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Bynder

Empowering brand champions and driving marketing success

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

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 - 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.

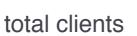
assets stored

250+

150.000+

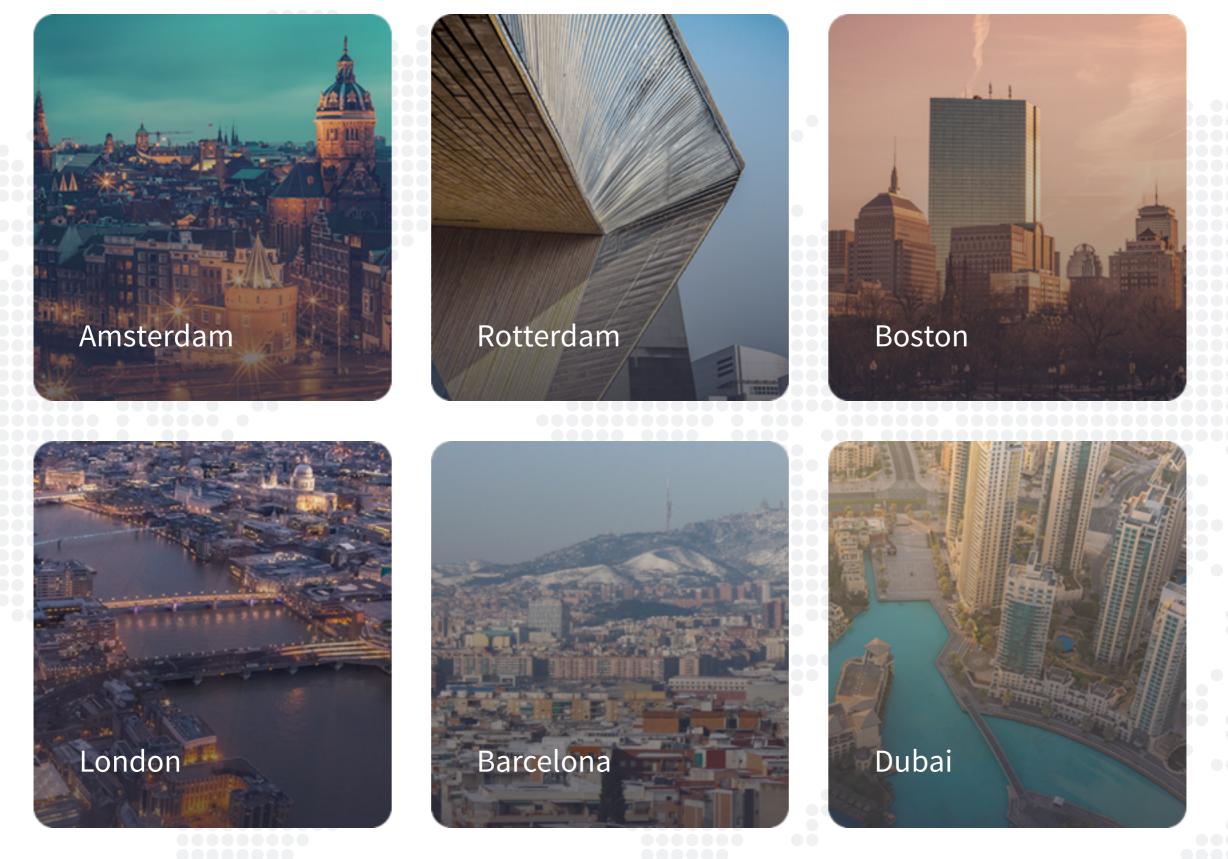
total users worldwide

employees worldwide

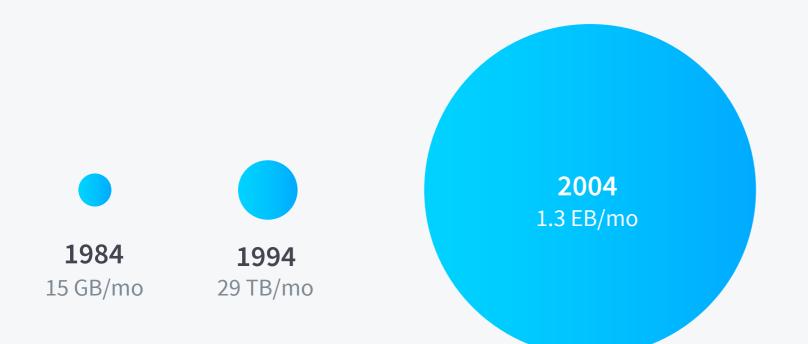


350+





Online content & collaboration traffic growth



2014 42 EB/mo

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

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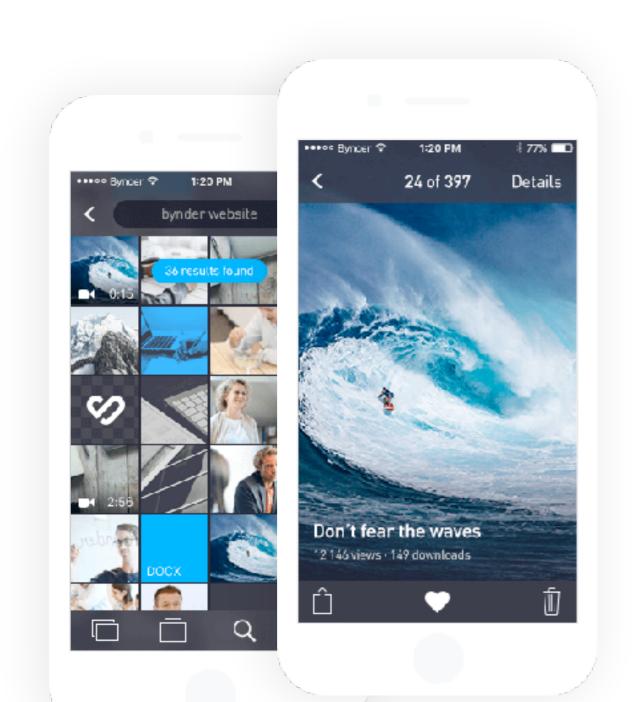


Our proud clients

" 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

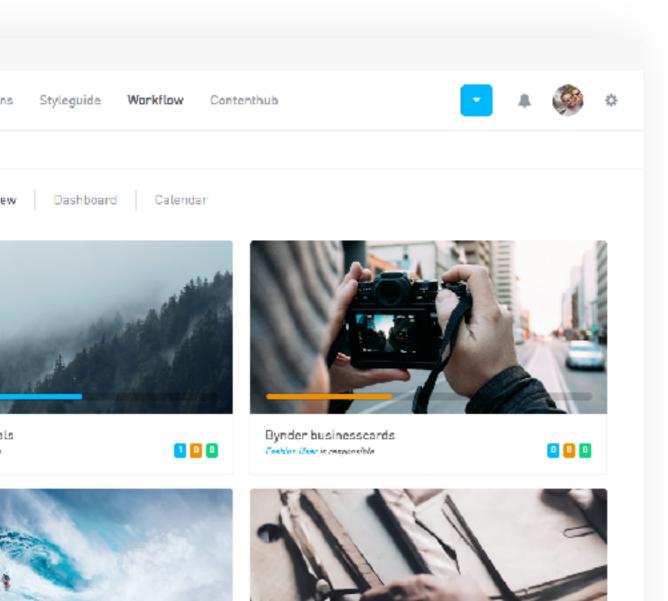




Importance of digital asset management

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

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WP & CS New Templating - Prio 1

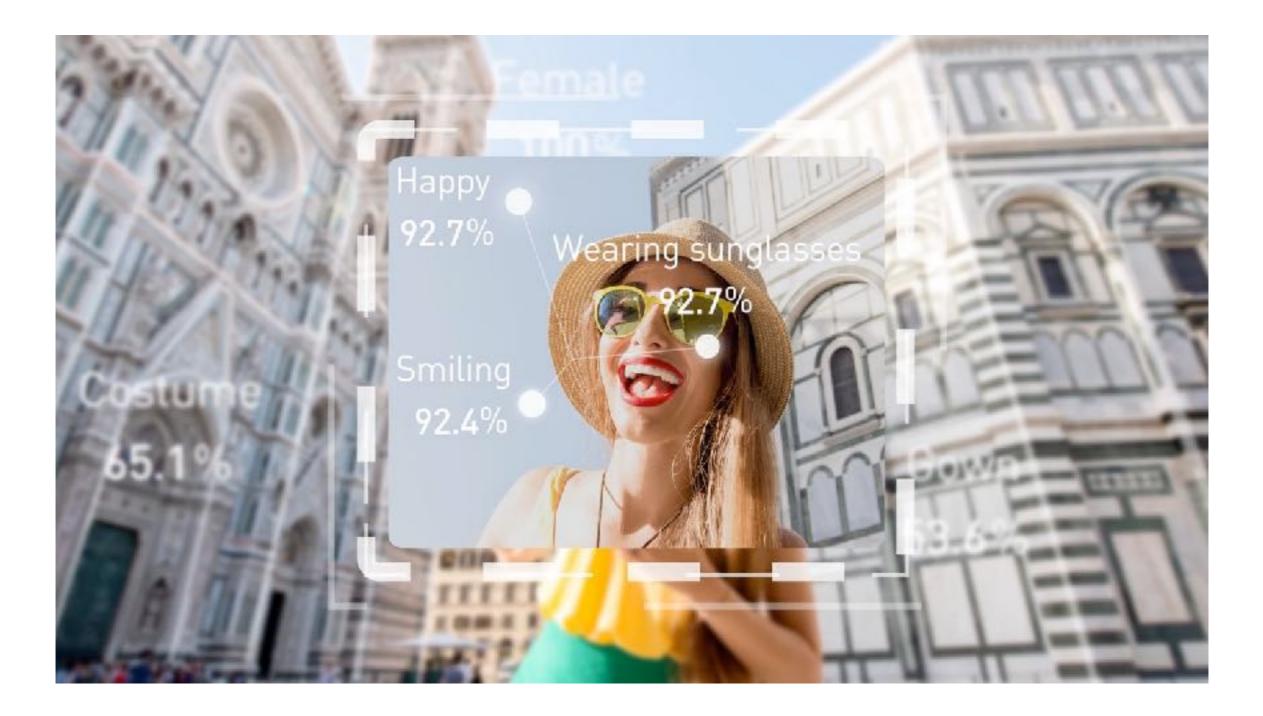
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What we deliver Our USP's

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

Bynder and AWS

Amazon Rekognition

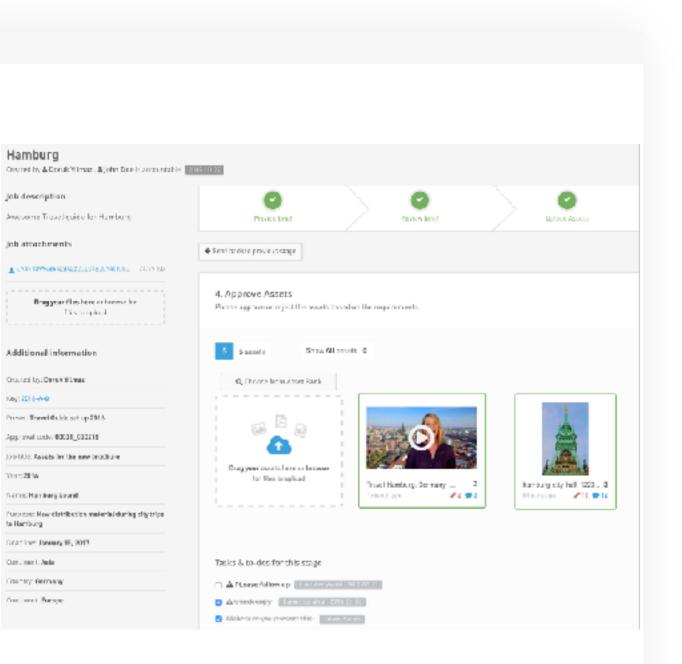




Why Amazon Web Services?

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

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Color scheme						5		
Typography				FFDin webfont [3 files]				
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Future of Digital Asset Management

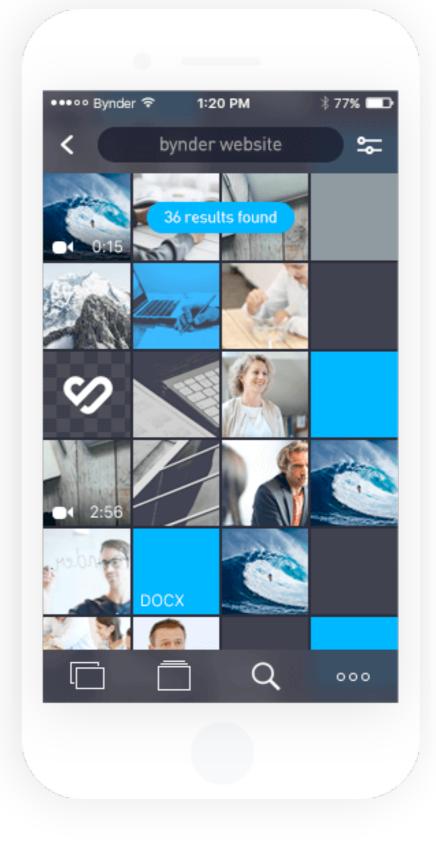
"It's time to realise that a lot of technology we used to think was 'highend' and complex, quickly is becoming mainstream and easy"

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

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