

World's largest tea business
deploys **Bynder's AI-powered
DAM** platform at the heart of
its new content ecosystem



*“Bynder has become **the core of our content ecosystem** and the starting point for sharing the right assets and product information with retailers, which is our ultimate goal.”*

Background

A global tea business with 17,000 employees, a portfolio of 36 brands, and operations in 100 countries was acquired by a private equity firm in 2022. As part of the acquisition, the company was tasked with a major data and digital asset migration project away from its existing digital infrastructure. Aside from the acquisition, its previous infrastructure was becoming unfit for the multinational's size and scale as a fast-paced consumer goods company. There were siloed ways of working across teams, a lack of brand control over how assets were used, and too many manual steps involved in distributing assets quickly to its network of retailers.

This gave the company an opportunity to take a new approach to [content operations](#) that supported its entire brand portfolio, allowing it to efficiently scale and deliver winning, on-brand content experiences across all marketing and e-commerce channels.

36

brands

17k

employees

100

countries

The need

With such a diverse brand portfolio, the business distributes huge volumes of e-commerce and product assets to retailers every day to sell its goods. As a global leader in the beverages industry, the business needs to deliver customer experiences that showcase brand consistency, while also enabling retailers to customize content for different markets and channels.

There was a clear need for an enterprise-grade solution that supported the scale and complexity of its multi-branded content operations, delivering digital assets to retailers quickly and accurately.

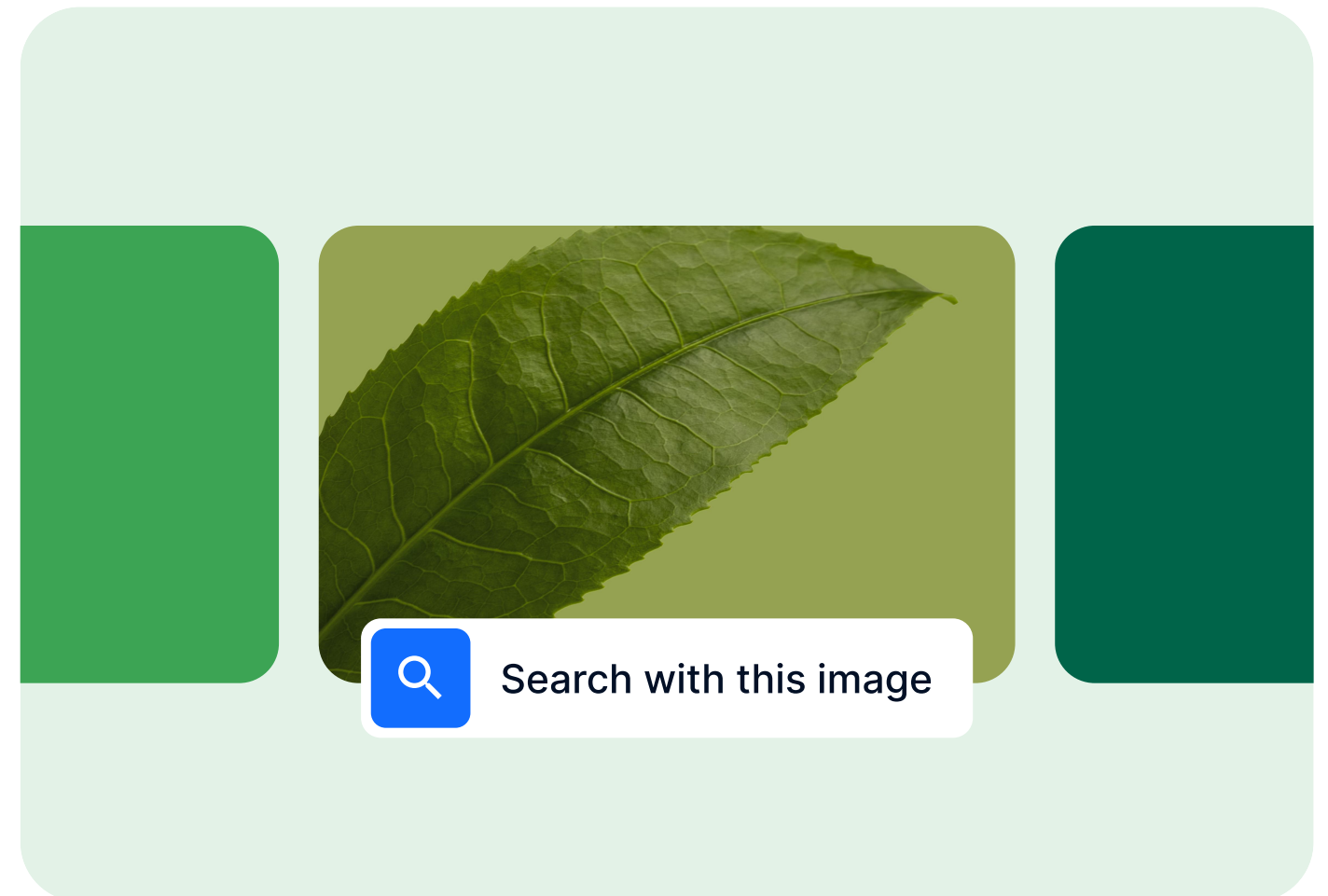
To achieve that, the new solution had to seamlessly integrate with the company's Product Information Management (PIM) tool, ensuring an automated exchange of digital assets and product data across its content ecosystem before being distributed to retailers and partners. This would ultimately lead to faster time to market for its products and better shopping experiences for customers.

Seeking a best-of-breed solution that could effectively meet the above needs, the global tea specialists also needed to make sure that the transition from its existing digital infrastructure caused minimal disruption to its day-to-day operations and did not negatively impact its customer experiences and bottom-line revenue. The size and scope of the operation were initially expected to take approximately six months, with much of the work planned to be outsourced to an external agency.

Building a new connected ecosystem with Bynder's AI-powered DAM

After weighing up its options, the business decided to implement Bynder's [AI-powered digital asset management \(DAM\) platform](#) at the heart of its new content ecosystem – integrated with [Salsify's Product Information Management \(PIM\) tool](#). Bynder and its industry-leading AI-capabilities have been critical in supporting the company's multi-branded, e-commerce operations at a fraction of the time, cost, and resources compared to before, ultimately setting the business up for future growth.

By leveraging Bynder's AI capabilities to assist with the migration of digital assets from its previous system, **the business saved thousands in external agency costs** by doing the work in-house.



"I didn't know this functionality existed [Bynder's AI Search by Image], and how it's improved our use of PIM has been a lifesaver."

All quotes are attributed to the company's Global Marketing Technology Project Manager.

How Bynder's Search by Image did the work of an external agency in a fraction of the time

Whether marketing materials or e-commerce product shots, each digital asset needs to include the right metadata (e.g. product information, usage rights, etc.) so it can be fed and synced with Salsify's PIM solution and subsequently sent to retailers. Bynder's DAM serves as the starting point for sharing every digital asset, providing a single source of truth for teams to access and distribute on-brand, publish-ready content.

Bynder's AI Search functionality was transformative during the migration from its existing digital infrastructure. Before onboarding Bynder, metadata was easily lost when exchanging assets between teams and adjacent systems, making it almost impossible to locate the right assets manually.

"The transformative impact of AI Search on content governance is clear; what was expected to take 6 months has been achieved in weeks."

Using Bynder's [AI-powered capabilities](#) to help automate the migration process, teams could instead upload an image to Bynder, and Search by Image automatically identified similar or identical assets in the DAM – without needing to search by keyword. This helped the team recognize what had already been submitted to the retailers before migration, and pinpoint assets with missing metadata. Originally seen as a near-impossible task without outsourcing the work to an external agency and taking months to complete, Bynder's AI-powered DAM intelligently streamlined the process in a fraction of the time.

Duplicate Finder: No more duplicate uploads, making content governance effortless

The company's digital assets always need to be accurate, up-to-date, and enriched with the right metadata before being fed into its PIM system. To meet these strict standards, **Bynder automatically detects and removes any duplicate files upon upload** to the DAM so employees no longer have to manually spend time auditing its library and keeping the DAM clean.

Its thousands of employees can now access and distribute publish-ready assets to retailers in record time, enabling quicker time to market its products and more time to focus on higher-value strategic work. For a global consumer company of its size and scale, these high-level benefits of speed, agility, and efficiency across the content lifecycle are directly impacting its bottom-line results.



Duplicates detected

“Bynder’s AI Search Experience is a 21st-century requirement, to be honest. It is fast and furious, and modern e-commerce requires this quick solution to stay competitive.”

Ready to let Bynder's AI-powered DAM do the heavy lifting at your company?

Detecting duplicate assets, text-in-image searching, and AI-assisted content creation – these are just a few of the cutting-edge AI capabilities you can now take advantage of in Bynder.

Want to see for yourself?

 Book a demo

You can also learn more in our [complete guide to Bynder's AI and automation features](#).

