request from Adobe Professional Services a manifest that lists your DMC assets and their metadata, if any, in a delimited format. Adobe typically delivers manifests through FTP so send Adobe your server details and credentials.
2. Based on the manifest, create a list of public DMC URLs for all your assets.
3. **Optional.** Identify your assets' metadata enhancements, e.g., automatic tagging, structured metadata, and context metadata, offered by Cloudinary through AI or add-ons like Amazon Rekognition. **Note:** Even though the manifest does not show your DMC folder structure, Cloudinary solution architects can define a metadata taxonomy for you that deftly organizes the migrated assets.

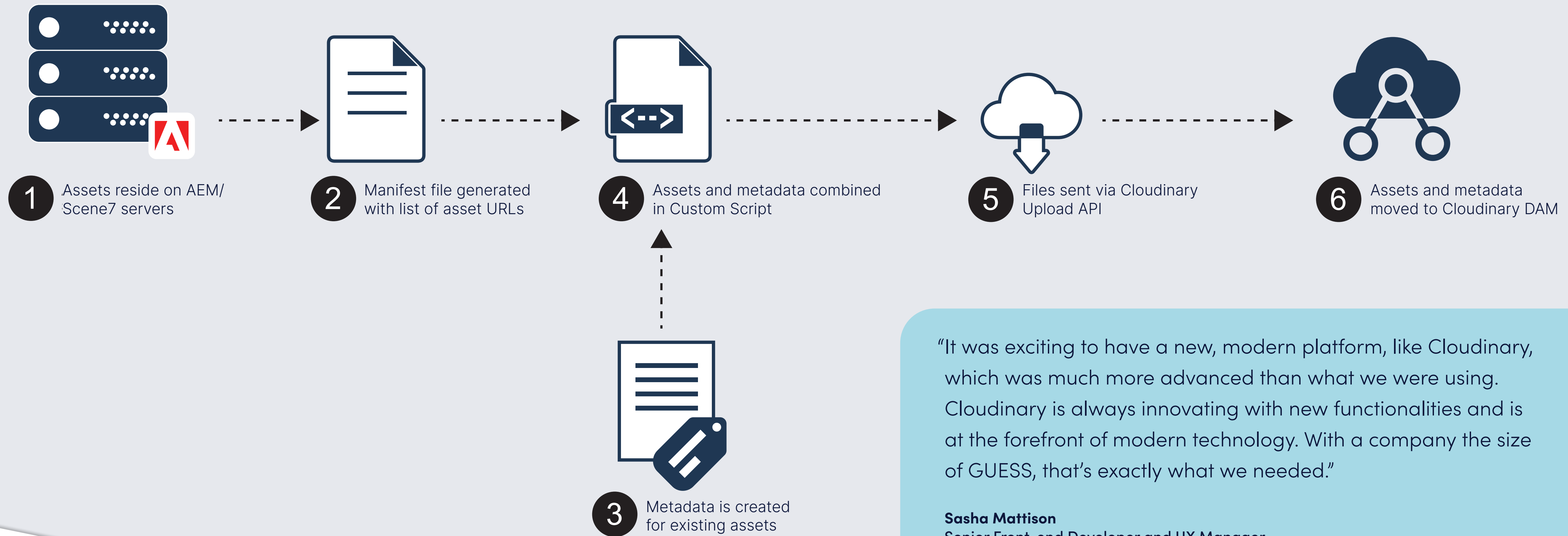
4. Ask your development team to create a custom script for migrating the assets to your Cloudinary DAM with the public URLs as the source. That script would include the logic for metadata enhancements, if applicable. If you lack developer resources, Cloudinary Professional Services can help.

Pros

- This option can potentially be significantly less expensive and more efficient than option 2, which requires a hard drive from Adobe.
- Completing the migration before a production cutover to your Cloudinary DAM allows for transformations and metadata enhancements to be applied on transfer, enabling an optimal media-delivery performance on go-live.
- Once the manifest is in hand, the process can start and be completed quickly, which is a distinct advantage for organizations whose DMC contract is on the verge of expiring.

Cons

- **File structure:** Since Adobe-generated manifests contain no folder information, your existing DMC file structure is not carried over. As mentioned, however, Cloudinary can define a new taxonomy for your imported assets.
- **Timing:** The lead time that Adobe takes to generate a manifest varies between several business days to a month. Plan accordingly.



“It was exciting to have a new, modern platform, like Cloudinary, which was much more advanced than what we were using. Cloudinary is always innovating with new functionalities and is at the forefront of modern technology. With a company the size of GUESS, that’s exactly what we needed.”

Sasha Mattison
Senior Front-end Developer and UX Manager
GUESS

OPTION 1:
Bulk Transfer From An Adobe Manifest File

Option 2: Bulk Transfer From An Adobe Hard Drive To Cloud Storage

This option starts with an Adobe-generated hard disk that contains all your media assets. Next, you move them to a cloud storage provider and then move the cloud-hosted files to your Cloudinary DAM through a custom migration script.

Alternatively, have Adobe ship the hard disk to Cloudinary, after which we'll proceed with the migration for you for a contract-based fee of the solution architect's service.

By adopting this option, the most costly of the three choices, you retain your existing DMC folder structure.

Process

1. Request from Adobe Professional Services a hard drive that contains all your media assets with the taxonomy and folder structure intact.
2. Upload the assets on the hard drive to a cloud storage provider, e.g., Google Cloud or Amazon S3, either manually or through the provider's SDKs.
3. Optional: Identify for your assets metadata enhancements, e.g., automatic tagging, structured metadata, and context metadata, offered by Cloudinary through AI or add-ons like Amazon Rekognition.

4. Ask your development team to create a custom script for migrating the assets from the cloud storage provider to your Cloudinary DAM. That script would include the logic for metadata enhancements, if applicable. If you lack developer resources, Cloudinary Professional Services can help.

Pros

- This is currently the only option that retains the folder structure from DMC. Choose this option if you absolutely must preserve that structure for migration.
- Completing the migration before a production cutover to your Cloudinary DAM allows for transformations and metadata enhancements to be applied on transfer, enabling an optimal media-delivery performance on go-live.
- Once the hard drive is in hand, the process can start and be completed quickly, which is a distinct advantage for organizations whose DMC contract is on the verge of expiring.

Cons

- **Cost:** Adobe Professional Services might charge a significant fee for generating the hard drive.
- **Timing:** The lead time that Adobe takes to generate a hard drive takes a while—usually more than a month.

Note: Potential Complexities With Asset Names on Hard Drive.

For certain past migrations through the hard-drive option, assets were delivered by Adobe with their original names even though those names had changed during or after ingestion into DMC.

If this is a concern, be sure to address it with Adobe before requesting the hard drive.



1 Upon request, Adobe will send a hard drive containing the existing assets and folder structure



2 Asset folders will be uploaded to a cloud file storage solution for transfer staging



3 Metadata is created for existing assets (optional)

4 Assets and metadata are combined using a custom upload script

5 Files uploaded through the Cloudinary Upload API

6 Assets, metadata, and folder structure moved to Cloudinary DAM

“Cloudinary’s microservices-based, API first and headless architecture is a great fit for us as it integrates well with our existing CMS and tools like Adobe Creative Cloud.”

David Edwards
Head of Architecture
River Island

OPTION 2: Bulk Transfer From An Adobe Hard Drive To Cloud Storage

Option 3: Lazy Loading Of Asset Files Through URL Mapping

Due to technical complexities, we do not recommend this option, which requires that Cloudinary Professional Services configure a URL mapping to automatically load files into your Cloudinary DAM upon request by visitors to your web properties. Adopt this option only if migrating your assets is not time sensitive or if options 1 and 2 are not feasible for your organization.

Process

1. Request that Cloudinary Professional Services create an auto-upload URL mapping in your console, depicting the public DMC URLs to Cloudinary.
2. Decide whether to use the new Cloudinary URLs or your DMC URLs for your web properties.
3. Monitor the lazy-loading process of transferring asset files to your Cloudinary DAM through URL mapping.

Note: Potential Complexities

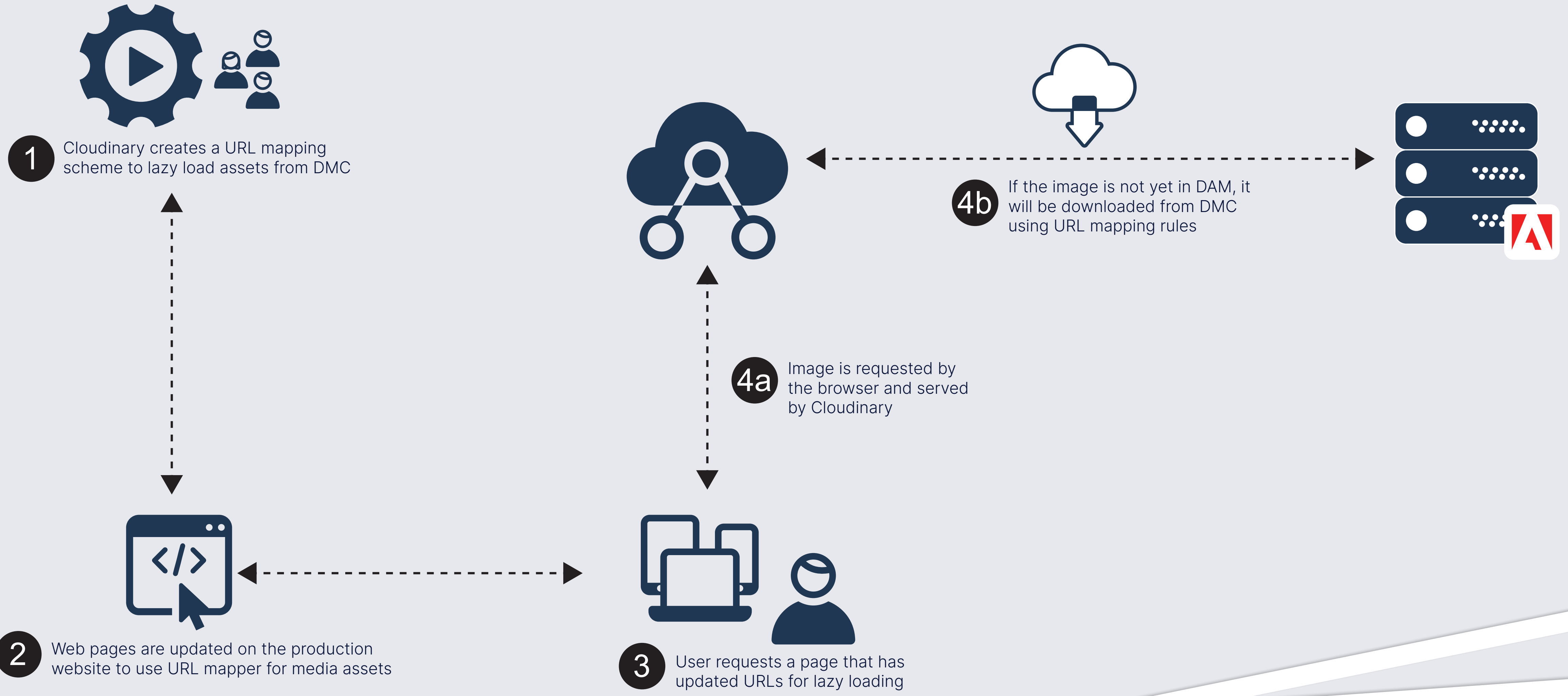
This URL mapping option introduces complexity to the transfer process. Retaining your DMC URLs requires additional configurations on the CDN layer to serve the proper file version. Conversely, switching to Cloudinary URLs requires that your development team update all the URLs on your web properties currently serving DMC-hosted assets.

Pros

- This option, which slowly transfers your existing assets to your Cloudinary DAM, is ideal for organizations without a deadline to get off of DMC.
- The fact that Adobe Professional Services is only minimally involved removes a potential bottleneck.

Cons

- This option does not retain your DMC's folder structure.
- Unlike bulk migrations, you cannot ensure that your migration to Cloudinary is fully complete before cutover.
- The migration is incomplete because only assets requested by visitors to your web properties are transferred.
- You must update your web properties' media URLs.



OPTION 3:
Lazy Loading Of Assets Through URL Mapping

About Cloudinary

Cloudinary's mission is to empower companies to deliver visual experiences that inspire and connect by unleashing the full potential of their media. With 60 billion assets under management and nearly 10,000 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to manage, transform, and deliver images and videos online. As a result, leading brands like Atlassian, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Minted, Peloton and Petco are seeing significant business value in using Cloudinary, including faster time to market, higher user satisfaction and increased engagement and conversions. For more information, visit www.cloudinary.com.

