

# Customer success story



**Pathfinder**  
INTERNATIONAL



What's inside

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Customer success story

## About Pathfinder International



Pathfinder is a global nonprofit dedicated to championing sexual and reproductive health rights worldwide. Since 1957, Pathfinder has partnered with local governments, communities, and health systems to remove barriers to critical sexual and reproductive health services.

Global communications are run out of Watertown, MA and Washington, DC, where teams are responsible for messaging, website, collateral, and social media. Maggie Farrand is the Senior Officer of Digital Media at Pathfinder, responsible for all things digital.

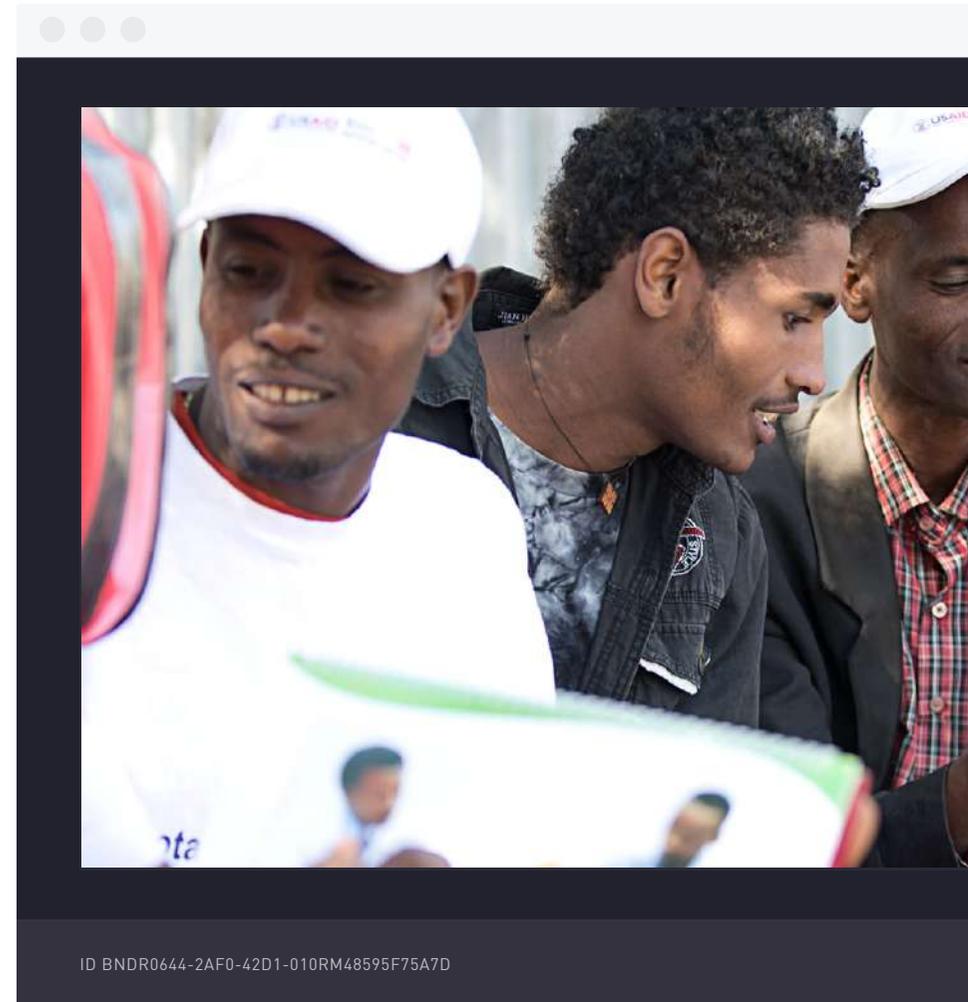
\*All quotes that follow are attributed to her unless otherwise noted.

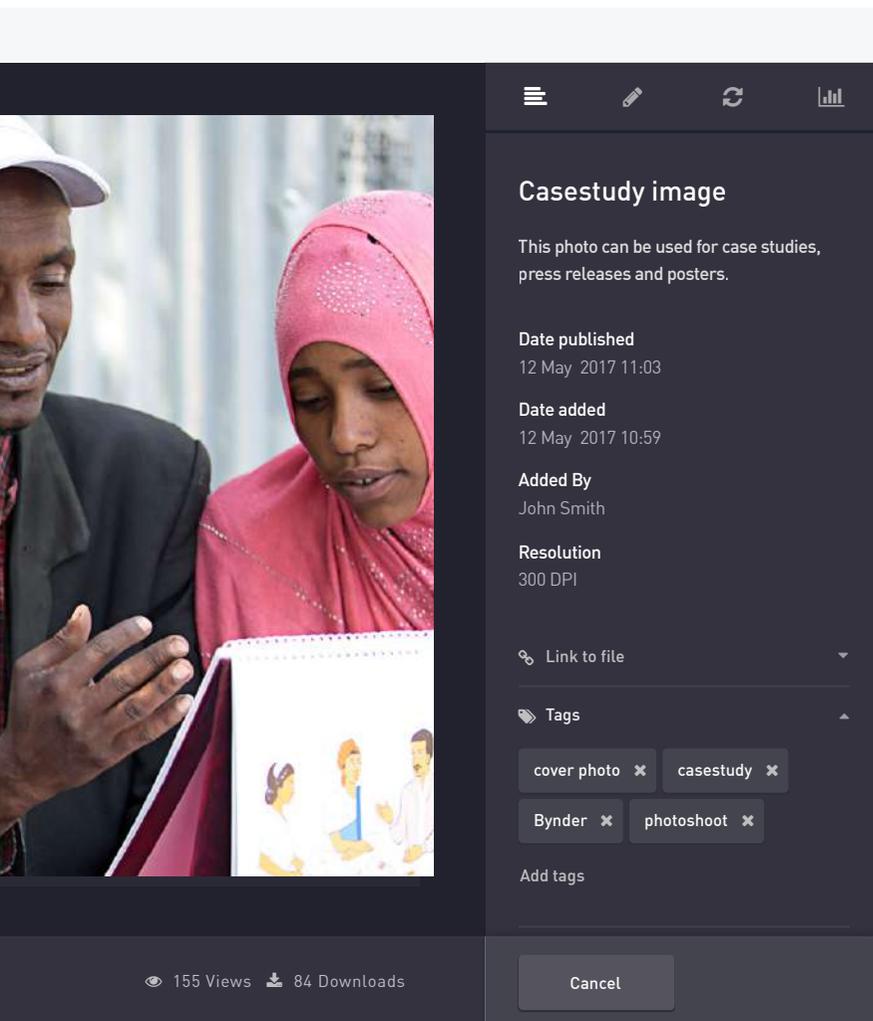
*“Files were all over the place—some saved together in one folder, others with our designers, others in our personal folders. It was a total mess.”*

# The critical need for Pathfinder International

*“We housed all our digital assets on our server. They were divided into folders...and folders...and more folders. We had no ability to search, to filter, or to share content with other colleagues. To find a photo, our global staff had to rely on a four-person communications team to navigate the folder system. Whenever we wanted to share an image, we sent it over email—and oftentimes received an auto response saying ‘this exceeds the file size limit.’”*

Promoting Pathfinder’s message visually and showcasing the organization’s work to supporters is critical to their success. Their internal server presented several challenges: lack of global access, a confusing folder structure, and unsecured file-sharing protocols. This was a huge hindrance when sharing their brand story, and significant change was needed.





## Main challenges

# What needed fixing

*“Photography is a huge part of our brand. All our collateral—from brochures to social media posts—relies on powerful, emotive photography. Without a system to filter and tag our thousands of photos, we were only accessing a small percentage of our entire library of images.”*

Creative operations suffered, time was wasted, and content went unused. For a global organization, these inefficiencies were taking a toll on the brand.

**Usability:** With an internal folder structure, content wasn't accessible for everyone, which left many frustrated and overly reliant on the core communications team to distribute assets manually.

**Inaccessible content:** Without centralized access and storage of files, the Pathfinder team kept assets in their own siloes. This resulted in low visibility and usage of assets, limiting the image library's full potential.

**Sharing:** Assets were being shared manually over email with no real structure, resulting in content not always reaching the right people or channel. This led to frequent miscommunication and bottlenecks when collaborating with colleagues.

Where the magic happens

## The transformation with Bynder

By getting the Pathfinder team on one centralized and easy-to-use digital asset management platform, Pathfinder's usability and access challenges were eliminated almost immediately.

Managing content is now crystal-clear throughout their global team, so anyone can find what they need, when they need it, without having to rely on an overburdened communications team to distribute assets.

The result? Pathfinder's visual brand story is fully communicated with Bynder as its backbone.

65,000

assets available

12,000

assets shared

24/7

access

*“Before, we used to email photos back and forth—  
incredibly inefficient, slow, and it filled up storage  
quickly. Now we create Collections, share them with  
colleagues and external designers, then as a group, we  
can all add and delete photos for the various projects.  
It cuts down on time significantly and now our  
designers have access to our full library, not just the  
handful of images we share with them.”*

Getting results

# How Bynder tackled Pathfinder's central challenges

## Search

By using Bynder's smart searching capabilities, any user can search via metaproperties and tags to find exactly what they need, while using Smart Filters to further refine their search.

*"We're so pleased with the filter-search functionality of Bynder. Need a [portrait] of a [woman] from [Nigeria] holding [contraceptives], taken in [2017]? Bynder helps us find what we need instantly."*

## Track

Version control functionality enables the Pathfinder team to edit and update the same asset, and archive previous versions.

That means the whole team can stay up-to-date on the progress of marketing collateral, while eliminating the use of duplicate and outdated content.

## Create

Bynder's Collections feature is a hit with the Pathfinder communications team.

They can simply select groups of assets in the portal and place them into a Collection for secure, no-fuss sharing to external graphic designers to create new marketing collateral.

*"My time is no longer taken up by searching folders for other teams in the organization. A simple first-time training and all staff are able to search and use assets on their own."*

*“I’d recommend Bynder 100%. It’s easy to adopt; easy to use. The interface is clean, simple, and intuitive. It has been such an upgrade to communications at Pathfinder—and I hope other organizations can experience that same feeling!”*



## About Bynder

Bynder gets teams working on the same page with a cloud-based digital asset management solution to store, manage, and share brand content.

For more information please visit our website [www.bynder.com](http://www.bynder.com).



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