

www.bynder.com

#### 汐 bynder

AT CO

	Promary				
24 H	Development * Devops * Controlog Frank				
24.0 X X					

### Bynder

Empowering brand champions and driving marketing success

- Define Proc
  - Define angs
    - Current .
- Malephone + 1
  - Review Schings /2
- Decard Proven
- Dynamit Plans

- Despit 7 44 - Despit 7 44 - Descenter 7 - Desc
  - chaos -
  - CASIS MINING

#### Introduction

#### Daniel Schafrat

- · Global Head of Solution at Bynder
- Since 2012
- Leveraging the latest tech
- Bynder team & global brand support
- Iinkedin.com/in/danielschafrat



### Bynder's Facts & Figures

350%

growth per year

2013

year established

50mil.

assets stored

250+

150.000+

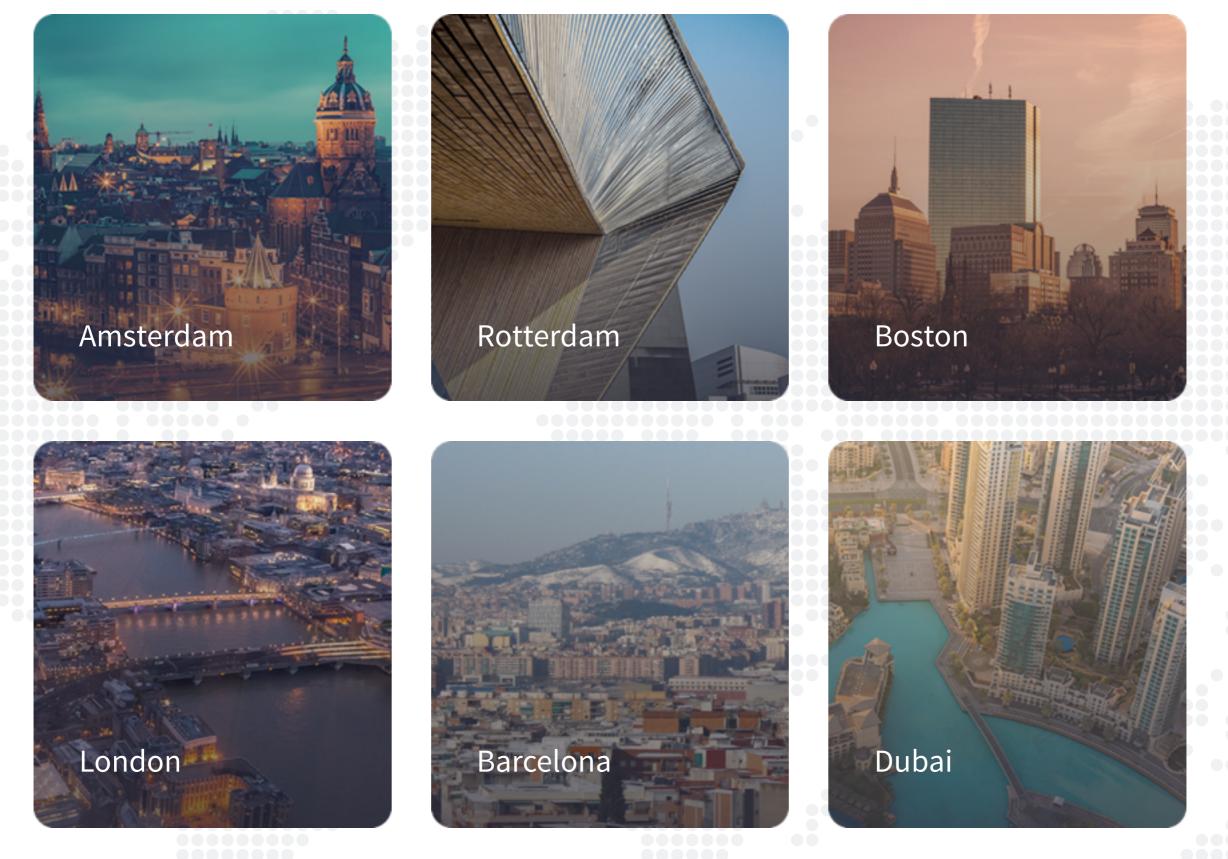
total users worldwide

employees worldwide

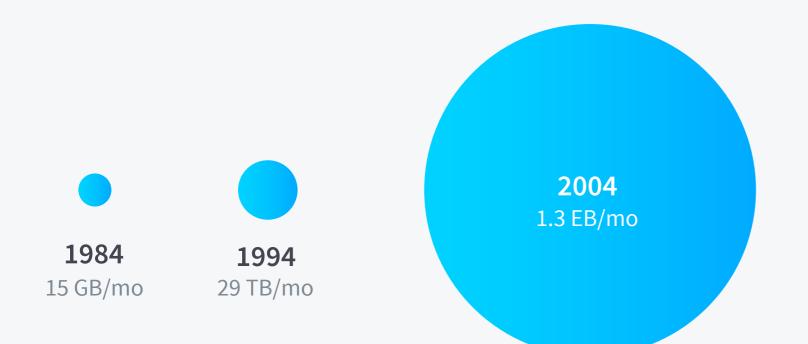


350+





# Online content & collaboration traffic growth



**2014** 42 EB/mo

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

#### 🍤 bynder

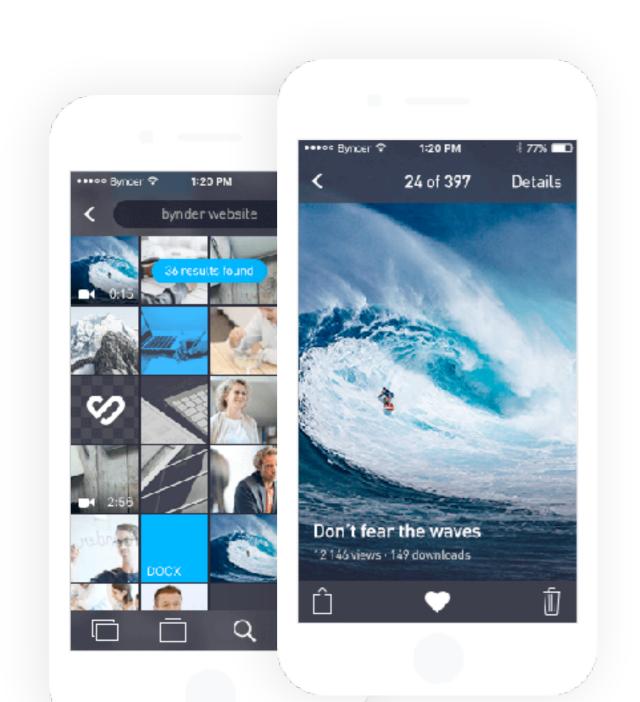


#### Our proud clients

" 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

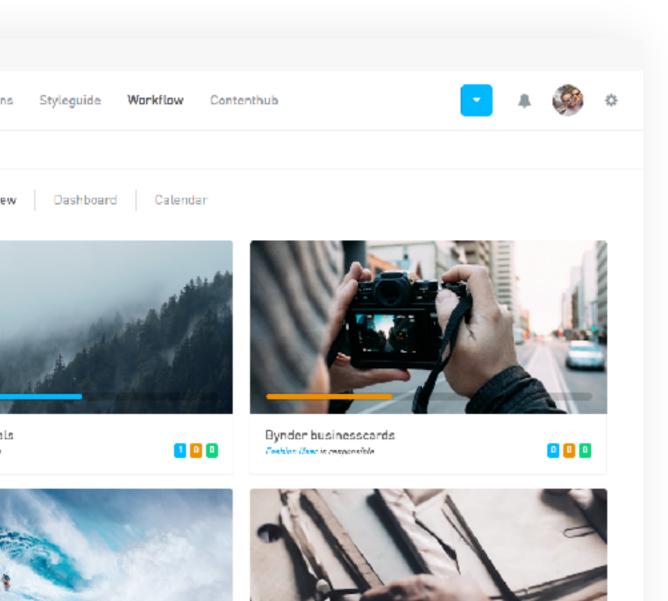




Importance of digital asset management

#### 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



Feshion User is responsible

0 0 0

WP & CS New Templating - Prio 1

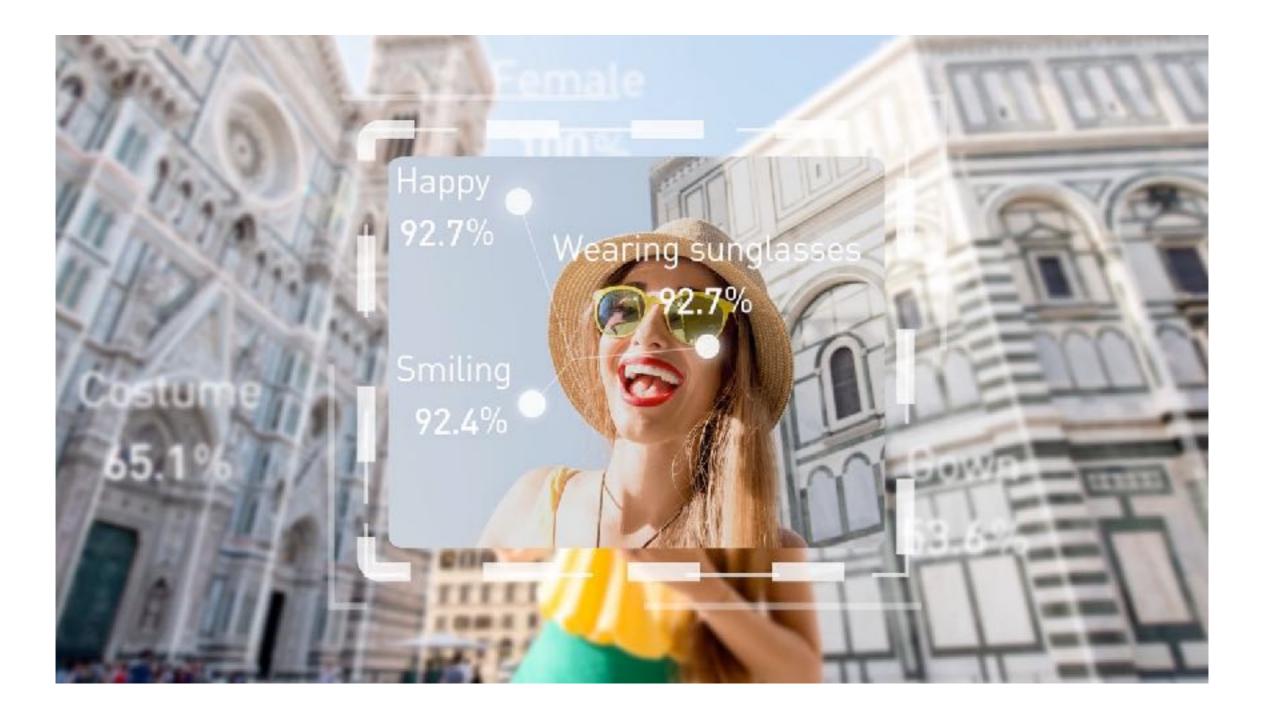
00

## 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

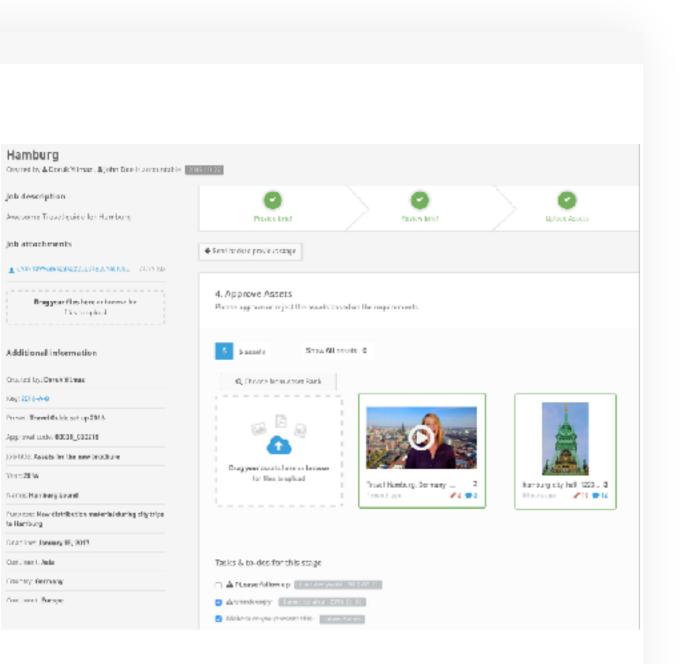




#### Why Amazon Web Services?

#### 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

Q Want to se	which for something?	Home	Brands	Assets	Collections	Styleguide		
Overview	*			Тур	ograph	IY par		
Design	-				In here you can download all the fo fonts, please contact our design te			
Color scheme						5		
Typography				FFDin webfont [3 files]				
Animation					Training to these			
Border radius	E.							
Box shadow	P.							
Layout	P				T			
Photography	F				-7			
Icons	P			din-	regular-webfont			
Components	-							
Utility	-			Merri	weather webfor	t (3 files)		
<i>i</i> ∕r Edit	pages				T			

### Future of Digital Asset Management

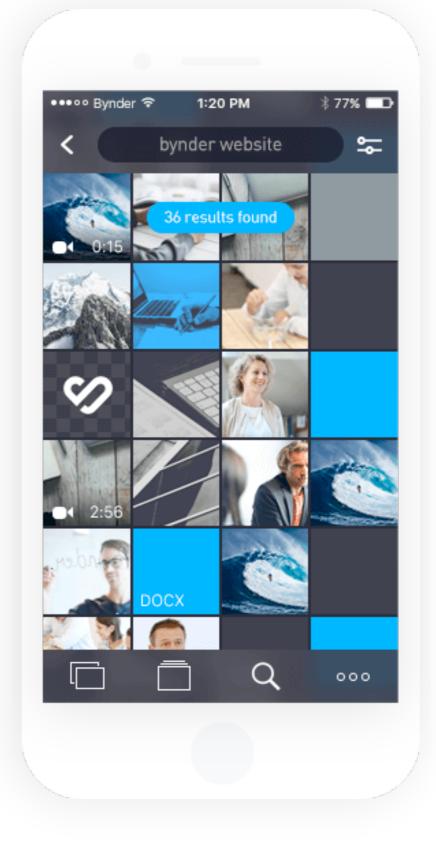
#### "It's time to realise that a lot of technology we used to think was 'highend' and complex, quickly is becoming mainstream and easy"

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

www.bynder.com