

Customer success story



 **NAUTILUS** Inc

What's inside

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Customer success story

About Nautilus

Nautilus, Inc has been committed to helping people reach their fitness goals for over 40 years. What started out as a revolutionary strength machine has evolved into a company with a diverse family of strength and cardio brands.

Their Nautilus®, Bowflex®, Schwinn®, Universal®, and Octane Fitness® brands deliver unique home fitness solutions designed to meet the needs of any fitness level. Their products are sold through both retail and direct channels to consumers around the world.

Michael Robinson is the Creative Director at Nautilus, leading a team of designers and copywriters to deliver marketing design for each brand of the company, while also utilizing key external vendors along the way to shoot photo and video assets. As Creative Director, Michael oversees all aspects of the creative process, personally planning and producing all video and photo content for the company. All quotes that follow are attributed to him.



“Prior to using Bynder our team was faced with many challenges. Mainly, all of our asset archive was stored on an unsupported network drive that was difficult to keep organized, impossible to search and accessible only to designers in our company building”

The critical need for Nautilus

“As our assets grew and team grew, we needed a better solution to help us work faster and smarter. I wanted a better way to store assets for my team and also allow them an efficient workflow to access assets during their design process. There was also a growing desire from people outside of my team to have access to all of our assets without my team as the go-between. I was immediately blown away by the Bynder UI and the unmatched feature set.”

Prior to Bynder, designers couldn't easily access meaningful assets that would help drive their creativity (they didn't always know where to access them or in some cases may not have known new assets existed!).

50,000

assets stored

6,000

assets downloaded

100%

adoption rate

Problem solving

What needed fixing

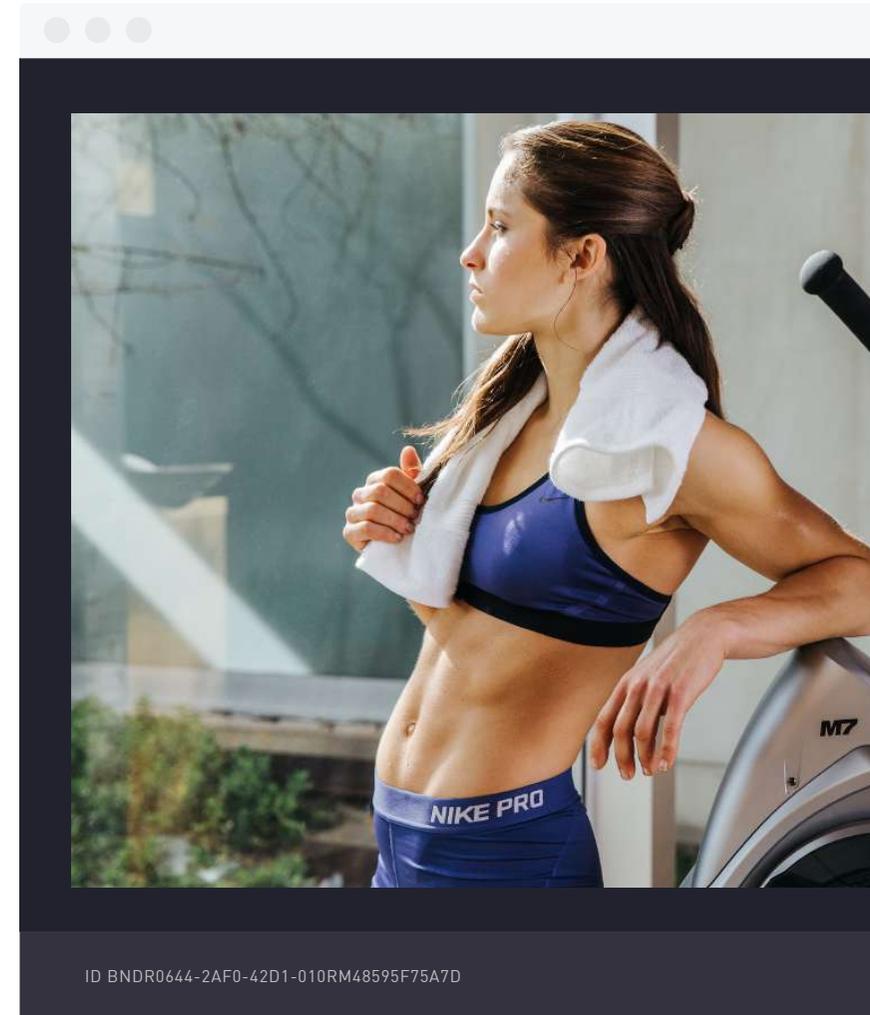
With their previous systems, Nautilus experienced several challenges around digital asset management that needed to be addressed: access, sharing and adoption.

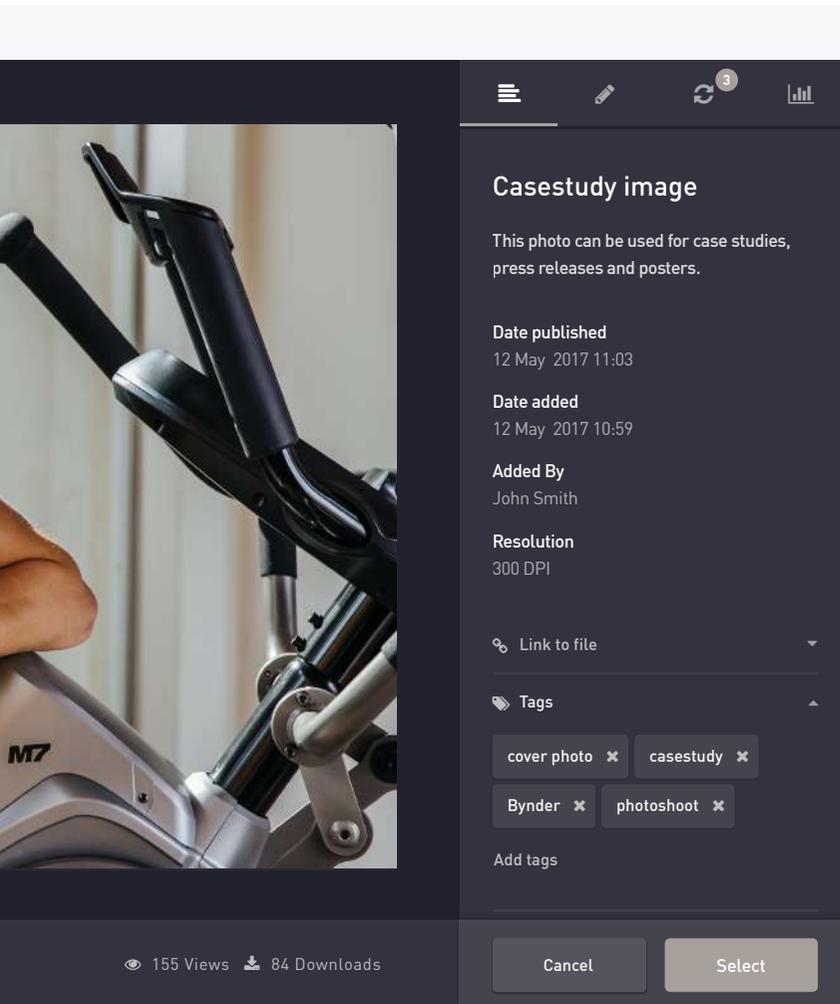
The creative team found itself resizing images for every request, sending and resending the same logos, and manually sending “check this out” emails whenever new marketing material was released. All

Access: Nautilus first used a network drive that was poorly organized, difficult to search through, and only accessible within the building.

Sharing: Marketing stakeholders had no access to the creative team’s shared drive, slowing down workflows and project times as a result.

Adoption: Eventually, the team adopted its first true DAM, but this solution felt more like a “band aid”, as it did not meet Nautilus’s use case. Its value was never realized, and in turn, adoption and continued usage of the tool was “incredibly low”.





Where the magic happens

The transformation with Bynder

Access: By utilizing Bynder's bulk uploads, metadata, smart filters, tagging, search, and different grid views of assets, all Nautilus users find what they need instantly within the intuitive user interface. Bynder's cloud-based configuration ensures anywhere, anytime access.

Sharing: Using Collections and a custom Home Page, Nautilus's core creative team is collaborating with the rest of the organization via the brand portal. There are no barriers between different stakeholders and the respective assets they need.

Adoption: Nautilus took to Bynder because of its visual aesthetic, dynamic home page, and ability to train new end users, ultimately boasting a 100% adoption rate among their user base.

“The ROI of Bynder is seen in the time it saves us, the increased number of assets in circulation, and the improved productivity of our design operations.”

Where the magic happens

How did Bynder help Nautilus address its central challenges?

Access

“Finding ‘THE ONE’ photo is so simple. We’re saving time, we’re designing more, and we’re designing better.”

“Other marketing managers are self-serving in the brand portal, saving my team a ton of time resizing images or sending the latest logo.”

Sharing

“Our team is sharing collections with other parts of the company daily.”

“Thanks to the Home page, I no longer have to send ‘check this out’ emails to the greater marketing team.”

Adoption

“More people are actually using assets because they know they exist now. The sheer fact that assets were going unused prior to Bynder and now we are developing and creating more, is enough to call Bynder a success for our team.”

“Being able to train someone on Bynder in simply 5 minutes is a lifesaver and speaks to the timeless hours spent to develop it. It is easily the best looking DAM platform available – period.”

“We’re saving time, we’re designing more, and we’re designing better. It’s as simple as that. Saving and storing files effectively takes no time and little project management – Bynder takes all of the work out of it for you.”



Some facts

About Bynder

Bynder's digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. We are the brand ally that unifies and transforms the creation and sharing of assets.

For more information please visit our website www.bynder.com.

Book a demo with our experts

[Book a demo](#)



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