



How **The Jackson Laboratory** brings breakthrough science to market faster with Bynder

“We're seeing **a lot more engagement with our consumers**, especially on social media and across the web. JAX is being found more by making more of the best assets we have at our fingertips.”

— Jennifer Shimer, Senior Manager, Web Content at The Jackson Laboratory

Background

The Jackson Laboratory (JAX) is a global nonprofit research institution conducting research across more than 60 disease categories. With locations across the US and Asia and more than 3,000 employees, JAX operates at the intersection of commercial science and public health.

Challenge

In JAX's legacy DAM, content was unorganized, **search results were unreliable**, and employees resorted to desktop folders and email chains. In a fast-paced scientific environment where research papers are published daily, **these outdated workflows slowed publication dates** and risked distributing inaccurate data.

Solution

JAX selected Bynder's [AI-powered DAM](#) as a true system of record for its 78,000+ assets, including researcher photography, scientific videos, animations, and data sheets. A native integration with its CMS (Contentstack) allows teams to embed assets directly.

Strict version control provides a single source of truth for fast-moving science teams, while [AI-powered Natural Language Search](#) allows employees to find the exact content they need in seconds using simple language.

Impact

- ✓ Implementing Bynder has driven meaningful improvements in operational efficiency and audience engagement. Integrating Bynder with its CMS reduced a laborious 2–3 minute asset upload task down to seconds.
- ✓ The ability to find and deploy content quickly has translated directly into higher performance and visibility across its digital touchpoints, driving much higher engagement with consumers.
- ✓ When a major scientific discovery happens or a breakthrough paper is published, the JAX communications team can get the story out to the right channels quickly and with the best assets available.

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