



Automating Your Workflows with SHIFT Integrations

August 25, 2020

YOUR HOSTS



Julie Neumeister

Customer Marketing Manager,
SHIFT



Joel Corona

Product Specialist, SHIFT



SHIFT

HOUSEKEEPING ITEMS

- ✓ This webinar is being recorded and will be shared with all attendees and registrants, along with the slide deck.
- ✓ Attendees can add questions to the Q&A panel at any time.
- ✓ Questions will be addressed either during the Q&A session at the end, or in a follow-up email.
- ✓ Feel free to add comments and feedback in the chat if you'd like.



SHIFT

AGENDA

- ✓ SHIFT Feed + Google Drive/WeTransfer
- ✓ SFTP Integration
- ✓ SHIFT + Zapier Use Cases
- ✓ SHIFT Native API Integration Examples
- ✓ Adobe Creative Suite Panel
- ✓ Q&A Session



SHIFT

SHIFT BRAND & PRODUCT PILLARS

Present

Present your best work with beautifully branded reels, sites, presentations, or individual portfolios — no coding required.

Secure

Secure your content with personalized watermarking, private sharing, and custom user permissions.

Organize

Organize your work in projects to easily find, review, share, and manage your videos, images, documents and more.

Integrate

Integrate your existing production workflow with tools you're already using via Zapier or our native API.



SHIFT



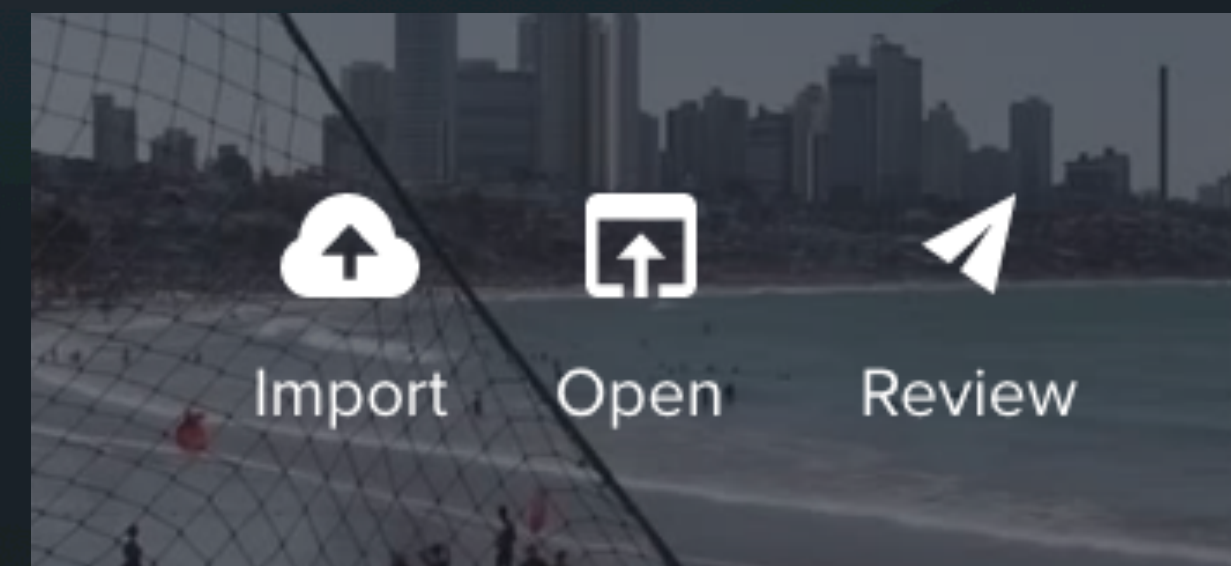
SHIFT Integration Poll



Google Drive & WeTransfer Integrations

HOW IT WORKS

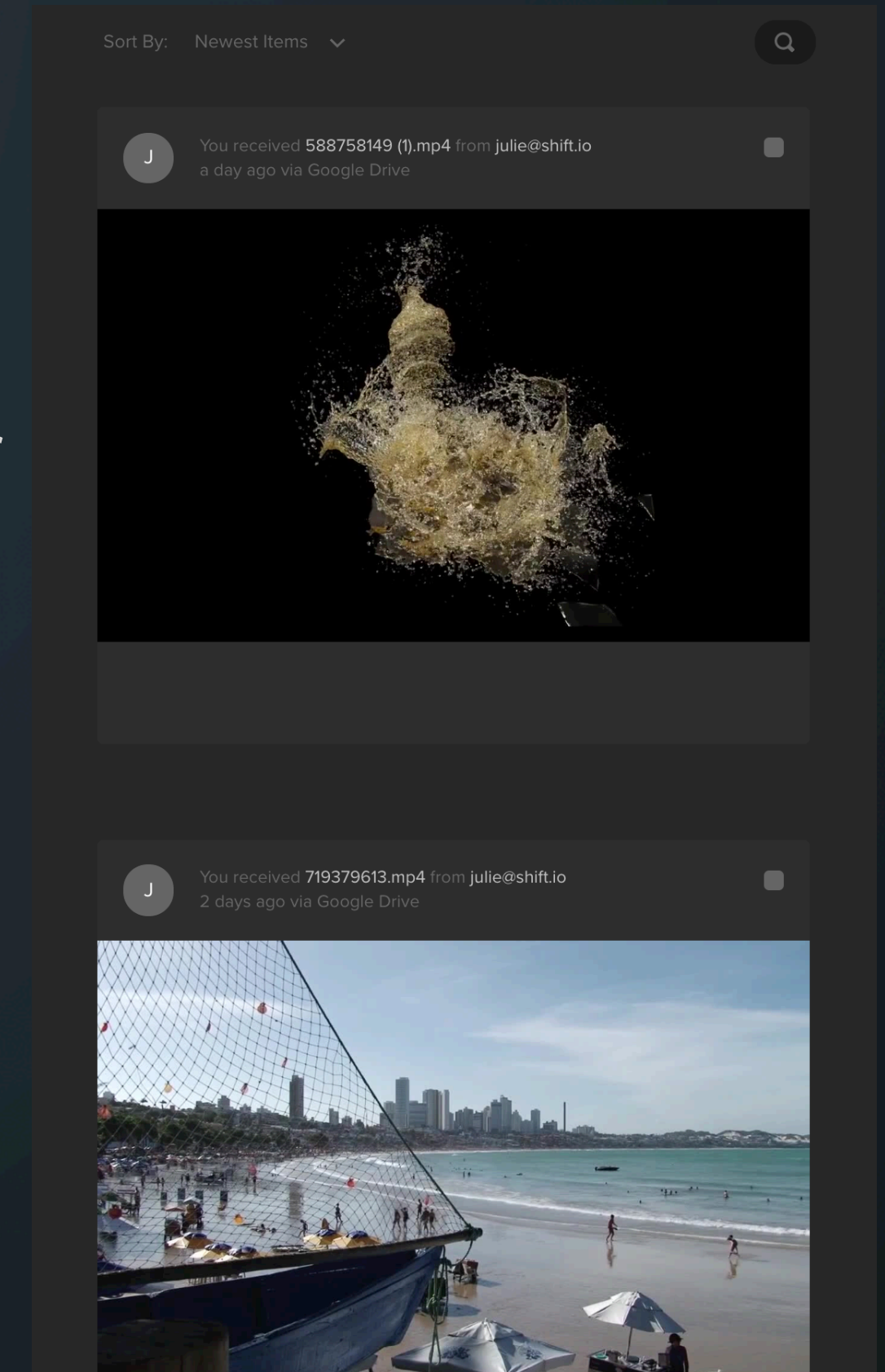
1. Authorize the app(s) via your Feed Settings
2. Forward emails you receive with content from either Google Drive or WeTransfer, and they'll pop up in your Feed
3. A filter will auto-populate in the left-hand panel so you can look at the collection of content sent from either platform at any time
4. Hover over the Feed Card and you'll see three action items:



HOW TO DO IT

1. Authorize the app(s) via your Feed Settings
2. Add the auto-generated email to your address book and forward emails of your choice -OR- set up an filter in your email client settings.

Questions? Here's how to set up a filter in Gmail or Outlook.



SHIFT

3. Watch the Links appear in your Feed



SFTP Integration

WHAT IS FTP AND SFTP?

- FTP stands for **File Transfer Protocol**
- Simply put, a FTP facilitates file transfer through a client-server relationship, allowing users to manage and transfer files from one system to another.
- It is a tried and trusted way of sending files.
- The **SSH** in SFTP stands for security. SFTP is a secure way to manage and transfer data. SFTP also ensures restricted access for overall systems and reduces risk.



SHIFT

HOW IT WORKS

- Once you are successfully connected, you can either drag and drop files from your computer or use the left-side panel (client) and drag and drop to the right-side panel (server).
- Once you do this, files will upload and appear in the destination you set for SFTP.
- Once the files have processed, you should be able to see the files appear in your chosen SFTP location (either projects or folders).
- SFTP integrations are available for paid accounts only.



SHIFT

HOW TO DO IT

1. As a Paid user, go to any Project or Folder you wish to connect to a 3rd party server. Right click on either or open the Action menu, then select “SFTP Integration”.
2. Click “Create” for the SFTP credentials to generate. **Save the password somewhere safe.**
3. Open your preferred third party server and enter your credentials into the server.
4. The SFTP Port # is 22.
5. In certain FTP clients such as Cyberduck, one would need to check off “Add to Keychain” initially to allow connection.



SHIFT

Create SFTP Credentials

Click "Create" to generate FTP credentials that will allow upload to this project/folder. These credentials are linked to your user and can be managed under My Profile / Integrations.

Host ?

s-e96bffc2b7544931b.server.transfer.us-east-1.amazon...

User

4ad87f42035a479f9cd30ac6a6563e8e

Password

K.~WWC05Y4iF

Directory

DarinsIntrovertedWays/Project 4/SFTP Folder

MY INTEGRATIONS

CLOSE

Untitled 7 days left. Buy now!

View Window Quick Look Action Sync

darin

Name	Size	Date
Applications	--	6/2/20, 3:46 PM
Desktop	--	6/10/20, 3:50 PM
Documents	--	11/13/19, 4:46 PM
Downloads	--	6/10/20, 1:23 PM
Movies	--	9/4/19, 1:41 PM
Music	--	10/15/19, 9:14 AM
Pictures	--	9/26/19, 4:56 PM
Public	--	9/4/19, 1:41 PM
SHIFT QA3	--	2/21/20, 8:35 AM

Connect to SFTP Server

Server: s-e96bffc2b7544931b.server.transf

User Name: 4ad87f42035a479f9cd30ac6a6563

Password:

Initial Path: optional

Port: 22

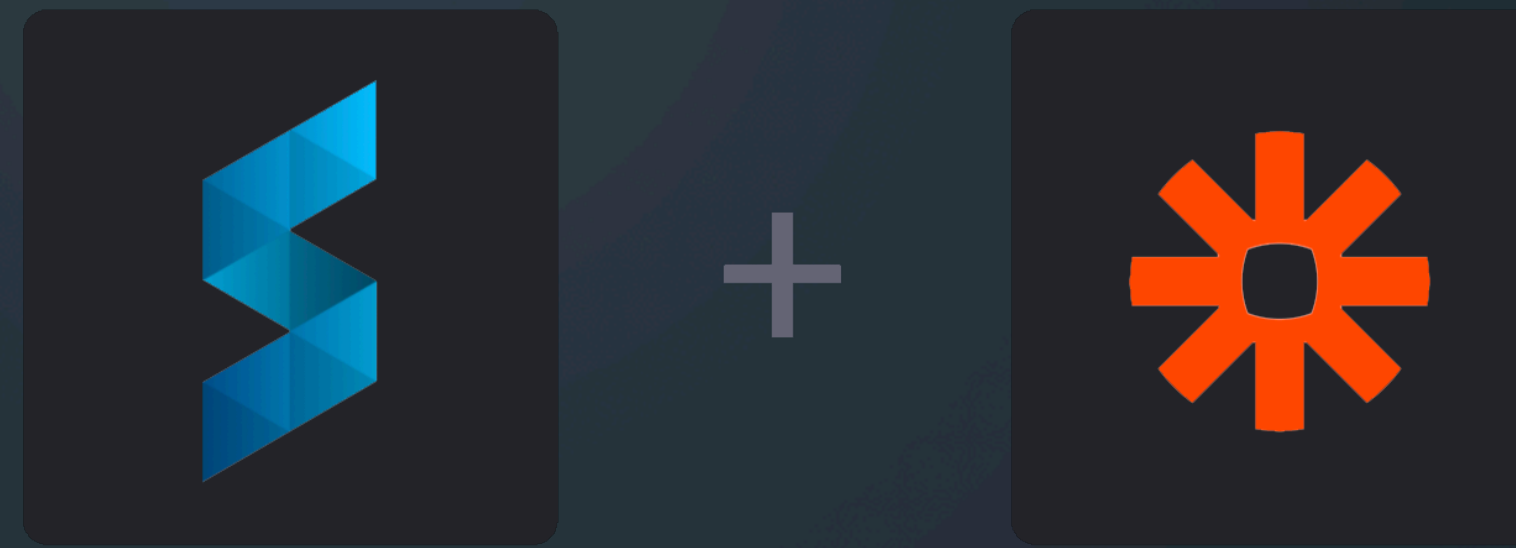
For SFTP will always be 22

+ Mount as Disk Connect



SHIFT + Zapier Integrations

WHAT IS ZAPIER?



Zapier creates “webhooks”, simple integrations that send information from one place to another.

It’s simple to set up webhooks that connect to SHIFT.

Navigate to zapier.com, set up a free account, then get started with [one of our pre-built templates](#) or [create your own](#).



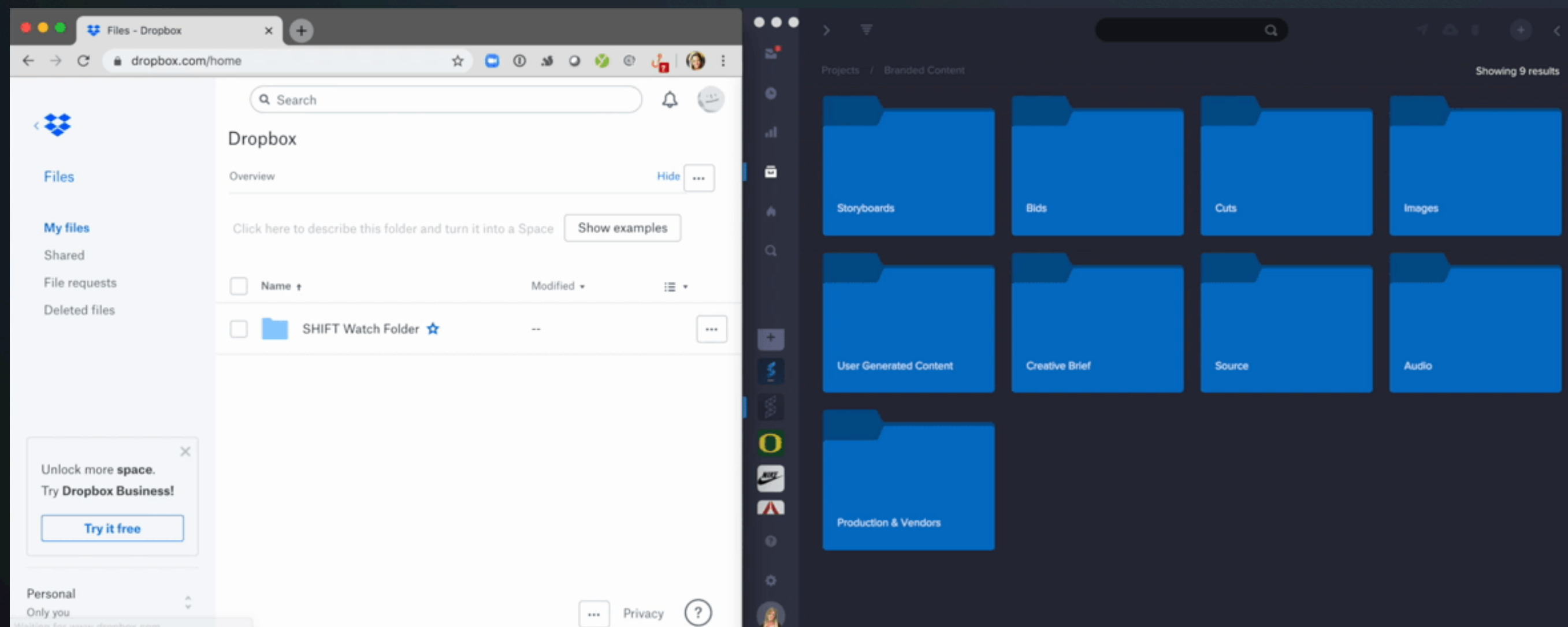
SHIFT

IMPORTING TO SHIFT WITH ZAPIER

Upload files to a 3rd party file hosting service, while automatically uploading those files to SHIFT at the same time.

Some Options:

- Dropbox
- Google Drive
- OneDrive
- Box
- Vimeo

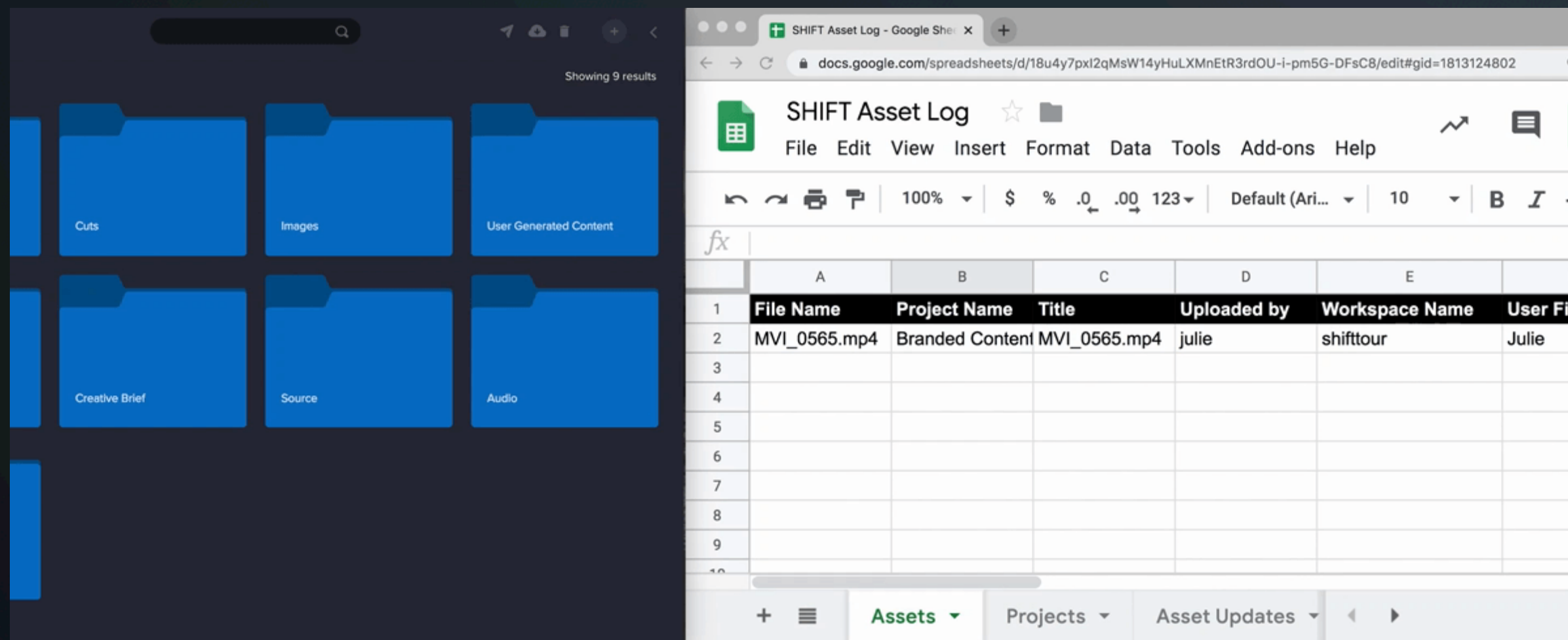


EXPORTING TO SHIFT WITH ZAPIER

Export assets or activity information (including project updates, Link shares, new or deleted assets, new users, and more) to 3rd party platforms.


Some Options:

- Slack & Microsoft Teams - Get alerted through a channel or DM when certain activity is performed in SHIFT.
- Google Sheets & Airtable - Keep a running log of uploaded assets and activity.
- Vimeo, Dropbox, Box, etc.



MORE WEBHOOK OPTIONS

- Send automated emails with [Gmail](#)
- Auto-generate transcriptions with [Temi](#)
- Create new projects when new boards are created in task management platforms such as [monday.com](#) and [Trello](#)
- Easily upload assets with auto-populated titles, descriptions and tags from a spreadsheet with [Airtable](#)

<input type="checkbox"/>	A Name ▾	A Description ▾	A Attachments ▾	A Tag 1 ▾	A Tag 2 ▾	A Tag 3 ▾
1	My Asset	Insert Description Here		example tag 1	example tag 2	example tag 3



ZAPIER TIPS

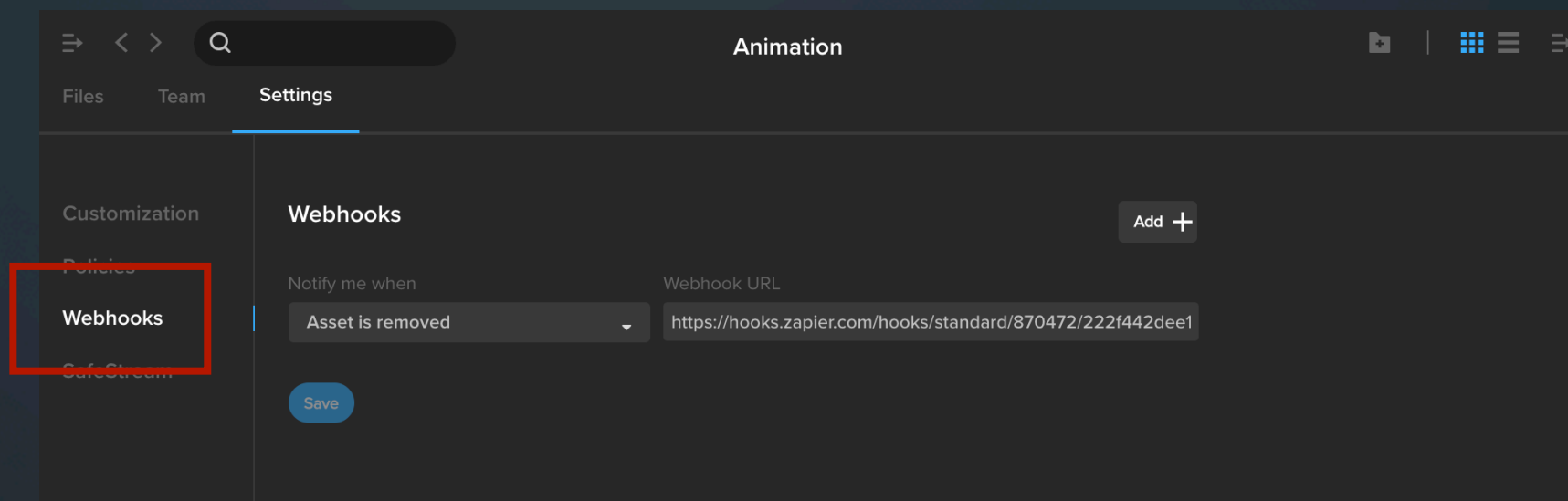
- Use a template to quickly set up a Zap, then click back into it to customize watch folders and custom fields.
- Read instructions carefully.
- Where the only option to export from SHIFT is new asset rather than new asset in folder, create a new workspace designated for those videos.
- When testing with sample files, make sure they are images or videos.
- Think outside of the box.
- Utilize Zapier Support for technical questions and errors, and SHIFT Support to request new Zapier triggers and actions.



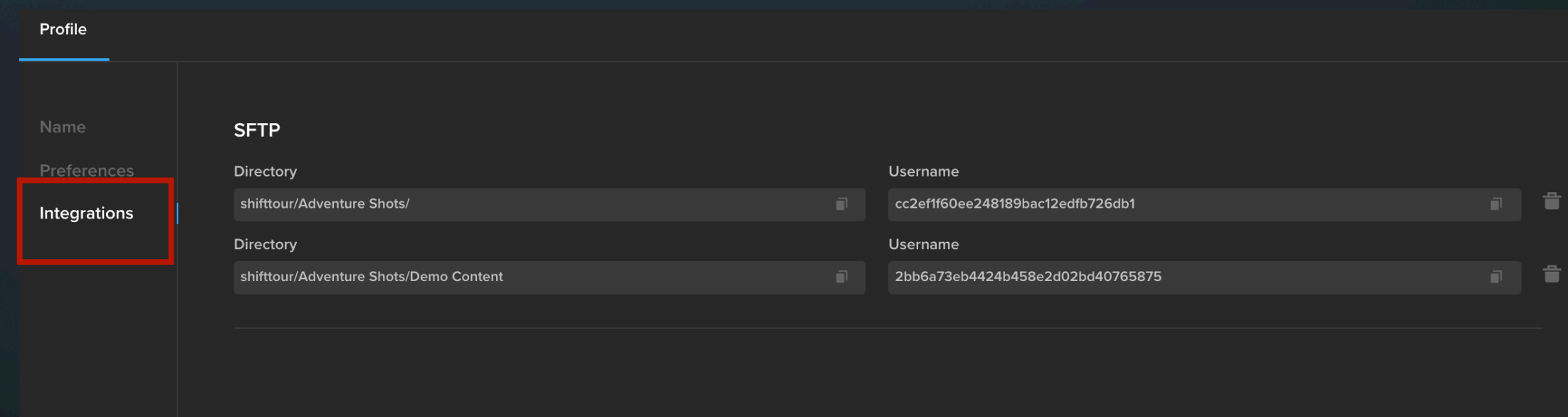
SHIFT

MANAGING YOUR INTEGRATIONS

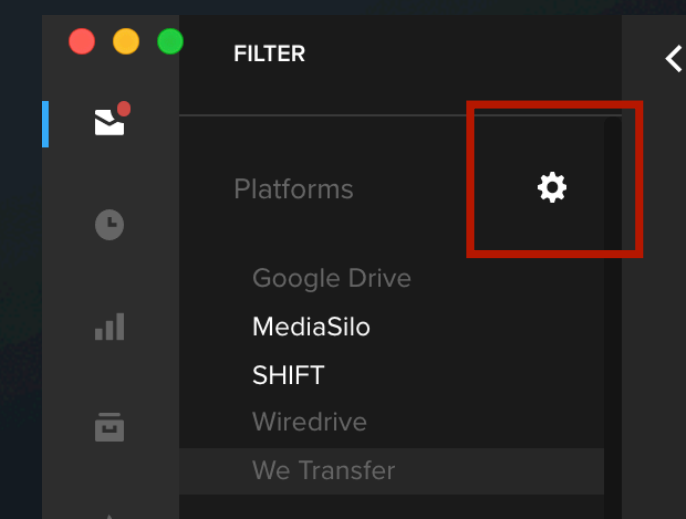
- Manage Zapier (and custom) webhooks in your Project Settings



- Manage SFTP Integrations in your Profile Integration Settings



- Manage Feed Integrations in Feed Settings



SHIFT NATIVE API

- The SHIFT API is a stateless RESTful service that allows you to interact programmatically with the SHIFT platform.
- It can support just about any application that needs access to content or information in SHIFT.

Access the documentation at docs.shift.io.



SHIFT

SHIFT NATIVE API

Examples of what customers have built include:

Mobile casting apps, media portals, screening rooms, custom uploaders, dailies apps, and automations that trigger workflows in other systems when media is updated in SHIFT.

Examples of 3rd party applications that our customers have integrated with SHIFT include:

MediaShuttle, Signiant, and CatDV.





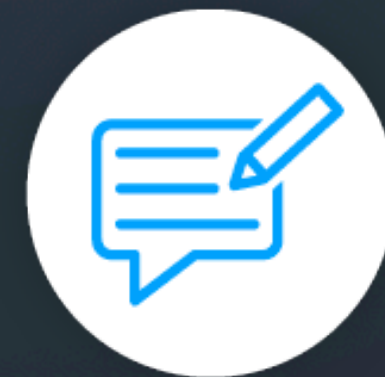
Adobe Creative Suite Panel

ADOBE CREATIVE SUITE PANEL



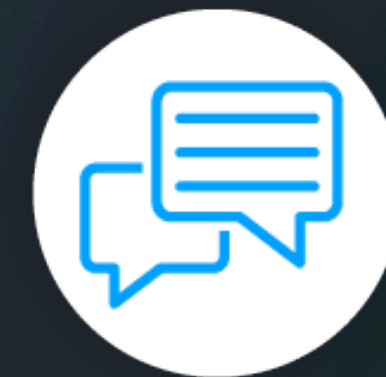
Import files from SHIFT

Import assets from Premiere Pro and After Effects from your SHIFT projects.



Easily export for feedback

Export your sequence or composition as a private or public Link with expiration dates and custom passwords.



Sync feedback to your timeline

Pull comments from your recipients that sync directly to your timeline. Iterate on feedback with auto-updating versions.

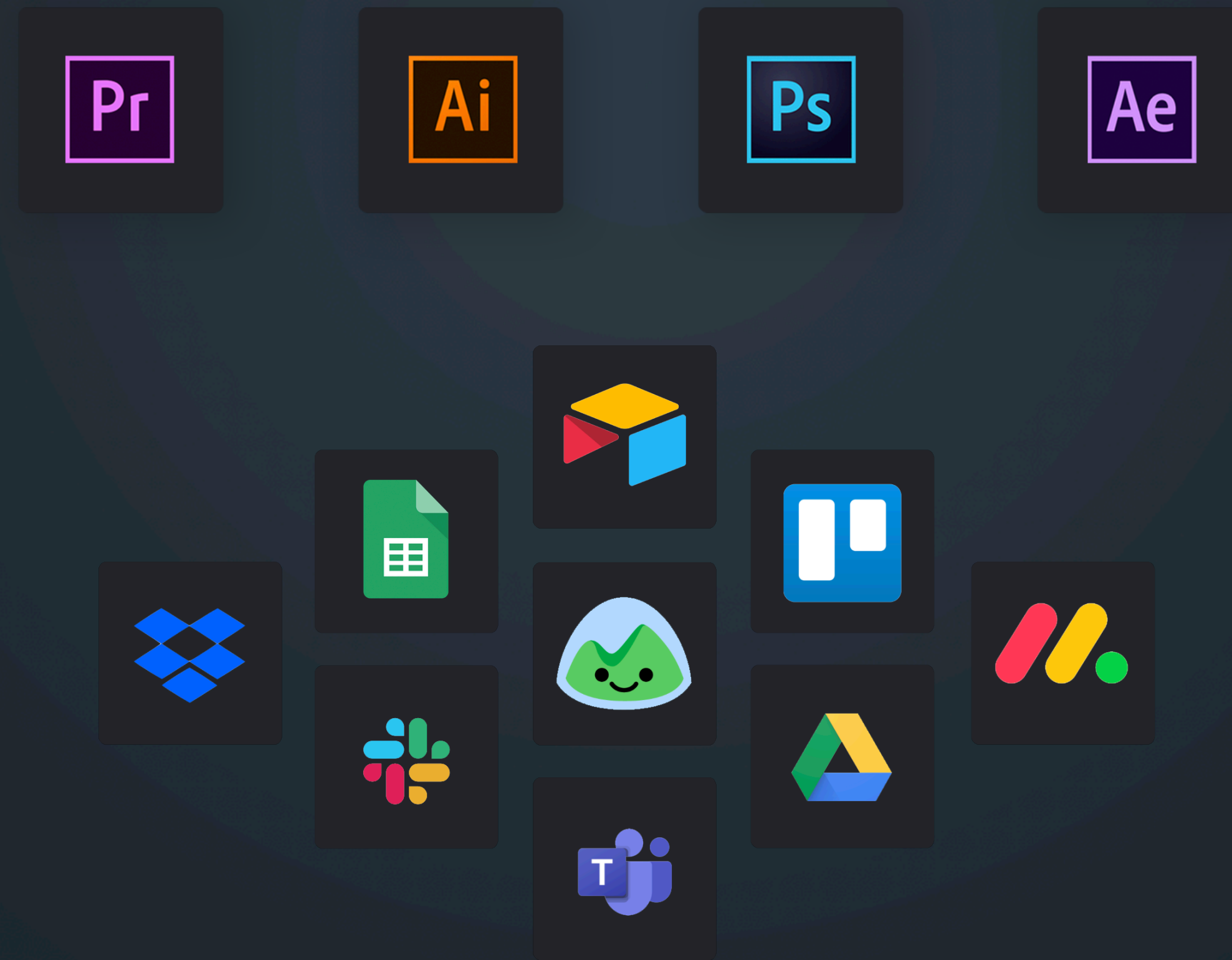


SHIFT

ADDITIONAL RESOURCES

- ✓ [Integrations Support Center](#)
- ✓ [Blog Post: Introducing the SHIFT Panel for Adobe](#)
- ✓ [Adobe Panel Download Link](#)
- ✓ [Blog Post: 3 Ways to Use Zapier Integrations](#)
- ✓ [SHIFT Home Page on Zapier](#)
- ✓ [SHIFT API Documentation](#)





Q&A Session

If you have more questions after the webinar, feel free to email us at hello@shift.io.



Thank You!