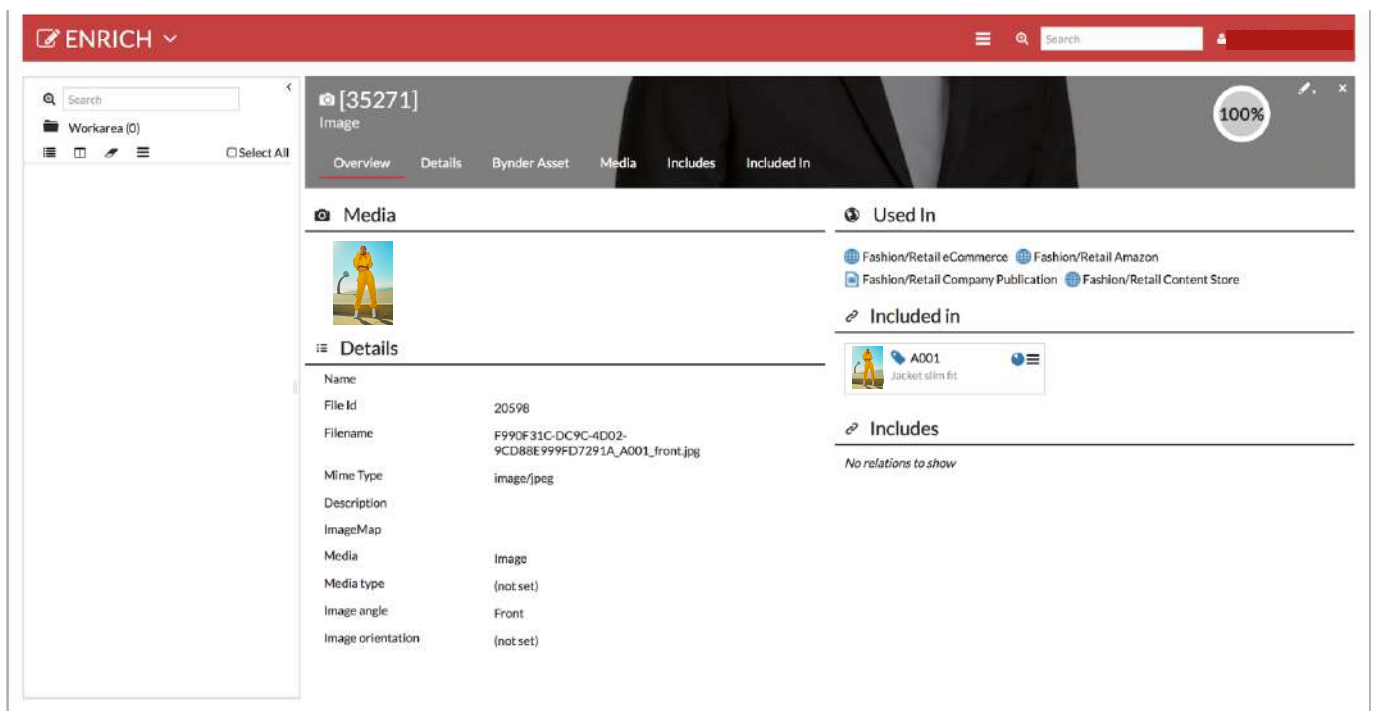# Deliver consistent customer experiences with inRiver PIM and Bynder

Improve product content quality for accelerated distribution across touch-points

inRiver is the market leader for simplifying product information management (PIM) to enable the delivery of world-class customer experiences across all channels.

Having full control over your product information is crucial for creating that experience. To truly let your products shine, you need digital assets, like images, to create visual experiences. Assets are often scattered, so managing them in one place, together with the rest of your product information, ensures you have your digital assets accessible for any channel at any given time.

Streamline your product enrichment process by uploading your images to Bynder and have them automatically matched to the right products in inRiver. The rich and powerful metadata present in inRiver is then sent back to Bynder, allowing you to search and find assets based on the existing information within your storefront.
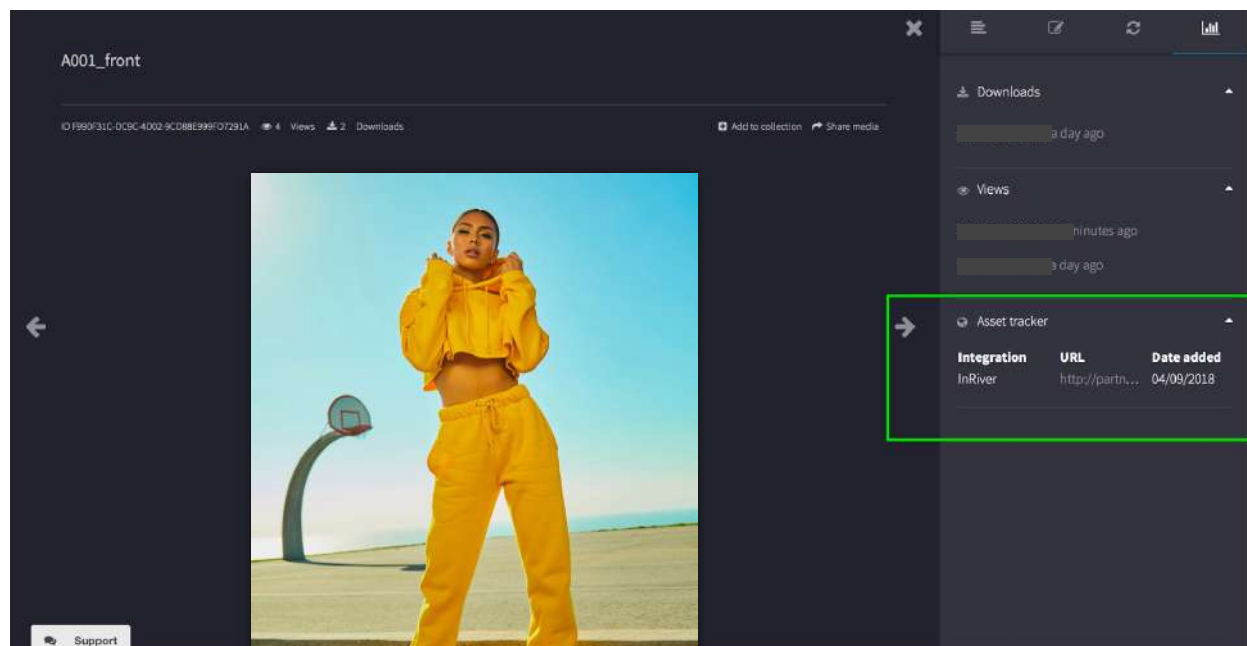
Faster time to market and better customers experiences for all!

Benefits

- Seamlessly connect digital assets and product data
- Increase in asset quality and consistency across products
- Accelerate distribution of assets and products
- Maintain full control of products with a single version of product data
- Build consistent and complete product stories for omnichannel strategies
- Leverage contextual and relevant product data across all touch-points
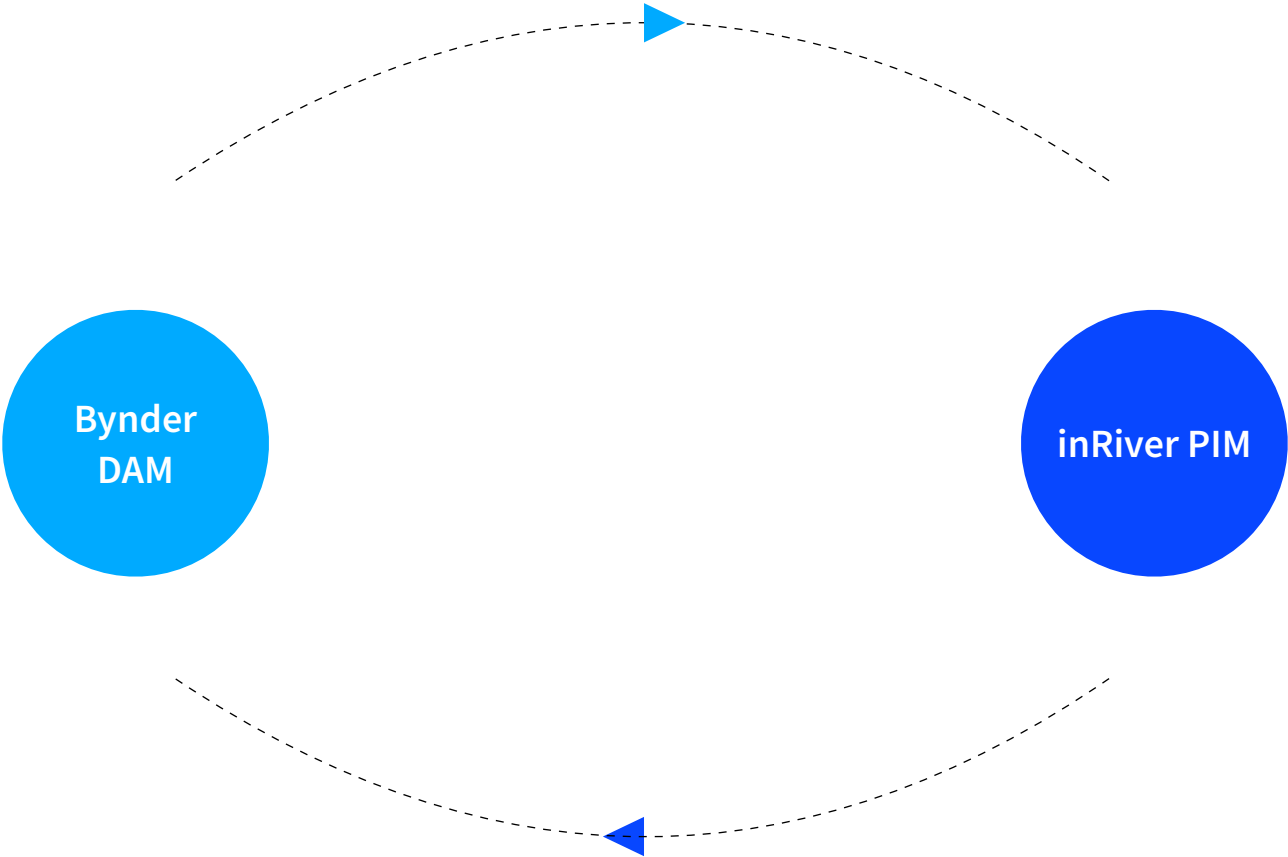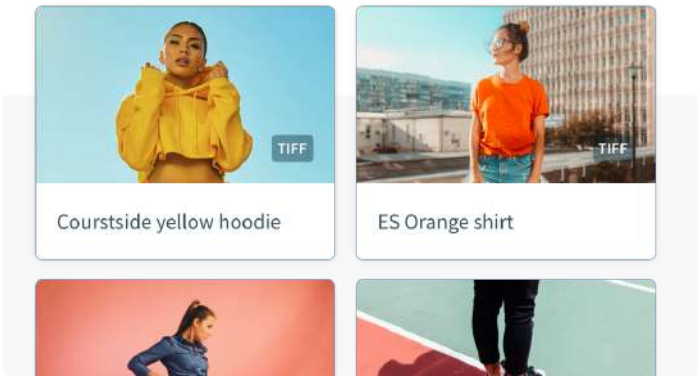- Make changes in a single place to be applied across all channels

Features

- Uploaded assets in Bynder will automatically be synchronized with inRiver
- Enrich Bynder assets with product information (like SKU, product name, product category and more) from inRiver
- Use inRiver metadata to find product images in Bynder
- View in Bynder where product images are used

DAM to PIM

- Link assets to product records
- Automatic updates and synchronization

Bynder DAM

inRiver PIM

PIM to DAM

- Product information sent to asset
- Asset usage tracking information

Product name	Main category	Sub-category
Yellow hoodie	Tops	Long sleeve
ES Orange shirt	Tops	Short sleeve

For more information, contact us or visit www.bynder.com/integrations/.

bynder   www.bynder.com   info@bynder.com