

Cloudinary for Page Designer

Version 20.1.0



commerce cloud

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1. Summary

The Cloudinary Page Designer cartridge contains the Cloudinary image and video components for Page Designer. The Cloudinary image and video components enable you to access your Cloudinary media library to select assets to embed in pages created using the Page Designer. Apply Cloudinary transformations to your assets, either globally to all assets, or individually to specific assets, to achieve the exact image and video experience that you desire.

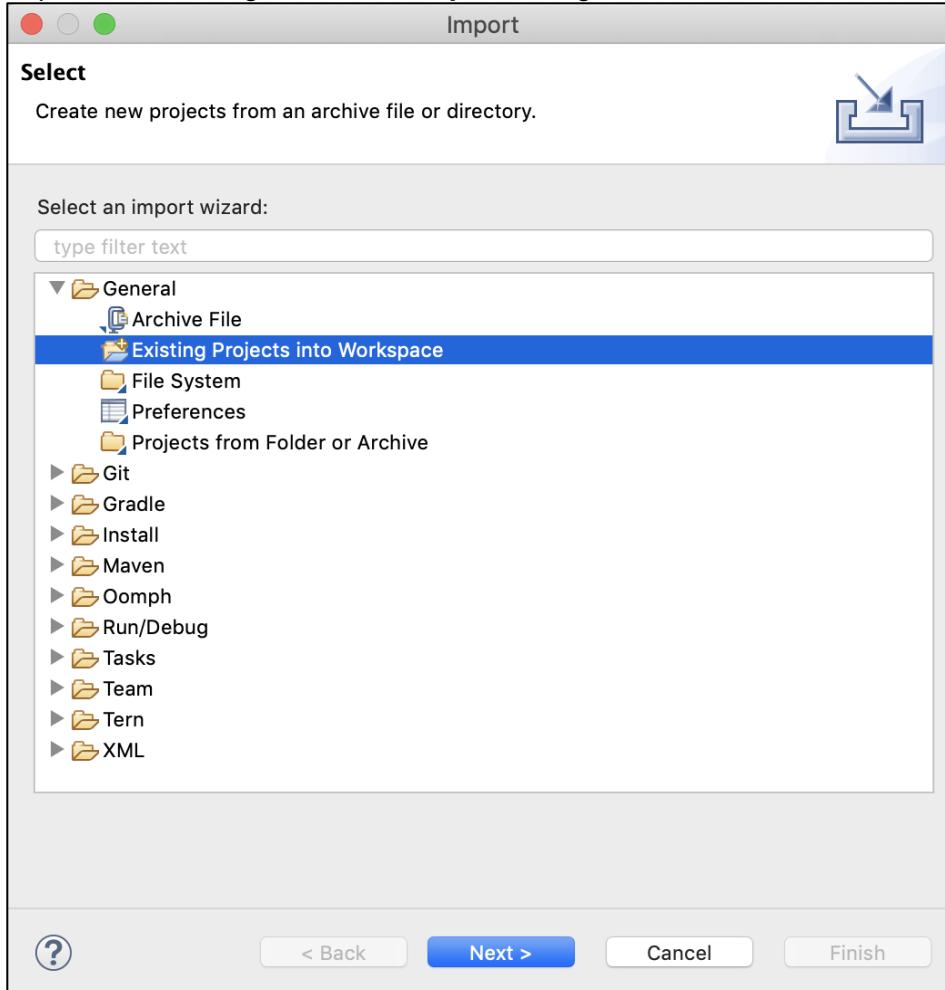
2. Setup

Setup of Business Manager

Installing the cartridges to the sandbox

There are two cartridges that need to be installed.

1. Download the **bm_cloudinary_pd** and **int_cloudinary_pd** cartridges.
2. Open Demandware Studio.
3. Import both cartridges from the **Import** dialog:



4. **Link** the cartridges to the sandbox. Select the sandbox connection and then select **Properties**. Select **Project Reference** and check in.

Assigning the cartridges to relevant sites through the Business Manager

1. Log in to the Business Manager.
2. Navigate to **Administration > Manage Sites** (under Sites).
3. Select the **Business Manager** site.
4. Add `bm_cloudinary_pd` to the cartridge path as shown:

The screenshot shows the 'Business Manager - Settings' page. At the top, there are tabs for 'Settings', 'Cache', and 'Hostnames'. Below the tabs, it says 'Business Manager - Settings' and provides instructions to 'Click Apply to save the details. Click Reset to revert to the last saved state.' There are fields for 'Instance Type' (set to 'Sandbox/Development'), 'HTTP Hostname' (empty), 'HTTPS Hostname' (empty), and 'Cartridges' (containing 'bm_app_storefront_base:bm_custom_plugin|bm_cloudinary_pd'). Below the cartridges field, the 'Effective Cartridge Path' is listed as 'app_business_manager:plugin_apple_pay:plugin_facebook:plugin_pinterest_commerce:plugin_web_payments:bc_impe:bc_search:bc_analytics:bc_transaction:bc_ca'. At the bottom left is a 'Back to List' button.

5. Apply the changes.
6. Navigate back to **Manage Sites**.
7. Select the storefront site for which you want to enable the Cloudinary image and video components. Navigate to the **Settings** tab.
8. Add `int_cloudinary_pd` to the cartridge path as shown:

Administration > Sites > Manage Sites > RefArch - Settings

General **Settings** Cache Site Status Page Meta Tag Rules

RefArch - Settings

Click **Apply** to save the details. Click **Reset** to revert to the last saved state.

Instance Type: Sandbox/Development

Deprecated. The preferred way of configuring HTTP and HTTPS hostnames is by using new features of the site aliases configuration ("SEO > Aliases Configuration"). The HTTP/HTTPS hostname values set in this section will be ignored.

HTTP Hostname:

HTTPS Hostname:

Instance Type: All

Cartridges:

Effective Cartridge Path:

- jin_applepay:plugin_datadownload:app_storefront_base int_cloudinary_pd
- plugin_cartridge_merge
- plugin_instorepickup
- plugin_wishlists
- plugin_gifregistry
- lib_productlist
- plugin_productcompare
- plugin_sitemap
- plugin_applepay
- plugin_datadownload
- app_storefront_base
- int_cloudinary_pd
- plugin_apple_pay
- plugin_facebook
- plugin_pinterest_commerce
- plugin_web_payments
- bc_content
- core

9. Apply the changes.

Importing meta-data and services

1. In the Business Manager, navigate to **Administration > Site Development > Site Import & Export**. Choose **Upload**. Select **import.zip** from the **metadata** folder of the repository.

Administration > Site Development > Site Import & Export

Site Import & Export

This page allows you to export the current configuration of your organization including all of its sites. To download an archive, just click its file name.

Import

Upload Archive:

Local Remote

2. Select the radio button next to **import.zip**. Click the **Import** button.

Administration > Site Development > Site Import & Export

Site Import & Export

This page allows you to export the current configuration of your organization including all of its sites. To download an archive, just click its file name.

Import

Upload Archive:

Local Remote

Choose File no file selected

Select	Name ▲	Location	File Size	Last Modified
<input checked="" type="radio"/>	import.zip	local	4.04 KB	9/30/19 2:44:36 pm
<input type="radio"/>	SiteGenesis Demo Site			
<input type="radio"/>	Storefront Reference Architecture Demo Sites			

Export

- Click OK.

Administration > Site Development > Site Import & Export

Site Import & Export

This page allows you to export the current configuration of your organization including all of its sites. To download an archive, just click its file name.

Import

Are you sure that you want to import the selected archive?

Upload Archive:

Local Remote

Choose File no file selected

Select	Name ▲	Location	File Size	Last Modified
<input checked="" type="radio"/>	import.zip	local	4.04 KB	9/30/19 2:44:36 pm
<input type="radio"/>	ifeinour-na-export.zip	global	1.76 MB	1/24/19 2:15:34 pm
<input type="radio"/>	localizationMeta.zip	global	18.22 KB	8/2/19 8:28:51 am
<input type="radio"/>	no_import_to_main	global	5.62 MB	10/16/19 2:57:05 pm

Configuration

Getting your Cloudinary account information

If you do not have a Cloudinary account, you can sign up (<https://cloudinary.com/signup>) for a free plan, starting with generous usage limits. When your requirements grow, you can easily upgrade to a plan that best fits your needs.

- Log in to the Cloudinary console by visiting <https://cloudinary.com/console>. Use your Cloudinary credentials to log in.
- Navigate to the **Dashboard** to see your Cloudinary account details.

The screenshot shows the Cloudinary Business Manager interface. At the top, there are navigation links: Dashboard, Media Library, Transformations, Reports, and Add-ons. Below the navigation is a section titled 'Account Details' containing fields for Cloud name (MyCloudName), API Key (123456789), API Secret (ABC123abc123ABC123), Environment variable (CLOUDINARY_URL=cloudinary://123456789:ABC123abc123ABC123@MyCloudName), Base delivery URL (http://my.cname.com/MyCloudName), Secure delivery URL (https://my.cname.com/MyCloudName), and API Base URL (https://api.cloudinary.com/v1_1/MyCloudName). There are 'Copy to clipboard' buttons next to each key. On the right, there are download links for 'YML' and 'PY'. Below this is a summary of resources: 'Image & Video Resources' (0), 'Derived Resources' (0), and 'Transformation Types' (0). A 'Download' button is located at the bottom right.

Configuring Cloudinary credentials and other settings in the Business Manager

1. In the top menu, select the site in which the Cloudinary Page Designer cartridge has been installed.
2. Navigate to **Merchant Tools > Custom Preferences** (under Site Preferences).
3. Select **CloudinaryPageDesigner**.
4. Configure the following settings:
 - **Cloudinary Cloud Name:** Copy the Cloudinary cloud name from your Cloudinary account details
 - **Cloudinary CNAME:** Optional. If you have a CNAME configured (anything other than the default http://res.cloudinary.com), add this here. You can find out your CNAME by looking at the Base Delivery URL value from your Cloudinary account. Copy the URL **without** the "http", for example, if the Base Delivery URL is http://mycname.mysite.com, use mycname.mysite.com.
 - **Cloudinary API Key:** Copy the API Key from your Cloudinary account details.
 - **Cloudinary API Secret:** Copy the API Secret from your Cloudinary account details.
 - **Use SHA-256:** Optional. Specify whether to use SHA-256 to sign calls to Cloudinary.
 - **Default image Device Pixel Ratio (DPR):** Optional. Set the default DPR to use on all images delivered from Cloudinary. (Learn more: cloudinary.com/documentation/image_transformations#set_device_pixel_ratio_dpr)
 - **Default image format:** Optional. Set the default delivery format for all images delivered from Cloudinary. (Learn more: cloudinary.com/documentation/image_transformations#image_format_support)
 - **Default image quality:** Optional. Set the default quality of all images delivered from Cloudinary. (Learn more: cloudinary.com/documentation/image_transformations#adjusting_image_quality)
 - **Use image alt text from Cloudinary:** Optional. Specify whether to use the alt text specified in Cloudinary.
 - **Default image transformations:** Optional. Specify transformations in the URL format to apply to all images delivered from Cloudinary. (Learn more: cloudinary.com/documentation/image_transformation_reference)
 - **Default video format:** Optional. Set the default delivery format of all videos delivered from Cloudinary. (Learn more: [cloudinary.com/documentation/video_delivery_formats">cloudinary.com/documentation/video_delivery_formats](#))

- **Default video bitrate:** Optional. Set the default video bit rate. (Learn more: cloudinary.com/documentation/video_manipulation_and_delivery#bitrate_control)
- **Default video quality:** Optional. Set the default quality of all videos delivered from Cloudinary. (Learn more: cloudinary.com/documentation/video_manipulation_and_delivery#quality_control)
- **Default video transformations:** Optional. Global transformations for videos. Specify transformations in the URL format to apply to all videos delivered from Cloudinary. (Learn more: cloudinary.com/documentation/video_transformation_reference)
- **Cloudinary Page Designer Environment:** Optional. The Cloudinary iframe environment. Do not change this unless instructed to do so by Cloudinary Support.

Default values are shown next to the relevant settings. For settings with drop-down selections, “None” means no selection has been made, so the default applies.

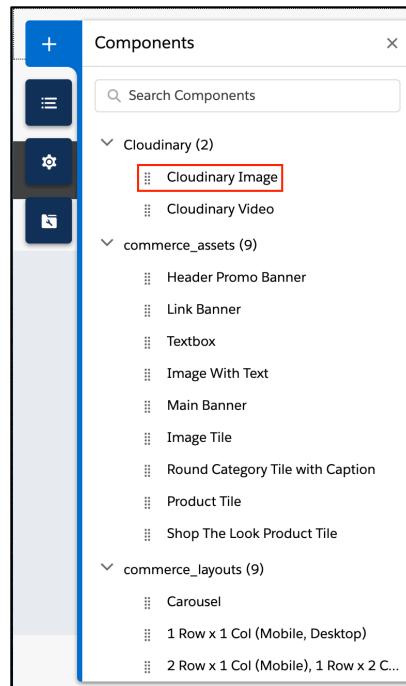
3. User Guide

Business Manager

The following sections refer to pages created in Page Designer: **Merchant tools > Page Designer** (under Content).

Embedding a Cloudinary image component

The Cloudinary image component is available under the **Cloudinary** section of the **Components** menu. You can drag this component into any desired slot in the page layout.

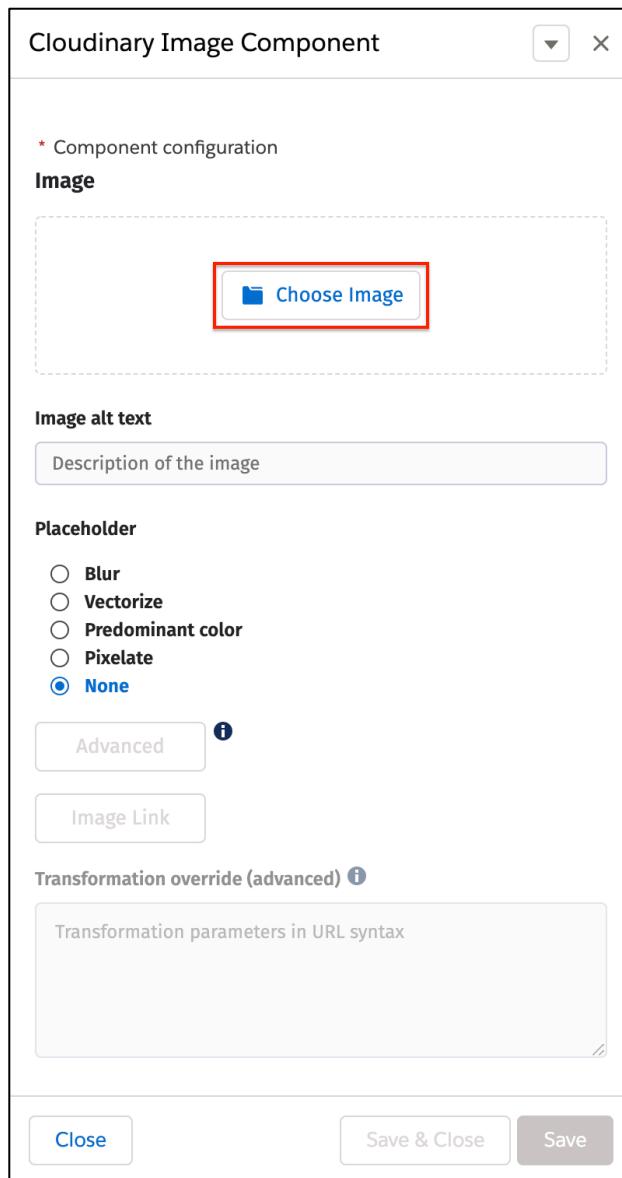


The Cloudinary Image Component panel appears on the right of the Page Designer.

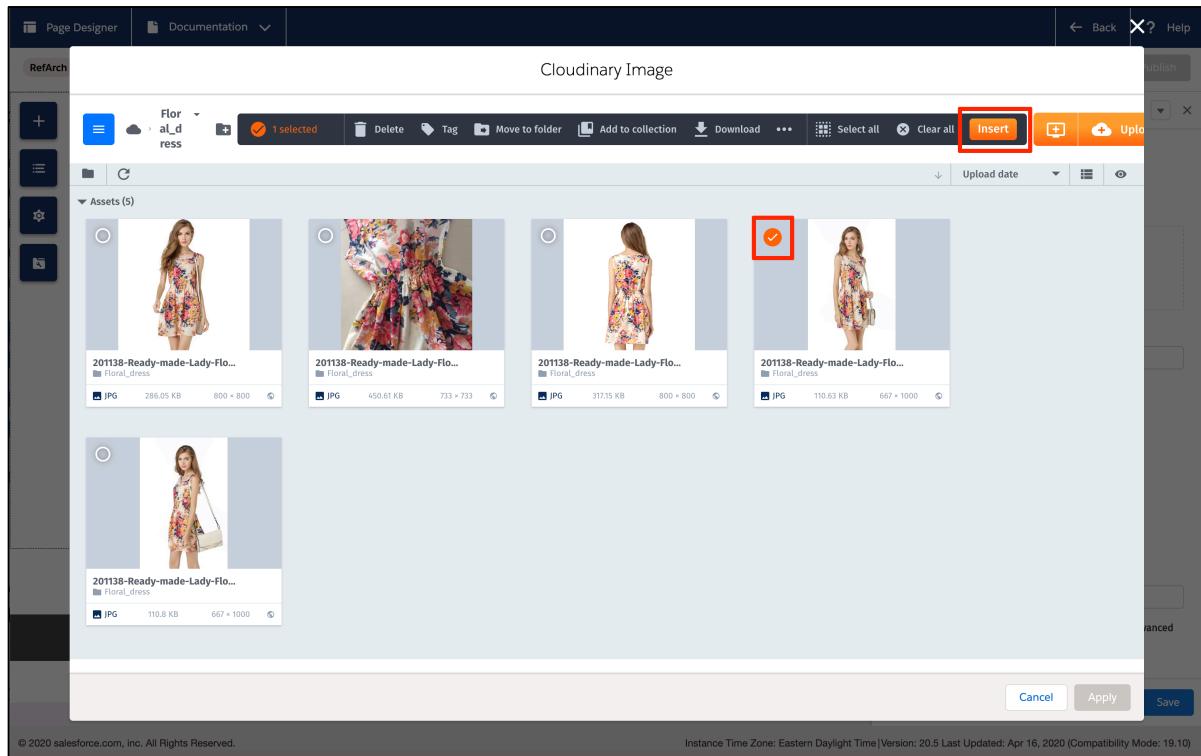
Choosing the image to display

In the Cloudinary Image Component panel, click **Choose Image** to open the Cloudinary media library.

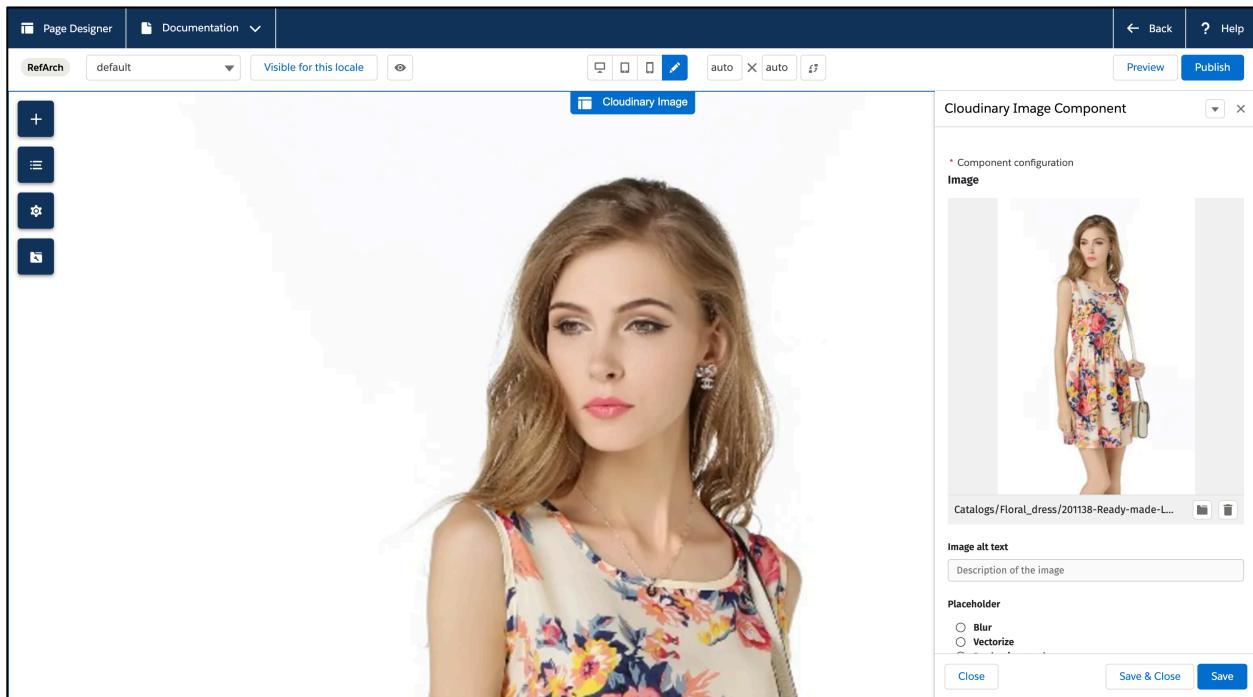
Note: If you are not already logged into your Cloudinary account you will be asked to log in at this point.



The assets are automatically filtered to show only images. Choose the image you want to appear in the image component by selecting and inserting an image. You can also upload any images that are not yet in your media library.

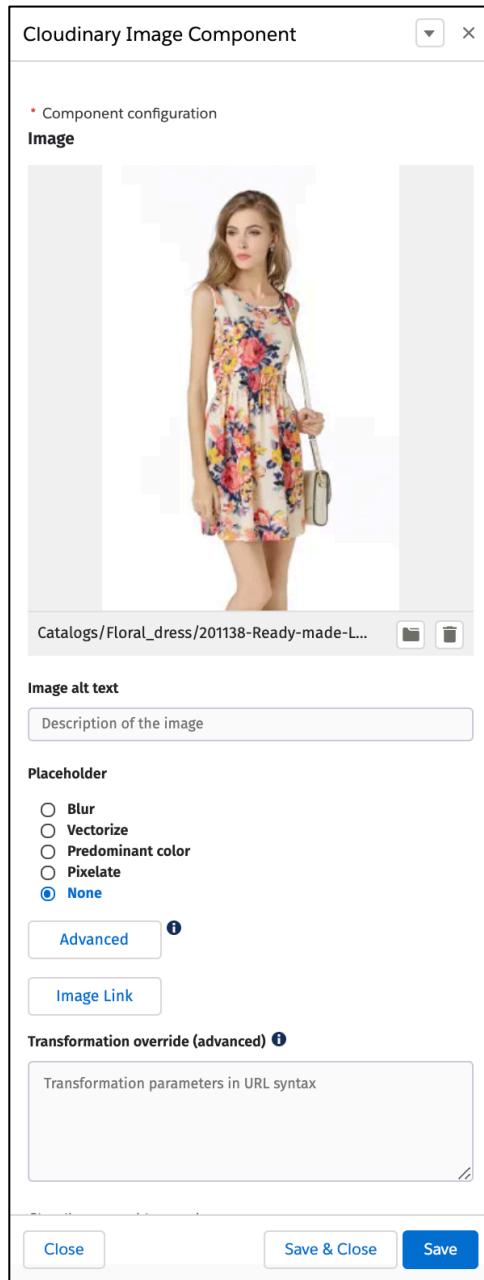


In the Page Designer, click **Save** and you'll see the image displayed in the component. You can preview the page at this time and see the image display.



Configuring the Cloudinary image component

In the Page Designer, clicking on the image component shows the Image Component panel. It also displays when the component is first dragged onto the page.



Below the selected image, in the Image Component panel, you can enter alt text for the image and select how the image will look while the page is loading (placeholder).

The placeholder can be set to:

- **Blur**: a blurred version of the image is shown
- **Vectorize**: a vectorized version of the image is shown
- **Predominant color**: a solid block of the predominant color in the image is shown

- **Pixelate**: a pixelated version of the image is shown
- **None**: no placeholder is shown while the page is loading.

Applying overlays to the image

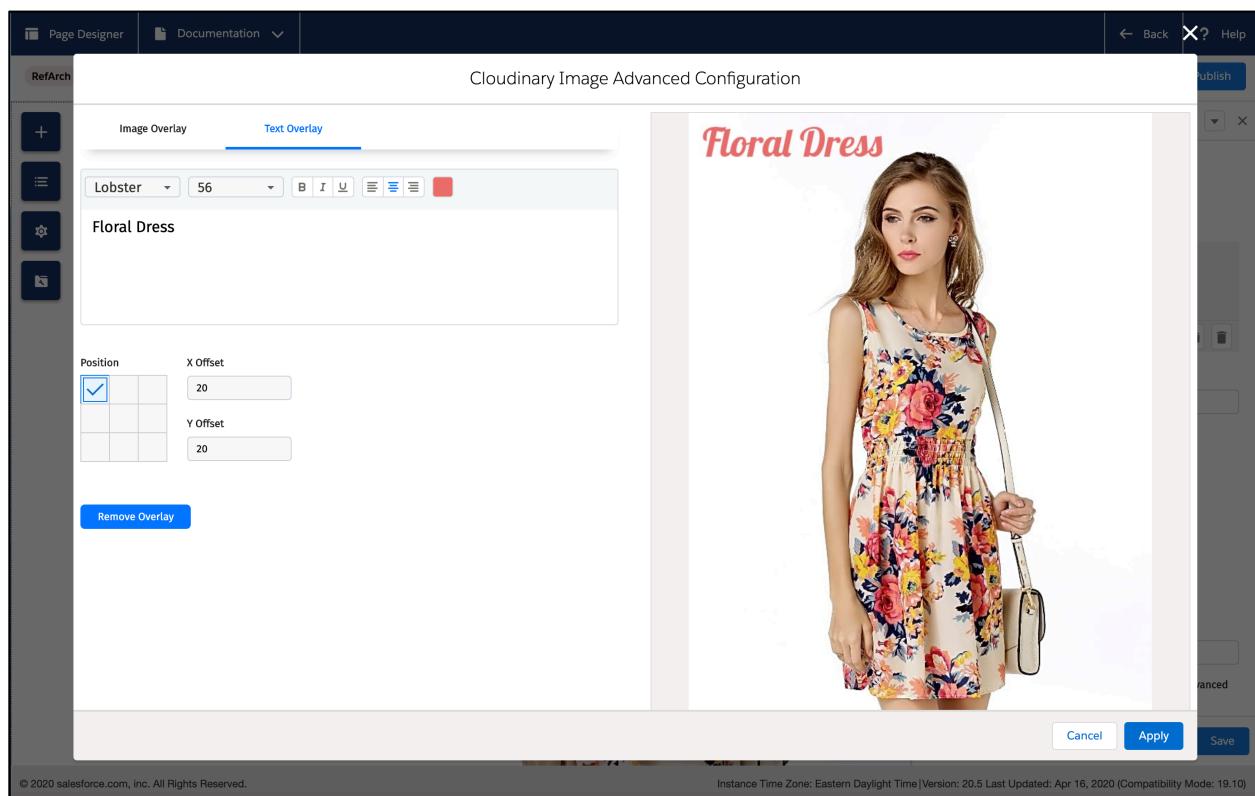
In the Image Component panel click the **Advanced** button.

- To apply an image overlay, select the **Image Overlay** tab.
- To apply a text overlay, select the **Text Overlay** tab.

In the Image Overlay tab, you can select any image from your Cloudinary account and configure its opacity, position, x and y offset (relative to the position) and its size.

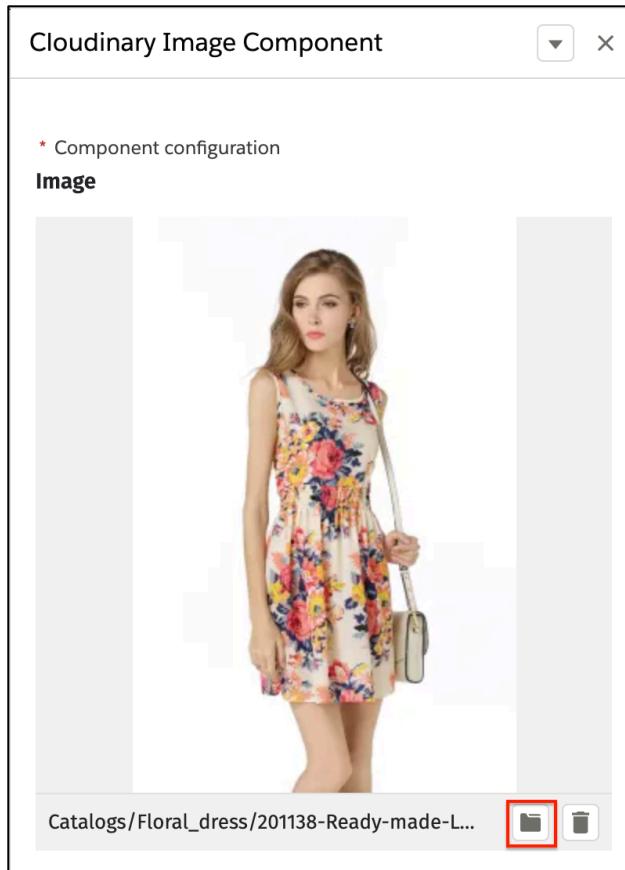
In the Text Overlay tab, you can enter the text you want to appear on the image and define its format and position.

In both cases, a preview of the image including the overlays is displayed to the right.



Applying transformations to the image

In the Image Component panel click the folder icon under the selected image to open the Cloudinary media library.



The selected image displays in the Cloudinary media library. You can select a transformation preset and click **Insert** to include the image transformed by a pre-prepared transformation.

The screenshot shows the Cloudinary Media Library asset details page for the file '201138-Ready-made-Lady-Floral-Prints-Dress_3_vysgd1'. The 'Summary' tab is selected. On the right, there's a 'Preview' section showing the image with a 'Cornered' transformation applied. Below the preview, there's a 'Transformation Presets' section with several options: 'Original', 'certstyle', 'Cornered' (which is highlighted with a blue border), 'improve with f_auto', and 'with_logo'. At the bottom right of the preview area are 'Edit' and 'Insert' buttons, with 'Insert' also being highlighted with a red border.

Alternatively, click **Transform** to view the transformation options and create a custom transformation, or click **Edit Image** to crop, resize or rotate the image. Click **Insert** to return to the Image Component panel in the Page Designer.

You can also add a custom transformation to the image by specifying the URL syntax in the **Transformation override (advanced)** text box. See the image transformation documentation for details: https://cloudinary.com/documentation/image_transformation_reference.

Note: Any transformations already applied through the **Advanced** dialog are disregarded.

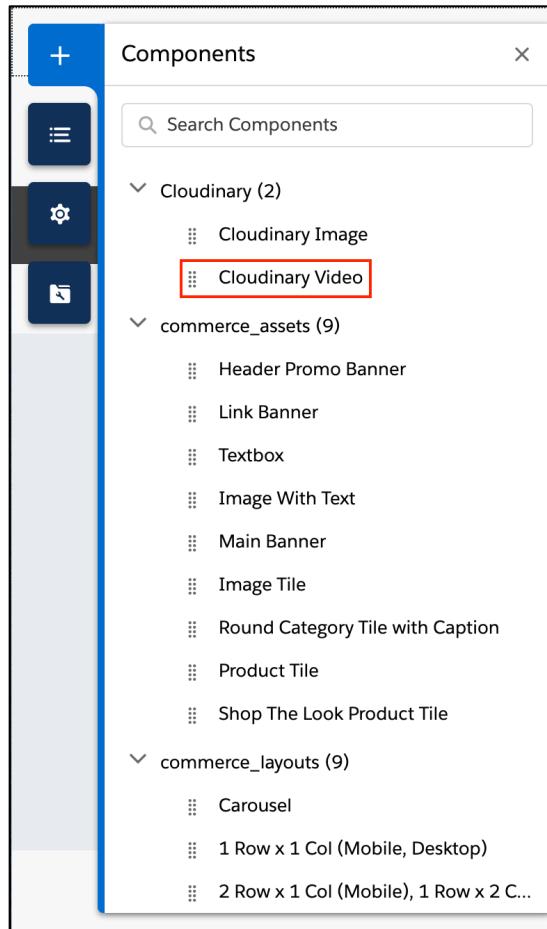
Click **Save** in the Image Component panel and you'll see the transformed image displayed in the component.

Linking an image to an SFCC page

In the Image Component panel click **Image Link** to search for an SFCC page, product or category to link the image to.

Embedding a Cloudinary video component

The Cloudinary video component is available under the **Cloudinary** section of the **Components** menu. You can drag this component into any desired slot in the page layout.

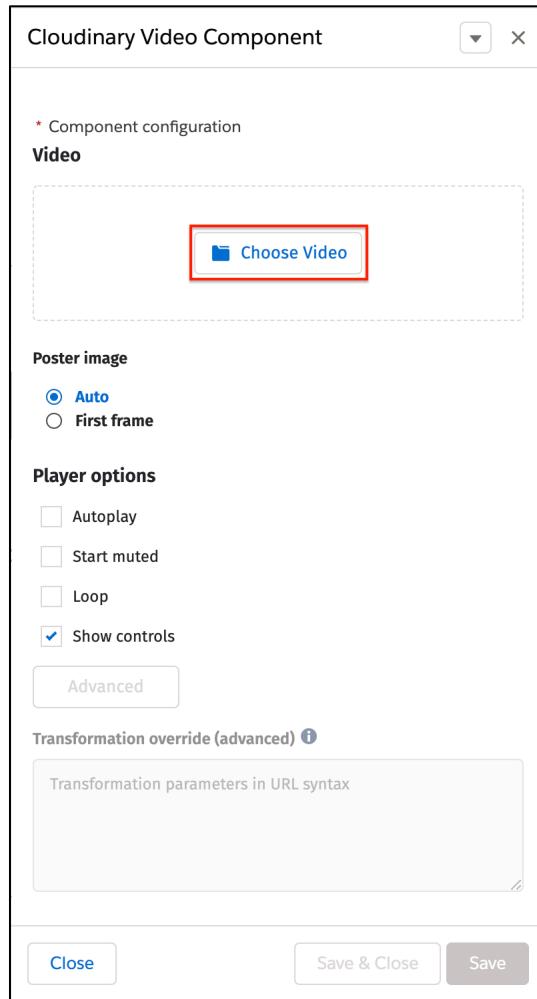


The Cloudinary Video Component panel appears on the right of the Page Designer.

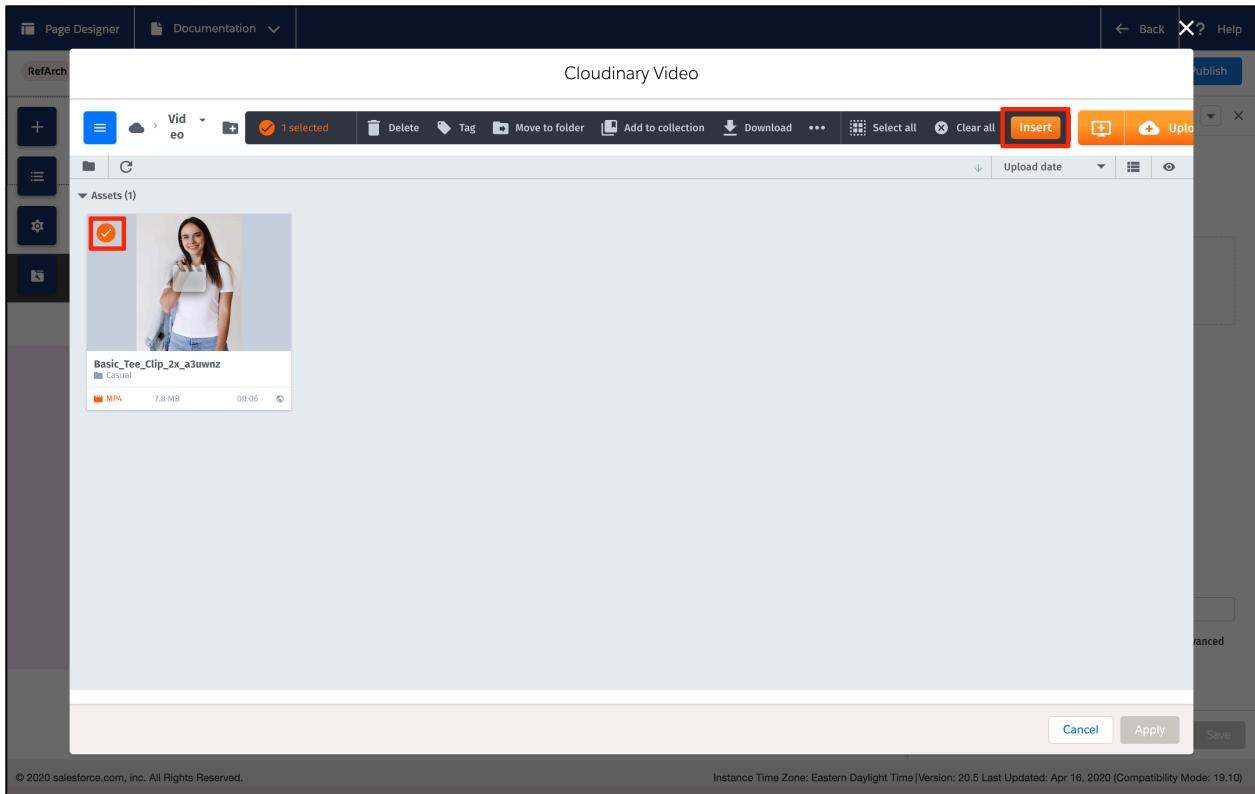
Choosing the video to display

In the Cloudinary Video Component panel, click **Choose Video** to open the Cloudinary media library.

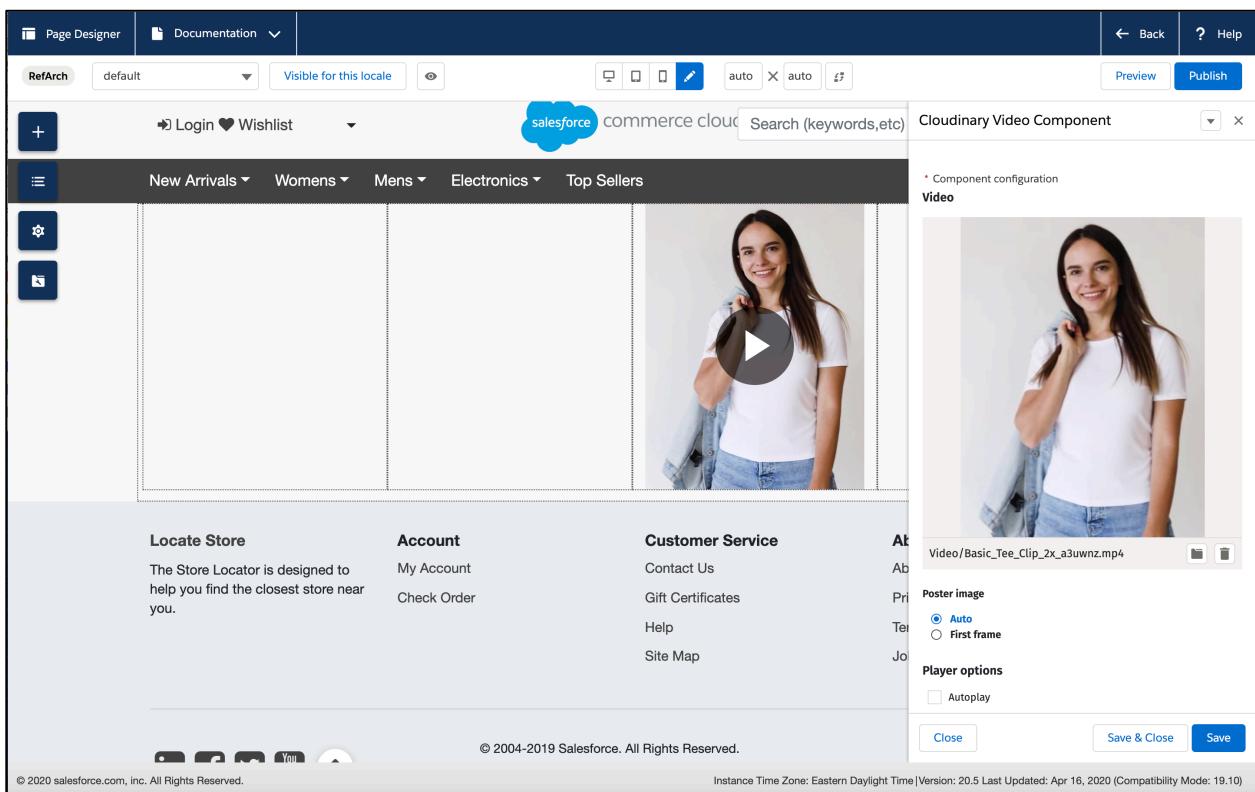
Note: If you are not already logged into your Cloudinary account you will be asked to log in at this point.



The assets are automatically filtered to show only videos. Choose the video you want to appear in the video component by selecting and inserting a video. You can also upload any videos that are not yet in your media library.

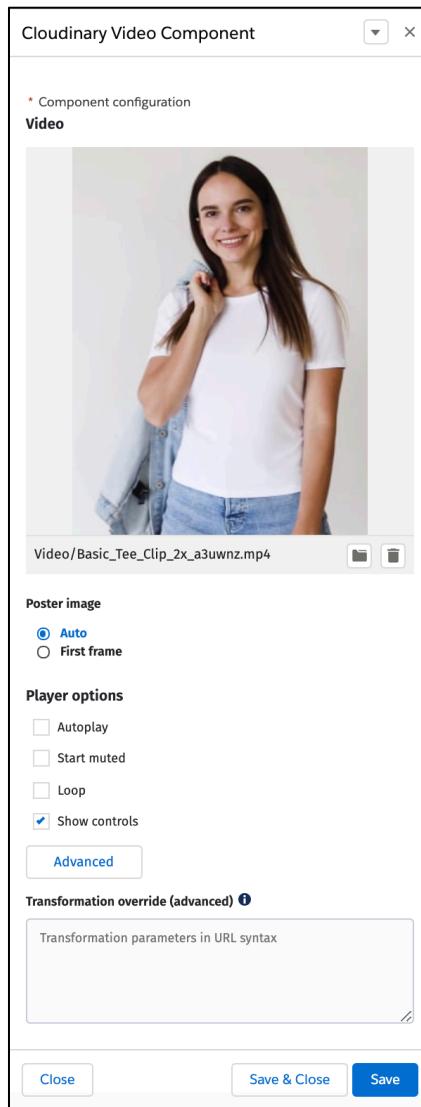


In the Page Designer, click **Save** and you'll see the video displayed in the component. You can preview the page at this time and see the video play.



Configuring the Cloudinary video component

In the Page Designer, clicking on the video component shows the Video Component panel. It also displays when the component is first dragged onto the page.



Below the selected video, in the Video Component panel, you can choose the poster image for the video: select **Auto** to let Cloudinary decide which frame to show, otherwise select **First frame** to use the first frame of the video. You can also select from a number of player options.

Applying overlays to the video

In the Video Component panel click the **Advanced** button.

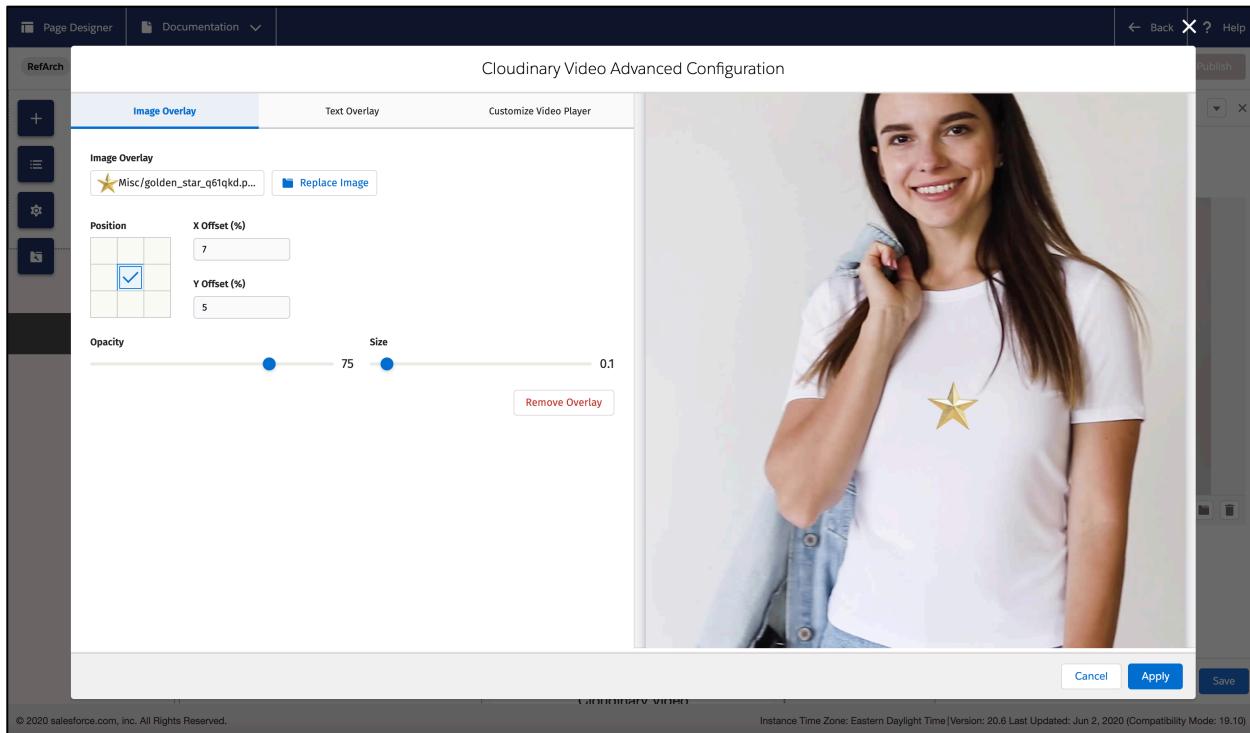
- To apply an image overlay, select the **Image Overlay** tab.

- To apply a text overlay, select the **Text Overlay** tab.

In the Image Overlay tab, you can select any image from your Cloudinary account and configure its opacity, position, x and y offset (relative to the position) and its size.

In the Text Overlay tab, you can enter the text you want to appear on the video and define its format and position.

In both cases, a preview of the video including the overlays is displayed to the right.



Customizing the video player

In the Video Component panel click the **Advanced** button, then select the **Customize Video Player** tab. Choose a theme, colors, text font and a custom logo. You can enter a link to a website that is opened when clicking the logo, and the URL of the logo itself. The logo URL should be a Cloudinary URL, so first upload your logo to Cloudinary and copy its URL here.

Applying transformations to the video

You can add a custom transformation to the video by specifying the URL syntax in the **Transformation override (advanced)** text box. See the video transformation documentation for details: https://cloudinary.com/documentation/video_transformation_reference.

Note: Any transformations already applied through the **Advanced** dialog are disregarded.

Click **Save** in the Video Component panel and you'll see the transformed video displayed in the component.

Storefront Functionality

There is no storefront functionality.

4. Testing Status

The Cloudinary Page Designer cartridge is supported for en_US and was tested against:

- B2C Commerce Version: 20.6 (Compatibility Mode: 19.10)
- SFRA 5.0

5. Operations, Maintenance

Availability

The status of Cloudinary's services can be found on our service status page - <https://status.cloudinary.com/>. From here, you can subscribe to service status updates.

Support

Contact our support team if you have any issues with the cartridge.

<https://support.cloudinary.com/hc/en-us>

6. Release History

Version	Date	Changes
19.1.0	2019-08-15	Initial release
20.1.0	2020-07-01	Added image component and updated video component.