

Boxes are for storage, not brands.

Brand outside the box.



When you think about all of the things you'd like to do with your brand, storing it probably isn't one of them. Hence, it doesn't make sense to try to use cloud storage platforms like Box, Dropbox or SharePoint as the engine that accelerates your brand.

For basic file sharing and storage, cloud storage applications can be an easy-to-scale and often cost-effective solution. But, you don't want to keep your brand on ice – you want to use it to drive business value, increase sales and promote loyalty, among other things. To accomplish this requires a lot more than file storage and link sharing. Creating value with your brand requires tools to aid collaboration, extend creativity, manage standards, and simplify distribution. You need a platform that connects valuable brand assets with all the



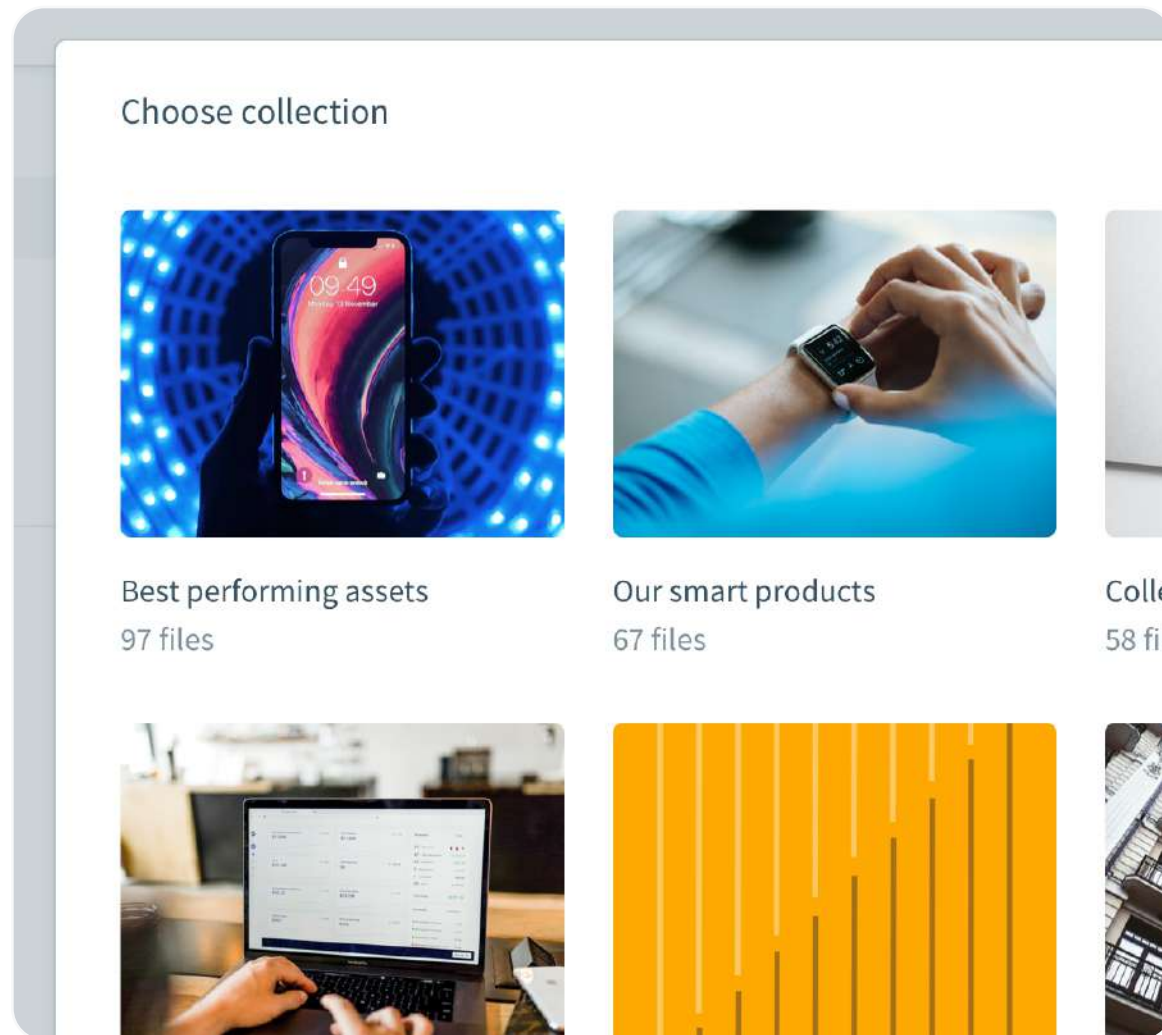
people who contribute to your brand's success and all the places those assets can enrich customer experiences. This is where digital asset management (DAM) excels and cloud storage falls short.

Shared foundation, divergent mission

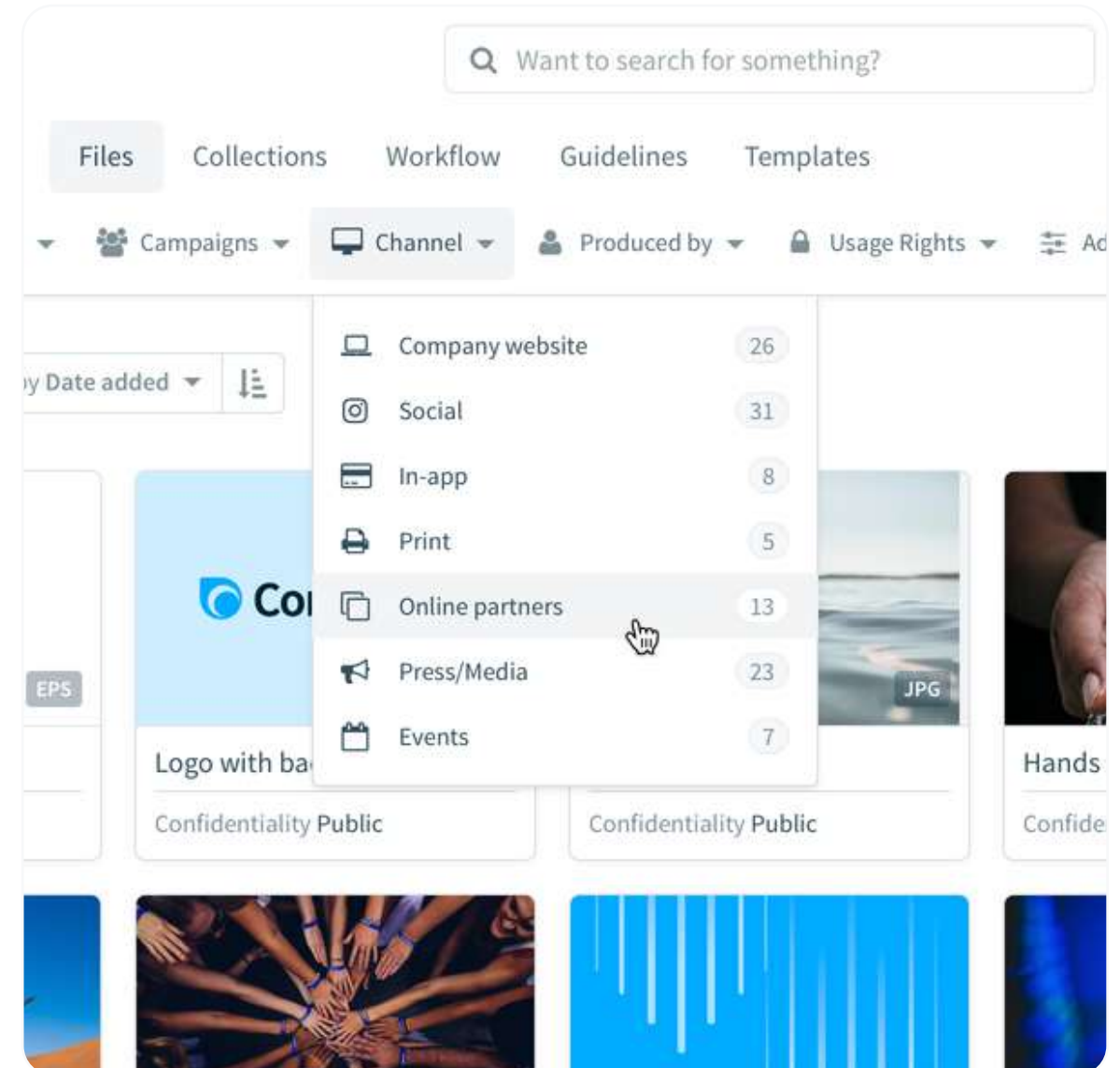
Cloud storage applications were built to remove the limitations of the hard drive—the fundamental goals were shared access and distribution of digital files. Digital asset management exists to satisfy an altogether different set of objectives that pick up where file storage and sharing left off.

DAM supports the use of digital assets, solving the problems related to the development, management, and distribution of brand assets.

Applications like Dropbox, SharePoint, and Box help you store your files safely and share them easily. DAM powers your brand and puts brand assets to work.



While the two platforms have quite different objectives, there are some basic capabilities that DAM and cloud storage have in common. Both allow you to store files securely in the cloud for easy access from anywhere, on any device. Users also can share files with others. With cloud storage applications, this is done via emailed links; with DAM, there's an added level of security based on user and group permissions. Finally, both platforms have a built-in quick-search function to help you sort through thousands of files. However, DAM adds in the ability for you to use the power of metadata and taxonomy to more accurately find what you're looking for.



Know the DAM difference



Brand management

Centralized hub where you can get what you need and learn how and where to use it.

DAM: Yes

Cloud Storage: No



Controlled access

Take control over who accesses content and know-how and where it's used.

DAM: Yes

Cloud Storage: No



Powerful search

Search custom metadata fields to find exactly what you need when you need it.

DAM: Yes

Cloud Storage: No



Accelerated workflow

Update assets in your library and the change is automatically reflected everywhere.

DAM: Yes

Cloud Storage: No



Operational efficiency

Reduce the likelihood of errors and feed content publishing tools and applications directly.

DAM: Yes

Cloud Storage: No



Actionable analytics and reporting

Get the data you need to optimize your investment and assets.

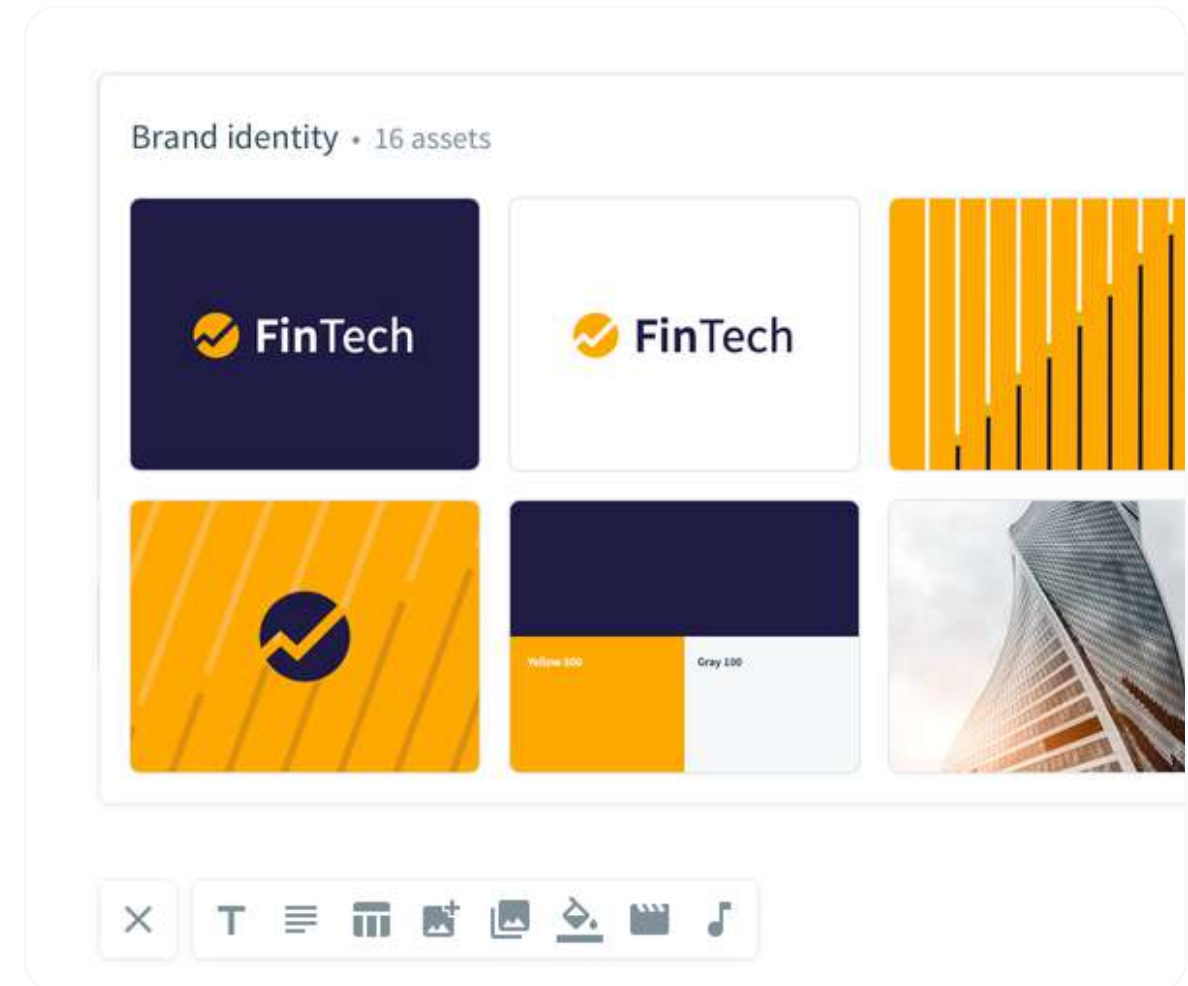
DAM: Yes

Cloud Storage: No

With DAM, you can manage content and the entire asset lifecycle. It allows you to build, share and distribute your brand as a whole, not as individual files or links that are simply emailed back and forth. DAM moves beyond basic file-sharing and provides everything you need to create value with your brand assets – including the ability to see all content pertaining to a specific topic or even analytics that help you understand what content performs the best.

Brand management

DAM serves as the centralized hub where teams can access what they need AND the guidelines that govern where and how to use your content. This ensures you maintain a consistent brand across all channels. When you use cloud storage applications to distribute brand assets, employees receive links to files with no context for using them.



Controlled access

With DAM, administrators control where and how content can be shared, who can access content, and what permissions they have—such as viewing, downloading, and editing. With cloud storage applications, individual content owners manage their own sharing settings, putting company content at risk for loss or accidental deletion.

Powerful search

No one wants to invest more time than necessary searching for an asset; that time is better spent focusing on ways to make that asset work for your brand. DAM supports metadata and tagging, so your assets are always organized and easy to retrieve. And, unlike cloud storage applications that only support basic search queries, DAM helps you hone in on the perfect asset by allowing you to search within files, by file type, and more.

Accelerated creative workflows

Marketers aren't the only people who benefit from DAM's streamlined workflows. DAM allows designers to collect feedback and collaborate throughout the asset-development lifecycle. Finished files are loaded directly from Adobe Creative Cloud to your DAM, where they can then be cropped, resized, or converted upon download. With cloud storage, what you see is what you get – any customizations required are often directed to designers, eating up valuable time that could otherwise be spent creating.

Operational Efficiency

Embeddable links allow you to post downloads that pull content directly from your DAM—and when you update assets in your DAM, they’re updated everywhere. When Creative Cloud—save time on manual tasks, reduce the risk of errors, and automatically feed all systems with the right content.

Actionable analytics & reporting

In just one click, you can view reports that show who is using your DAM and the content therein, how many times an asset has been accessed, and what actions users have taken. Don’t settle for the basic download reports provided by most cloud storage providers. Get the real-time data you need to optimize your investment and your assets.



Time to get rid of those boxes

Boxes are pretty useful for moving or for packing things away in storage. But for branding? Not so much. Platforms like Dropbox and Box provide limited control over your brand while also limiting the functionality of your creative assets. Free your brand and let it work the way it was meant to. Consider using DAM to help you work more efficiently, maintain control of your brand and spend more time focusing on the activities that provide the most value for your organization.

Learn More

See how DAM can help your brand organize, manage and share your digital assets.

[Book a demo](#)

Functionality	Bynder	Cloud Storage
Secure cloud-based storage	Yes	Yes*
Share (links) to files	Yes	Yes*
Track Versions	Yes	Yes*
Extensive API and Integrations	Yes	Yes*
User- and asset-based permissions	Yes	Yes*
Set download rules and limitations	Yes	
Send and receive approvals	Yes	
Share whole collections and direct downloads	Yes	
Create and publish brand guidelines	Yes	
Company branded portal	Yes	
Collaboration enablement tools such as Creative Workflow	Yes	
Crop, resize, or convert files upon download	Yes	
Pull assets in CMS straight out of DAM	Yes	
Manage and update assets simultaneously across websites	Yes	
Embed DAM-hosted downloads on websites	Yes	
Dynamic templates for brand consistency	Yes	
Advanced rights management of licensed images	Yes	
Usage reports and performance analytics	Yes	
Customized taxonomy and metadata	Yes	
Digital watermarking	Yes	

*Varies by provider

About Bynder

Bynder provides a creative asset engine to power engaging digital experiences that build strong brands and drive online commerce.

More than 1.4M marketing professionals use Bynder every day to create, manage, and distribute their marketing collateral. For more information, please visit our website:

www.bynder.com

