

# Customer case study



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Customer success story

## About Intrepid Group

Run by travellers, for travellers, the Intrepid Group is the world's largest provider of small group adventure travel experiences. The Intrepid Group consists of small group adventure operators Intrepid Travel, Peregrine Adventures, Geckos Adventure, Urban Adventures and Adventure Tours Australia. Together, our brands offer almost 2,000 itineraries on every continent, and cater for all ages, budgets and appetites for adventure.

*“We’re a global multi-brand business so we need to work collaboratively and efficiently. Bynder’s tagging functionality has been hugely beneficial as it’s allowed people to easily locate files using the search function. Our team can search one of our USPs or themes, such as local leaders or responsible travel, to find the right file in seconds.”*

Dom Morgan, Brand Manager at Intrepid Group.

# Challenges faced by Intrepid Group

To keep up with the constantly changing digital landscape, Intrepid Group had to adopt an agile approach to their marketing and work smarter on a daily basis. With multiple global brands to manage, Intrepid Group needed a system to keep all brand communications consistent and secure. They also had to move all their assets from their physical server to a system that is scalable with their growth.

50%

reduction of search time

100%

cloud-based

100%

secure file-sharing

*“The key to the success of the global adoption of Bynder was clear demonstrations with heavier users, including plenty of time for questions. For light users, the Bynder Wizard and supporting video content has been really helpful in taking users through new functions, requiring little face-to-face training.”*

Dom Morgan, Brand Manager at Intrepid Group.

Problem solving

# Collaboration with Bynder

Intrepid Group's new digital asset management solution has reduced the reliance on the central marketing team by removing cumbersome manual processes and requests, replacing it with automation.

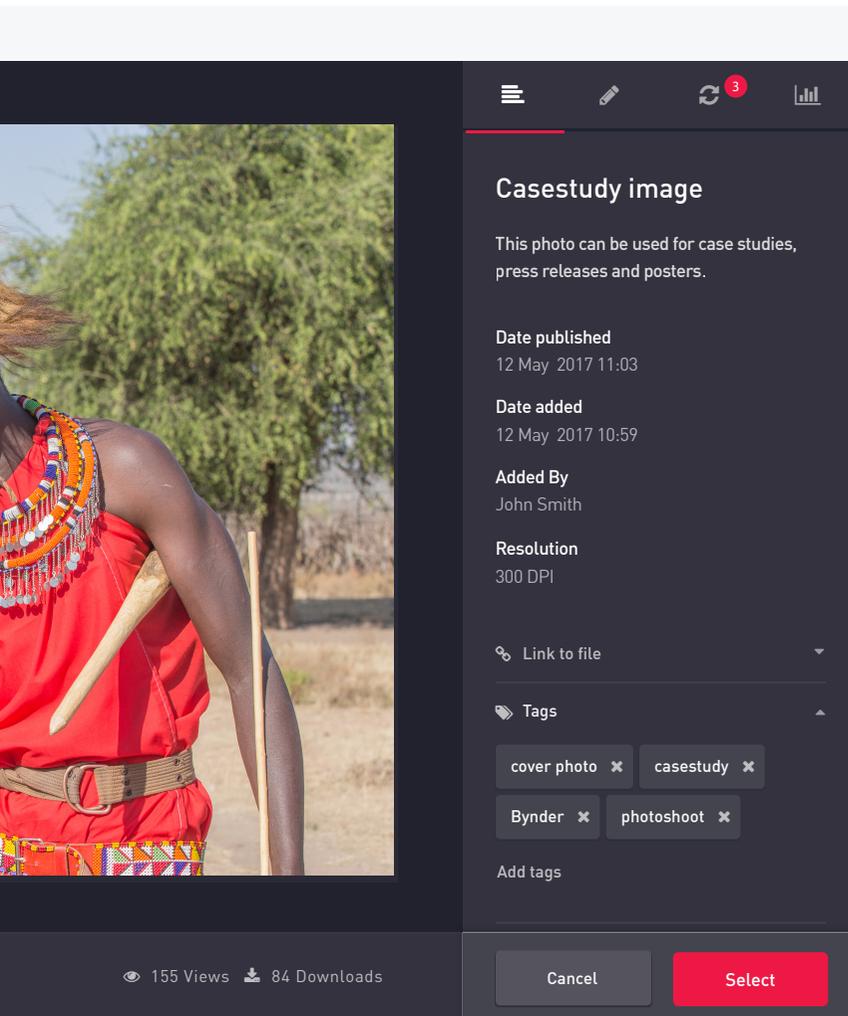
For Intrepid Group, Bynder is far superior in surfacing content than traditional folder structures. Instead of spending hours of administration time briefing or requesting things, staff can focus on providing the best travel experiences for their customers.

**Instant search results** - Bynder supports the need to find the right file fast. You can narrow your search in seconds and enjoy full flexibility when combining different search criteria to find the desired result.

**Related media files** - To ensure you have all your assets grouped together correctly, you can relate files to one another for quicker access.

**Smart version management** - Version control helps designers and brand managers ensure that only the most up-to-date file versions are made available for download.





Where the magic happens

# Managing multiple brands with one system

Managing multiple brands has also become far easier as Bynder has consolidated a number of systems, servers and processes into one platform. Clear filtering and usage information ensures that all assets are used correctly. Within their organisation, the DAM is primarily used by marketers in their global offices, who no longer have to rely on a central team for simple tasks such as cropping or resizing assets for blog posts, email marketing, social media, and website landing pages. Global teams can now securely share assets with their many partners.

**On-the-fly file editing** - Bynder supports user-friendly simple image and video manipulation such as cropping, rotating, and flipping.

**Security access control** - Superior security features allow you to safeguard your assets at all times.

**Media collections** - Bynder allows you to easily select and group media files, regardless of their file type, size, or category.

Where the magic happens

## Benefits for Intrepid Group

Intrepid Groups global teams have been relying on Bynder to create content marketing collateral without having to wait for approval or for designers to resize images. Bynder's user-friendly and intuitive interface has also made user adoption easy with less than 10% of users needing any assistance.

< 10%

of users needed assistance

0

turnaround time

3<sup>sec</sup>

to download images

**Usability** - Intrepid Group have seen a high number of regular logins since the launch. Thanks to the usability and intuitiveness of the product, users do not require much training to use Bynder.

**Instant access** - Image requests for content marketing collateral would often require a 24-hour turnaround time for international offices. Now users can download resize images without needing to wait.

**Pre-sized images** - Instead of waiting for a designer to resize images, Bynder allows users to download images already pre-sized in a matter of seconds.



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



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