



Customer Success Story: Edrington

What's Inside

Table of contents

About Edrington	3
Challenges on a Global Scale	4
How Bynder Helped	5
Benefits for Edrington	6
About Bynder	7

Bynder Case Study

About Edrington

Following the implementation of Bynder, it is apparent that this solution, above others, provides a reliable and sustainable technology. A resilient and scalable system, it is robust and expandable enough to meet Edrington's global footprint.”

- Joy Kelso, Commercial Brand Development Executive at Edrington



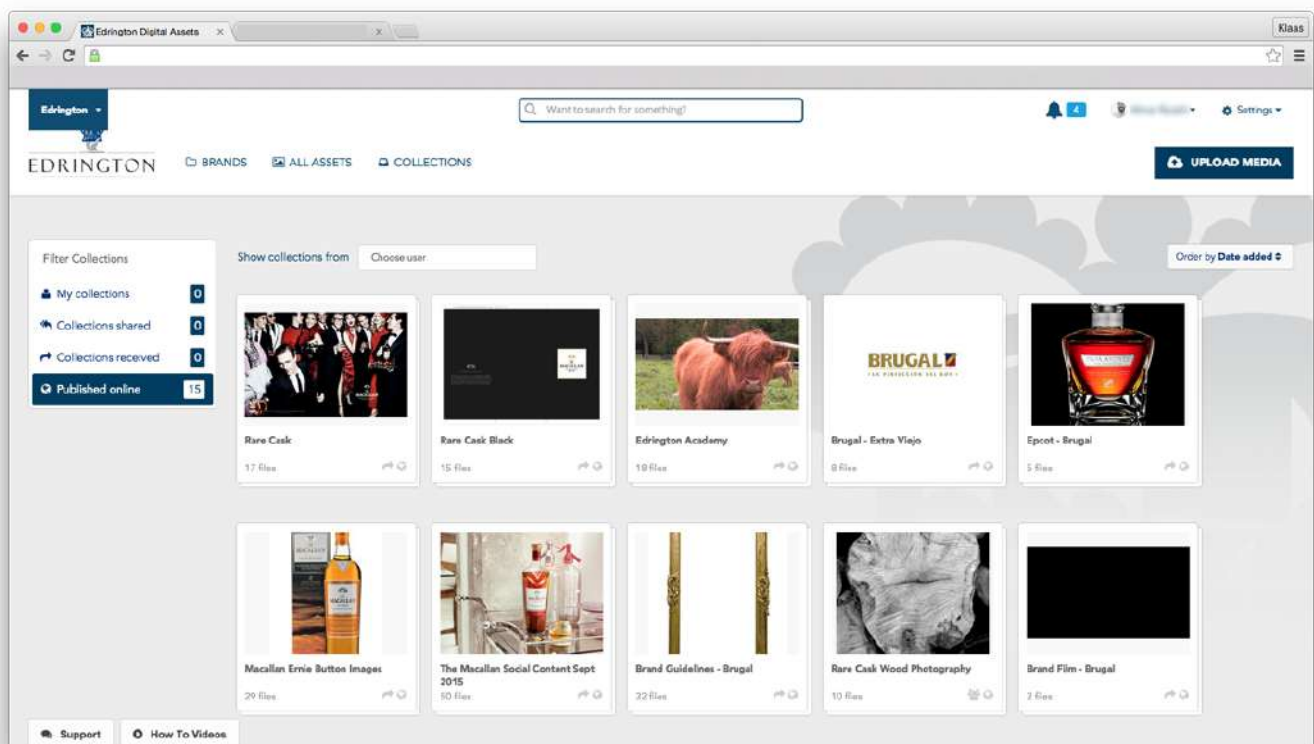
EDRINGTON

Edrington, the international premium spirits company, produces some of the most-loved Scotch whisky across the world, as well as several premium-blended brands. The globally known company is dedicated to innovation, integrity, independency and quality. Although headquartered in Scotland, 60% of Edrington's employees are based overseas, which facilitates the international development of their luxury spirits.

Challenges on a Global Scale

Previously, Edrington had to face a number of file management issues, namely the difficulty in managing multiple file locations. Different markets, brand teams and their commercial function had to spend a huge amount of time and effort finding, organising, emailing and sorting their digital assets – sometimes even a few times a week. Digital media was stored on several platforms, meaning that there was more chance of users using incorrect or out-of-date assets.

In order to eliminate these pain points, Edrington was looking for a new “out of the box” or cloud-based solution that would be continuously developed and improved. Besides that, the company needed a solution that would centrally store all their up-to-date and on-brand assets, and, in turn, guarantee global brand consistency.



How Bynder Helped

From the beginning, Bynder's digital file management solution stood out as an intuitive and easy-to-use solution to manage Edrington's digital assets efficiently. Thanks to the customised and user-friendly interface, Bynder's brand portal was adopted quickly and is now utilised by Edrington's global and local branding and marketing teams, public affairs team and regional coordinators in local markets.

Using Bynder's marketing solution, Edrington's marketing department can store all relevant digital media within one single tool. Now, global marketeers can easily access the latest marketing assets stored in their Digital Asset Management module, regardless of their geographical location. With the collection feature, users can also safely share relevant digital assets with internal and external stakeholders.

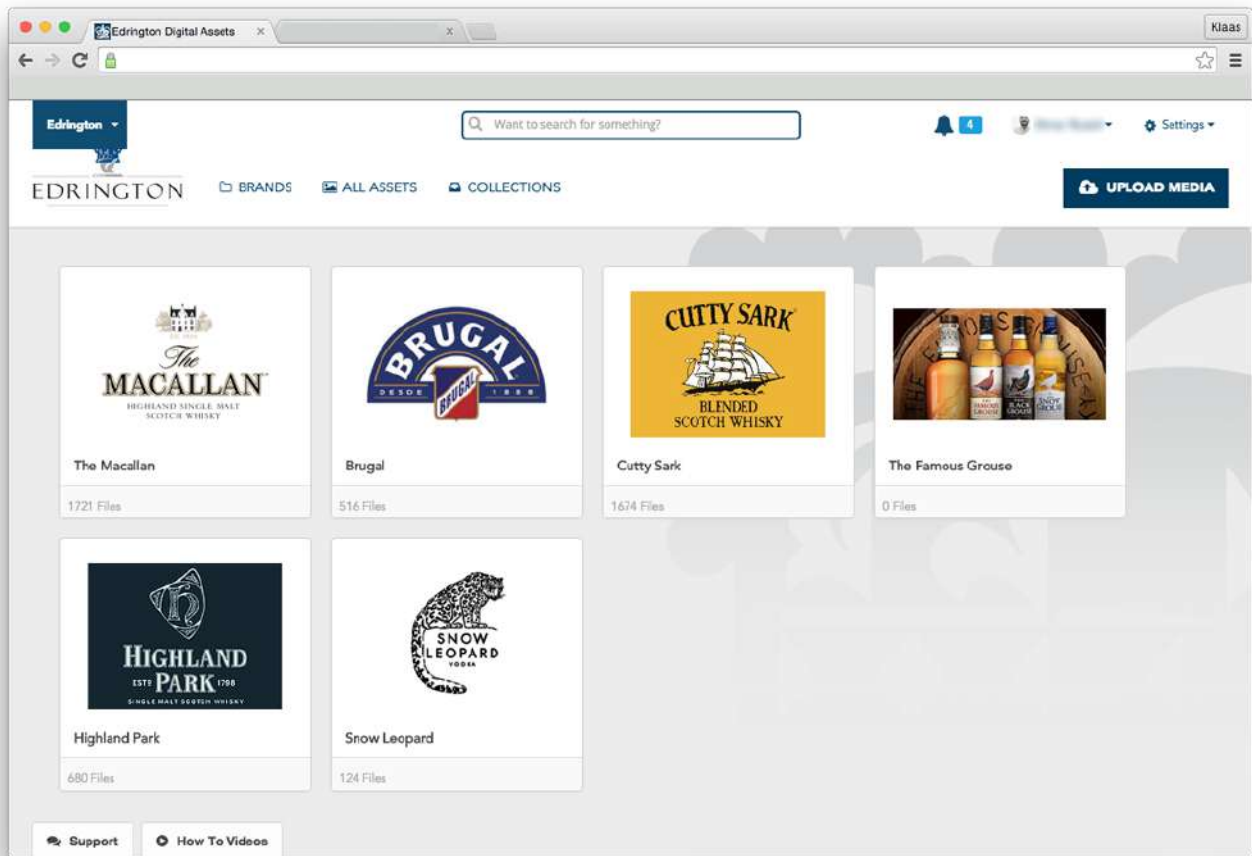
Using multiple file-sharing services is now a thing of the past. Bynder's DAM also stores the most up-to-date versions of files, removing any confusion about which files to use. All in all, Bynder has effectively replaced Edrington's outdated system with a modern, efficient and effective tool that is also beneficial to their distributor base.

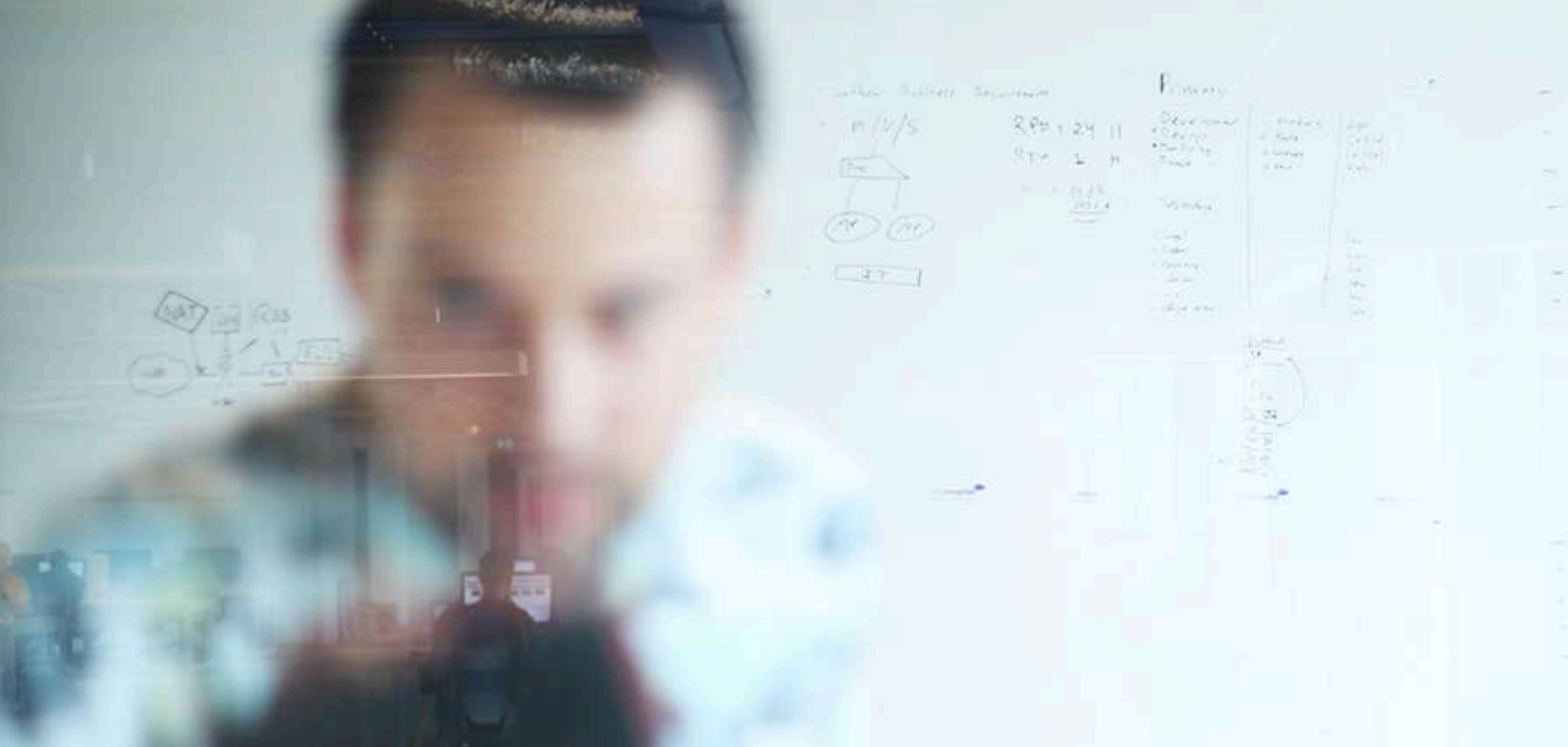
“Bynder was selected after reviewing a cross-section of the industry leading DAM tools. Due diligence was carried out not just on the technical fit of Bynder for Edrington, but also on the commercial viability of Bynder as a company. The due diligence was then supplemented by a pilot implementation that received excellent feedback from the business, confirming that Bynder was the logical next DAM step for Edrington”

- Joy Kelso, Commercial Brand Development Executive at Edrington

Benefits for Edrington

As Edrington becomes more and more geographically dispersed, the need to ensure their markets and strategic partners having access to the latest brand digital assets is becoming even more critical. Bynder has helped Edrington make sure that all upcoming marketing and sales campaigns have the greatest impact while, at the same time, reducing the risk of breaching regulatory and compliance requirements in individual markets. Thanks to their new brand portal, Edrington expects to save on average 1,768 man-hours per year – time that would have been spent searching for or sharing the correct assets.





Some facts

About Bynder

Bynder is the award-winning marketing software that allows brands to easily create, find and use content, such as documents, graphics and videos. More than 250,000 brand managers, marketers and creatives use Bynder's brand portals every day to collaborate globally in real-time, create, review, and approve new marketing collateral, and circulate company content at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is established globally with headquarters in Amsterdam and offices across the Netherlands, UK, US, Spain and UAE.



www.bynder.com