

The background features a clear blue sky and several modern buildings. On the left is a building with a dark facade and a grid of windows, with 'UTS' visible on its top edge. In the center is a tall, brown, rectangular building with 'UTS' on its upper section. To the right is a prominent, curved glass skyscraper with multiple floors of windows and a rooftop garden with trees. The overall scene is bright and professional.

 bynder x  UTS UNIVERSITY OF TECHNOLOGY SYDNEY

University of Technology Sydney
reduces campaign go-to-market
time with Bynder

BYNDER X UNIVERSITY OF TECHNOLOGY SYDNEY

UTS is a leading public university of technology with global impact. Their community comprises students, academics, professional staff, researchers and industry partners. We offer a wide variety of programs to lifelong learners worldwide, and continuously drive research impact on a global scale. With a total enrolment of over 44,000 students, UTS is one of the largest universities in Australia.

Challenge

Before Bynder, UTS's digital assets were scattered and difficult to find. The lack of a taxonomy system and the high volume of content requests created bottlenecks and delayed product-to-market campaigns.

Additionally, high-resolution assets took too long to load, and external partners couldn't access assets in one place. That's why a centralized digital asset management solution was needed to enable university staff and external education agents to find, view, edit, and amplify UTS content collectively while staying on brand.

Solution

UTS's [Bynder DAM](#) acts as a central asset bank where they can easily organize content, reduce the time to find assets, and distribute content across people, channels, and markets safely while avoiding regulatory or compliance missteps.

The [Creative Workflow](#) module streamlines the university's creative process by reducing duplicate content, making it easy to edit materials without going off-brand, and providing one place where everyone can share, review, and approve creative work.

Results

Thanks to Bynder, UTS significantly **reduced the time it takes to find, share and launch creative assets**. For instance, sharing content with external partners and creative agencies is much more efficient than before.

What's more, Bynder's Collections feature is empowering the team to amplify campaign assets on behalf of the different faculties. Education agents can easily access brand assets - such as campus imagery - to promote the UTS brand globally and engage prospective students.

18,266+

assets downloaded

360+

active users

69.88 GB

total storage

What's next?

UTS is currently implementing [Bynder Studio](#) where designers can create brand-approved templates, empowering employees to create simple, on-brand design assets at scale.

This will alleviate the pressure on the design teams and streamline the creative production process by allowing non-designers to create marketing assets for their needs - making it even easier to promote the UTS brand.

“The DAM features cutting-edge AI capabilities and the whole interface is easy-to-use and intuitive which means users require very little training and get started without technical support.”

— Christina Miebach, International Marketing Manager at University of Technology Sydney

“Bynder has significantly improved the way we are sharing, approving, collaborating on content.”

“It was important that the solution could grow with our increasing needs, and fit into the wider tech stack. The fact that Bynder was scalable was a key decision factor for UTS. It's a product that grows with you; modules and integrations can be added at any time which allows clients greater flexibility.”

— Christina Miebach, International Marketing Manager at University of Technology Sydney