



Customer success story: Amvest

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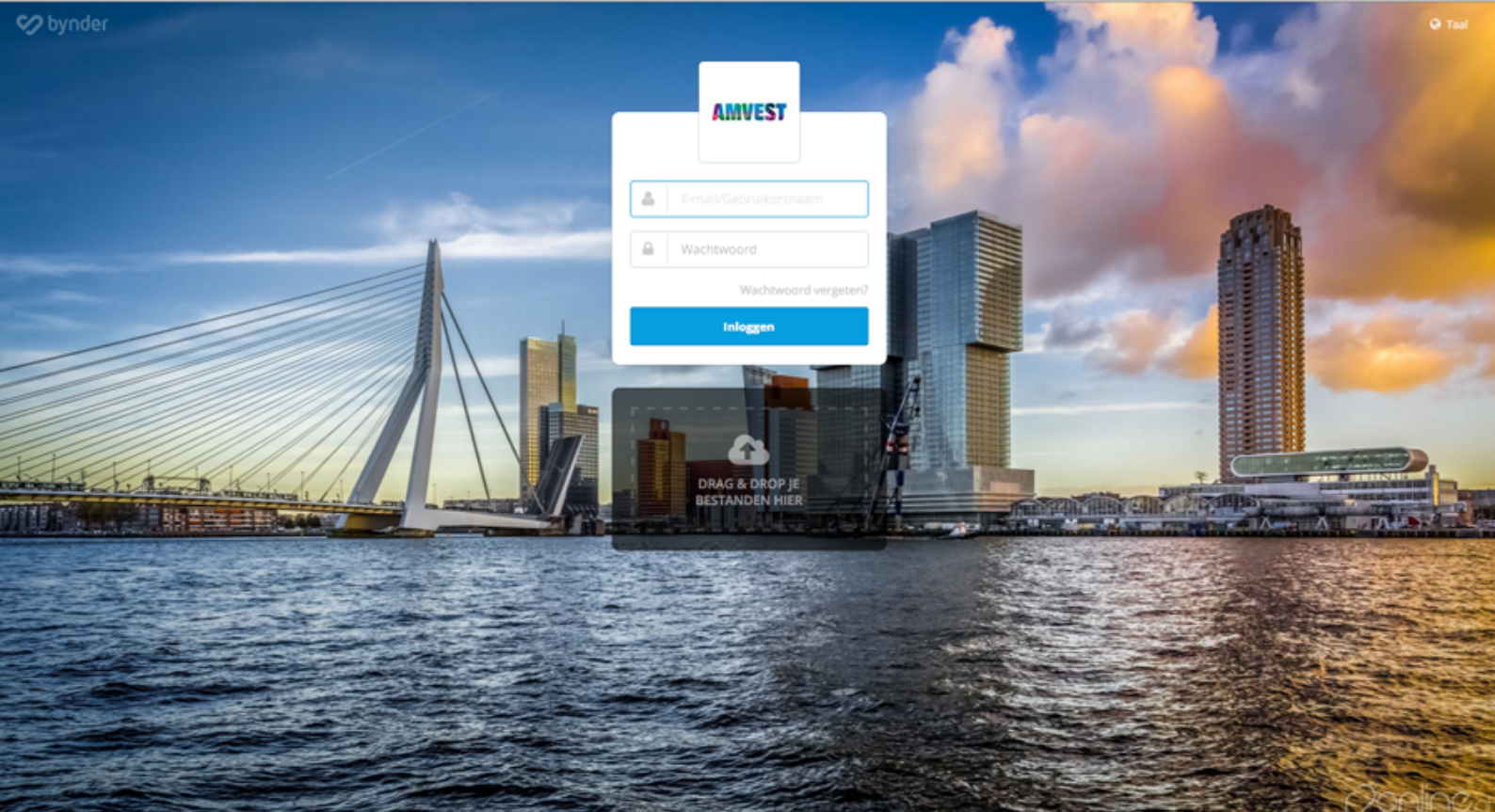
About Amvest

Amvest is a leading fund manager and developer of homes and residential areas in the Netherlands. This combination of activities across the entire value chain ensures higher quality and therefore a higher return from property assets in its funds, as well as specialized knowledge of the Dutch housing market in every area of the organization.

Customer success story

“We love how easy it is to find, adapt and upload images. It’s simple but efficient and it also looks good. We also greatly appreciate the service the Bynder people offer us.”

- Erwin Evers, Manager Marketing & Research at Amvest



Challenges

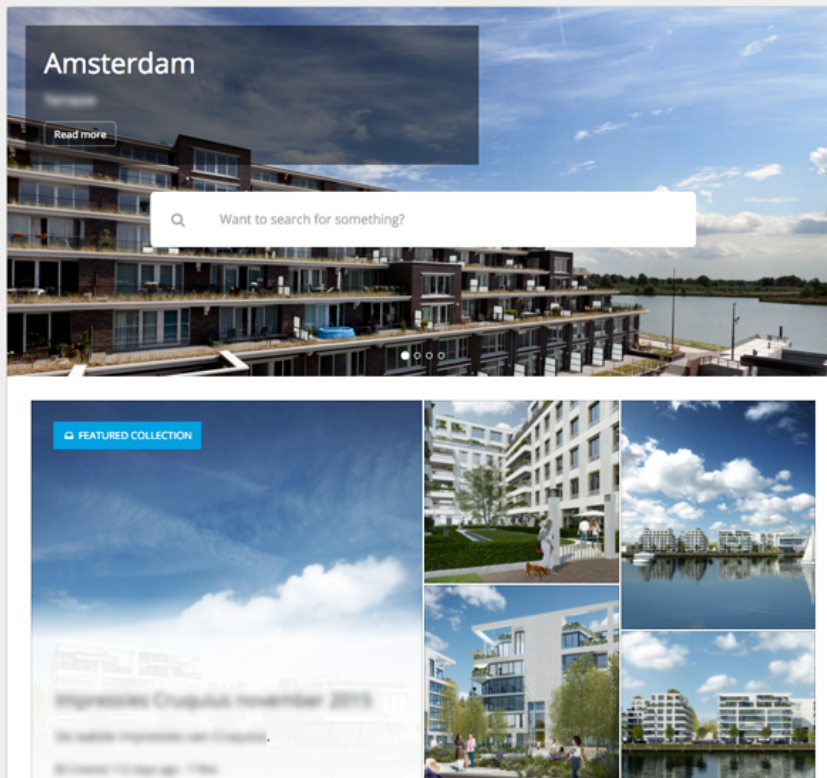
Previously Amvest struggled with several challenges regarding the organization and management of their digital assets. As an investor and developer of houses in the Netherlands, the use of imagery, such as pictures and videos of houses and areas, is essential to their business.

With their recent tool, it was difficult to locate the needed digital assets. This became even more problematic as Amvest image library increased. Another challenge was the sharing of digital assets.

These challenges were costly and cost the company a huge amount of time. To work more efficiently and eliminate these pain points, Erwin Evers and his team were looking for a new and user-friendly solution.

“Often the documents are too big to send via email, so we used a USB stick or similar file sharing tools.”

- Erwin Evers, Manager Marketing & Research at Amvest



Recently added media



Quick links

- [Bynder Knowledge Base >](#)
- [Amvest logo's in pdf >](#)
- [Amvest logo in ai >](#)
- [Amvest logo's in eps-formaat >](#)
- [Amvest logo's in jpg-formaat >](#)

How Bynder helped

With the help of Bynder's Digital Asset Management module, Amvest is now able to manage all valuable digital assets efficiently. All images and videos are stored safely in their centralized digital asset bank.

The fund manager and developer of homes can find, share and keep images up to date much easier, which allows for them to profile themselves quicker.

Time that was lost in the search and finding of assets can now be spent on more important tasks. Several departments such as commercial, secretary and corporate communication are using the brand portal. Different profiles and user rights allow Amvest to keep an overview on who is using which asset.

“It's very important to us that the tool is easy to use. When the system is too complicated, no one will use it. Bynder scores really good at that point”.

- Erwin Evers, Manager Marketing & Research at Amvest



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Collection details

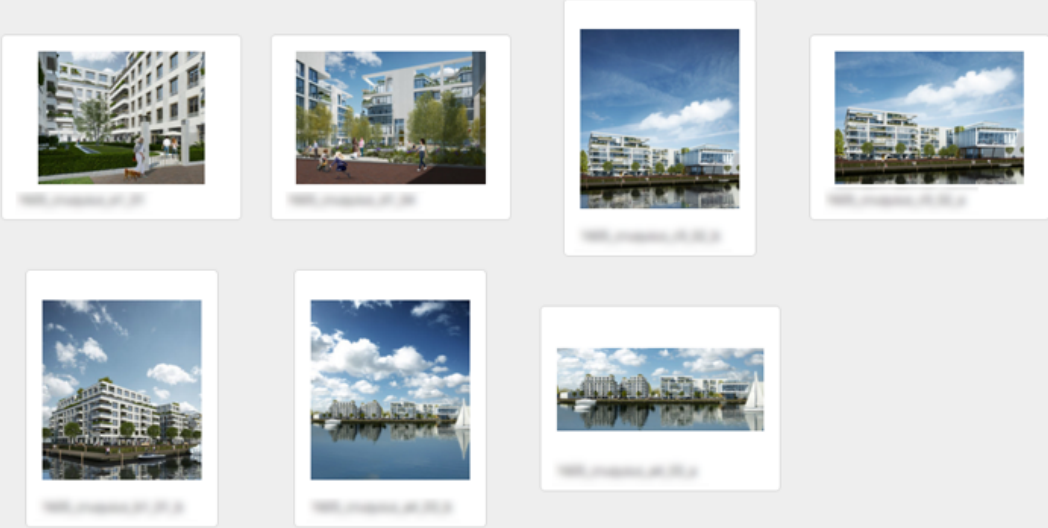
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Published online Remove online visibility

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Support

Benefits for Amvest

Thanks to Amvest’s new brand portal, the entire organization was able to improve both efficiency and exchange knowledge. As a result, Amvest saves time, effort and money.

“I would definitely recommend Bynder. It’s an easy-to-use system and Bynder’s employees are knowledgeable and always willing to help.”

- Erwin Evers, Manager Marketing & Research at Amvest



Some facts

About Bynder

Bynder is award-winning marketing software that allows brands to easily create, find and use content, such as documents, graphics and videos. More than 250,000 brand managers, marketers and creatives use Bynder's brand portals every day to collaborate globally in real-time, create, review, and approve new marketing collateral, and circulate company content at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is established globally with headquarters in Amsterdam and offices across the Netherlands, UK, US, Spain and UAE.



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