



CUSTOMER STORY

How Do it Best Keeps 750,000 Product Images Synced at Scale

A reliable Brandfolder-to-AEM integration matches approximately 750,000 images to roughly 250,000 products and handles about 500 workflow transactions each day with less manual oversight.



Adobe
Experience
Manager

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A CONTENT WORKFLOW BUILT FOR ENTERPRISE SCALE

RESULTS AT A GLANCE

750K

product images
managed through
the integration

250K

products matched
using shared
identifiers

~500

workflow
transactions
processed each day

PRIMARY RESULT

A more stable automated workflow reduces manual monitoring and gives the team greater capacity for new content, imagery, and innovation.

CONNECTED SYSTEMS



BRANDFOLDER



ONETEG



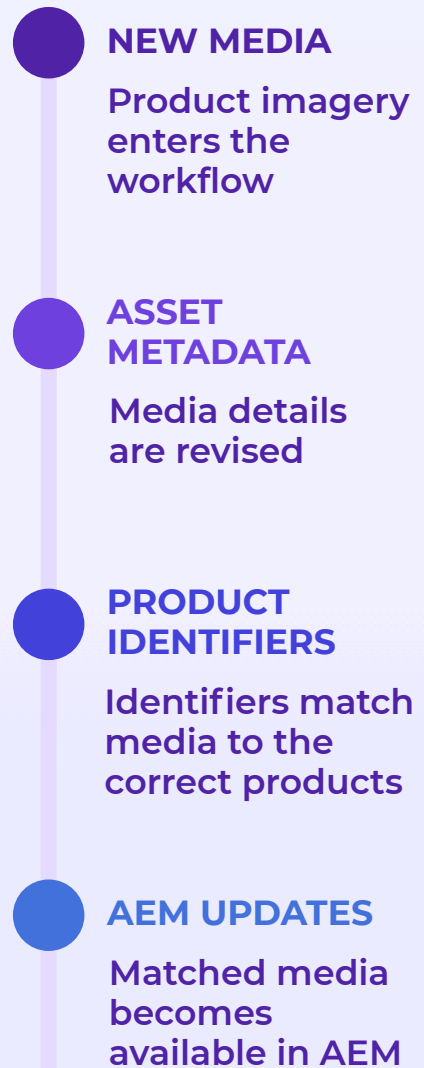
AEM

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MEDIA SYNCHRONIZATION BECAME A DAILY OPERATIONAL PRIORITY

Product media operations at Do it Best run at a scale where integration reliability affects everyday work. The company manages approximately 750,000 images associated with roughly 250,000 products. Around 500 workflow transactions pass through the process each day as new media, asset metadata changes, and AEM updates are handled.

Product identifiers act as matching keys, associating media with the correct products in AEM. Product information itself does not move between Brandfolder and AEM. The workflow keeps product media current while leaving product data in its existing system.



When a media transaction stalls or an asset falls out of sync, someone has to find the issue, confirm what happened, and follow it through to resolution.

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MANUAL OVERSIGHT COMPETED WITH HIGHER- VALUE CONTENT WORK

Before OneTeg, maintaining a consistent flow of product media between Brandfolder and AEM required manual monitoring and follow-up. Given the volume of imagery and frequent updates, the team could not assume every media change had reached its destination.

When processing gaps appeared, team members reviewed activity, investigated media synchronization issues, and troubleshoot exceptions. That protected content accuracy, but it also competed with business priorities.

The burden fell most directly on e-commerce, content, and product teams. Time spent overseeing the media workflow meant less time for adding imagery, developing material, and improving the product experience.



A dependable automated connection that could handle recurring volume and let specialists spend less time supervising the workflow was the goal.

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A STABLE BRANDFOLDER-TO-AEM WORKFLOW



Do it Best worked with OneTeg to create a more stable and automated connection between Brandfolder and AEM. The integration moves product media and asset metadata into AEM. Product identifiers act as matching keys so each asset is associated with the correct product. Product information itself does not move between the two systems.

WORKFLOW HANDLES

- AEM updates
- Product media
- Asset metadata
- Identifier-based matching

WHAT ONETEG ADDS

- Monitoring
- Error handling
- Processing visibility
- Workflow coordination

After launch, Do it Best reduced the manual effort needed to monitor and troubleshoot processing.

Explore OneTeg connectors at oneteg.com/connectors

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HUNDREDS OF TRANSACTIONS WITH LESS OVERSIGHT

~500
workflow
transactions
every day

Each transaction must be processed correctly without creating additional oversight work.

OneTeg gives Do it Best a stable foundation for handling that volume. It reduces repeated checks and manual follow-up, allowing automation to operate as dependable infrastructure for the content program.

Product media and asset metadata can remain more consistently available in AEM. Shared identifiers help match each asset with the correct product. Teams gain confidence that ongoing transactions are moving through an established process designed for the scale of the business.

Across hundreds of transactions, less oversight protects team capacity and supports growth.

WHY RELIABILITY MATTERS

Automation can operate as dependable infrastructure instead of a process that constantly pulls specialists away from content work.

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THE WORKFLOW GIVES THREE TEAMS MORE TIME FOR HIGHER-VALUE WORK

With less manual effort spent on transaction monitoring and troubleshooting, team members can direct more attention toward new content and imagery.

E-COMMERCE

Current product media in AEM supports the ongoing work of maintaining accurate and current digital product experiences.

CONTENT

The team gains more room to create, organize, and publish material for the catalog.

PRODUCT

Shared identifiers keep media associated with the correct catalog products as assets are added or updated.

“OneTeg has helped us create a stable and reliable integration between Brandfolder and AEM. With the integration in place, our team can focus more on innovation and new content instead of monitoring and addressing automation processes.”

– THE DO IT BEST TEAM

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OPERATIONAL STABILITY SUPPORTS A CONSISTENT PRODUCT EXPERIENCE

When product media and asset updates reach AEM consistently, channel teams have a stronger foundation for keeping digital product experiences current. A reliable media workflow reduces operational risk and helps teams present current product imagery online.

Automation moves product media into AEM and uses identifiers to associate each asset with the right product. With less time spent monitoring the workflow, teams can focus more on improving content quality and usefulness.

WHY ONETEG

Enterprise content workflows need operational visibility and an integration layer that keeps pace as connected platforms evolve. OneTeg maintains the Brandfolder and AEM connectors, including updates required to support future enhancements to either system. This reduces the ongoing technical workload for Do it Best and keeps its teams focused on the business.

Do it Best also described OneTeg as easy to work with throughout the implementation.

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RELIABLE AUTOMATION CREATES ROOM FOR BETTER WORK

Do it Best needed product media to move reliably between Brandfolder and AEM across a catalog of roughly 250,000 products and a constant stream of updates. OneTeg provided an automated connection that supports about 750,000 images and around 500 workflow transactions each day.

Reduced monitoring and troubleshooting give e-commerce, content, and product teams more capacity for new imagery, stronger content, and innovation. Consistent delivery to AEM also helps keep product media current and correctly matched through shared identifiers.

The Do it Best story shows what reliable integration can make possible when automation carries the daily operational load and OneTeg handles ongoing connector maintenance.

NEXT STEP

GIVE YOUR CONTENT TEAMS A MORE RELIABLE WORKFLOW

Learn more about connecting and automating the systems behind your product content at oneteg.com.