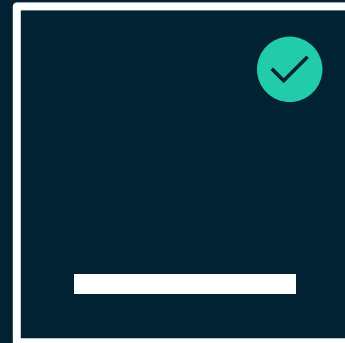


# Bynder feature overview

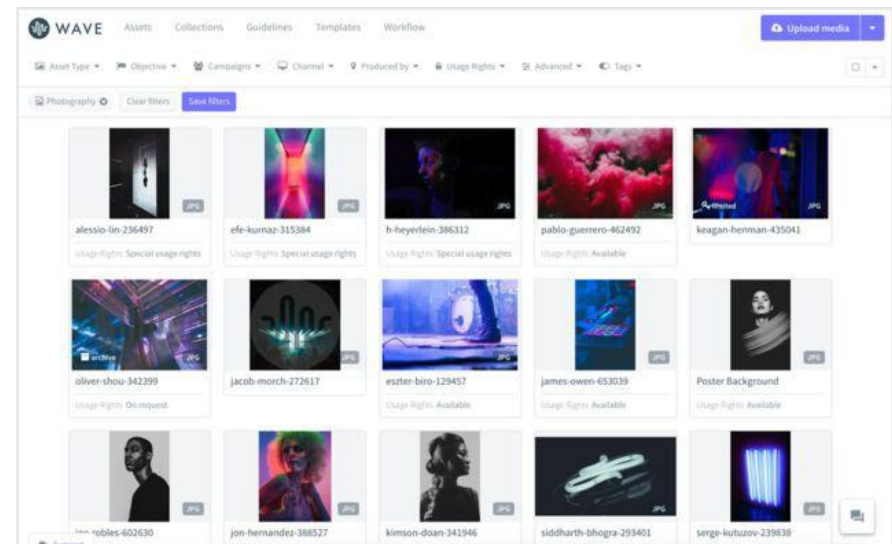


# Table of contents

Digital Asset Management	3
Brand Guidelines	7
Creative Workflow	10
Content Workflow	13
Studio	16
Print Brand Templates	19
Bynder Analytics	22
Dynamic Asset Transformation (DAT)	25
Integrations	28

# The single source of truth for all your digital assets

Bynder's cloud-based Digital Asset Management (DAM) is a single source of truth for all brand, campaign, and product-related assets. Its powerful functionality, intuitive UI, and wide range of integrations help global teams store, manage, find, and deliver assets more efficiently for a world-class customer content experience.



## Digital Asset Management benefits:

### **Safely store, organize, and retrieve content**

Uploading and storing all your images, brochures, promotional videos, and other collateral in the cloud is simple and fast. In addition, Bynder's taxonomy allows you to organize your content in a flexible and scalable way and retrieve assets two times faster.

### **Easily share and distribute content**

Safely stored in the cloud, your content is available for users anytime, anywhere. Forget about emails, ZIP files, and unsecure file transfers—with Bynder's DAM, you can distribute content across channels, markets, systems, and people seamlessly and instantly.

### **Ensure brand consistency and legal compliance**

As the single source of truth for all your content, Bynder's DAM minimizes the likelihood of incorrect or outdated assets being used, increases brand consistency, and helps avoid regulatory or compliance mistakes.

### **Quick adoption and ROI**

Usability is Bynder's most notable feature and what users enjoy the most. Combined with our world-class onboarding process, it assures easy adoption and fast Return On Investment for your DAM.

### **Gain operational efficiencies**

Bynder's DAM is specifically designed to enhance collaboration and streamline workflows between teams and systems. It achieves this by eliminating duplicate and manual work, breaking down silos, and facilitating more efficient asset reuse. Increased operational efficiencies and faster time-to-market are just some of the benefits.

### **Connected ecosystem**

Bynder integrates with an extensive list of technologies to allow you to connect your DAM to the rest of your martech and maximize efficiencies, collaboration, and cost savings. Connect your DAM to your CMS, CRM, PIM, or other tools for ultimate agility.

## Digital Asset Management feature list:

Feature	Benefits
<b>Advanced Search and Filtering</b> <i>Google-style Search, Smart Filters, Recent/Saved Searches</i>	Improve productivity and work quickly without unnecessary interruptions.
<b>Collection Sharing</b> <i>Sharing a group of assets</i>	Quickly find related assets neatly organized in one place and enable easier and faster sharing with stakeholders.
<b>Security and Access Control</b> <i>Apply sharing and viewing restrictions to each asset, collection, user or group of users</i>	Avoid potential information leaks and deliver the right content to the right users by setting specific permission rights and safeguard what actions can be made for each asset.
<b>Asset Lifecycle (embargo, versioning, expiration date)</b> <i>Decide the life expectancy of an asset or maintain versioning</i>	Ensure that your audience uses the correct and most up-to-date assets while still staying in control of the different versions uploaded in the DAM.
<b>Asset Detail Overview</b> <i>A screen that centralizes and displays all the information that is available for an asset</i>	Get relevant metadata and other file information quickly from the asset detail view page.
<b>Bynder Express</b> <i>Secure file transfer without the need to store in the DAM</i>	Enable third-party secure large file sharing.

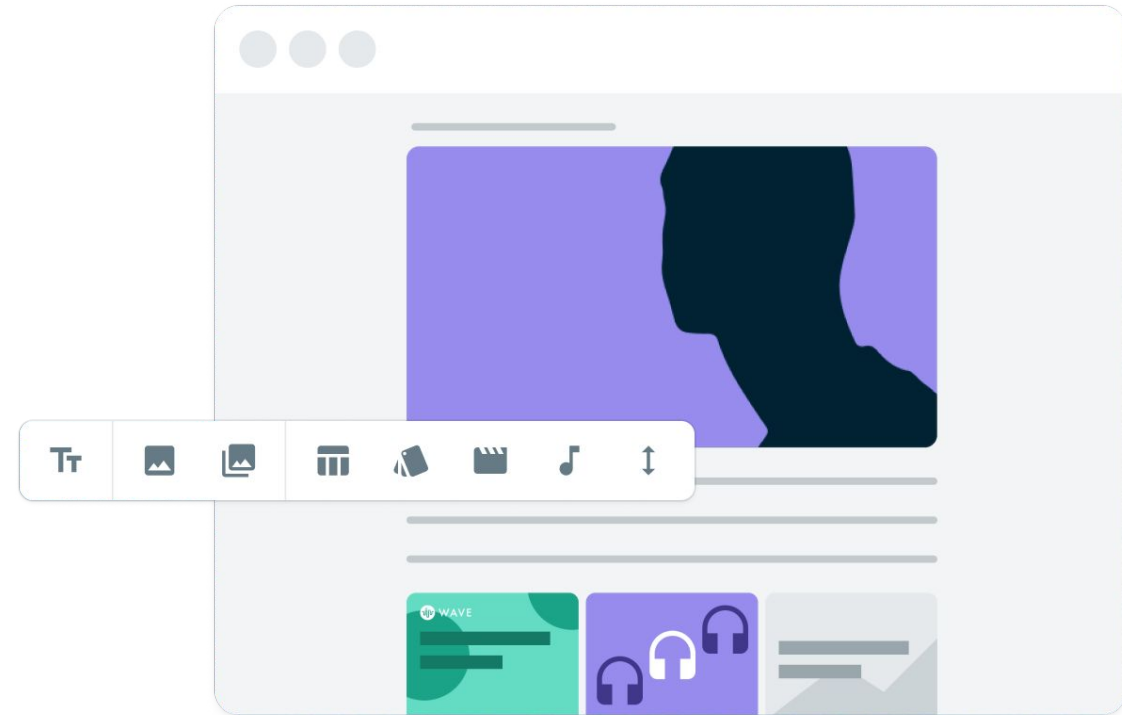
## Digital Asset Management feature list:

Feature	Benefits
<b>External Uploader</b> <i>Deliver files into the platform without giving access to the DAM</i>	Safeguard your DAM while seamlessly receiving 3rd party files.
<b>File Preview</b> <i>Ability to view files before downloading them</i>	Quickly explore a high-res file, read through a pdf, or watch a video without the need to download it.
<b>Direct Media Embedding</b> <i>Automatically provided file embed code that can be copied and pasted into CMS</i>	Save time when publishing content.
<b>Bulk/Mass File Uploader and Multiple Files Download</b> <i>Ability to upload or download a batch of files</i>	Save time on DAM administrative tasks by grouping actions across multiple assets.
<b>Multiple Single Sign-On (SSO) Authentication</b> <i>Ability to set SSO Authentication with multiple identity providers</i>	Improve your DAM user experience and enterprise security enabling single login for combination of multiple identity providers such as Google, SAML, OpenID and others.

Brand Guidelines

# Digital home for all your guidelines

Consistency is the key to a strong brand. With Brand Guidelines, you can create an interactive digital home for all your guidelines—branding, legal, manuals, processes, and more—and unite and educate everyone in your organization on how to create and use on-brand assets.



## Brand Guidelines benefits:

### **Branded portals for every use case**

Think of the Brand Guidelines as a centralized portal that's easily customized to match the look & feel of your brand, allowing you to communicate your guidelines to both internal and external stakeholders.

### **Brand assets, in context**

Embed relevant brand- and product-related assets directly from the DAM into your Brand Guidelines and make them available for download. Any updates to the assets in the DAM are dynamically reflected across pages and guides right away, saving you time and effort.

### **Granular access permissions**

Granular sharing permissions allow for smart distribution—adjusting access level based on the role you want your team members and external parties to play in the creation and distribution process.

### **Bandwidth saving**

Anyone can use the guideline editor, it is that simple. Create structures with chapters, pages, and content that other creators can copy and reuse to improve speed to market.



## Brand Guidelines feature list:

Feature	Benefits
<b>Embedding brand assets</b> <i>Insert assets such as logos, fonts, and templates in your guidelines, allowing direct download</i>	Save your users time - instead of searching the right assets in the DAM, they can access them in the guidelines directly.
<b>Duplication of guides, sections and pages</b> <i>Clone entire guides or simply replicate sections/pages within them for easy re-use while safeguarding consistency</i>	Enjoy faster creation of guides, no need to start from scratch.
<b>Advanced access rights management</b> <i>Manage permissions to view or edit your brand guidelines - can be set to public, all users, specific users, or private</i>	Have complete control over who has the right level of access to the relevant guidelines content.
<b>Theme sets for single or multiple brands</b> <i>Apply custom styling with fonts colors and images of choice</i>	Convey the visual identity of each of your brands and make it easy for stakeholders to differentiate between them.
<b>Guide grouping</b> <i>Group guides based on categories like sub-brands, markets, department-specific documentation, etc.</i>	Benefit from clear information structure and easy navigation.

# Streamline the review and approval of content from ideation to delivery

With Bynder's Creative Workflow, you can easily collaborate and communicate with both internal departments and external agencies to streamline recurring processes—requests, reviews, and approvals—and get your assets across the finish line faster.

Home > Campaigns > Job overview

### Campaigns / Marketing

Responsible: Find users | Reporter: Find users

Progress	Key	Name	Responsible	Reporter
Stage 2/2	MRK-1	Website visuals	John Baker	Grace
Stage 2/4	MRK-2	Event photography	You	Nick
Stage 1/2	MRK-3	New e-books	Katie Rowe	You
Stage 2/2	MRK-4	Sales slidedeck	You	Sam
Stage 2/2	MRK-5	Partner branding	Shaun Grims	Roby
Stage 2/2	MRK-5	Businesscards	John Baker	John

## Creative Workflow benefits:

### **Centralized workflow management**

Know where things are at, at all times, with a clear overview of deadlines and responsibilities to ensure faster and more efficient collaboration between internal and external stakeholders.

### **Easy customization**

Maximize efficiencies and adoption by tailoring workflows to your existing processes and allowing your teams to continue working as they always have.

### **Streamlined collaboration**

Scrap long email threads & bulky file transfers with a single place to manage reviews and approvals for your assets and upload them to the DAM.

### **Brand compliance**

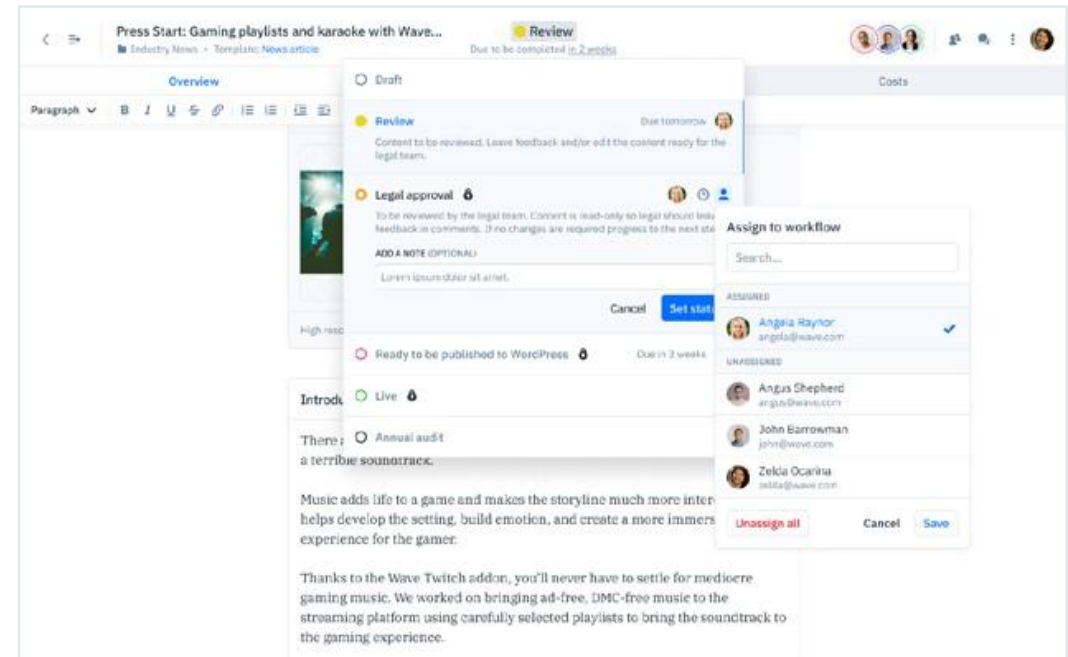
Remove the risk of unapproved assets circulating around—enjoy the peace of mind of knowing that published assets are always brand-approved and compliant.

## Creative Workflow feature list:

Feature	Benefits
<b>Workflow Management</b> <i>Organize recurring activities using campaigns, projects, jobs, approvers and deadlines and leverage high-level dashboard overview</i>	Gain clarity around accountability, deadlines, and deliverables.
<b>Workflow Customization</b> <i>Map workflows against your processes, create as many stages in a job as you need and centralize briefings through web forms and custom input fields</i>	Your workflow, your way. Complete control and easy adoption by end users.
<b>Real-time Collaboration</b> <i>Annotate images, documents, and videos, reject or accept drafts and communicate along the way through comments, private messages and automated notifications</i>	Centralized and faster communication with relevant internal and external stakeholders.
<b>Version History</b> <i>Compare file versions in jobs and easily remove those that are no longer relevant</i>	Ensure only the final, brand-approved assets are used.
<b>Advanced Permissioning</b> <i>Assign responsible individuals/groups for each workflow / project phase and manage permissions for internal/external users</i>	Ensure compliance by granting access to relevant projects only.

# Content at scale like never before

Content Workflow enables organizations to create any type of editorial content at scale using structured text and their approved assets straight from Bynder DAM—breaking down silos and eliminating frictions and delays between creative and marketing teams.



## Content Workflow benefits:

### **Create efficiency**

Centralize the orchestration, collaboration, and creation of content into a single platform and reduce strenuous admin tasks.

### **Save time and money**

Speed up content creation, reviews, and approval with a scalable and frictionless process for updating existing content or creating from scratch.

### **Collaborate in real time**

Get everyone on the same page with a transparent content production process that promotes accountability.

### **Automate & scale your content**

Make content requirements easy to follow and customize templates to suit the field structure for any type of content.

## Content Workflow feature list:

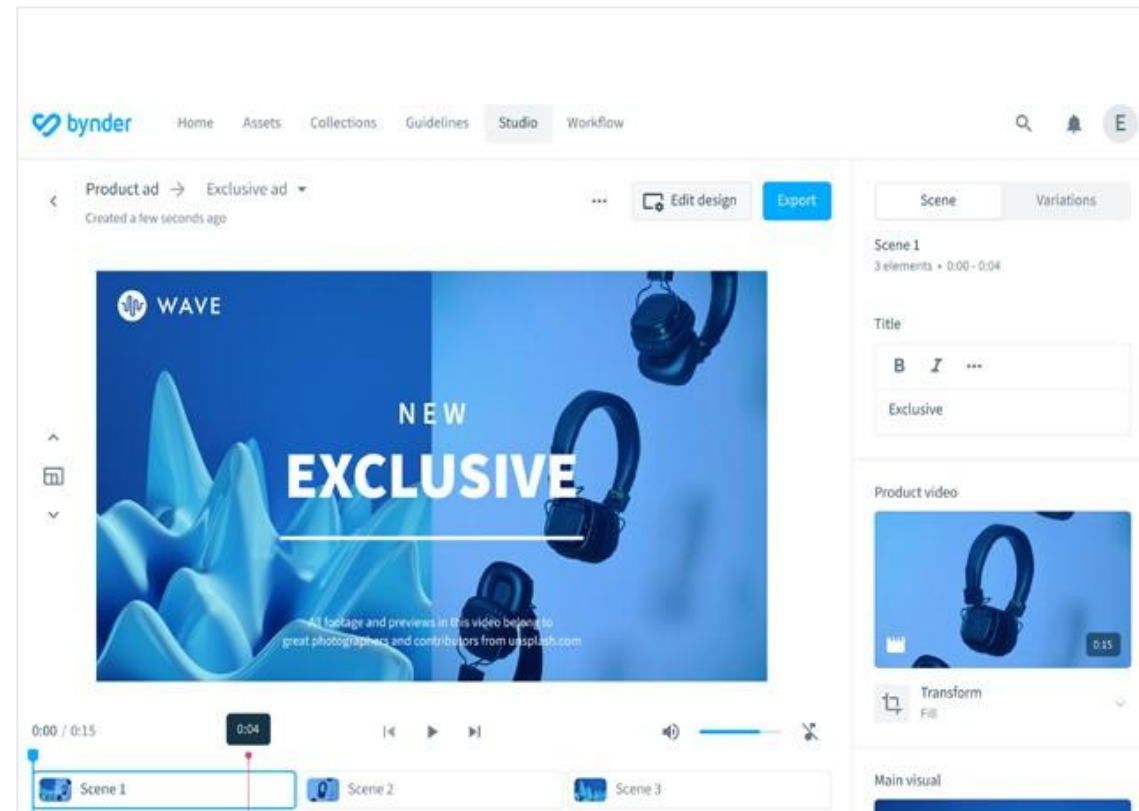
Feature	Benefits
<b>Centralized Content Dashboard</b> <i>All your content initiatives in one place, organized and easy-to-find</i>	Avoid losing content in inboxes or silos of different tools.
<b>Advanced Content Structuring</b> <i>Templates, Components, and field settings with guidelines</i>	Scale up production with confidence thanks to clear requirements and consistent content.
<b>Advanced Workflow</b> <i>Automate Multiple Workflows, Workflow Assignments and Due Dates</i>	Clarify accountability over work and standardize scheduling expectations. Supporting projects with longer timelines that deal with higher volumes of content while reducing the number of steps required to orchestrate who is responsible for what and when.
<b>Integration with Tech Stack</b> <i>APIs, integrations, and out-of-the-box export formats</i>	Avoid human error, and remove time-consuming manual steps in your workflow.
<b>Real-time Collaboration and Sharing</b> <i>Work together in real time just like you do in Google Docs</i>	Reduce training costs on technical software and remove workflow friction by facilitating collaboration.
<b>Direct DAM Assets Import</b> <i>Pull your approved assets straight from your Bynder DAM</i>	Streamline and accelerate content creation while increasing asset utilization.

Studio

# Scale and automate your digital content creation

Empower your teams to create on-brand content in the form of images, videos, and GIFs in minutes with an integrated solution within the Bynder platform.

Studio allows content designers to build templates that can be personalized and adapted quickly by other stakeholders—no design skills needed.





## Studio benefits:

### **Self-serve creation**

Easily build reusable, brand-approved templates to scale your digital content creation and allow everyone in the organization to be a content creator.

### **Unified design experience**

Different content types, one creation experience—in a single platform. Quickly add simple motion to your images or turn them into full-fledged videos.

### **Smooth creative collaboration**

Lock any element, like logos, colors, and fonts to maintain brand consistency, and enable marketers and designers to collaborate on creating content without delays or frictions.

### **Seamless content scaling**

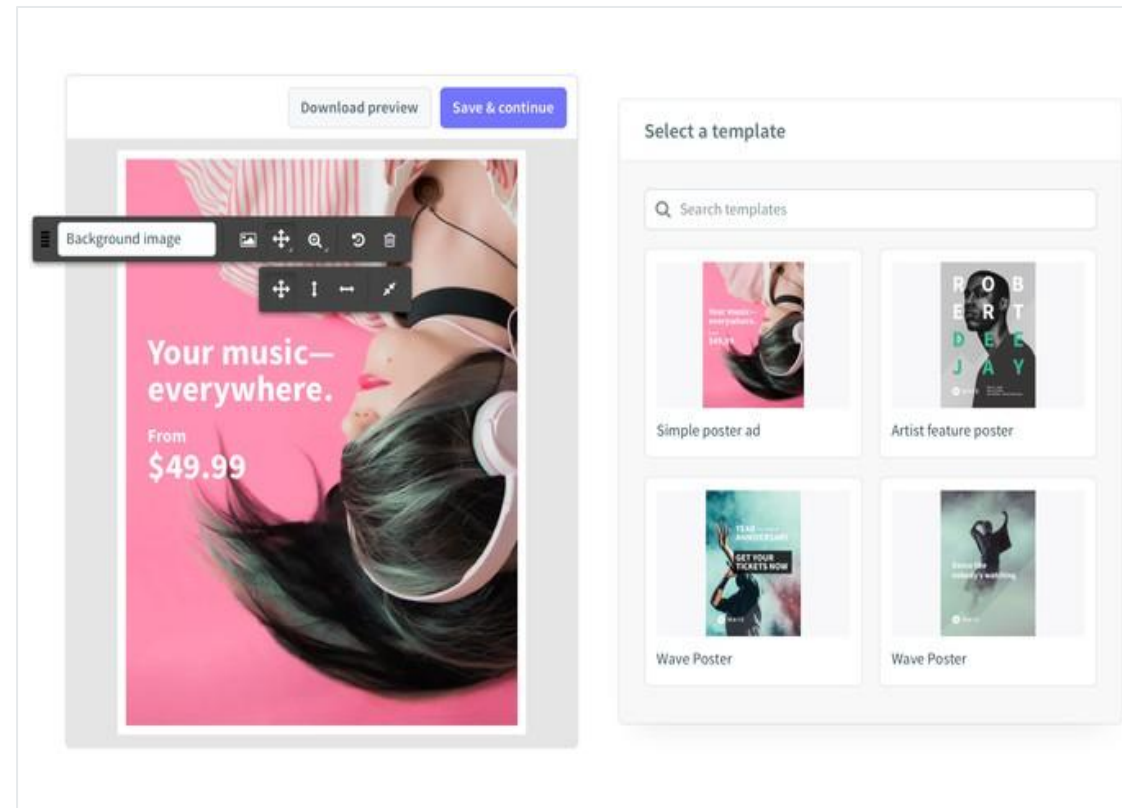
Automatically adapt your content for multiple touchpoints and markets with infinite sizes and variations or make last-minute changes to all versions of your designed content in one go.

## Studio feature list:

Feature	Benefits
<b>Role-specific UI</b> <i>Different UI depending if you are a content designer or a content creator</i>	Increase operational efficiency with optimal work distribution and onboard your teams in no time.
<b>Advanced Templating</b> <i>Store and manage image, video and animation designs as templates and control which elements can be modified with element locking</i>	Quickly reuse content that is ready-to-go whilst keeping brand consistency.
<b>Animation and Brand Presets</b> <i>Readily available animation, transitions and brand-specific presets</i>	Eliminate time-consuming design work by using standardized visual elements and maintain brand consistency across all your created assets.
<b>Sharing and Collaboration</b> <i>Organize your designs in Projects and choose view and edit permissions</i>	Gain control of who has access to what template, enjoy increased productivity and a more streamlined way of working.
<b>Bulk Actions and Multi-sizes</b> <i>Make bulk edits or adaptations to your master content and all its variations in one go</i>	Gain efficiencies with automation and increase speed to market by creating large volumes of content, faster.
<b>Import &amp; Export from/to Common Formats</b> <i>Import existing designs from formats like Adobe Premiere XML*, Photoshop PSD and Sketch and download videos and images in the desired format for immediate use</i>	Save time on additional conversions with other tools and automatically format content for different channels and usages.

# Speed up print content production

Print Brand Templates accelerates the creation of design-approved print content so that you can get more out of your marketing investments. With no design skills needed or relying on extra creative resources, marketers can create their own print-ready materials and send them for approval.



## Print Brand Templates benefits:

The screenshot shows a workflow interface for creating print brand templates. At the top, there is a progress bar with three steps: 'Content' (marked with a green checkmark), 'Design' (marked with a green checkmark), and 'Upload assets' (marked with a grey circle containing the number '3'). Below the progress bar is a blue button labeled 'Send for approval'. Underneath, there is a section for 'Responsible' (Jake Smith) and 'Deadline' (12/05/2021). The main content area displays three preview cards for different poster designs. The first card shows a portrait of Robert De Niro with the text 'ROBERT DE NIRO'. The second card is a 'Promotional poster' for a 'YEAR ANNIVERSARY' with the text 'GET YOUR TICKETS NOW'. The third card is a 'Product poster' with the text 'Your music everywhere' and '\$49.99'. Each card has a small icon for editing and a speech bubble icon for comments.

### **Save time and resources**

Leverage editable print templates to personalize and scale your print collateral for different campaigns and markets.

### **Ensure brand compliance**

Use built-in approval flows to collaborate on print content creation and to warrant that everything that goes out, is always on-brand.

### **Scale print content**

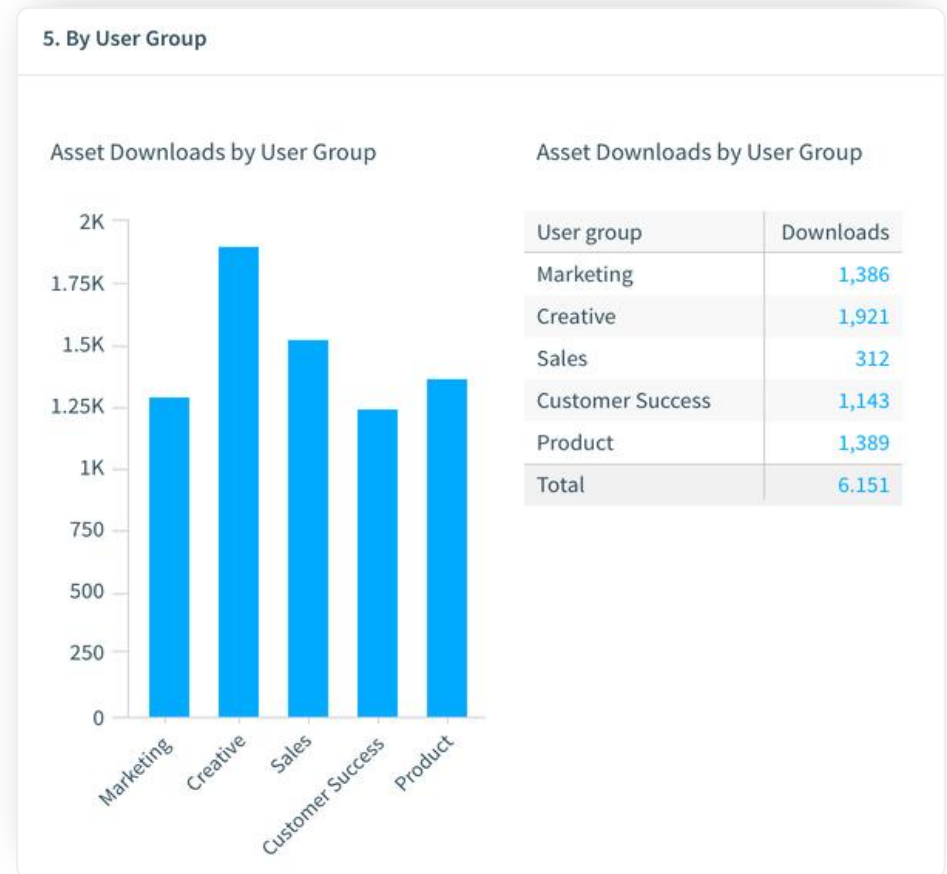
Promote content reuse without having to involve designers for simple changes to imagery or text, deliver content faster, and minimize your content spend.

## Print Brand Templates feature list:

Feature	Benefits
<b>Customizable Templates</b> <i>Convert InDesign files into easily editable templates</i>	Save time and money by reusing existing content.
<b>Easy-to-use Inline Editor</b> <i>HTML Based web editor with real-time edit and preview</i>	Make changes on the fly and go to market faster.
<b>Template Presets</b> <i>Create unlimited versions of the initial template and save them as presets</i>	Serve all your markets with speed by effortlessly producing customizations.
<b>Print-ready Output</b> <i>Automatic creation of web-version or print-ready PDF, with country-specific cropping marks</i>	Save time and money by automating your conversions.
<b>Approval Flows</b> <i>Created content is automatically sent to the next responsible person for review and approval</i>	Increased efficiency and ensured compliance.
<b>DAM Integration</b> <i>Insert images from the DAM directly into templates or define which collection can be used</i>	Safeguard brand compliance and consistency.
<b>Permission Settings</b> <i>Give project access to specific users/ groups</i>	Avoid missteps by ensuring the right content is in the right hands.

# Unlock the power of Analytics for better decision making

Bynder Analytics allows you to access DAM-associated data across assets, types, users, storage, workflows, and many more key metrics to help you manage adoption, take corrective actions, prove ROI, and meet your business goals.



## Bynder Analytics benefits:

### **DAM adoption**

Accelerate user adoption and spot areas for improvement identifying high/low usage groups, top used assets, and more.

### **Prove ROI**

Maximize and prove the ROI of DAM based on multiple performance data points.

### **Analyze performance**

Audit and optimize asset usage, by identifying the performance of each asset and taking corrective action.

### **Content effectiveness**

Maximize investment and ensure compliance and access with in-depth system audits across users, storage, assets, collections, modules and more.

## Bynder Analytics feature list:

Feature	Benefits
<b>Predefined Dashboards and Reports</b>	Out-of-the box dashboards and reports available in your portal with the click of a button.
<b>Modular Analytics</b> <i>Insights on different Bynder modules and DAM usage</i>	Track and trace DAM adoption and usage across different Bynder modules such as Brand Guidelines, and Studio.
<b>Drill-Downs</b> <i>Detailed insights by permission profile and user group</i>	Track and trace certain actions and DAM usage by permission profile and user group.
<b>Delivery Metrics</b> <i>Data and insights of how your assets are performing outside of the DAM.</i>	Get a better understanding of what websites your assets are displayed on, what volume of views those assets are receiving, as well as what transformations are being used and viewed most often.
<b>Most Popular Insights</b>	Identify the top performing assets, searches, downloads, collections and focus on what matters most to your business.



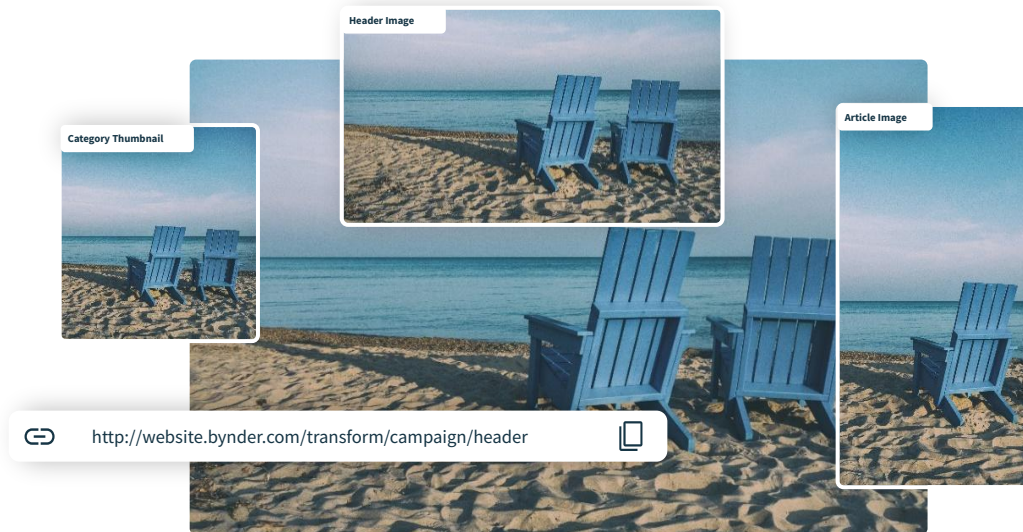
Dynamic Asset Transformation (DAT)

# Automate and optimize asset delivery with Dynamic Asset Transformation

Today more than ever, exceptional content experiences are key drivers for customer engagement. Bynder's Dynamic Asset Transformation (DAT) allows you to automatically generate optimized images for each channel and visitor to create powerful digital customer experiences at every interaction.



## Dynamic Asset Transformation (DAT) benefits:



### **Optimize web performance**

Achieve faster loading times, lower bounce rates, and improve SEO ranking of your web pages by reducing image weight by 30% on average. At the same time, enjoy additional savings from reduced CDN traffic and storage space.

### **Gain operational efficiencies**

Save 100+ hours monthly of manual creative work and increase the speed of execution by automating the asset transformation process and delivery across channels and systems.

### **Build a connected ecosystem**

Ensure a single source of truth for all your assets and transform and deliver them into your ecosystem seamlessly. Basing your transformations on the same source asset, you safeguard brand consistency, strengthen trust and loyalty, and avoid potential legal consequences.

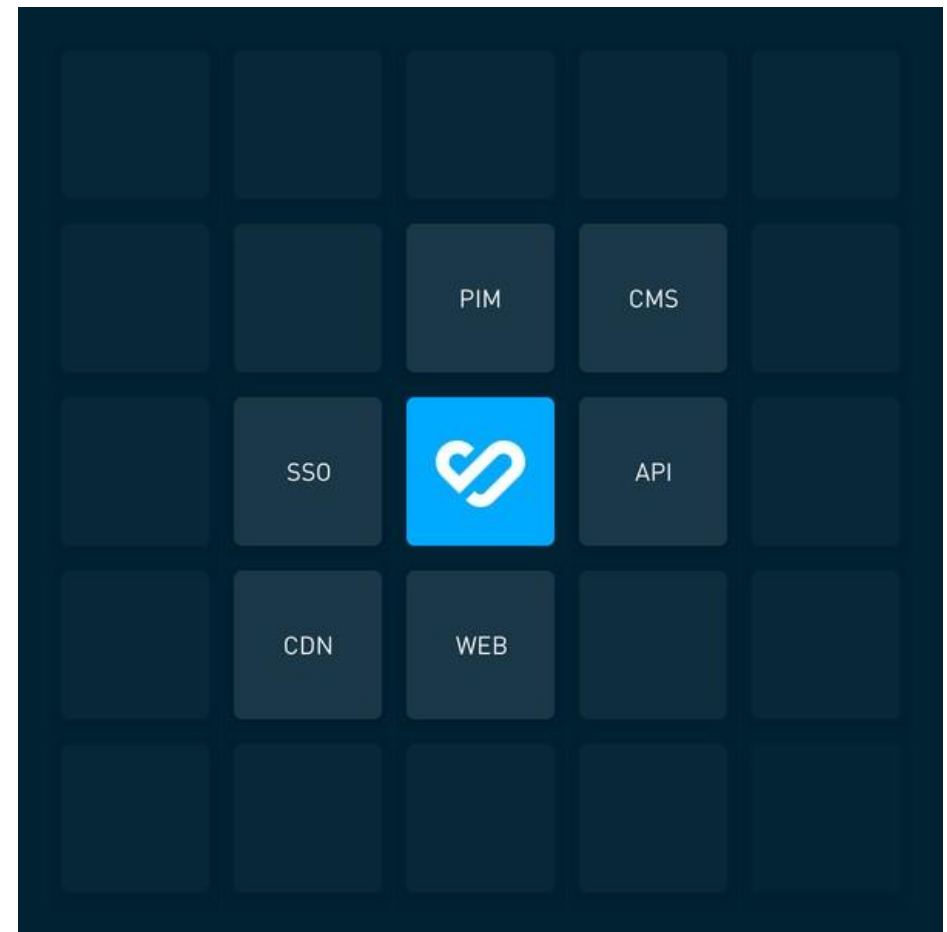
## Dynamic Asset Transformation (DAT) feature list:

Feature	Benefits
<b>DAT Base Reference URL</b> <i>Accessible across systems from the API or Compact View</i>	Speed up the creation and delivery of assets across systems and channels with automated creation and delivery (web dev/IT/tech users).
<b>DAT UI</b> <i>Accessible across Bynder asset detail and Compact View</i>	Speed up the creation and delivery of assets across systems and channels with visual on-the-fly creation and delivery (creative/marketing/digital users).
<b>Growing List of Transformations</b> <i>Large list of transformation options to automatically resize, adjust, and modify images for use (list <a href="#">here</a>)</i>	Reduce manual workload of manipulating images with a large number of transformation options.
<b>Transformation Presets</b> <i>Manage and define transformations from within Bynder</i>	Utilize pre-defined transformations for commonly used versions, channels etc.
<b>Focus Point</b> <i>Utilize focus point on assets in DAM to crop, resize etc.without losing focus on image</i>	Define focal point on asset level to ensure any transformations will not lose the focus on the image.
<b>Delivery Metrics</b> <i>Get analytics and insights for the usage of your assets outside of the DAM</i>	Understand how your assets are performing and being used across channels so that you can provide better digital experiences to your end users.

Integrations

# Integrate your martech stack into one connected ecosystem

Bynder's integration ecosystem enables seamless connections and offers ultimate interoperability between the DAM and other business-critical applications (e.g. Creative tooling, CMS, PIM, eCommerce, CRM, Stock, etc.)



## Integrations benefits:

### Pre-built integrations

Search our marketplace to match our pre-built integrations—including common C PIM, and creative tools—with your technology stack.

The screenshot shows a search interface for integrations. At the top left is a search bar with the placeholder text "Find a new app, or a service you already use." To its right is a "Category: All" dropdown menu. Below the search bar, there are six integration cards arranged in a 2x3 grid. The cards are: 1. Salesforce Marketing Automation (Marketing Automation), 2. SAP Commerce Cloud (E-commerce), 3. Wrike (Project Management), 4. inRiver (PIM), 5. Salsify (PIM), and 6. Getty Images (Stock). To the right of the grid is a vertical list of categories: Content Delivery Networks, Content Management (CMS), Creative, Distribution, E-commerce, iPaaS, and User-Generated Content (highlighted with a dark background). At the bottom center is a "Show more integrations" button with a downward arrow.

### A single source of truth

A highly connectable DAM as the single source of truth for your digital content across systems and channels.

### Streamline processes

Streamline content creation, management, enrichment, transformation, and distribution for use across all channels along the customer journey while reducing the likelihood of error.

### Drive digital experiences

Drive digital experiences, automate processes, ensure brand consistency, and get to market faster by integrating Bynder into the rest of your Martech stack, systems, and tools that your business relies on every day.

## Integrations capabilities:

Capabilities	Benefits
<b>Out-of-the-Box Integrations</b> <i>Pre-built connectors covering some of the most commonly used systems</i>	Makes integrations easy and cost effective to implement and get up and running quickly.
<b>Integrations Hub</b> <i>Utilise and manage your content self-service centrally by organising your content at corporate level</i>	Get to market faster by deploying Bynder owned integrations at speed and configure integrations with the click of a button. Connect to your mission critical applications and tools intuitively and at pace.
<b>Developer Portal and Toolkits</b> <i>Developers portal with tools to simplify building custom integrations</i>	Create custom integrations on the fly via robust APIs, Universal Compact View (Pre-built UI component), SDKs, and much more available resources.
<b>Partner Network of Industry Experts</b> <i>Rich and growing ecosystem of a partner network with industry expertise to support.</i>	Create custom integrations, that are scoped, designed, built, and supported by our trusted partners.



## About Bynder

Bynder's digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. We are the brand ally that unifies and transforms the creation and sharing of assets.

[Book a demo](#)