

Bynder's DAM: The centralized way to organize and distribute digital content

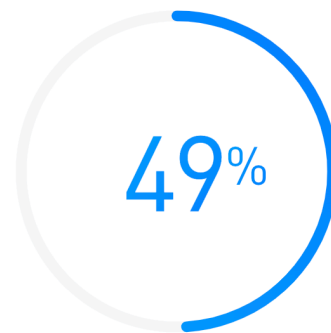
At Bynder we believe everything revolves around content, connectability, and distribution with DAM at the centerpiece of the marketing stack. A strong DAM enables a single source of truth, asset findability and reuse, and brand consistency in an ever-changing, omni-channel environment.

Why Bynder's DAM?

Centralize & organize securely

Bynder's DAM provides all departments with one central location to store brand, campaign and product assets, making them directly available for users across the world and reducing the risk of incorrect asset usage. Its smartfilters structure gives end users the well-known 'webshop' experience.

Teams can **find digital assets** 49% faster with Bynder.



Distribute & share safely

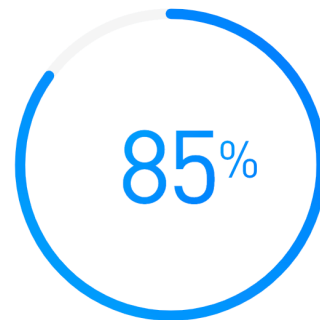
With Bynder you are able to share content easily and securely straight from your DAM with internal and external stakeholders. Additionally, it lets you distribute and embed media to other solutions, eliminating manual work and ensuring the most current versions are used across all channels. This lets you deliver consistent content experiences to all customer endpoints, such as websites or ecommerce sites.

Why now?

With sizeable organizational goals towards growth and efficiency, relying on tools with limited features or shared folders becomes a constraint. Teams start facing challenges such as:

- Wasting time searching for the right files to use and re-use.
- Using the wrong materials, eroding brand consistency and value.
- Lack of transparency in which assets are being used and which assets perform well.
- Sharing files with partners, agencies and other external groups is tedious and slow.

85% reported Bynder helped them make their digital asset permissions and copyrights **more secure**.



What does Bynder offer that's different from other DAMs?

- **Configurable taxonomy and metadata** capabilities tailored to your company's lingua to ensure you can always find the right content when you need it most.
- **Robust permission capabilities** that help you avoid costly mistakes from using unlicensed, unapproved or expired assets that damage your brand's reputation.
- **Scalable content access rights** to ensure users only see the assets that are relevant to their brand, region, team etc. - reducing clutter and the risk of using the wrong assets.

“We have thousands of assets stored in Bynder that are accessible to our staff by simply logging in to the portal—no VPN or server folders needed. Now everyone can easily download up-to-date images in their desired format for the channel they need it for.”

- **Helen Logan**, Marketing Operations Consultant at LeasePlan

[Read their story here](#)

Want to learn more?

For more information, please visit our website at www.bynder.com.