bynder x

How On automates the delivery of **154,000 assets globally** with Bynder

250k
assets stored in the DAM

154k
product images automatically tagged and distributed

55
hours saved per week

Background

On has become a globally recognized leader in premium performance footwear, apparel, and accessories. As On's global footprint grew, so did the complexity of its content operations, creating a need for a system of record that could ensure product content and information remained consistent and accurate across all channels.

Challenge

The workflow for managing and distributing product content was constrained by manual processes. This led to bottlenecks, wasted time, and a high risk of human error. In 2024, On had to handle over 83,000 assets for 1,800 new products, making any manual step unmanageable.

Solution

Bynder became the company-wide system of record. Bynder CX Omnichannel automatically distributes channel-ready assets to key customer touchpoints, automating the workflow for 154,000 product images. The DAM + PIM integration syncs the flow of metadata, ensuring assets are automatically enriched with up-to-date product information.

"By automating the assets, we have been able to almost fully eradicate mistakes in our emails. Resolution times for any required fixes have been reduced from days to minutes. Since moving the email order confirmation images to Predictable URLs, we have had zero IT tickets raised for missing images. That's a huge win."

— Oli Walker, Engineering Manager at On

On's new operational efficiency saves the team an estimated 55 hours per week and improves the quality and consistency of its digital channels. This enables On to present a reliable and professional brand image across all customer touchpoints.

Want to see Bynder in action?

Free consultation, zero commitment.

📅 **Book a demo**