

Customer story

Siemens Healthineers saves €3.5M+ with Bynder's AI-powered DAM solution



About Siemens Healthineers

With over 120 years of experience and a global workforce of 60,000+ employees, Siemens Healthineers is a world-leading provider of medical technology on a mission to shape the future of healthcare.

Total Bynder users: 30,000+ (and growing!)

Since using Bynder: €3.5M+ estimated cost savings



Background

Siemens Healthineers needed a “single source of truth” for employees to easily access, use, and reuse its entire digital asset library. To support the full content lifecycle, the company was looking for a highly connectable solution that could integrate with adjacent marketing technology. Fundamentally, Siemens was looking for a future-proof DAM solution that could deliver tangible time- and cost-saving benefits.

Challenge

Teams were relying on an outdated media database to manage content. The lack of a “single source of truth” caused confusion about where digital assets were stored, making it resource-intensive to find, update, and use publish-ready content. Getting more value and reuse from its existing assets was therefore hindered, leading to extra costs on purchasing and producing content externally.

Solution

Bynder’s [AI-powered DAM solution](#) has delivered huge benefits across Siemens Healthineers’ content operations – from AI-assisted searching to faster distribution. Whether it’s for social media or their website, Bynder has become the single solution for centralizing and connecting digital assets to all marketing channels.

Results

On average, the time it takes to find files has less than halved; sharing content is 70% faster than before and Bynder has saved an estimated €3.5M+ across the board from the volume of assets that can be reused again and again, rather than purchasing new assets externally.

40,000+
assets stored in the DAM

30,000+
users

15,000+
hours saved searching for files

“The usability of Bynder was the key USP for us; everything is so easy to use and the transparency it enables across the organization provides real peace of mind.”

— Andre Koegler, Head of Digital Strategy & Tools, Creative Services

Situation

Siemens Healthineers has in-house teams dedicated to the full-cycle creation and promotion of company-wide marketing and communications content.

Supporting over 60,000 colleagues spread across more than 70 countries, there was a clear need to centralize and connect these operations in one single platform to help save time and costs, and ultimately create a clear, consistent process for marketing activities.

“We were looking for a future-proof solution that could integrate with our wider digital marketing ecosystem.”

— Andre Koegler, Head of Digital Strategy & Tools, Creative Services

When you’re a company of Siemens Healthineers’ size, automating manual processes with the right tech can produce huge benefits. With Bynder’s AI-powered DAM, it saw the potential to drastically save time for its thousands of employees and save millions in content-related costs.

To achieve that, the solution needed to:

- Centralize its tens of thousands of marketing and communication assets for quick access, usage, and reuse for 60,000+ employees and external parties.
- Integrate with previously disconnected systems and marketing tools, enabling a seamless exchange of assets and data across the content lifecycle – from upload to publishing.
- Automate and shorten manual processes such as searching for assets, detecting duplicates, and distributing publish-ready content.



The Challenge

Harnessing the latest advancements in AI and digital technologies is integral to Siemens Healthineers' mission to transform healthcare, so the company knows the benefits digitalization can bring. Yet when it came to its digital assets, Siemens was relying on an outdated, decentralized media database to manage content. The lack of integration with other tools meant there was no single solution for handling digital assets, which not only caused confusion among the workforce about where digital assets were stored, but also made it hard to find, update, and use publish-ready content.

“Before Bynder, so many tasks were manual and repetitive—over multiple systems—when it came to managing our content. And there was a lack of certainty among the workforce regarding where to find the latest digital assets.”

— Andre Kogler, Head of Digital Strategy & Tools, Creative Services

Getting more value and reuse from its existing assets was therefore hindered, leading to extra costs on purchasing and producing content externally.



The Solution

A dedicated task-force at Siemens Healthineers worked closely with Bynder's experts to build a tailored DAM platform to fit its unique use case. The company now has 30,000 users and 40,000+ assets onboarded to Bynder's AI-powered DAM solution, bringing transformative benefits to its content operations.

Average file-search time reduced from five to two minutes

All stakeholders can intuitively find assets faster than ever before, with the peace of mind that key assets are stored in one central location.

70% faster file sharing

Bynder Express enables the creative team to share large, unedited files from photoshoots for briefing and production singly and in bulk; internally and externally.

Better collaboration across the content lifecycle

Stakeholders can collaborate on creating, editing, and reviewing content directly in Bynder with the [Asset Workflow module](#).

Creating a connected, digital ecosystem

Bynder has become the central connector with key third-party tools within marketing, automating the flow of data and assets for a more efficient process

DAM + AI: Saving thousands of hours and millions in content-related costs

3.5M+ estimated cost savings

Paying for stock imagery, videos, and licensing to feed its marketing and communications was a major expense before Bynder – teams were frequently resorting to purchasing assets externally, rather than reusing what they already had. With Bynder’s [AI Search capabilities](#), users can intuitively search by image (whether it’s internal, external, or a URL) to find visually similar assets stored in the DAM (no keywords needed).

“Asset retrieval has been improved hugely by using Bynder’s AI Search functionality as teams can now find stock imagery more easily. This in turn has had cost-saving benefits as they don’t need to rebuy stock images.”

— Jennifer Klancar, Account Manager, Production & Service

Jennifer Klancar (Account Manager, Production & Service) estimates the company purchased 3,500 stock images (including licensing) at an average cost of €200 since using Bynder, which amounts to a €700K investment. They’re now averaging six reuses per asset (expected to grow up to 15), where there was previously none before Bynder.

Across the board, Siemens Healthineers is **saving €3.5M+ in costs from the volume of assets that can be reused again and again, rather than purchasing new assets externally**. By continuing to leverage Bynder’s AI Search capabilities, Siemens expects these cost-savings to double as the average reuse per asset grows.

Duplicate Finder: “Making the impossible, possible”

When uploading assets to Bynder DAM, duplicate files are automatically detected and removed, without needing manual intervention from users. For a company as large as Siemens Healthineers, this feature is priceless.

On average, 50-70 assets are uploaded to the DAM every week – and these can come from as many as 200-300 different people across the organization.

“We get requests to upload assets from teams in Germany and America, and we have over 30,000 users. Now with the duplicate Finder, we have a ‘quality gate’ that flags those duplicate images and we can send them back to the requester.”

— Andre Koegler, Head of Digital Strategy & Tools, Creative Services

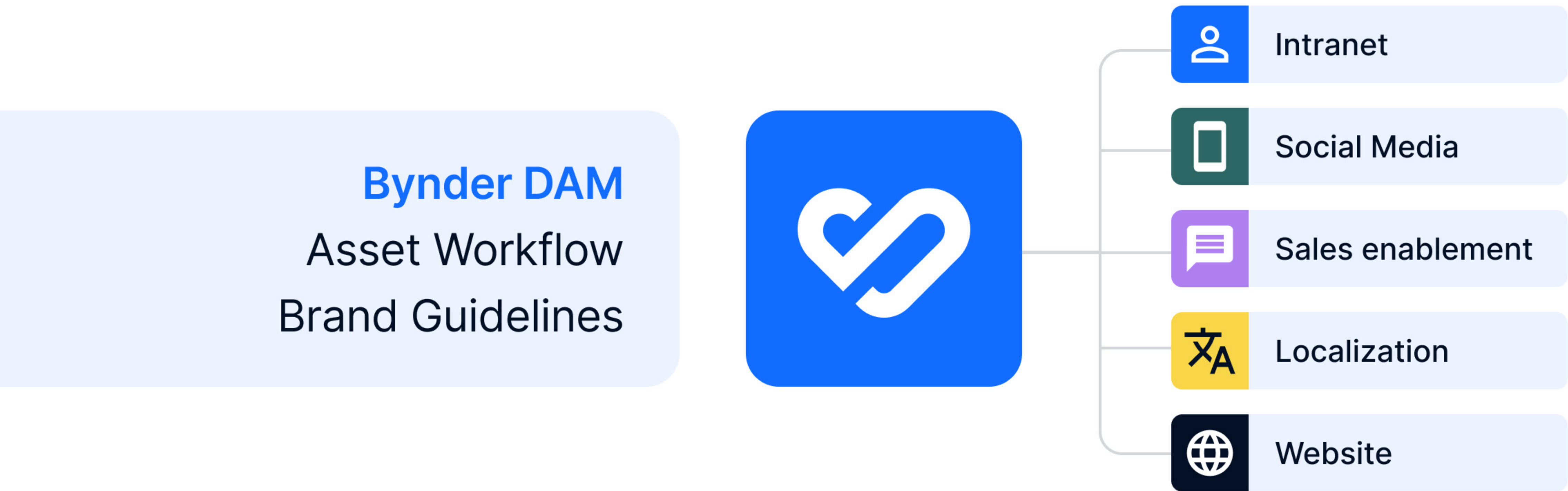
Adjacent to Bynder, Siemens has been in the process of migrating thousands of assets from its legacy system, and the Duplicate Finder has saved countless hours and resources by not having to manually audit files throughout the process.



“If we didn’t have Bynder’s AI Search functionality, the identification of duplicates would have taken us... forever. It basically would have been impossible.”

— Andre Koegler, Head of Digital Strategy & Tools, Creative Services

The single source of truth



Key benefits

Scalable and future-proof

“You can use Bynder without training!” Bynder’s ease-of-use has been the key to high adoption in such a large organization. The solution’s scalability and user-friendliness have allowed Siemens to onboard more users with time, recently hitting the 30,000 mark.

Accessible content for everyone, everywhere

Using Bynder as the “single source of truth,” all departments know exactly where to find, use, and share assets. The AI capabilities also ensure less time is spent on manual tasks and duplicates are automatically detected and removed. Searching can also be done in a number of ways – whether by keyword or image – saving precious time for employees to focus on higher value work.

One process; one workflow for all content

Having one solution to collaborate, review, and publish marketing materials has eliminated endless back-and-forth feedback rounds and jumping from tool to tool during the content lifecycle. Workflow jobs follow a consistent process that ensures the right stakeholders are kept in the loop and held responsible, preventing delays and miscommunication.



“The future is self-service and automation. We have a long way to go, but Bynder is the perfect solution to grow with us, now and in the future.”

— Andre Koegler, Head of Digital Strategy & Tools, Creative Services



About Bynder

Bynder goes far beyond managing digital assets. Our AI-powered digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive.

Bynder enables more than 1.7M users across 4,000 organizations, including Spotify, Puma, Five Guys, and Icelandair. Founded in 2013, Bynder has eight offices around the globe, including the Netherlands, the United States, Spain, UK, Australia, and UAE.

For more information please visit our website www.bynder.com.