

Bynder + inriver + <epam> for a Premium Spirits Brand:

How a Premium **Spirits** Brand grew indirect e-commerce revenue with an optimized DAM & PIM workflow for their portfolio of over 200 brands



ABOUT PREMIUM SPIRITS BRAND:

Established in 1862, this Premium Spirits Brand is the world's largest privately held spirits company, operating in over 270 markets with more than 200 brands and labels, as well as several sustainability programs. This Premium Spirits Brand puts the consumer at the heart of everything they do, striving to understand customers' needs to build exciting and inspiring experiences.

Employees:	7,000+
Using Bynder & inriver since:	2018
Engagement with EPAM since:	2017



Highlights

Background: This Premium Spirits Brand wanted to grow its indirect e-commerce route to market while also providing customers with up-to-date, high-quality digital product marketing information to support distributor and consumer sales.

Challenges: This Premium Spirits Brand wanted to continue to reach its global audience with relevant messages across a growing number of digital channels and marketplaces. The brand planned to use this opportunity to modernize the distribution of all assets and product information while operating under short timelines.

Solution: As part of a wider digital marketing initiative, the Premium Spirits Brand and EPAM worked together to leverage best-of-breed technologies—Bynder for digital asset management (DAM) and inriver for product information management (PIM)—to optimize their digital ecosystem.

Results: The Premium Spirits Brand now benefits from an interconnected best-of-breed marketing tech stack that boosts asset reuse and shortens time to market for all product marketing activities.

61,000

Assets stored

560

Products

2,300

DAM users (powered by Bynder)

59

PIM users (powered by inriver)

“ Since the implementation of Bynder, our team has a single view of digital assets, increased visibility, control over our brand, and accelerated our time to market.

Anonymous

Senior Director of Digital Marketing, Premium Spirits Brand

“ The Bynder platform enabled EPAM to help this Premium Spirits Brand with the automation of end-to-end processes with regards to creation and distribution of digital product marketing information, allowing it to achieve true omnichannel efficiencies.

Eugene Nikiforov

Head of PIM & DAM expertise, EPAM

About the customer

The brand is the largest privately held, family-owned spirits company in the world. Originally known for its eponymous white rum, it now has a portfolio of more than 200 brands and labels.

This Premium Spirits Brand currently employs more than 7,000, operates more than 20 production facilities, and sells its brands in more than 170 countries.

Situation

Aside from conventional consumers, a Premium Spirits Brand also sells its products to partners, with many of them in turn selling these products online to distributors/global consumers. This is called an indirect e-commerce route to market (RTM).

The brand wished to grow this RTM and provide customers with up-to-date, high-quality digital product marketing information to support distributor and consumer sales.

The challenges for a Premium Spirits Brand

The Premium Spirits Brand indirect e-commerce route to market (RTM) model required different trade customers around the globe to have access to different content. However, distributing brand-consistent assets and product information was an inefficient, time-consuming, and manual process.

The Premium Spirits Brand Digital Asset Management (DAM) solution prior to Bynder was no longer fit for purpose and needed to be replaced. However, they needed to ensure they could keep up with demand and continue advertising to consumers and trade customers during this transition. A Premium Spirits Brand used this opportunity to begin a digital transformation, working with EPAM to find the best technologies to improve the distribution of all assets and product information to help drive their business.



Collaboration with Bynder & inriver

Working closely with the Premium Spirits Brand, EPAM leveraged open APIs to implement the DAM and PIM technologies, making the integration seamless and efficient.

It allowed the marketing team at this Premium Spirits Brand to focus on expanding their digital channels and driving results, instead of sourcing product content or manually updating spreadsheets.

Content migration

EPAM helped the Premium Spirits Brand to import 61,000 assets and information into Bynder and inriver.

Integration-friendly software

Bynder and inriver have an open-source integration, which can easily be built upon. This enabled a seamless combination of the two solutions so that the assets stored in the DAM flowed automatically to the right product record in the PIM.

Integration

Bynder's integration with inriver allows for assets to be tracked and linked to product records globally to ensure consistent, accurate product information in just a few clicks.

BYNDER X INRIVER X EPAM: PREMIUM SPIRITS BRAND THE PEOPLE, PROCESSES, AND TECH



Digital Asset Management + Product Information Management

Best Practices

- DAM is the single source of truth for all product visuals
- DAM & PIM manage different metadata
- Asset naming convention to facilitate

DAM + PIM

- Visual assets linked to product records
- Automatic updates / synchronization



PIM + DAM

- Product information sent to asset
- Asset usage tracking information

Key benefits

Time to market

Migrating to new technologies enabled the Premium Spirits Brand to focus on their primary business goals and expand their digital channels without worrying about inefficient systems or relying on manual processes to update files.

Improved discoverability

Simplified and powerful metadata search functionality enabled this Premium Spirits Brand to quickly and easily locate specific content—improving overall efficiency and team performance.

Improved customer experience

Easy access to accurate data and relevant content improved customer experience for partners and suppliers across channels.



EPAM

About EPAM

Since 1993, EPAM Systems, Inc. (NYSE: EPAM) has leveraged its software engineering expertise to become a leading global product development, digital platform engineering, and top digital and product design agency. As the preferred vendor of the top five educational content and technology providers worldwide, EPAM has developed numerous learning accelerators and frameworks to help educational companies reduce time-to-market for digital solutions.

Learn more at www.epam.com and follow us on Twitter @EPAMSYSTEMS and LinkedIn.



INRIVER

About inriver

inriver redefines the way e-commerce product marketers and merchandisers work. By providing product information management (PIM) products and services that help create, update, refresh, maintain and distribute content about products globally, we help businesses to drive increased revenue, customer satisfaction, and brand equity.



BYNDER

About Bynder

Bynder is the fastest-growing DAM service, offering a simplified solution for marketing professionals to create, manage, and distribute their digital content in the cloud.

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

Ready to see the Bynder and Inriver integration in action?
Get a custom demo today.



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