

Brandfolder: Building stronger brands with data- driven creative experiences

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To give brands greater visibility, to rapidly create high-quality customer experiences, to increase its own competitive edge, Brandfolder on Google Cloud Platform using AI-powered services and fully managed services to enable efficient and focus development teams

About Brandfolder



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Located in Denver, Colorado, Brandfolder offers digital asset management (DAM) solutions for organizations of all sizes and industries.

Brandfolder delivers a visually elegant digital asset management platform that gives marketing professionals the tools to build stronger brand engagement.

Industries: Technology

improve customer experiences.

Google Cloud Results

- Allows customers to locate assets faster with intelligent image and video recognition
- Helps drive 99% annual business growth, without expanding development team, by leveraging managed services
- Scales analytics and data pipeline 50x without a

12x faster
to market
brand-
ML mo

Location: United States

Dataflow (<https://cloud.google.com/dataflow/>),



About Fastly

Google Cloud Partner Fastly is an edge cloud platform that helps developers make great digital experiences happen quickly, securely, and reliably by processing and serving customers' applications at the edge, as close to end-users as possible.

Cloud Video Intelligence API

Google Cloud Platform (<https://cloud.google.com/>)

BigQuery (<https://cloud.google.com/bigquery/>)

(<https://asuite.google.com/>). Calendar

Cloud AutoML (<https://cloud.google.com/automl/>)

Cloud Composer

(<https://cloud.google.com/composer/>)

Dataflow (<https://cloud.google.com/dataflow/>)

Gmail

Cloud Dataproc

(<https://cloud.google.com/dataproc/>)

(<https://asuite.google.com/products/meet/>),

Cloud IAM (<https://cloud.google.com/iam/>)

Cloud Identity-Aware Proxy

(<https://cloud.google.com/iap/>)

corresponding
 increase in
 costs

- Makes Brandfolder more competitive with the ability to quickly offer custom AI solutions

Cloud Memorystore
 (<https://cloud.google.com/memorystore/>)

Cloud Pub/Sub (<https://cloud.google.com/pubsub/>)

Cloud SQL (<https://cloud.google.com/sql/>)

Cloud Storage (<https://cloud.google.com/storage/>)

Compute Engine
 (<https://cloud.google.com/compute/>)

Container Registry
 (<https://cloud.google.com/container-registry/>)

Kubernetes Engine
 (<https://cloud.google.com/kubernetes-engine/>)

Cloud Video Intelligence API
 (<https://cloud.google.com/video-intelligence/>)

Cloud Vision API (<https://cloud.google.com/vision/>)

G Suite (<https://gsuite.google.com/>)

Calendar
 (<https://gsuite.google.com/products/calendar/>)

Docs (<https://gsuite.google.com/products/docs/>)

Google Drive
 (<https://gsuite.google.com/products/drive/>)

Gmail (<https://gsuite.google.com/products/gmail/>)

Google Meet
 (<https://gsuite.google.com/products/meet/>)

Building a strong brand in today's fast-paced business environment takes vision. A flexible, easily managed approach to content management (DAM), so marketing and other stakeholders can easily share and manipulate assets to build the brand.

Many of today's leading companies like Slack, TripAdvisor, Lyft, and Healthline use Brandfolder (<https://brandfolder.com/>) to create a consistent, organized, and efficient content strategy. Brandfolder provides an easy-to-use interface that can scale across an entire company with minimal training, empowering customers to distribute digital assets wherever they are needed. Customers gain much greater insight into how those assets are used and how to use them more effectively in marketing campaigns and brand messaging.

Sheets

(<https://gsuite.google.com/products/sheets/>)

Slides (<https://gsuite.google.com/products/slides/>)

"Google Cloud
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Brandfolder
platform."

—Ajay Rajasekharan, Head of
Data Science, Brandfolder

Brandfolder is constantly advancing its development efforts to introduce new data-driven features without complicating the user experience. Big data, artificial intelligence (AI), and machine learning (ML) are key to meeting customers' unique business needs, and essential for Brandfolder to compete in the fast-moving DAM industry. To enhance these capabilities,

Brandfolder sought a public cloud provider that could help it scale its data pipeline cost effectively while providing access to advanced AI technologies.

After graduating from the [Techstars](https://www.techstars.com/) (https://www.techstars.com/) startup accelerator program in 2013, Brandfolder tried two other cloud providers before standardizing on [Google Cloud Platform](https://cloud.google.com/) (https://cloud.google.com/) (GCP).

"We saw a difference with Google Cloud from the very beginning because the interactions felt like a strategic relationship," says Jim Hanifen, Head of Product at Brandfolder. "Google gave us startup credits and a lot of face-to-face support, which we hadn't experienced with other cloud providers. We decided to move our entire infrastructure to Google Cloud Platform."

Building an ML platform for brand intelligence

After performing an initial lift-and-shift migration of virtual machines (VMs) onto [Compute Engine](https://cloud.google.com/compute/) (https://cloud.google.com/compute/), Brandfolder built an ML platform using GCP managed services to seamlessly deliver its data products. The platform leverages [Cloud SQL](https://cloud.google.com/sql/) (https://cloud.google.com/sql/), [Cloud Storage](https://cloud.google.com/storage/) (https://cloud.google.com/storage/) as the data lake, [Cloud Dataproc](https://cloud.google.com/dataproc/) (https://cloud.google.com/dataproc/) for cloud-native Apache Spark computing clusters, [Cloud Composer](https://cloud.google.com/composer/) (https://cloud.google.com/composer/) as the batch job

scheduler, [Cloud Pub/Sub](https://cloud.google.com/pubsub/)

(<https://cloud.google.com/pubsub/>) as the backbone data pipeline, [Container Registry](https://cloud.google.com/container-registry/)

(<https://cloud.google.com/container-registry/>) to store

Docker images, and [Google Kubernetes Engine](https://cloud.google.com/kubernetes-engine/)

(<https://cloud.google.com/kubernetes-engine/>) (GKE) as the application orchestrator. [Cloud Dataflow](https://cloud.google.com/dataflow/)

(<https://cloud.google.com/dataflow/>) brings data into the data lake and into [BigQuery](https://cloud.google.com/bigquery/)

(<https://cloud.google.com/bigquery/>) for analysis.

"Google Cloud made it easy to build an ML platform to quickly iterate through different brand intelligence use cases and release data-driven product features into the Brandfolder platform," says Ajay Rajasekharan, Head of Data Science at Brandfolder, who describes the architecture in a [detailed blog](https://medium.com/@rajay_33744/brandfolders-machine-learning-platform-8b2cfd3b3dd2)

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. "We simply ingest raw application and event data on one end and output an ML service on the other."

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more

sophisticated data analysis and ML models much faster, and at a much lower cost. We can create brand-specific ML models 12x faster and get them into production quickly to address our customers' unique business needs."

—Brett Nokolny, Head of Engineering, Brandfolder

For many general use cases, Brandfolder does not need to build custom ML models, and instead relies on pre-trained API models from GCP. For example, it uses [Vision API](https://cloud.google.com/vision/) and [Video Intelligence API](https://cloud.google.com/video-intelligence/) to auto-tag creative assets on import to enable fast, intuitive

searches across images and videos. When more product- and brand-specific modeling is required to address unique customer use cases, Brandfolder builds and trains custom ML models using its GCP pipeline or [Cloud AutoML](https://cloud.google.com/automl/) (<https://cloud.google.com/automl/>), a suite of products built on Google transfer learning and neural architecture search technology. For example, if a Brandfolder customer makes different types of grills, Brandfolder can use [AutoML Vision](https://www.youtube.com/watch?v=kgxfdTh9Iz0) (<https://www.youtube.com/watch?v=kgxfdTh9Iz0>) to train a model to recognize the different grills.

"Moving to Google Cloud Platform allows us to complete more sophisticated data analysis and ML models much faster, and at a much lower cost," explains Brett Nokolny, Head of Engineering at Brandfolder. "We can create brand-specific ML models 12x faster and get them into production quickly to address our customers' unique business needs."

Industry-leading security and performance

Google Cloud's [security model](https://cloud.google.com/security/) (<https://cloud.google.com/security/>) helps Brandfolder give existing and prospective customers peace of mind that their data will be protected. [Cloud Identity & Access Management \(Cloud IAM\)](https://cloud.google.com/iam/) (<https://cloud.google.com/iam/>) provides enterprise-grade access control, while [Cloud Identity-Aware Proxy \(Cloud IAP\)](https://cloud.google.com/iap/) (<https://cloud.google.com/iap/>) enables

remote users to work more securely without the hassles of a VPN client. GCP also isolates cloud resources into projects, making it easy to assign permissions and keep data and VMs organized and segregated.

"With Google Cloud, everything begins and ends with security, which makes things very easy for us," says Jim. "If we're under a security review, we can submit a Google security white paper. If a potential customer has security concerns, we tell them we are hosted on GCP, and those concerns go away."

To give customers even better application performance for accessing their brand assets, Brandfolder uses [Cloud Memorystore](https://cloud.google.com/memorystore/) (<https://cloud.google.com/memorystore/>), an in-memory data store service for Redis, to cache data and provide sub-millisecond data access for production applications.

"It was much easier for us to use Cloud Memorystore versus running Redis on our compute instances," says Brett. "The high availability, replication across zones, and automatic failover with no data loss are big for us."

Global private network interconnects between Google Cloud and the [Fastly](https://www.fastly.com/) (<https://www.fastly.com/>) content delivery network (CDN) dramatically reduce latency, allowing Brandfolder's customers to deliver and

update even very large creative assets quickly around the world.

"What's beautiful about the relationship between Google and Fastly is that if one of our customers uploads a new version of an asset, we can propagate that out to Fastly, and the new version will automatically show up in all the places where it's referenced," says Brett.

"The ability to quickly solve problems with AI has a substantial impact on our revenue, and that's more apparent every quarter. Few of our competitors are doing product- or brand-specific modeling because it takes a lot of time and

resources. We
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—Jim Hanifen, Head of
Product, Brandfolder

Improving employee and customer productivity

Brandfolder also uses Google solutions for real-time collaboration and productivity, using G Suite (<https://gsuite.google.com/>) to connect employees with intuitive, cloud-based apps. Teams use Gmail (<https://gsuite.google.com/products/gmail/>), Calendar (<https://gsuite.google.com/products/calendar/>), Docs (<https://gsuite.google.com/products/docs/>), Drive (<https://gsuite.google.com/products/drive/>), Sheets (<https://gsuite.google.com/products/sheets/>), Slides (<https://gsuite.google.com/products/slides/>), and Google Meet (<https://gsuite.google.com/products/meet/>) every day to move the business forward. Many of Brandfolder's customers are also G Suite users, and Brandfolder offers a plug-in that allows them to view their creative assets inside of Docs and pull images in as needed. Customers can also log into Brandfolder with their G

Suite credentials, making the solution even easier to use.

"We've been using G Suite since the beginning, and it's helped us collaborate efficiently to build a successful, growing company," says Jim. "Our teams expect to have that kind of close collaboration, and everyone here enjoys the G Suite experience."

Driving 99 percent annual business growth

With automated tagging and other innovative AI-based features, Brandfolder is helping customers locate and distribute assets faster. As a result, Brandfolder is building customer loyalty and increasing sales, growing its business by 99 percent year-over-year. Since moving to GCP, Brandfolder has been able to scale its analytics and data pipeline 50x without a corresponding increase in costs and has not had to expand its development team.

"The ability to quickly solve problems with AI has a substantial impact on our revenue, and that's more apparent every quarter," says Jim. "Few of our competitors are doing product- or brand-specific modeling because it takes a lot of time and resources. We overcame those hurdles with Google Cloud."

Learn More

Reach out to our team to see how Google Cloud can help your business

<https://cloud.google.com/customers/brandfolder/>