



[www.bynder.com](http://www.bynder.com)

# Bynder

Empowering brand champions and driving marketing success



## Introduction

# Daniel Schafrat

- Global Head of Solution at Bynder
- Since 2012
- Leveraging the latest tech
- Bynder team & global brand support
- [linkedin.com/in/danielschafrat](https://www.linkedin.com/in/danielschafrat)





Bynder's

# Facts & Figures

350%

growth per year

2013

year established

50mil.

assets stored

150.000+

total users worldwide

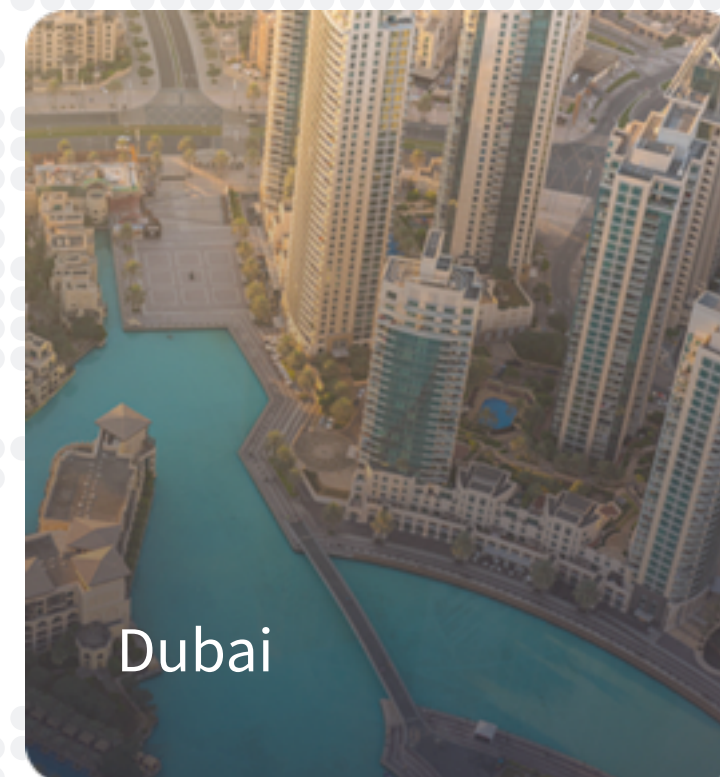
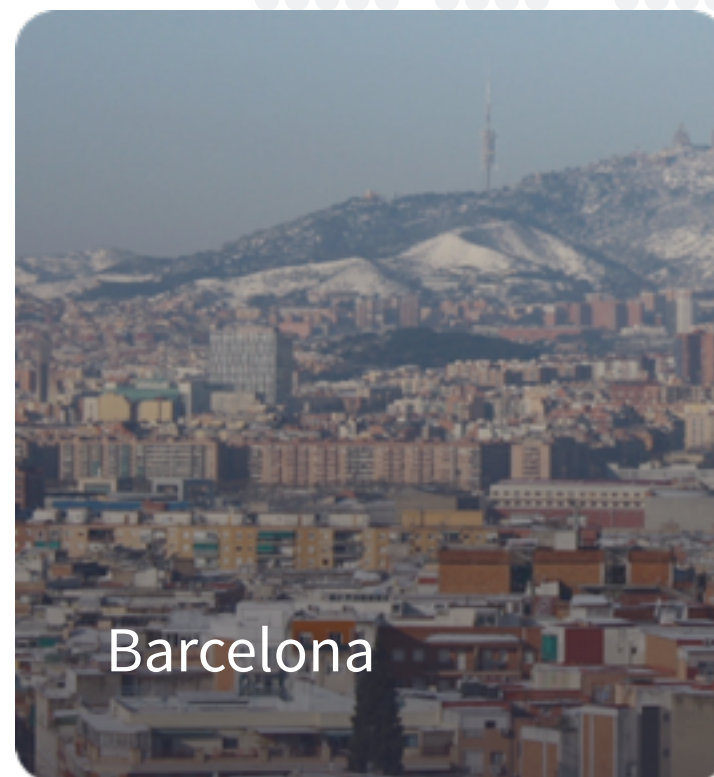
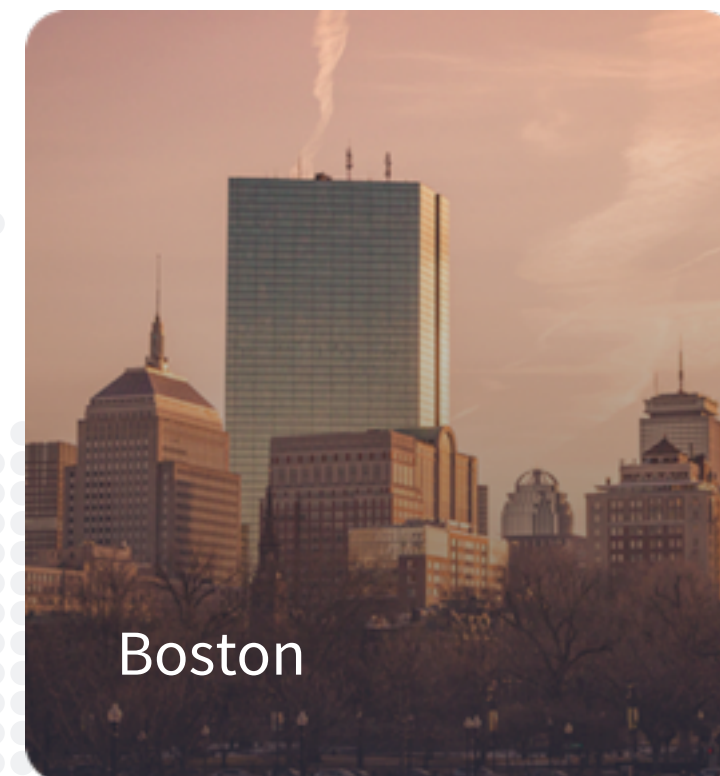
350+

total clients

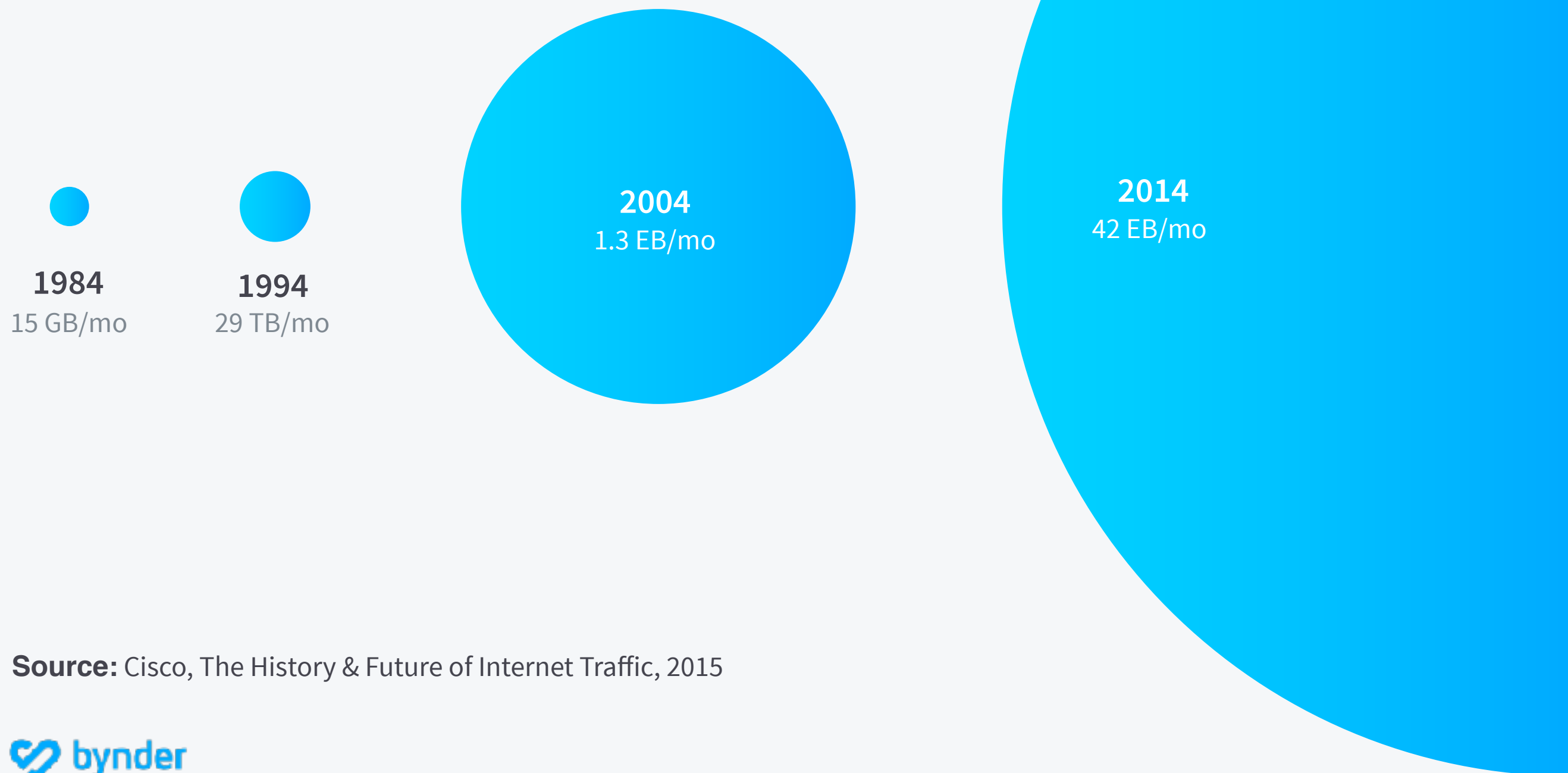
250+

employees worldwide





# Online content & collaboration traffic growth



**Source:** Cisco, The History & Future of Internet Traffic, 2015



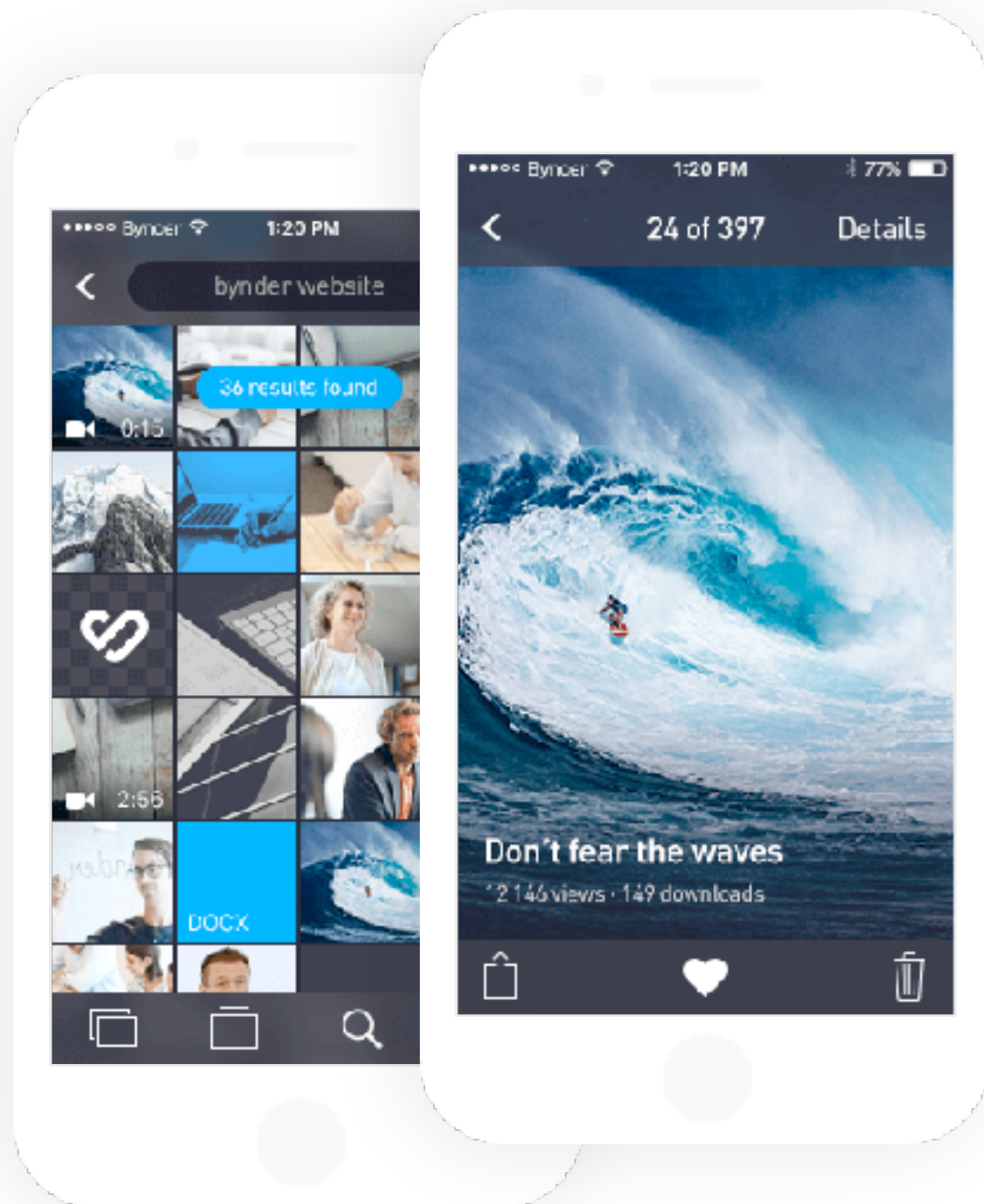
## Our proud clients

*“ Bynder platform has helped us at the Global Marketing level to really manage our assets in a way we have never done it before”*

Eduardo Gallegos, Global Marketing Planning Manager at Puma





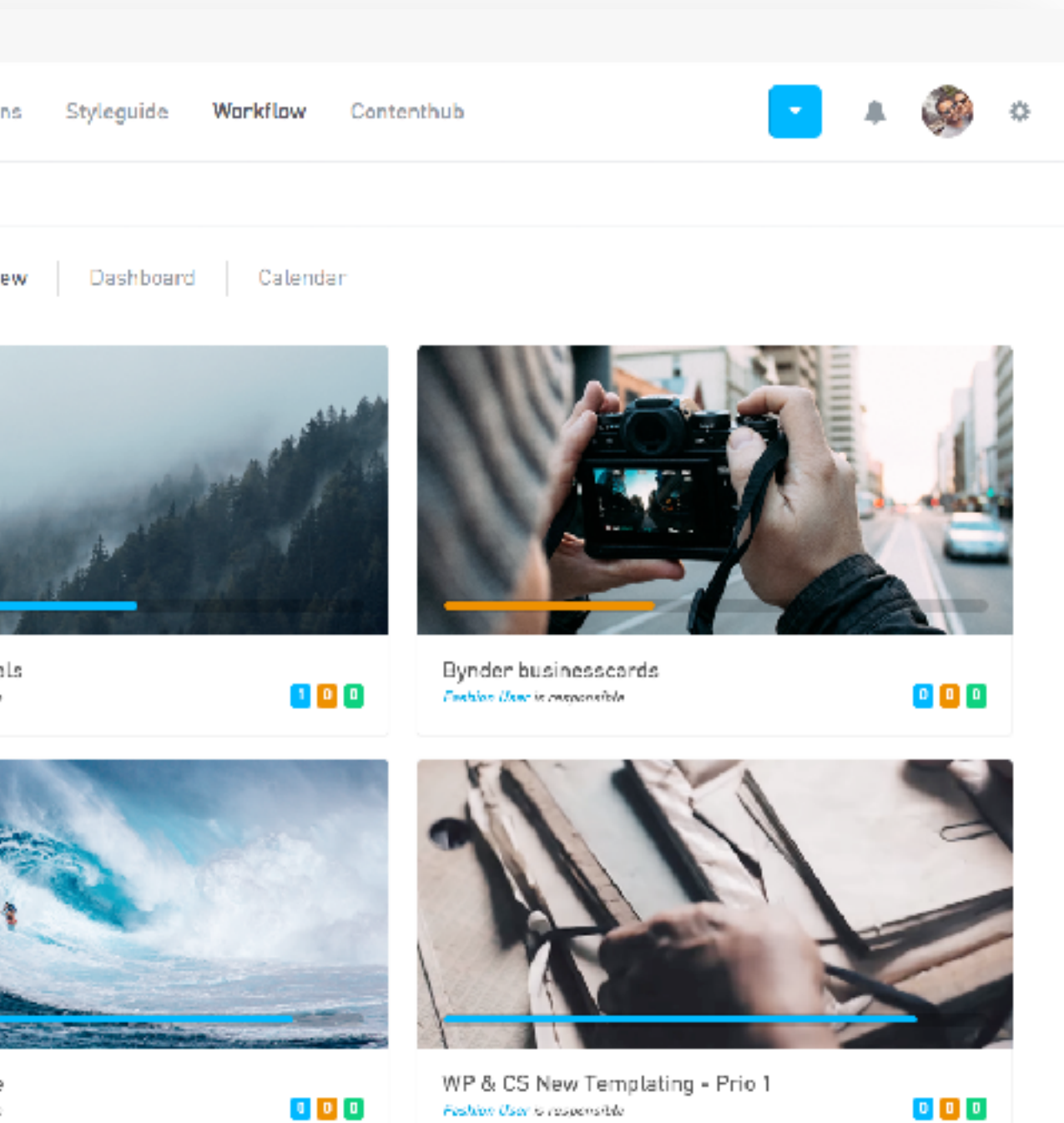


Importance of digital asset management

## Centrally organise and manage all your digital assets

- One-stop-shop for marketing resource management
- Spreading the latest company news
- Manage multiple brands identities with one portal
- A brand center with the look and feel of your brand





What we deliver

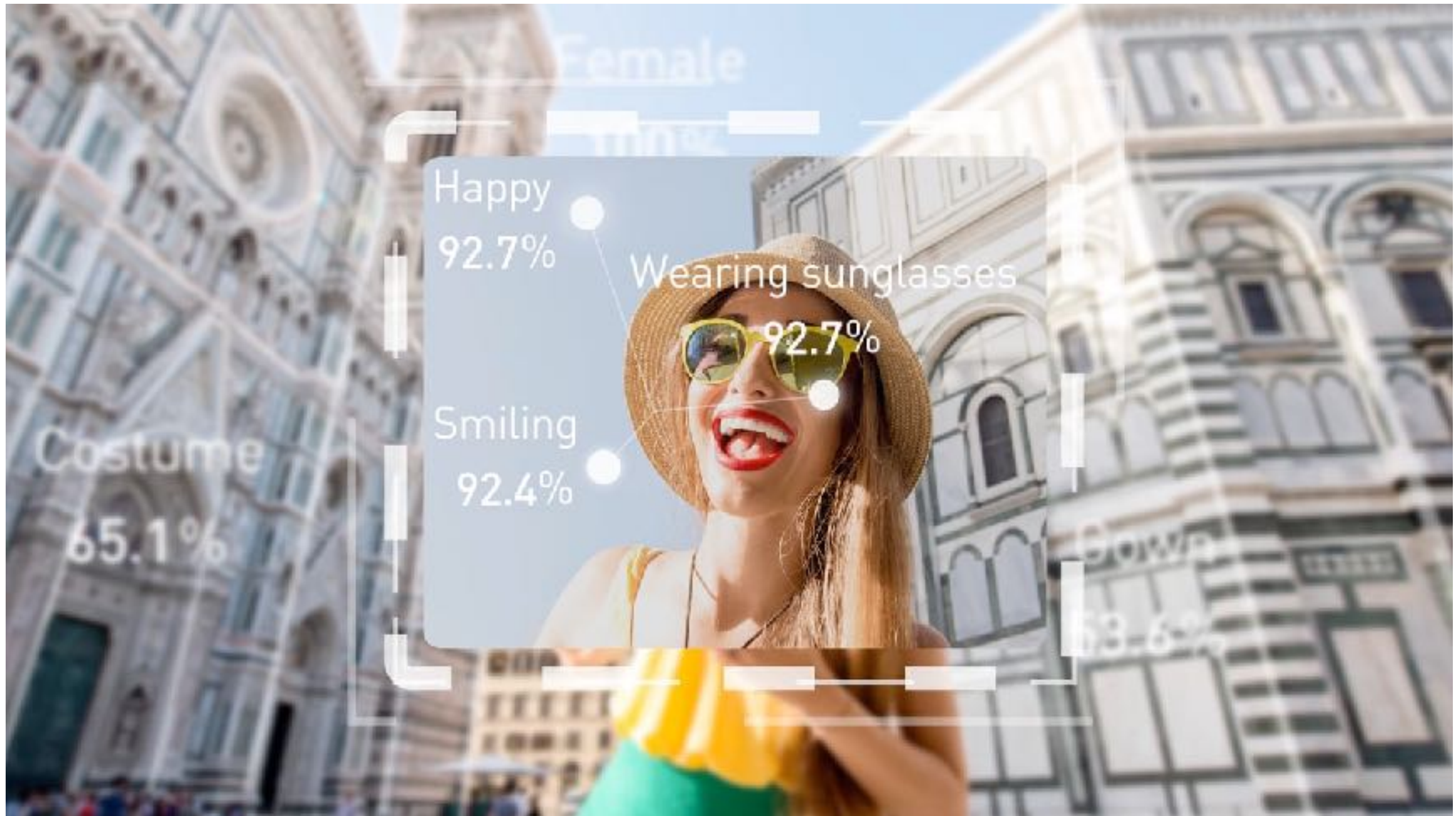
## Our USP's

- Exclusively Cloud-based
- Moving from Product to Platform
- UX optimised for end-user adoption



# Bynder and AWS

# Amazon Rekognition



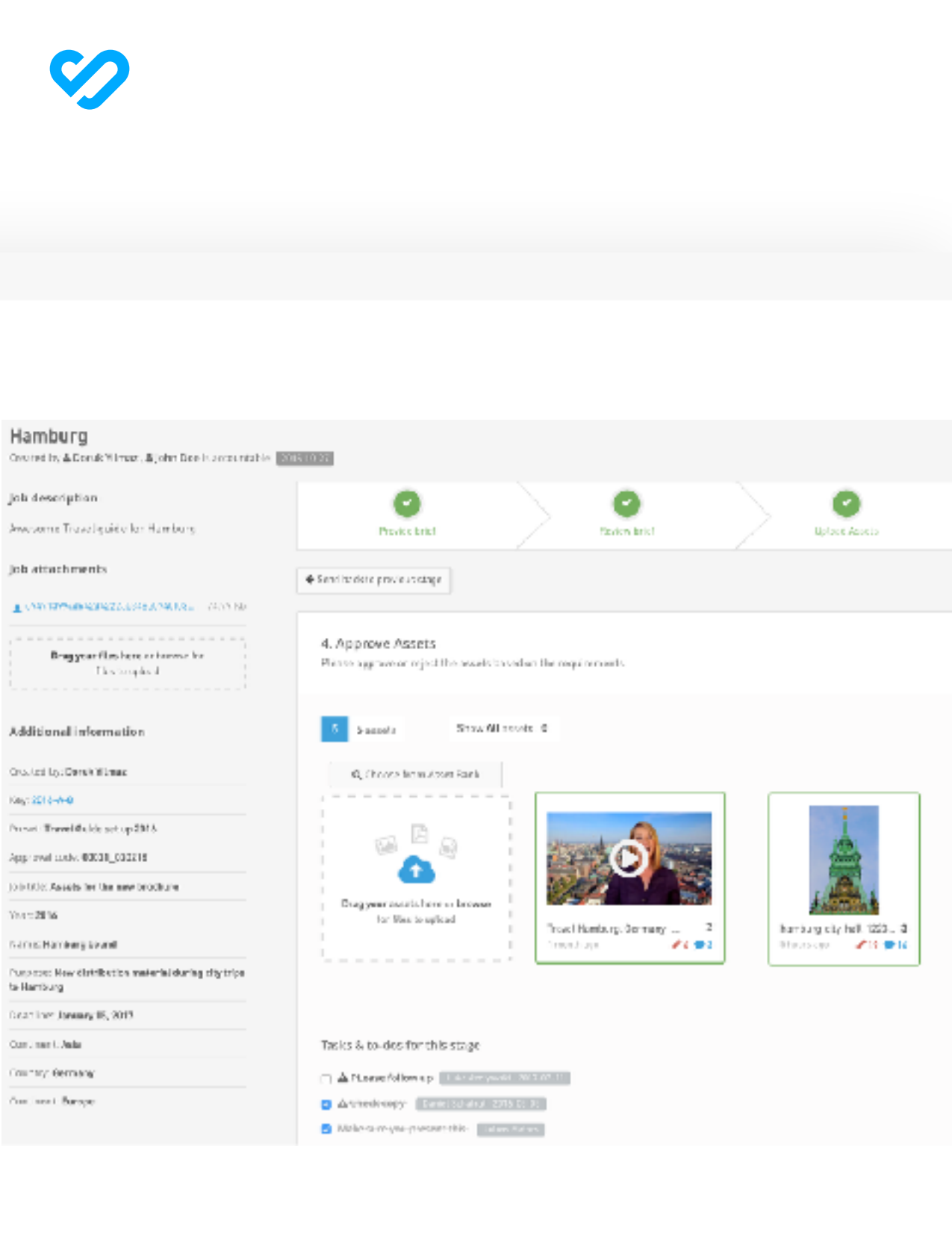


Why Amazon Web Services?

# One integrated solution - One scalable platform







# Digital asset management

## Single source of truth

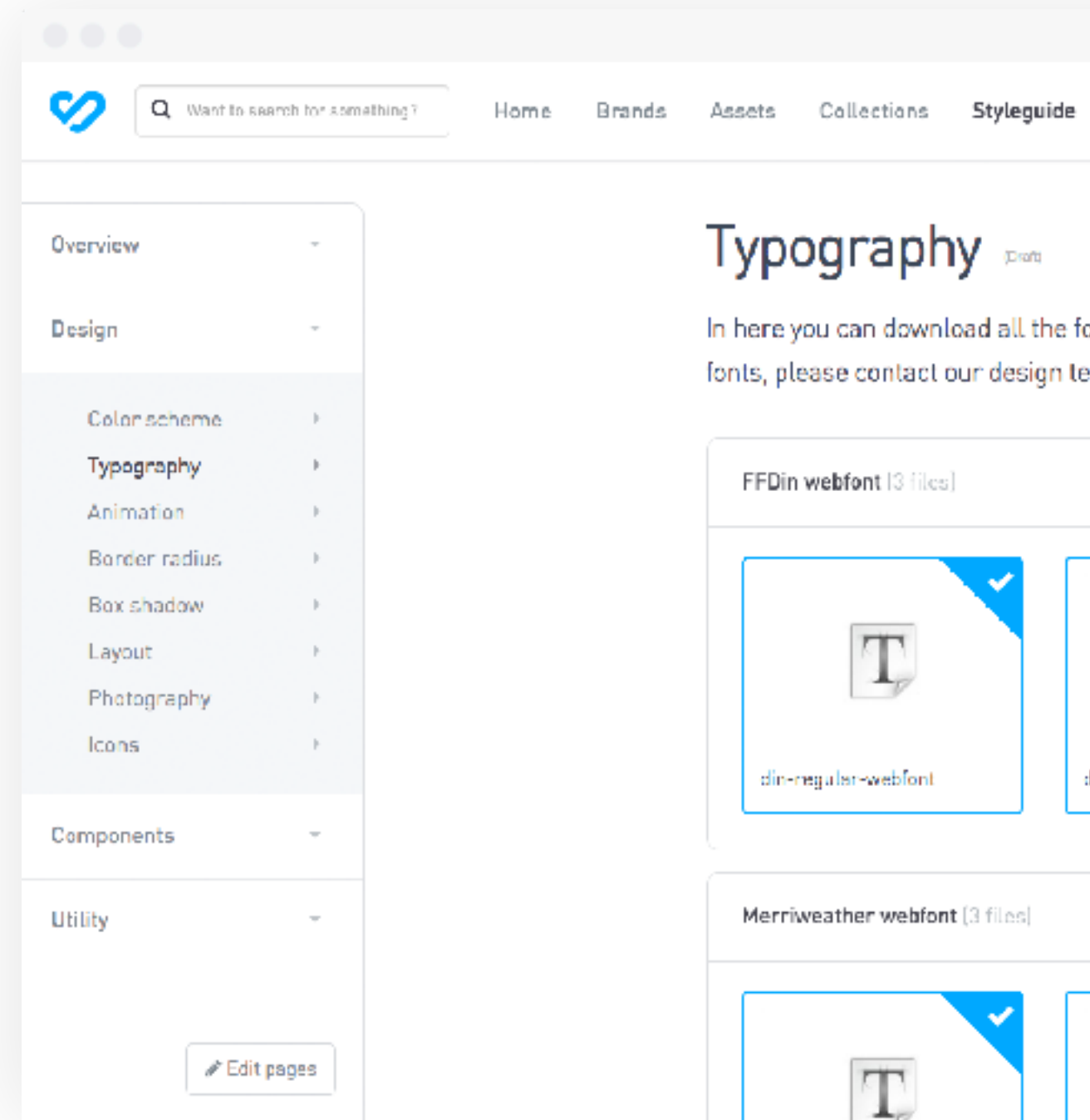
- Re-use in templates
- Re-use in Workflows
- Re-use in the larger ecosystem using our API & SDK's  
(e.g. ERP, PIM, Intranet, e-commerce etc.)



Digital asset management

## Some observations

- Tailored environments
- Human side in technology
- SMEs





# Future of Digital Asset Management



*“ It’s time to realise that a lot of technology we used to think was ‘high-end’ and complex, quickly is becoming mainstream and easy”*

Chris Hall - CEO, Bynder



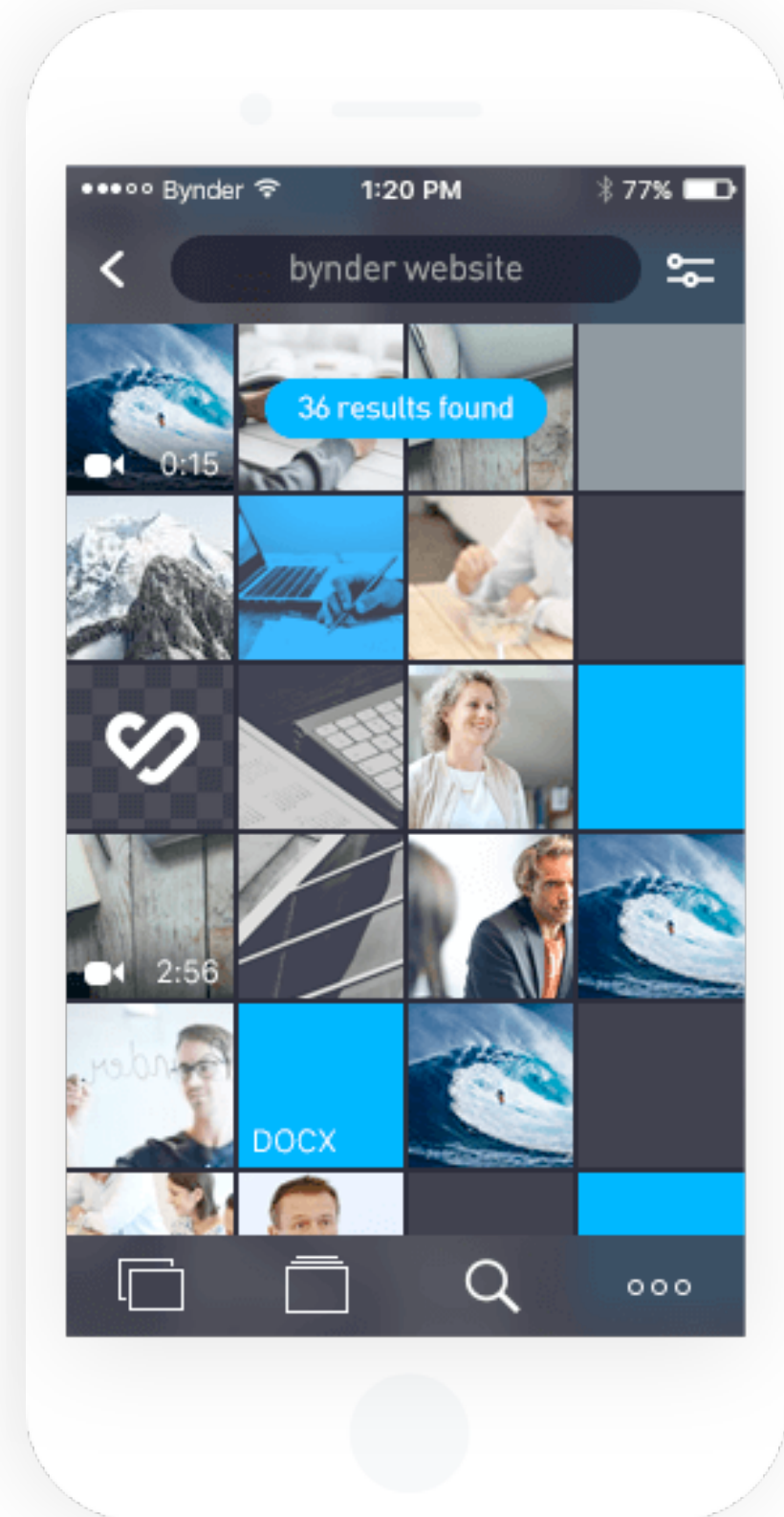


The future of digital asset management

## Our mission

Our mission is to make DAM available for everyone.

We don't want it to be about IT.





Thank you

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