

Customer case study

Monotype

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Monotype

Customer case study

About Monotype

Monotype is a publicly-traded company headquartered just outside of Boston with a rich history of providing the design assets, technology and expertise that help create beautiful, authentic and impactful brands.

And while Monotype has been historically known as a font foundry that licensed fonts for use in places like printing and publishing, devices, automotive displays, apps, printers and the web - the company has expanded in recent years, via acquisition, to offer a more comprehensive suite of design assets like emoji and branded UGC. The profile and story of the company has changed – and with that has come a host of fresh design assets and visuals to reflect the company’s evolving story. Not to mention, a number of new employees making inquiries on which assets, templates and visuals they can use.

“We wanted something that would make people excited – something that could represent the brand we wanted to be, and scale with the demands of a growing company, without becoming quickly outdated.”

Addy Procter, Product Marketing Specialist, Monotype

The critical need for Monotype

As a company centered on design, serving thousands of creative professionals, it's important for Monotype to ensure its own brand is consistent in look and feel. However, with a dispersed global team and a small army of designers, creating and centralizing the rollout and distribution of digital assets was historically a challenging task.

Monotype adopted Bynder to address challenges around access, maintenance, and usability, in hopes that it could be a more suitable home for their brand assets and help to ensure that they are empowering employees to create a consistent Monotype brand experience.

30,000

assets stored

10%

assets downloaded/
assets stored

96%

new accounts become
users

Problem solving

What needed fixing

Before adopting Bynder, Monotype's use of a somewhat outdated DAM system created three primary challenges: access, maintenance and usability.

With a history routed in acquisitions and expansion into new regions, employees were using legacy asset management systems that were difficult to access for new employees, were challenging to navigate and impossible to maintain on a global scale.

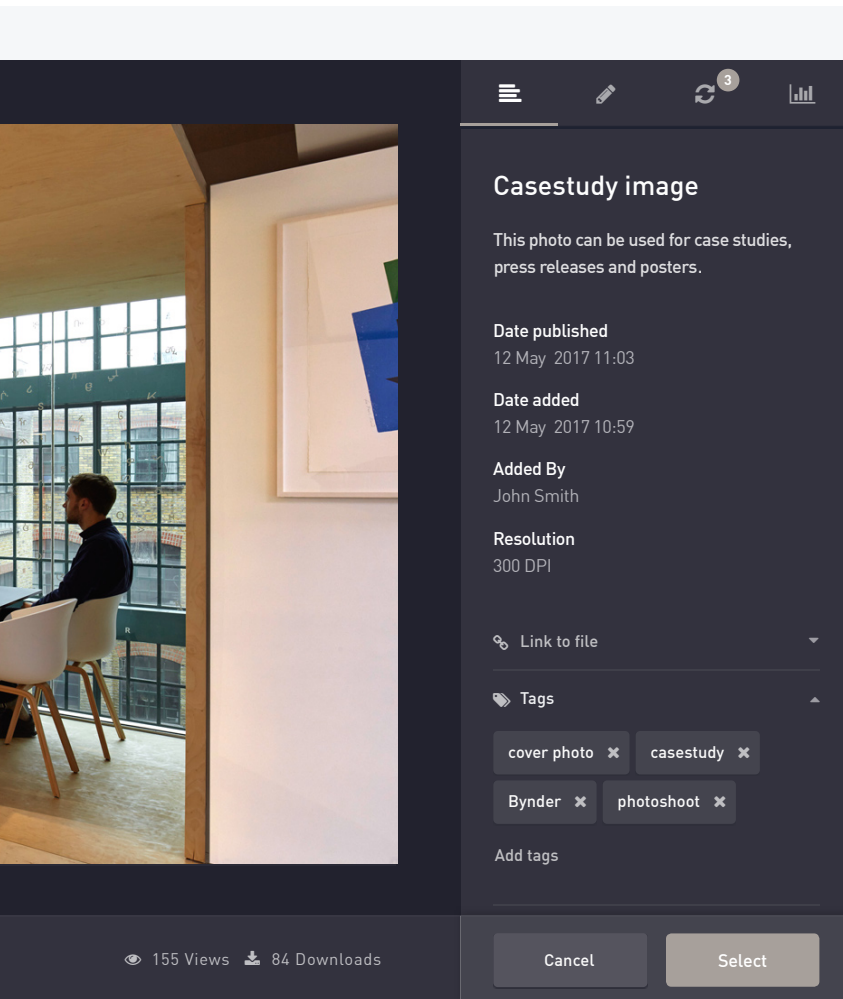
Access - Ensuring that all employees understand where to find the appropriate brand assets, and can do so easily via search, metadata, and permissions.

Maintenance - Establishing the integrity of the brand portal as more and more assets are added. Automating brand control ensures the wrong version or file never falls into the wrong hands.

Usability - Providing an intuitive user experience for all users of the system, reducing barriers to adoption and protecting the organization's assets and investment.



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Where the magic happens

The transformation with Bynder

Campaign assets were previously managed through a variety of platforms including servers, desktop folders, and Google Drive, which were passable for internal teams, but proved difficult when working with press or outside third parties. Now, when a new product is released, Monotype's team creates a collection of assets for their e-commerce team, and then a public collection of assets for press.

The confusion around brand asset management no longer exists at Monotype. Beforehand Monotype had too many "one and done" downloads: employees grabbing an asset from the old system once and never wanting to log back in to see new versions or related assets. Now, version control is automated and permissions around brand assets are clear.

Campaign Management - Monotype can distribute the right content to the right endpoints with ease by utilizing the Bynder Collections feature.

Asset Distribution & Brand

Consistency - Bynder has allowed for every employee to access all approved assets and guidelines whenever they need them, whether it is during working hours, late at nights, or on weekends.

Versioning Control - With the ease of using Bynder, people don't store files on their desktop anymore. They just login to the page and get what they need. Even if they have downloaded it and stored it on their desktop, when an asset is updated, users receive a notification next time they login saying it was updated.

Where the magic happens

Adoption and infrastructure

To solve challenges related to access and maintenance, user experience is crucial to driving widespread adoption of the tool, and ease-of-use is typically tied to how successful it is. Poor UX becomes discouraging, and in times of stress, employees revert to old, bad habits.



Ease of Use - The Monotype team found Bynder so easy to use that training was almost unnecessary.



Team - Bynder was the first step in moving the Monotype design team to a place where they are operating as an internal agency, treating internal departments as clients.



Infrastructure - Bynder was instrumental in transforming not only Monotype's asset usage, but its overall brand management structure and operations.

“We’ve turned what was an outdated and uninspiring digital asset management process into something that the entire company can rally around and are excited to use as a part of their daily workflow.”

Addy Procter, Product Marketing Specialist, Monotype



Some facts

About Bynder

Bynder is the fastest way to professionally manage digital files. Its award winning digital asset management (DAM) platform offers marketers a smart way to find and share creative files such as graphics, videos and documents.

More than 250,000 brand managers, marketers and creatives from 450+ organizations like PUMA, innocent drinks and KLM Royal Dutch Airlines, use Bynder to organize company files; edit and approve projects in real time; auto-format and resize files; and make the right content available to others at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is headquartered in Amsterdam with offices in Boston, London, Barcelona, Rotterdam and Dubai. For more information, visit www.bynder.com or follow Bynder on Twitter [@Bynder](https://twitter.com/Bynder).



www.bynder.com