



Enabling partners with a faster go-to-market:

How EVBox accelerates its 'zero emission' mission with Bynder



About the client:



Founded in 2010, EVBox is the leading manufacturer of electric vehicle charging stations—with 75,000 charging points spread across more than 55 countries worldwide.

Revenue growth: 82% YoY since 2010
Using Bynder since: 2015



Bynder x EVBox

At a glance

Situation: EVBox needed a solution that could scale with their company's fast growth and ever-expanding partner network by providing global partners with access to the latest product assets.

Challenge: Assets were stored in Google Drive or SharePoint, and transferred to external partners via WeTransfer, leading to inconsistencies and incorrect information being shared with partners.

Solution: Bynder's ease of use enables key stakeholders to access the right content across multiple markets. The ability to integrate with other vital systems allows for flexibility and scalability that ties into their overall IT strategy.

Results: EVBox can make product positioning assets readily available for partners with a self-service approach that allows them to go to market faster.



www.bynder.com

29,519
assets downloaded

182
active users

51%

increase in downloads
from 2018 to 2019

80%

increase in asset re-use

“ As we continue to grow, we need a system that can scale as we evolve our brand position and strategy across multiple markets and segments.

Hugo Pereira

VP of Growth & Strategy

About the client

EVBox is a fast-growing scale-up at the heart of the clean tech industry, with a mission to accelerate the transition towards a zero emissions future. In 2017, EVBox was acquired by energy utility and global service provider ENGIE, and in 2018, EVBox acquired the ultra-fast charging station manufacturer EVTronic, adding 700 previously installed fast-charging stations to its European network.

With a global team spread across ten offices in Europe and North America, and partners in over 55 countries, EVBox needed to tackle the challenges of a fast-growing business, while managing an ever-increasing amount of assets and products. Ultimately, the end goal is to build a recognizable, strong, and consistent brand identity across markets.

Situation

Growing from a small team of 15 employees with few resellers and a couple hundred installation partners in 2015, to over 400 employees and thousands of partners in 2019, EVBox has experienced substantial growth in a short amount of time. As a young, ambitious, and forward-looking company, they needed to get a better grasp on how digital assets were being managed in order to scale their operations.

Prior to Bynder, all assets were managed internally via Google Drive and/or SharePoint, and with external partners, they mostly relied on email or WeTransfer to send documentation. Aside from the endless uploading, downloading, and sharing of assets, this created a lot of inconsistent messaging—such as different logos, colors and product descriptions—which compromised the team's ability to position the brand in a professional manner.

The biggest business impact of these inefficiencies was the sharing of incorrect or outdated product information—something that often negatively impacted the end customer’s buying experience.

EVBox needed a DAM solution that could:

- 1. Ensure that the correct versions of all brand assets were securely stored**
- 2. Grant partners easy, self-service access to the latest assets**
- 3. Educate internal and external stakeholders on EVBox’s brand guidelines**





Challenges

“In the beginning, product assets were outdated and stored in different folders, leading to different partners having different information.”

This affected the end customer as they didn't have the right information to make the right decision. As EVBox introduced innovative technology across different markets, they needed to explain their proposition as efficiently and accurately as possible to ensure the best customer experience.

Not only that, every market has different regulations, so it's crucial for EVBox to ensure that the assets made available to partners are 100% market-compliant.

“When looking at the product (electrical vehicle charging solutions), there are a lot of regulations that change by market. It’s really important that partners only access assets available for their markets, and remain compliant with all regulations.”

Finally, as EVBox expands its global footprint, building and maintaining a recognized brand by aligning on a story, a strong brand image, and a value-adding proposition with partners is key to establishing a leadership position in their industry.

“Creating a consistent brand story is extremely important when working with partners because we want to ensure that they have access to the right logo, tagline or tone of voice for our products.”



Solution

Given EVBox's unique use case, Bynder has been set up in a way that enables their global partner network to be as self-sufficient as possible—helping to drive partner enablement, internal education on EVBox's products, and strong brand positioning.



Enabling partner education with Brand Guidelines

EVBox give partners access to their Brand Guidelines in Bynder, which they have repurposed as an internal Wiki that has all the information about new products.

Promoting event content

“We rely on Bynder to share images and content before, during and after our annual rEvolution event on mobility.”

An intuitive taxonomy

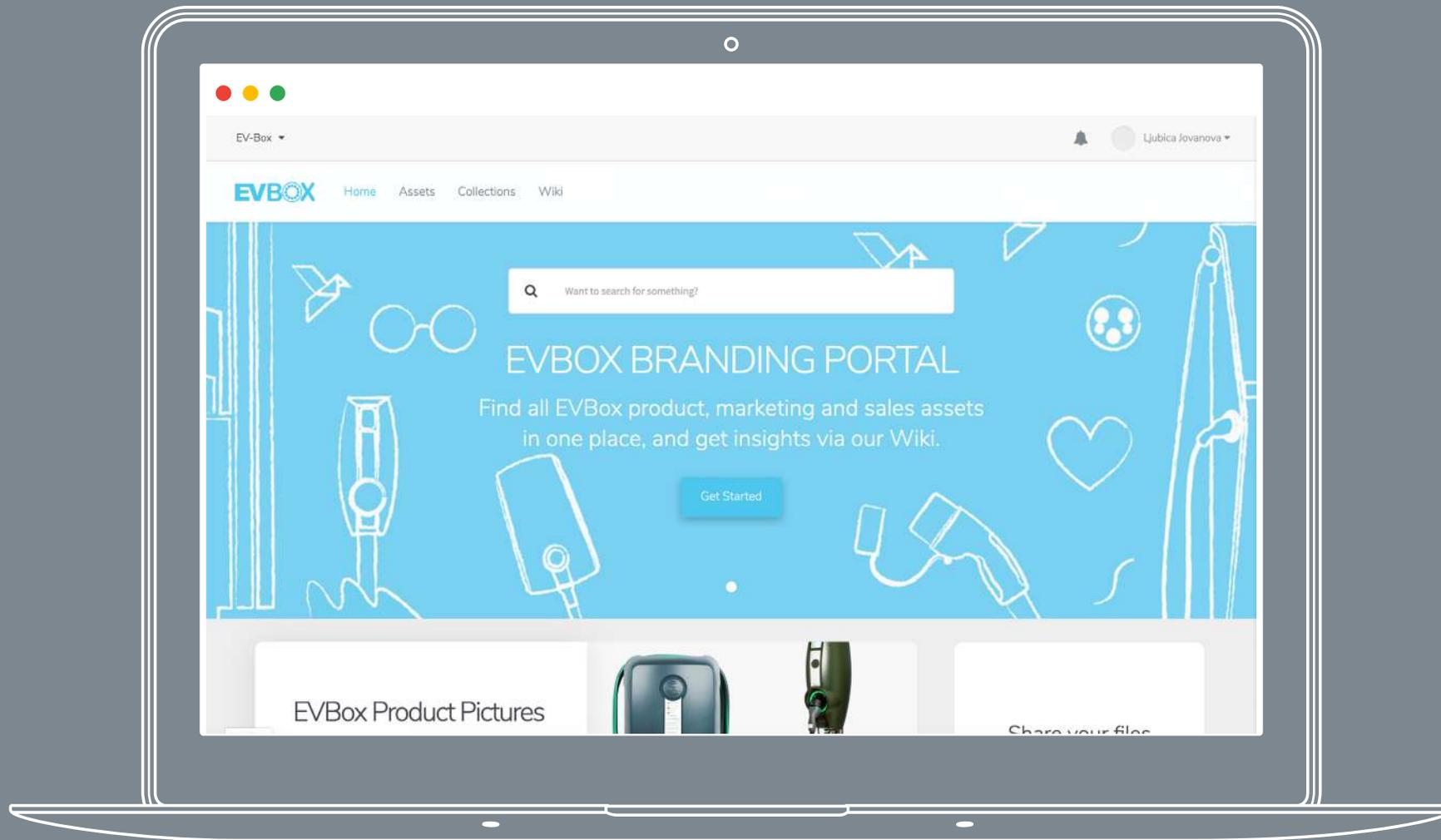
“With Bynder, we can filter assets by market and ensure that every partner sees what they need to see.”

Optimizing assets use across systems

“We are really focusing on integrating Bynder with key tools to save time, enable continuous optimization of assets, and reduce the amount of tools that people need to switch between.”

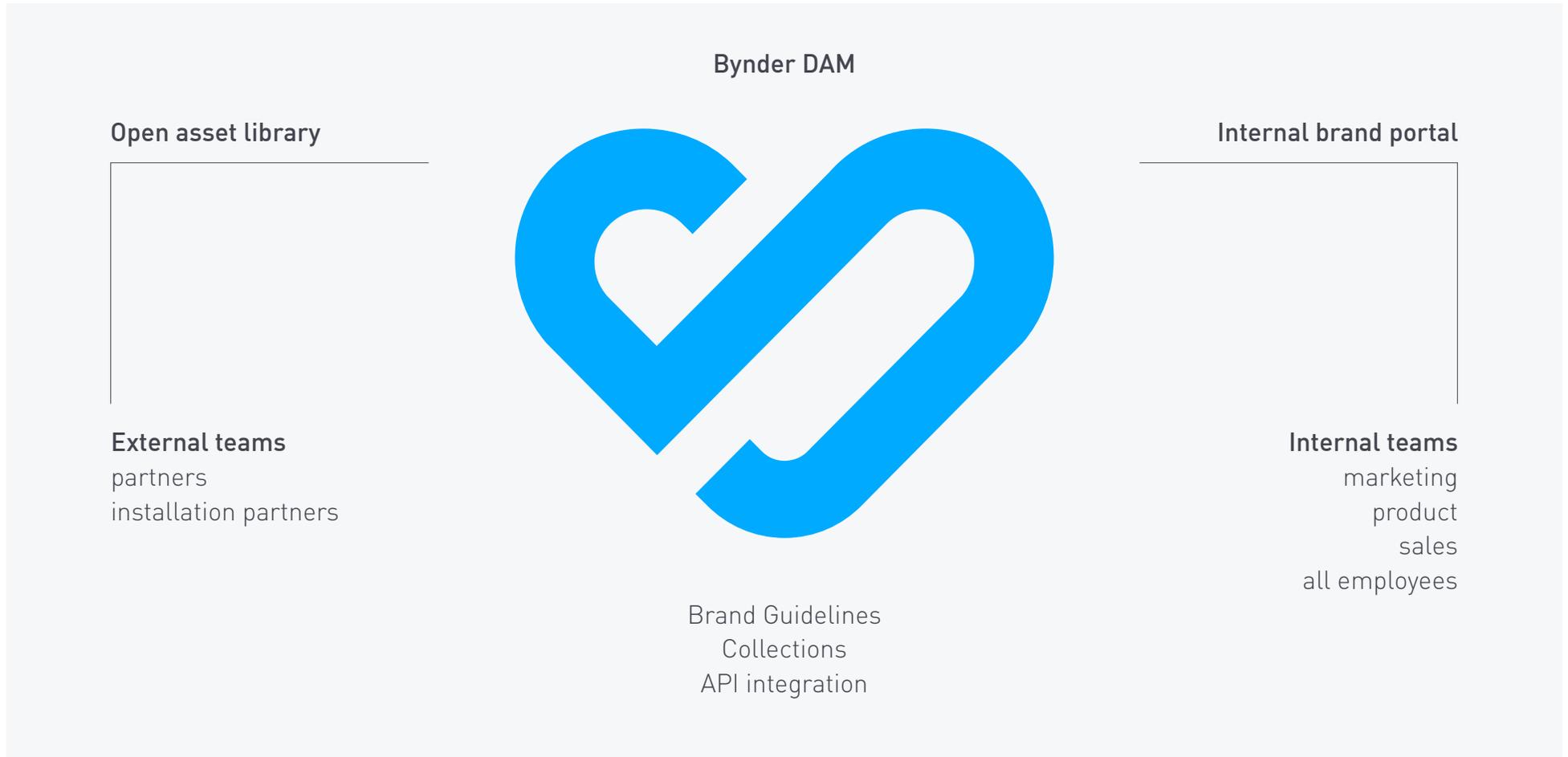
A future-proof digital ecosystem

*“When looking at integrations, analytics and the future of our tech stack, we are aiming to build an interconnected digital ecosystem where every system ‘talks to one another.’”*most-up-to-date images are always being used.”



EVBox Brand Portal in Bynder

Teams using Bynder



Bynder x EVBox

Key benefits

EVBox has built a global business in a very short timeframe, and can continue scaling for growth with a helping hand from Bynder. Besides training internal employees with the latest materials, the team reduces time spent onboarding partners and ensures consistent brand positioning through their own marketing activities, and in any market where their partners operate.

Enabling a faster go-to-market

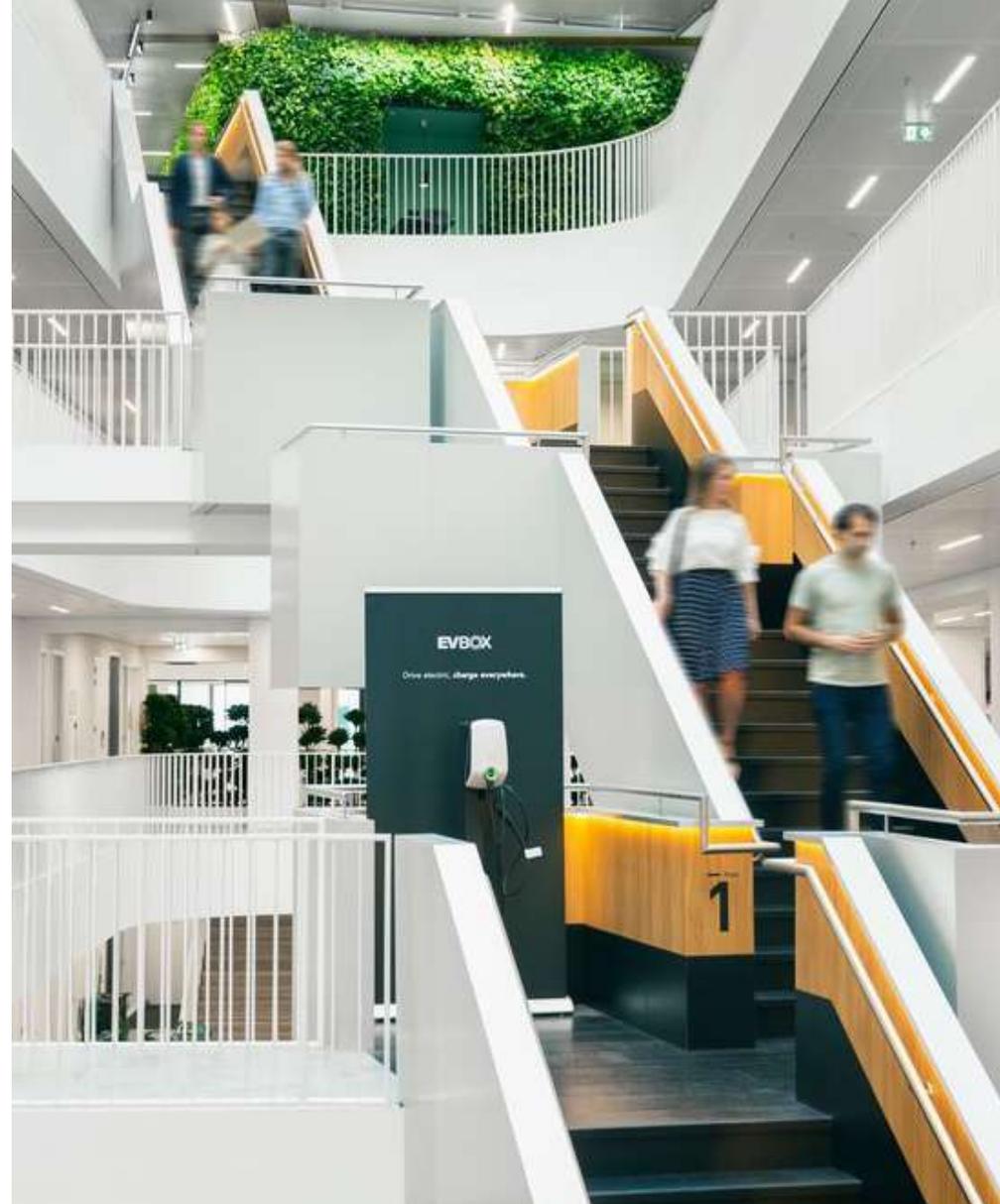
By making new products and propositions available in Bynder and directly on their website.

Giving partners a competitive edge

By providing partners with a self-service platform boasting a slick UI.

Creating a consistent brand story

With all brand assets, messaging and product positioning centralized, EVBox communicates a consistent brand story.



What's next for EVBox?

Continuing their international expansion with Bynder

“At EVBox, we have a motto that everything we do and decide must be international, scalable and future-proof. When looking for a DAM, we chose Bynder simply because it fits this criteria.”

International: Bynder helps EVBox live up to their motto of making sure they do everything with an international focus in mind:

“Every market has different needs and we can ensure that the right partner can see the right asset.”

Scalable: As EVBox operates in an emerging industry, it's crucial to have the flexibility to prepare for high-speed global expansion and inevitable market shifts. Bynder aligns with EVBox's wider business strategy as its “taxonomy and user-friendliness can evolve with our partners, and with us”.



Future-proof: When building EVBox's tech stack—now and for the future—the team wanted to create a strong ecosystem where all components could communicate and work together.

“Bynder is future-proof as its features and integrations are always evolving. It means the right teams will always have access to the right assets, no matter which tool they use.”

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Hugo Pereira
VP of Growth & Strategy



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