

# Milestone x Bynder:

How Milestone leveraged Bynder for faster time to content to support market expansion and rapid company growth.



ABOUT MILESTONE:



Milestone designs, develops and produces world-leading IP-based video management solutions for organizations of all shapes and sizes.

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Employees: 800+  
Using Bynder since: 2017



## Highlights

**Situation:** Milestone was experiencing rapid growth and expanding into new regions. The only thing holding them back was finding the right tools to streamline their workflows and empower internal users as well as a network of over 14,500 technology partners.

**Challenge:** With no centralized asset management system, Milestone found it difficult using their internal servers to manage and distribute content. They were noticing bottlenecks across both their regional and global marketing teams with users struggling to find, create, and utilize digital assets. This meant a slower time to market and a poor user experience.

**Solution:** Milestone was looking at Bynder's DAM solution for a number of reasons, but the main solution they found was enablement. With Bynder, Milestone enabled their external partners and agencies, internal marketing teams and sales teams to create and find content more quickly.

**Results:** Bynder allows Milestone to create and share their growing library of brand content, so agencies and partners can now collaborate seamlessly on and distribute the right brand assets at the right time. Regional marketing teams can now also create their own marketing collateral, reducing their reliance on global marketing, saving time and improving collaboration.

3,900<sup>+</sup>  
digital assets

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580,000<sup>+</sup>  
downloads

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20,000<sup>+</sup>  
guidelines views

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1,800<sup>+</sup>  
workflow jobs

“ We saw that global marketing was becoming more and more of a bottleneck in terms of creating and delivering content. But also we didn't have the right kind of a platform. Basically, whatever we created, we didn't have the right tools for our users to find whatever we were creating. Whatever we produced wasn't actually being fully utilized.

Ozge Hatipoglu

Brand Project Manager, Brand Studio Team

# About Milestone

Milestone designs, develops, and produces world-leading IP-based video management solutions for organizations of all shapes and sizes.

[Learn more here](#)

Their sustained growth is based on their unique openness in terms of their business model, their open company culture, and their open platform approach to the video technology industry.

Milestone is committed to helping protect people and assets, and enabling their customers to optimize their business processes.

# Situation

Due to growing global demand for stricter security and ambitious sales goals, Milestone was experiencing rapid company growth. Their biggest challenge was to move fast enough using their internal servers and cloud solutions to store and manage their content library.

“We were relying heavily on our website and Episerver as a content management system. We update a lot of technical documents and it was difficult for our users, both internal and external, to find content that was most up to date and relevant.”

**Ozge Hatipoglu** - Brand Project Manager, Brand Studio Team

Their main goal was to enhance the user and partner experience through a centralized platform. It was imperative that asset creation and distribution be streamlined to support growth and enable faster time to market.

## Challenge + previous system

“We needed to relieve the regional marketing bottleneck. I think they were sending our logo to their sales guys every day, pretty much five times a day at one point.”

**Ozge Hatipoglu** - Brand Project Manager, Brand Studio Team

Milestone was relying on their internal servers and some cloud solutions from Microsoft to store and share their digital assets.

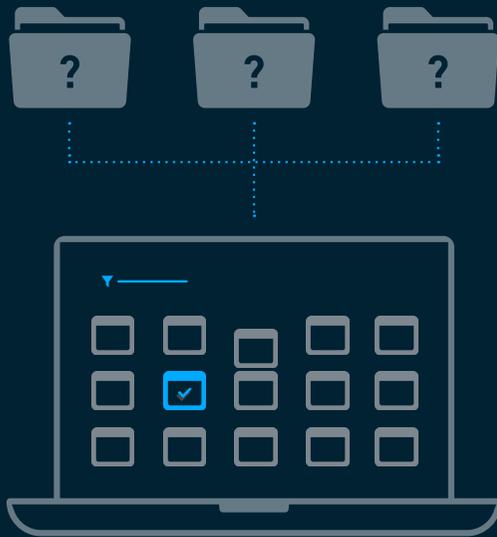
With their rapid expansion and no centralized asset repository, Milestone was increasingly challenged by:

- Inability to find assets on demand
- Inability to quickly make minor changes to content
- Partners becoming frustrated and unsure of the assets they needed
- Teams creating different marketing content and storing it in separate places
- Under utilization of their marketing content



# Solution

Milestone needed a comprehensive DAM solution to centralize their growing content library. With Bynder, Milestone and their partners can create, collaborate on, store, and locate the exact assets they need and go to market faster. By streamlining their operations, their regional and global marketing teams have more time to work on strategic business initiatives.



## Custom portal

Milestone worked with Bynder’s implementation team to create the right look, feel, and structure for their portal taxonomy.

## Partner enablement

“Our software is important to us, but more so, enabling our partners to utilize our software to build something bigger is important to us.”

**Ozge Hatipoglu** - Brand Project Manager, Brand Studio Team

## User experience

Having a DAM in place has helped Milestone focus on improving the user experience and managing their design resources to increase their content output.

## Easier collaboration with agencies

Three years ago Milestone moved their static Brand Guidelines PDF to the Bynder Brand Guidelines Module so they could better support their agencies who need access to their assets and also the context on how to use them.

## Analytics and reporting

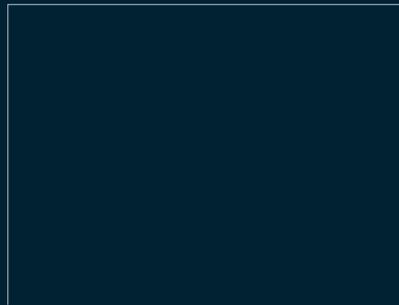
Before Bynder, it was taking Milestone a long time to understand which type of content was interesting and valuable to their audience, and if they were reaching the right people. With Bynder, they gained visibility into what content was utilized and was valuable to their users.

# Teams using Bynder



## Bynder DAM

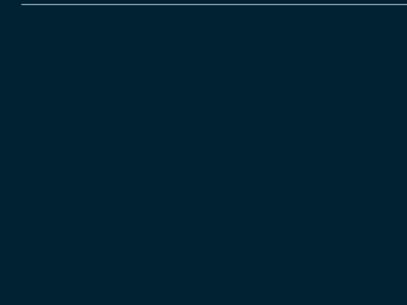
### Internal teams



Regional marketing  
Global marketing  
Product marketing  
Sales



### External teams



Partner network  
Agencies

Brand Guidelines  
Digital Brand Templates  
Open Asset Library  
Collections

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## Key benefits

### Increased searchability

Bynder's powerful search engine filters allow Milestone's internal and external users to quickly find the documents they need. As fresh and updated content is automatically updated and accessible on demand, users have peace of mind that the asset they're searching for is the most relevant and up-to-date content available.

### Empowering partners

External partners and agencies have on-demand access to the exact brand assets they need to collaborate, co-create, and go to market faster. With Bynder, Milestone is able to grant specific user permissions to ensure external users have the confidence that they're working with the correct marketing content.

### Increased visibility

With Bynder's digital asset management, Milestone has the ability to see exactly who has created content, how it is being used, and which content is performing the best. It has given them an increased understanding of which content is the most valuable to their company, and if the content is reaching their target audience.



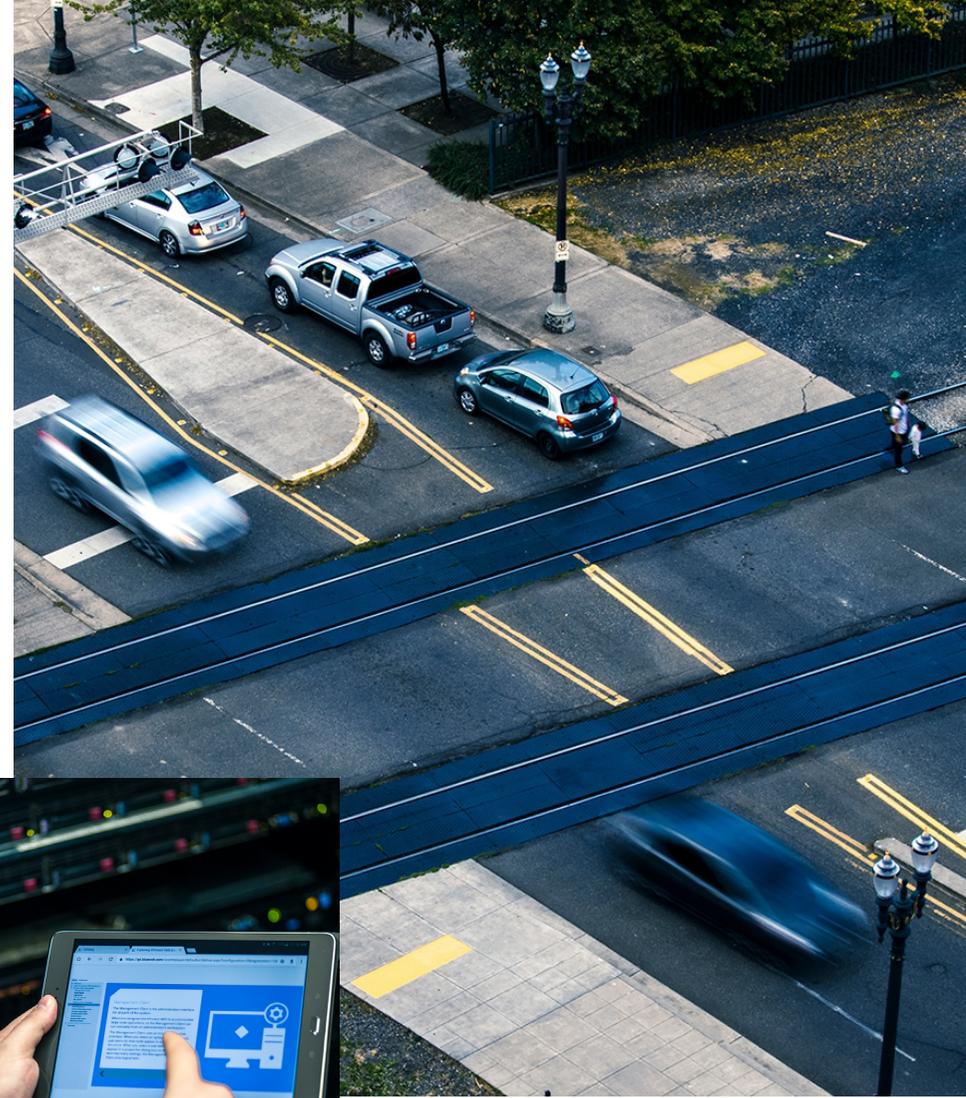
WHAT'S NEXT FOR MILESTONE?

## Expanding the sales team's usage of the Bynder platform

“We're thinking about creating some sort of a sales hub for sales teams to find relevant and customized collections of content.”

**Ozge Hatipoglu** - Brand Project Manager, Brand Studio Team

Milestone is always looking to find more ways to put their brand guidelines and digital assets to work. Agencies and partners are frequently frustrated in terms of finding and sharing relevant content, and wondering if they have access to the assets they need. With Bynder's help, Milestone aims to empower external stakeholders and ensure they have access to the latest brand guidelines, digital templates, and marketing deliverables on demand.



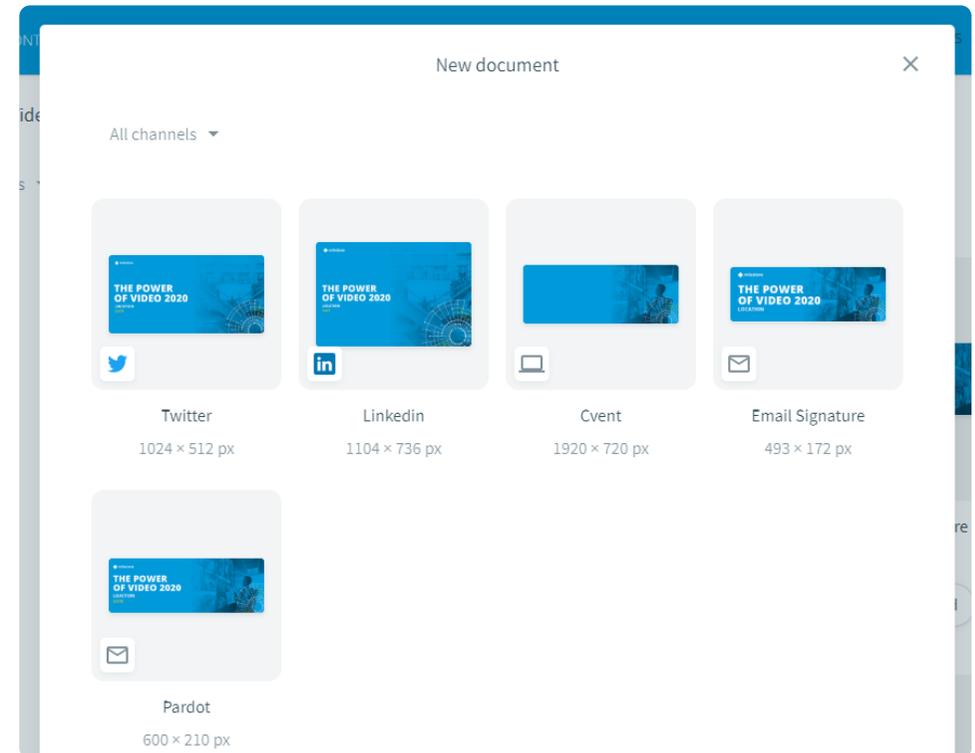
WHAT'S NEXT FOR MILESTONE?

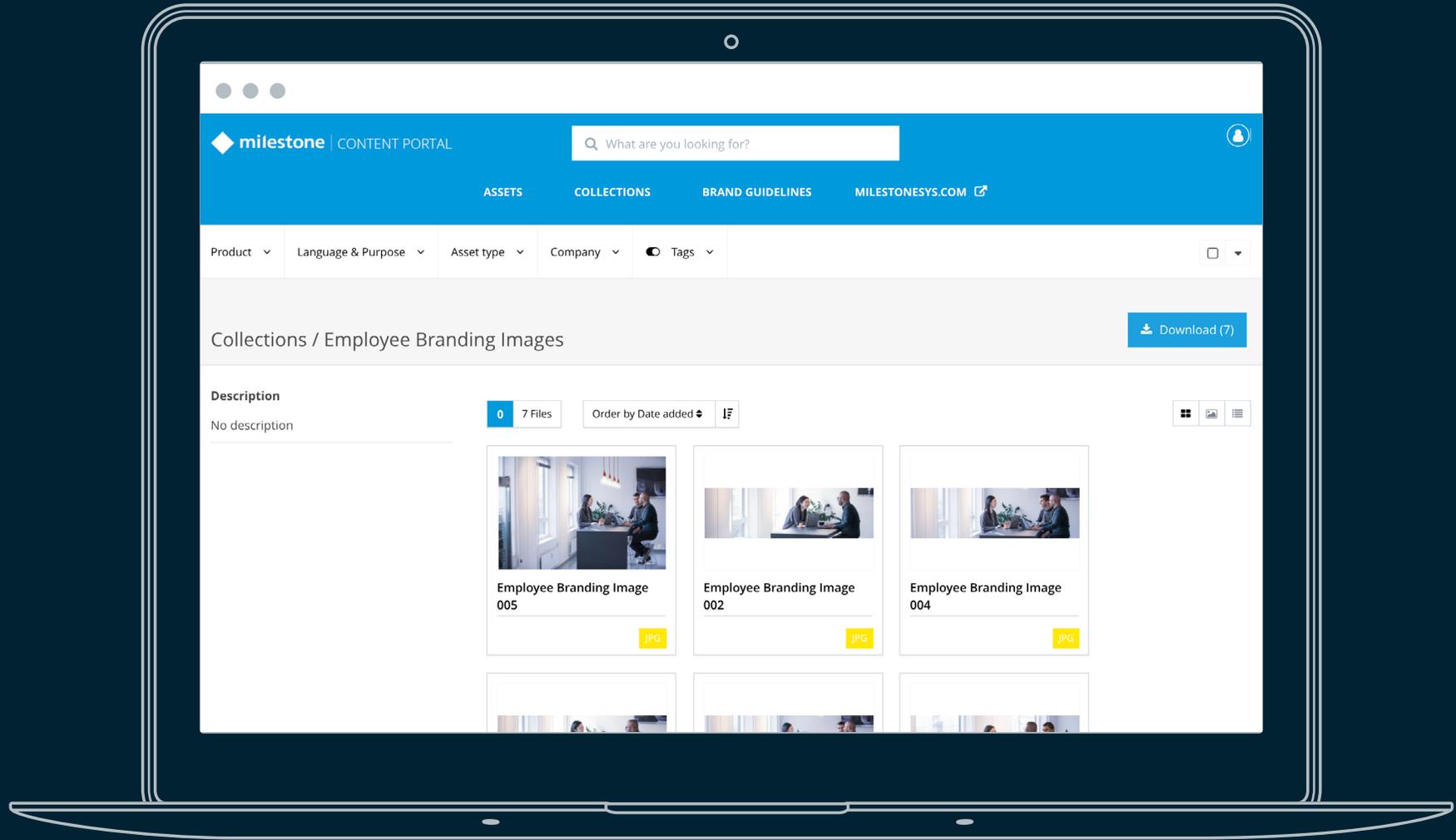
## Leveraging the Digital Brand Templates module to create content more easily

Digital designers at Milestone spend a lot of time doing small updates on digital content pieces to support ad campaigns and even events. They have to create various sizes of banners for different channels such as LinkedIn, Twitter, email newsletters and more. And it's time-consuming for their designers to make even small changes when you consider the volume of assets needed to go to market.

“With the old content building system it could take weeks to actually do minor changes. So if we do need to make small changes to banners or ads, it's a huge game changer – it's way faster for us now.”

Aleksander Kyhn Hansen - Graphic Designer





## Assets types tagged and organized in Bynder

Product videos, product imagery, product sheets, lifestyle photography

“ We took our PDF brand guidelines and moved them into Bynder, updated once in a while with a mail update. We are moving forward to make it more easy for our agencies because we’re starting to outsource more and more day to day tasks in the creative.

Aleksander Kyhn Hansen

Graphic Designer

WHAT'S NEXT FOR MILESTONE?

## Milestone meets Video Brand Studio

Video may have indeed killed the radio star, but the power of the moving image has ensured that everything from consumer marketing to business security is alive and well. In fact, it's these two exact worlds that collided when Milestone began working with Bynder's Video Brand Studio. The result? Well, read for yourself.

“The overall idea of having VBS and using the video templates is to take a significant workload off our producers and motion designers.

Previously, they were spending a large amount of time on small requests and editing clips for social media. But now, they're able to dedicate their time to larger, more creative projects.”

- Patrick Bloem, Brand Compliance Manager

Leveraging the power of VBS to free up time in the schedules of their creatives is a starting point for Milestone, but one that can't be understated. Using the templates feature of VBS, their marketing team can quickly and easily generate original video content without absorbing resources from their video creatives. By creating templates that can be leveraged for a variety of channels and topics, the Milestone creative team was able to deliver a variety of quality assets to their colleagues, without the need for repetitive ratio adjustments, resizing, or other time-heavy tasks.

Offering these video templates to their colleagues also creates an opportunity for knowledge-sharing to help future template creation, streamlining the creative process down thanks to empirical, real-world feedback from Milestone colleagues outside of the core video team.

**Want to take a peak under the hood and see what VBS could do for your business? [Find out more](#)**



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