

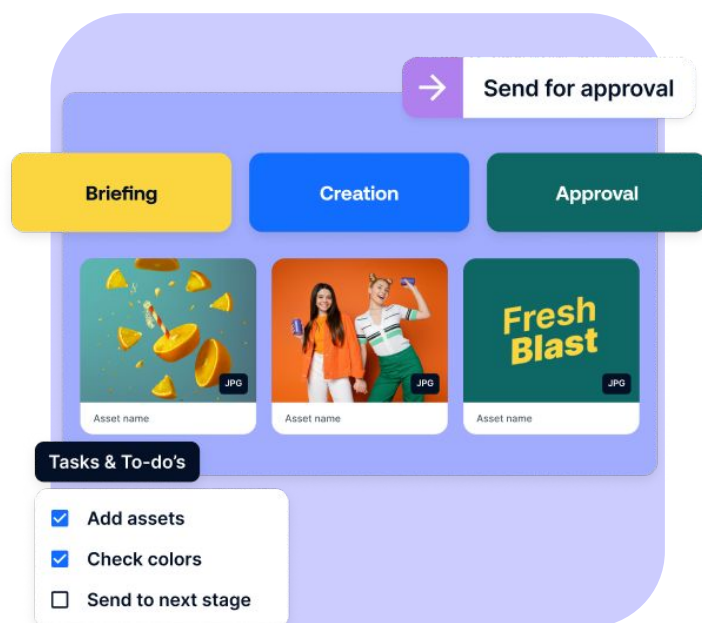
Content Operations

Asset Workflow

Approve digital assets faster and keep everyone aligned

Teams lose speed and clarity when briefing, reviewing, and approving digital assets across emails and scattered tools.

Bynder's Asset Workflow centralizes every step - from feedback and versioning to approvals - so teams work faster on the right assets, reducing risk and getting consistent, on-brand content to market sooner.



Bring clarity and control to every stage of your workflow, reducing delays, improving collaboration, and ensuring every asset remains on brand.

Align teams with clearer briefs

Kickstart campaigns with structured, customizable briefs. Assign ownership, clarify expectations, and track the progress of every asset so teams stay aligned and production continues to move forward.

Review smarter, collaborate faster

Tighten feedback loops with configurable workflows, in-context collaboration, annotations, and version control - ensuring efficient reviews without bottlenecks or confusion.

Approve and route on-brand assets to your DAM

Reduce delays by optimizing stakeholder approvals and shortening review cycles, so approved, on-brand assets flow straight to your DAM and are ready to use instantly.



SUNPOWER

"One of our favorite features is the ability to annotate on an asset and the version control. Being able to quickly understand how something has evolved as we have been working on an asset throughout the creative process is really helpful to get to speed quickly and be able to give better feedback."





Operational efficiency

With **Asset Workflow**, creative teams reduce operational overhead by replacing manual, complex processes with transparent workflows. This improves collaboration across teams and gives clearer oversight of planning, execution, and deadlines.



Agility and brand consistency

With **Asset Workflow**, teams accelerate briefing, proofing, and approvals of digital assets, enhancing agility, reducing costs, and ensuring consistent brand execution across campaigns.



Centralized job overview

Organize recurring activities and gain clarity around accountability, deadlines and deliverables.



Job briefing form

Capture the information you need from end-users and keep everyone aligned.



Workflow customization

Configure the creation, review and approval process to meet your specific business needs.



Version history

Compare file versions and easily remove those that are no longer relevant to ensure only the final, on-brand assets are used.



Real-time collaboration

Use annotations, assign tasks, and add comments to collaborate on your content and centralize all feedback in one place.



Advanced permissioning

Assign roles, manage user access, and ensure compliance by granting access to only relevant campaigns.

Bynder goes far beyond managing digital assets. Our AI-powered DAM platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. With powerful and intuitive solutions that embrace the way people want to work, and a richly integrated ecosystem, we are the brand ally that unifies and transforms the creation and sharing of assets, inspiring teams, delighting customers, and elevating businesses.

For more information, visit www.bynder.com