



Customer Success Story: Stage Entertainment

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About Stage Entertainment

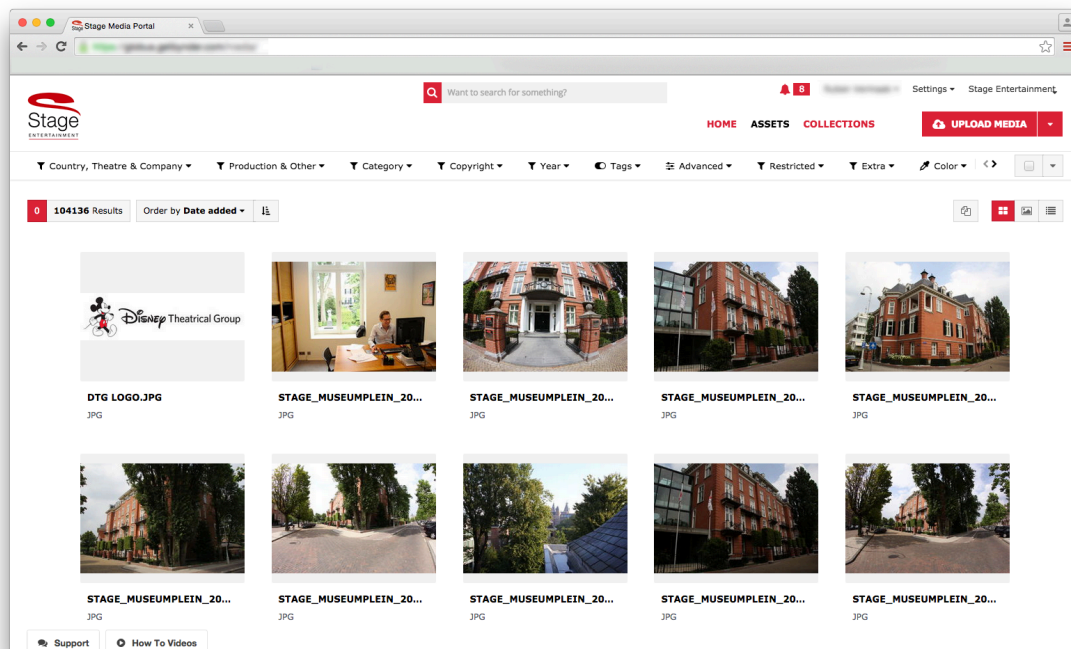
Stage Entertainment is Europe's leading theatre producer and theatre owner. The Lion King, Mamma Mia!, The Phantom of the Opera, Sister Act and Tarzan are just a few examples of their well-known musical productions. When founded by Joop van den Ende in 1998, Stage Entertainment was mainly focused on the Dutch theatre market. But since then, the company has grown to become the largest producer of musicals and live entertainment in Europe with over 2,500 employees working in its offices and theatres in the Netherlands, Germany, UK, Spain, Russia, Italy, France and the United States. More than 10 million visitors attend a Stage Entertainment production every year. Stage Entertainment has played an important role in the development and popularity of the musical genre in Europe and has been honoured with many awards.

How Bynder helped

For Stage Entertainment, the main advantage of using Bynder is that the digital asset management solution combines Bynder's powerful technical component with user-friendliness. As the theatre company is also highly dynamic and flexible, Bynder proved to be the ideal solution. One month after implementing Bynder in the Netherlands with global access, Stage Entertainment could already benefit from new features and continuous development of their brand portal.

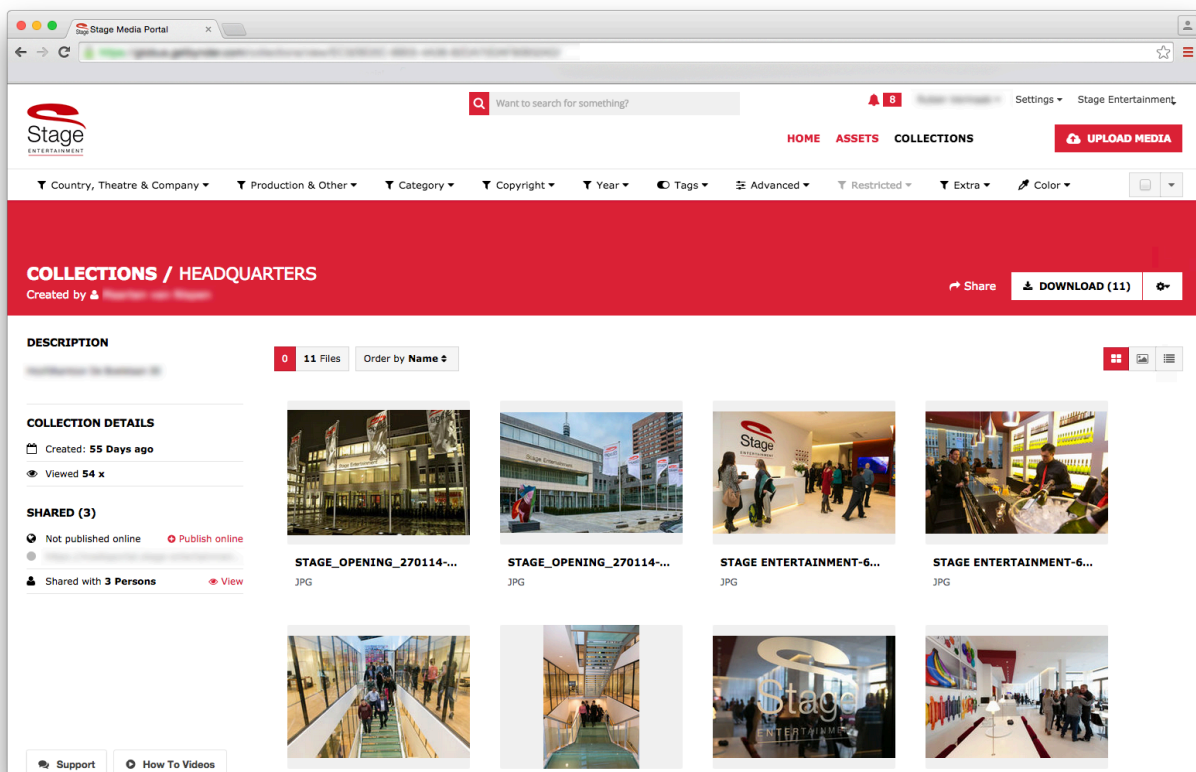
With a huge number of files and numerous external parties involved, the migration process was intense and complex. Now, more than 100,000 assets, including high-resolution images, videos, artwork and documents, are centrally and securely stored in the Digital Asset Management module of the Stage Media Portal, which is accessible for all authorised employees worldwide.

As Bynder is compatible with smartphones and tablets, Stage Entertainment's marketing and PR teams can now easily approve commercials on the go. Bynder has proven to be a quick and mobile solution that serves both internal and external clients.



Benefits for Stage Entertainment

Using Bynder, Stage Entertainment can achieve their goal of increasing efficiency, on the spot sharing, brand awareness and productivity across the board. The central tool allows all teams worldwide to easily access the most up-to-date digital assets and share files via their web browser. Media partners can be serviced almost instantaneously, and new media campaigns and commercials can be shared via mobile devices, enabling Stage Entertainment's teams to control processes and save time.





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).



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