

Push content directly to Brandbank for syndication to your retailers

A bespoke alternative to our content capture process

BRANDBANK'S MACHINE TO MACHINE INTEGRATION SOLUTION

Brandbank offers simple or advanced integration methods that best suit your business and its technical needs.

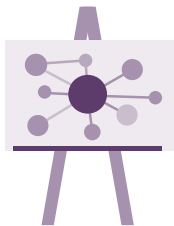
Having worked with the biggest brands and retailers for years, Brandbank is highly experienced in producing high quality content. However, we recognise that some of our customers will already have images and data held within their own systems. If this is you, we have good news: you can choose to push content directly to Brandbank's Product Library using our M2M feed.

Where a brand has great product content that is already perfect for the virtual shelves, we can set up an M2M connection that allows you to upload this content straight to Brandbank. From there, we syndicate your product content to your retailers for you.

And you can still benefit from the Product Library – Brandbank's tailor-made content management platform – which allows you to store and organise your product content in a secure web location.

Getting started

Brandbank's M2M solution will take some initial resource to implement, but offers maximised efficiency and minimised effort for the long term, streamlining the way we work together to syndicate your content. Our dedicated Integration team will guide you through the entire setup process:



We scope out and agree your requirements in a Discovery Workshop meeting;



We will draft a Brandbank Statement of Works providing details of the proposed integration process, as well as instructions for your programmers; and



We will run a phase of Quality Assurance where all products uploaded via M2M are checked and verified by Brandbank staff, until the data is deemed consistently high-standard.

Want to find out more?

If you think the M2M integration option could be right for your business, get in touch with your Account Manager on +44 (0)330 555 33 44 or via email by [clicking here](#).