

# Customer success story



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## Customer Success Story

# About Groupe SEB

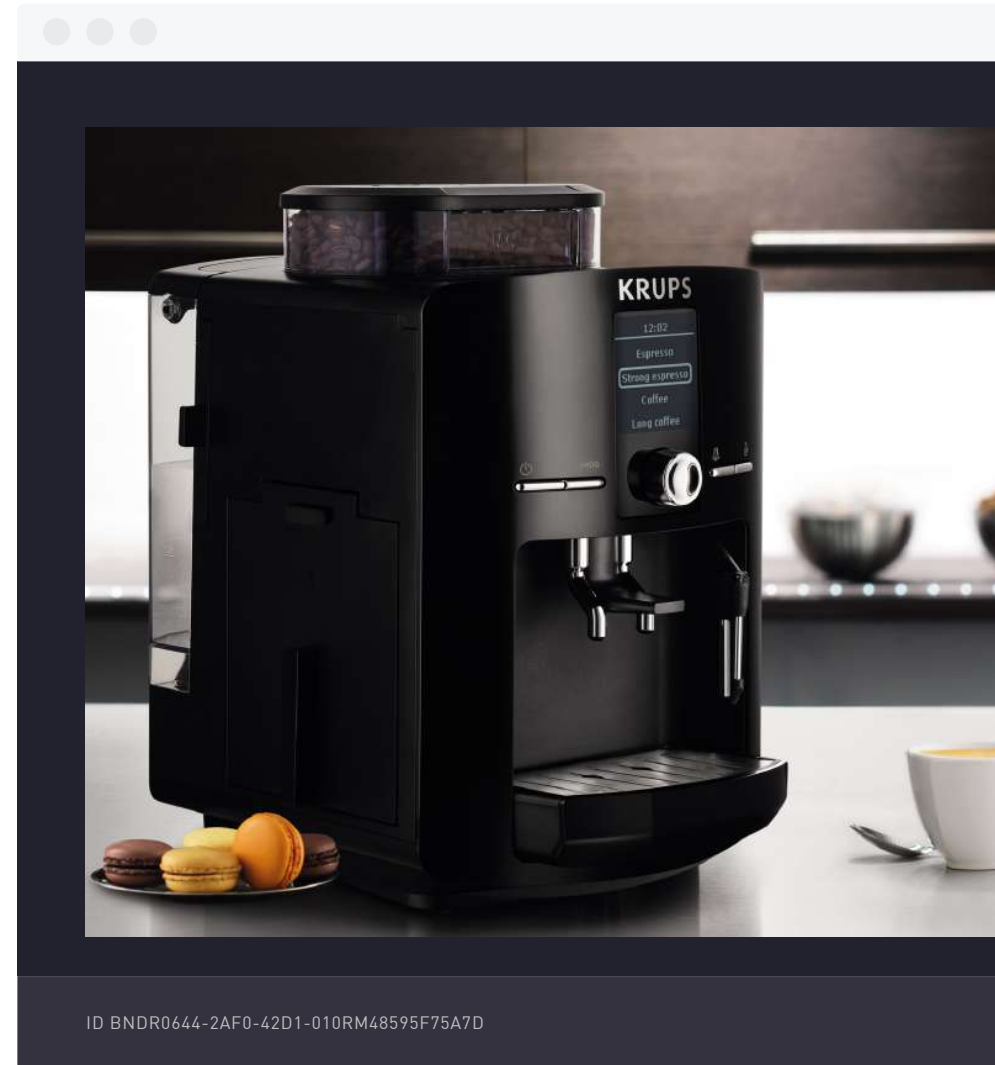
For 160 years, Groupe SEB has been on a mission to be the world leader in small domestic equipment. The Group specializes in cookware, home supplies, professional coffee machines, hotel equipment, and much more.

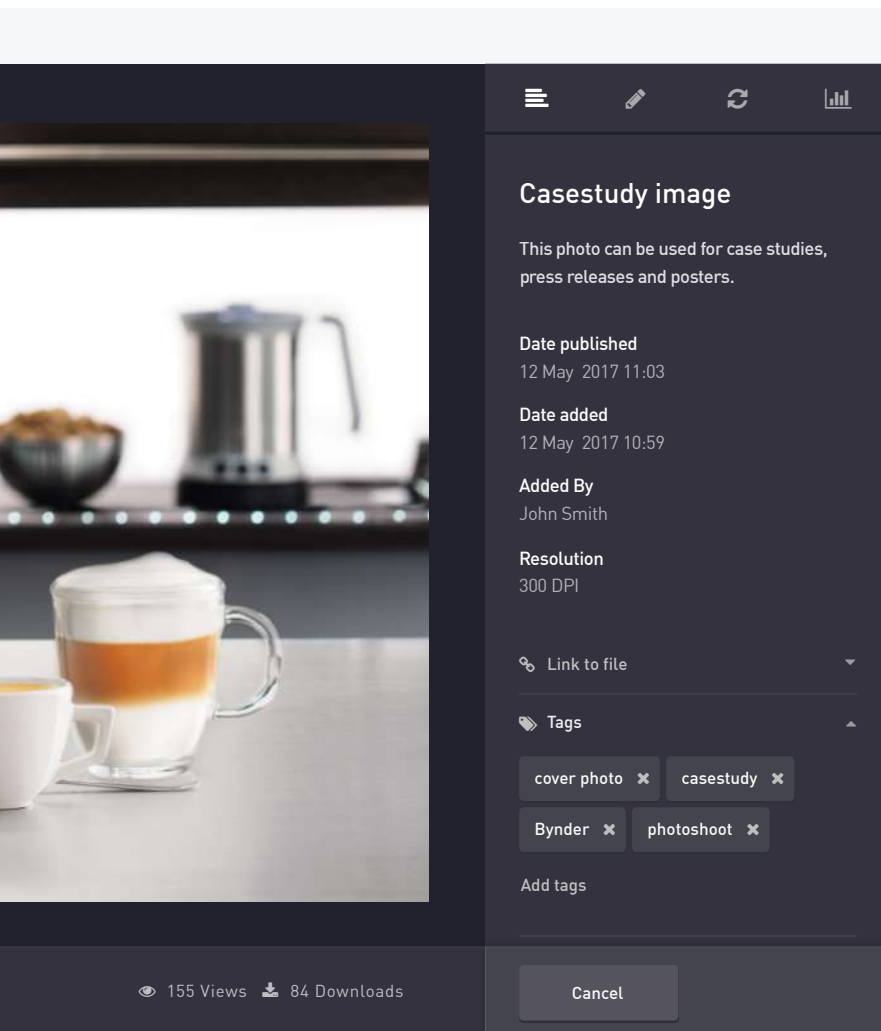
The Group's substantial portfolio includes around thirty brands, including Tefal, Rowenta, Moulinex, Krups, Supor, WMF, All-Clad and Lagostina. As a consortium, it's their mission to make everyday life easier and more pleasant for consumers across the world.

# The critical need for Groupe SEB

As the world leader in small domestic appliances, Groupe SEB had to offer its marketing teams a user-friendly and high-performance solution for organizing and sharing more than 200,000 media files on a daily basis. One of the Group's essential needs was to centralize the many images and videos that were spread across the various webpages of its child brands, and on their accompanying e-Commerce sites.

The digital asset management tool previously used by Groupe SEB no longer met expectations. In particular, it had performance limitations and did not have the key features required by the Marketing team. The interface of the platform was also not intuitive and straightforward when it came to sharing content, as well as collaborating across international teams.





## Main challenges

# What needed fixing

With some 30 local and international brands under their umbrella, Groupe SEB needed real-time access to the latest versions of digital assets. The data synchronization which was performed once every 3 hours by their previous DAM was therefore not fit for purpose. The Group needed a way to instantly update information to its Product Information Management (PIM) solution in order to meet the expectations of its employees and customers.

Groupe SEB also worked regularly with graphic design agencies and studios to produce new visuals. It was essential that these partners were able to easily import and distribute content to the organization's employees as part of any new project.

**Synchronization:** Data had to be synchronized in real time from the Group's digital asset management portal to its Product Information Management solution.

**Collaboration:** Design agencies that collaborated with Groupe SEB required easy access to their DAM portal to upload and share visuals.

**Centralization:** Groupe SEB employees needed to get on the same page to store, organize, and share all of their content in just a few clicks.

*“Although Bynder was more of a challenger in our pre-selection of a DAM provider, I’m very happy that this project ended with us choosing its solution, as users have adopted the tool very quickly”*

Claude Zennaro, IT DAM Project Manager - Groupe

# The transformation with Bynder

Since Bynder was implemented, 700 users have carried out more than 4,000 searches, 3,000 previews, 2,000 downloads and 200 shares every day.

The implementation phase of the platform was relatively short, with 200,000 digital assets imported into the Group's portal in 7 months. For the majority of the 1,500 users on the system, a simple one-hour webinar was enough to immediately familiarize them with the tool.

Now, when a new high-resolution image is imported into Bynder, it is automatically created in 6 pre-defined formats, ranging from a thumbnail to a full-HD source format, saving employees time and effort.

**4000+**  
searches per day

**200,000**  
Imported assets

**10%**  
of FTE saved

*“Bynder makes it possible to import, search, view and share all content of the Groupe SEB brands in a few clicks. This tool is at the heart of our digital acceleration, helping each user to easily access the media and product lines they need.”*

Serge Miard, Head of Digital Marketing & eCommerce - Groupe SEB



# How Bynder helped Groupe SEB address its main challenges

## **Saving time and reducing costs**

Thanks to Bynder, quality of service has improved within Groupe SEB while significantly reducing the cost per user. The intuitive interface of the DAM portal has led to a decrease in requests for assistance as employees are now more autonomous and the solution is easy to use.

*“Centrally, we estimate that the Bynder solution has already saved us 10% of a full-time equivalent (FTE)”*

*Serge Miard, Head of Digital Marketing & eCommerce*

## **Performance optimization**

The *Collections* feature is particularly useful for Groupe SEB employees as it helps them to better organize their workspace. Now, each user can simply group media according to the theme of their choice and then share them securely.

*“Bynder's search engine is powerful and the ability to preview videos directly in the browser is another one of the highlights of the system.”\**

## **Accessibility and adoption**

Thanks to Bynder, Groupe SEB has a centralized portal, accessible 24 hours a day, to store and retrieve all the multimedia content of its many brands. By choosing Bynder's cloud solution, the Group has also benefited from a rapid implementation and a record adoption rate among its employees.

*“The fact that Bynder is a SaaS solution and therefore accessible via a simple web browser, has also made it easier and faster to deploy the solution.”\**

*\*Claude Zennaro, IT DAM Project Manager*

*“Groupe SEB uses multiple applications in all areas, but since users have taken ownership of the Bynder DAM, the tool has become the key reference for us in terms of user-friendliness and graphical interface.”*



Some facts

## 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, San Mateo, London, Barcelona, Rotterdam and Dubai. For more information, visit [www.bynder.com](http://www.bynder.com) or follow Bynder on Twitter [@Bynder](https://twitter.com/Bynder).



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