



Customer Success Story: Tata Steel

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About Tata Steel

Tata Steel is a multinational steel-making company. Tata Steel's worldwide team uses the Bynder 'Brand Center' to manage, coordinate and control their digital media resources.

Previous Challenges

In a company as prolific as Tata Steel, flawless structure within a project is obligatory.

In the past, maintaining control over marketing assets and resources was tricky, especially when the marketing department had a number of different processes in motion. Lacking efficiency and control when it comes to media creation results in time being wasted on activities such as searching for the right file, finding alternative methods to transfer a file that is too large for email, or making sure the right content goes public.



How Bynder helped

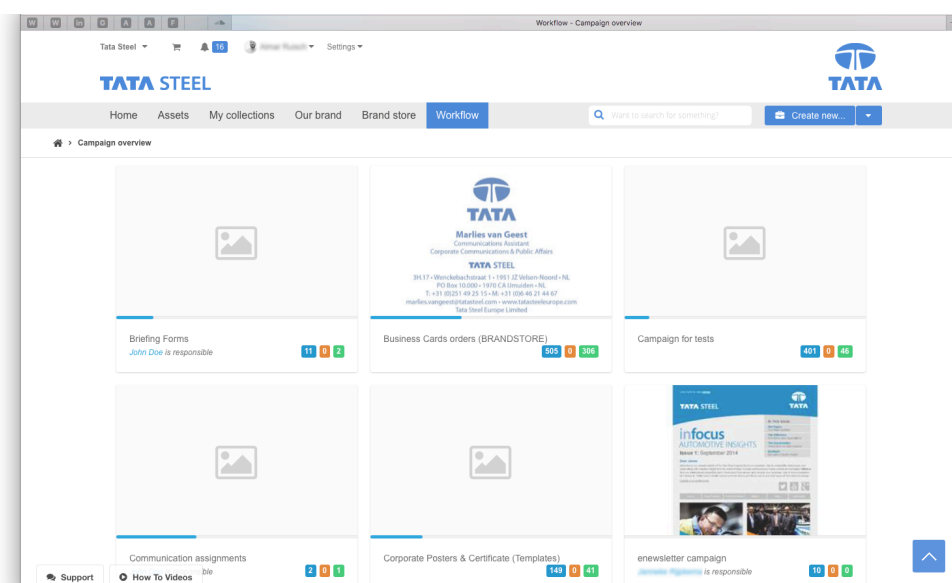
With the help of the Bynder 'Brand Center', Tata Steel's worldwide team is able to easily manage, coordinate, and control all digital media resources.

Bynder's Digital Asset Management tool reduces the time spent on administrative tasks, freeing up more time for the creative team.

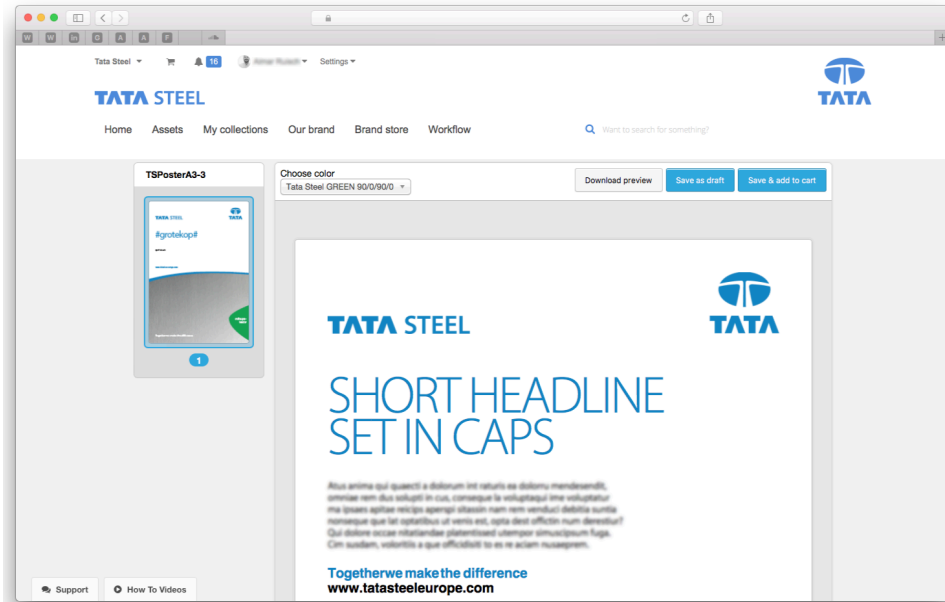
With Bynder's intuitive and user-friendly interface, smart filters and a handy 'Collections' feature, sharing collateral with all parties has never been easier and safer. With Bynder's Creative Project Management module, Tata Steel now has a clear and concise overview of what projects are running, who is available for what job, and who is overloaded with work.

Improving team efforts by streamlining the creation and approval process saves the company time and money, while also giving everyone working on projects better coordination tools. When company material is on-brand and in line with the company's vision and guidelines, collateral can function as a reflection of the company's values and identity.

With Bynder's Publishing on Demand module, users, whether marketers or external stakeholders, are able to customize and tweak pre-defined templates while still remaining on-brand.



This is thanks to an on-brand approval workflow where relevant users can approve or reject content. Tata Steel's integrated Bynder 'Brand Center' ensures that all employees have a central platform where they can request, create, approve, and order promotional items.





About Bynder

Bynder is the fastest way to professionally manage digital files. Its award-winning digital asset management (DAM) platform offers marketers a smart way to find and share creative files such as graphics, videos and documents. More than 250,000 brand managers, marketers and creatives from 450+ organizations like PUMA, innocent drinks and KLM Royal Dutch Airlines, use Bynder to organize company files; edit and approve projects in real time; auto-format and resize files; and make the right content available to others at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is headquartered in Amsterdam with offices in Boston, London, Barcelona, Rotterdam and Dubai. For more information, visit www.bynder.com or follow Bynder on Twitter [@Bynder](https://twitter.com/Bynder).



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