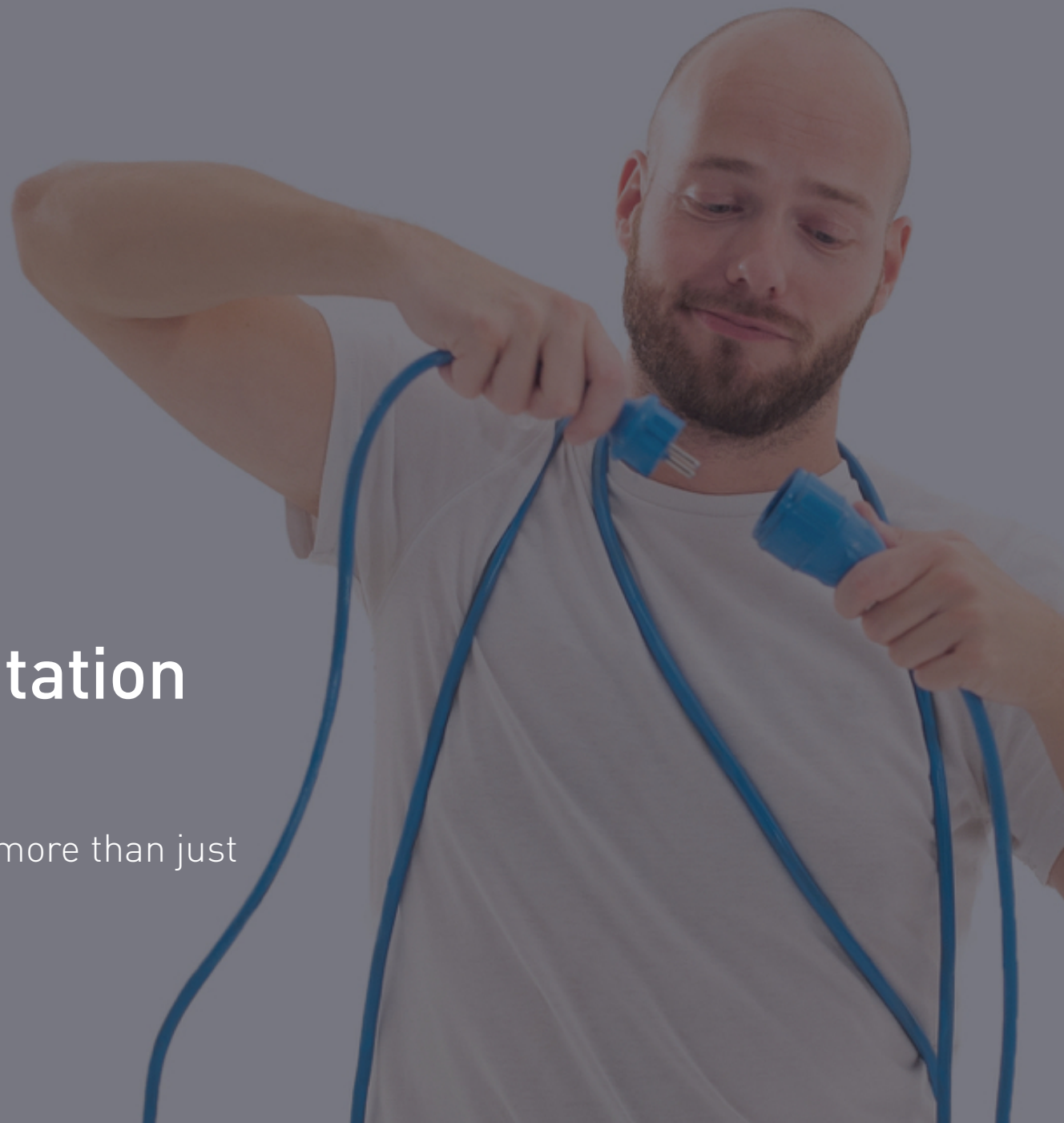




# Mitigating Implementation Risks with Bynder

A successful software rollout requires more than just configuration.

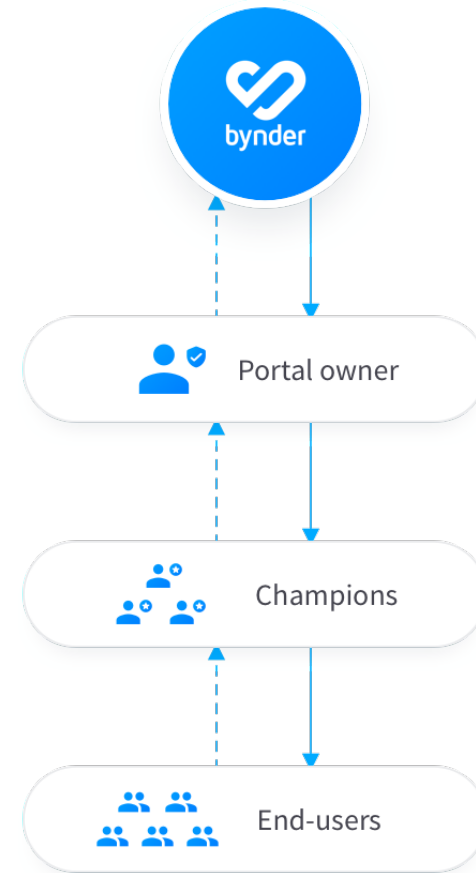


## Rollouts focused on adoption

A carefully planned rollout can generate excitement around new software, make it the new norm, and help your organization reap its benefits.

We focus on creating a personalized configuration that matches the needs of your business now, and as you grow and evolve.

In order to realize the full value and see ongoing success, we work with organizations to drive change management, adoption, and ownership within the organization.



Getting all stakeholders on the same page is essential for a successful implementation.

With an intuitive user experience, and an organization structured around customer success, we help mitigate the risks associated with adopting new technology.

Our global in-house solutions team and customer onboarding managers apply industry best practices that have been repeated and perfected over thousands of implementations.

Their ultimate goal is to deliver a highly configurable enterprise solution that integrates with our clients' ecosystems and requires minimal maintenance after setup.

Once ready, our customer success team supports the rollout, offers on-going training, and ensures teams can realize value quickly and leverage new product innovations over time.

**“I would definitely recommend Bynder – not only for the platform, but also for the collaboration and relationship with the people behind the service.”**

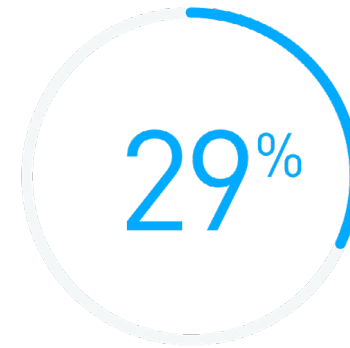
**Alina-Maria Weide,**  
DAM Lead at Syngenta

# Why are tech implementations so difficult?

Every day, professionals across the globe purchase new technology that promises speed, improved performance, increased output, cost savings and overall efficiency. Whether it's a lightweight mobile app or a robust ERP implementation, these new technologies are introduced with great expectations that often go unfulfilled.

Often overlooked, the biggest challenges companies face when implementing new technology aren't technical at all. Making the right decisions on how to configure and implement the technology, bringing the right stakeholders into the conversation, and planning for process change and a major rollout often are more challenging than the technology itself. Reaching alignment across multiple brands, departments, teams, and stakeholders is needed to truly see the positive effects the technology was purchased for in the first place.

**Only 29% of IT project implementations are considered successful**



Source: Information Age.

# Why do you need help?

## **Challenge 1: Change management and making decisions:**

When implementing a new technology, especially one foundational to your marketing tech stack, it's important to align all stakeholders around the decisions and processes that will change your organization for the better. Not thinking change management through from the very beginning can create issues down the road and increase the risk of new technology not meeting the needs and expectations of the organization.

## **Challenge 2: Ensuring high adoption and usage:**

New software or technology is essentially useless if it isn't adopted by the organization. As self-explanatory as that sounds, adopting new ways of working is much easier said than done. Many factors play into ensuring adoption, including usability of the software, buy-in across the organization, and updated processes for how to work with the software in place.

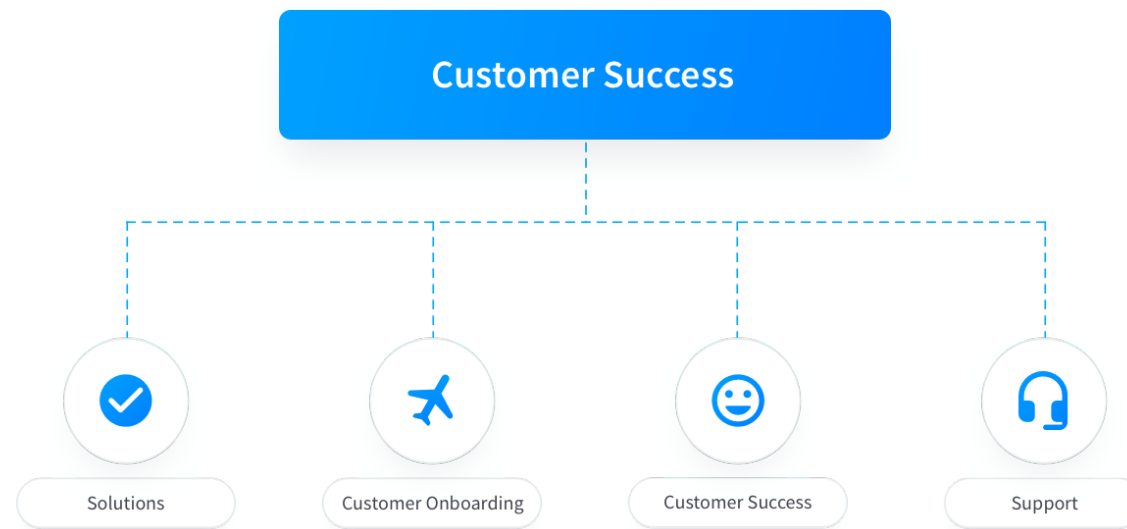
## **Challenge 3: Post implementation success:**

Most have experienced the excitement of rolling out new technology that is meant to increase efficiency, reduce pain points, and make people's day to day lives a bit easier. But, often this excitement is short-lived after the implementation is over and vendor support is nowhere to be seen. Then you, and your organization, are left out in the cold.

# How does Bynder help?

## Organization structured around customer success

From our solutions team making sure you purchase exactly what you need; to our experienced onboarding team setting you up for a successful rollout; and finally the customer success and support teams helping you grow, our organization is set up to make sure you get the most out of your Bynder technology.



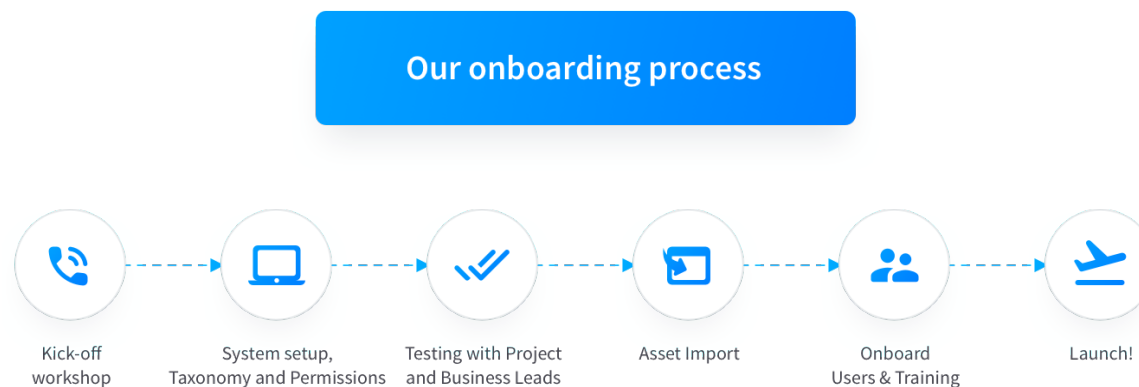
Our Customer Success organization

## Global, in-house onboarding team

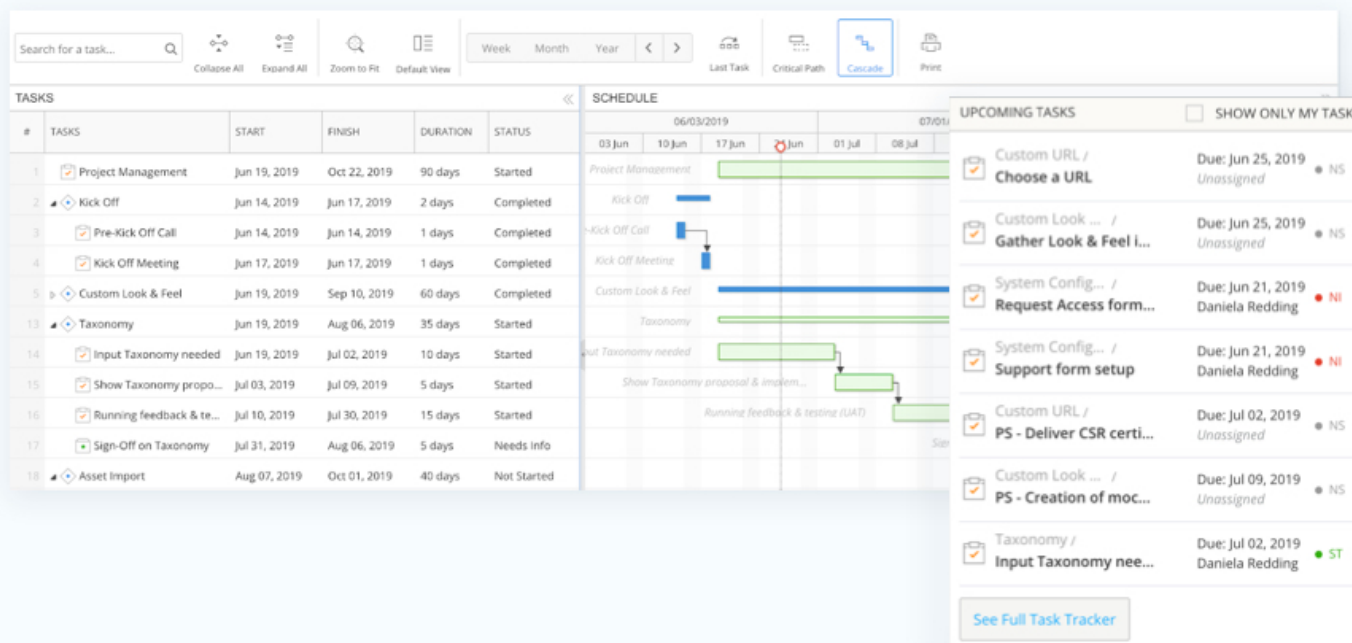
Our dedicated onboarding team is with you every step of the way. Having experience with our 1500+ clients across 160 countries, our team are experts on DAM, our Bynder products, and best practices for success.

## Methodical and agile onboarding process

Perfected from over 1,000 implementations, we translate your strategy and business goals to deliver an enterprise-grade DAM solution and implementation. We start with change management, stakeholder management, and a tested process for ensuring a successful rollout.



Our onboarding process



We provide one central place to manage tasks, timelines, and progress of your implementation.

### **Onboarding focused on adoption and usability**

Our goal is the same as yours - driving adoption and ROI. We work with you to create the right taxonomy and set-up that solves your needs and is intuitive and easy to use across your organization.

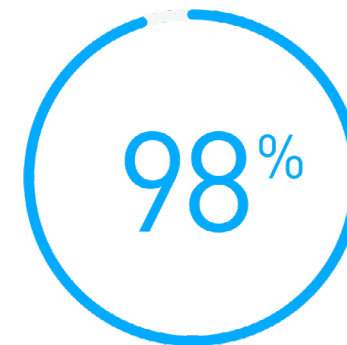
### **A growth-focused customer success strategy**

With our expert advice based on your specific and evolving use-case, you'll benefit from our culture of continuous innovation and get the most out of your partnership with Bynder.

### **Ongoing customer support, when you need it**

Help is never more than a click away with a dedicated global team who quite literally speak your language. We'll resolve any issues promptly and effectively, with 24/7 global support.

#### **Bynder Support CSAT Score**



Customer satisfaction survey for Bynder support May 2019

“Bynder’s onboarding, development, and launch support have been nothing short of outstanding. Our digital assets are in great hands, and our users are thrilled with the tool as well. They have been incredibly attentive to our business and we can’t recommend them enough.”

**Matt Melanson,**  
Digital Media Designer, Arterra Wines Canada