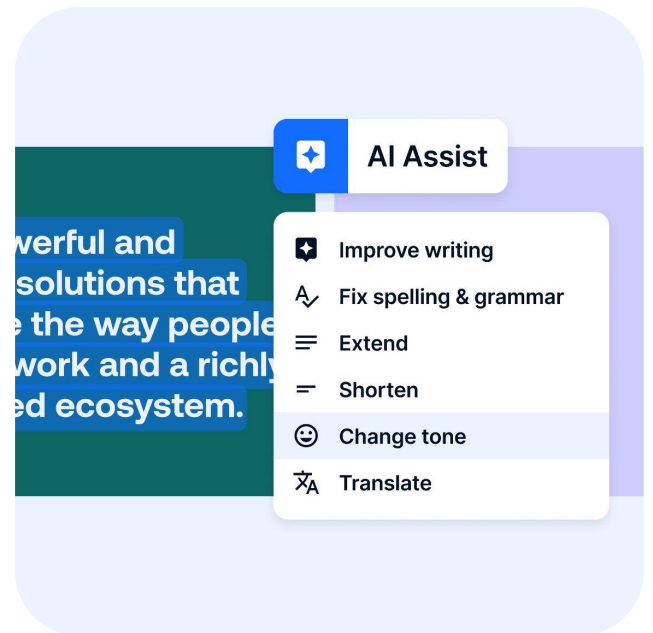**bynder**

Content Operations
Content Workflow

Create, review, and approve editorial content at scale

Editorial content is critical to businesses today, but creating it is complex. With many channels, contributors, and high volume demands, tools like Word documents and spreadsheets can't keep up.

AI Assist
- Improve writing
- Fix spelling & grammar
- Extend
- Shorten
- Change tone
- Translate

Centralized content dashboard

Manage all your content initiatives in one place, organized and easy-to-find.

Generative & transformative AI

Accelerate editorial content creation with AI while controlling its use across users, projects, and workflows.

Advanced content structuring

Create templates for different content types to ensure consistency and scale your content production.

Customizable workflows

Move your content smoothly through customizable workflow steps, ensuring all requirements are met before publication.

Real-time collaboration

Use notifications and comment mentions to keep discussions focused and the review process simple and organized.

Direct DAM assets import

Pull your approved assets straight from your Bynder DAM to accelerate content creation and increase asset utilization.

Boomi scaled content with Content Workflow, fueling **growth**, **4x expansion**, and **amplified reach** through efficient, consistent creation powering marketing and demand gen campaigns.

With Content Workflow, HSE ensures audit readiness by maintaining a **single content source** and involving experts for **review**, **editing**, and documented **approvals**.

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York St John uses Content Workflow for content creation, **saving time** for virtual events like open days. This **leads to more conversions**, a key to securing applications in a competitive market.