

Bynder x Oatey

Manufacturer Oatey accelerates product time-to-market with Bynder x Salsify



About Oatey

Since 1916, Oatey has provided reliable, high-quality products for the residential and commercial plumbing industries.

Today, Oatey operates a comprehensive manufacturing and distribution network to supply thousands of products for professional builders, contractors, engineers, and DIY consumers worldwide.

Founded: 1916

Headquarters: Cleveland, OH, USA

Challenges

Before Bynder, Oatey was using an outdated digital asset management (DAM) solution, and the team was becoming unsatisfied with its capabilities. Employees spent countless hours per week just trying to find the assets they needed to do their jobs, having to sift through unorganized files without getting results. Time and resources were wasted, and the ROI on existing content was limited due to poor accessibility.

The company needed an upgrade, seeking a best-in-class DAM that shortened search times and production workflows, improved content reuse, and seamlessly integrated with adjacent tools within its wider martech ecosystem.



Solution

With Bynder's [AI-powered digital asset management platform](#), Oatey's teams can take advantage of a tailor-made file [taxonomy](#) and metadata tagging capabilities to find what they need instantly— from internal comms to social media imagery.

Robust version and permission controls on assets have also made it easier to maintain brand consistency at scale and improve content ROI and reuse, ensuring published content is accessible, on-brand, and up-to-date.

The Bynder DAM is also integrated with Oatey's product experience management (PXM) solution, [Salsify](#), ensuring product information on assets is automatically synchronized across both platforms. Product data is always accurate and up-to-date, and by automating the process Oatey can save time and go to market with its products quicker for better overall customer experiences.

Results

Since onboarding, asset sharing with external partners and stakeholders has **increased by 70%** and the integration with Salsify has provided a cohesive go-to-market operation that ensures customers are served the right assets and the right product information on the right channels.

Likewise, finding the right assets is now **faster by 40%** on average due to the intuitive, robust taxonomy developed in Bynder which aligns with the company's lingua franca.

Overall, more time is saved for higher-value tasks and content ROI has significantly improved. Sales and marketing teams can serve partners and clients with compelling on-brand content experiences faster than ever before, driving higher business growth online and offline.

“Bynder has revolutionized our ability to store, find, and use our thousands of digital assets. As a lean team with big goals, we’ve saved tremendous time through Bynder already – and we’re just getting started.”

“By standardizing creative development and deployment on Bynder’s governed platform, we’ve been able to maintain brand consistency at scale.”

“Bynder has been a game-changer for our sales and marketing teams. They can now create marketing materials like product catalogs, onboarding kits, and presentations much more efficiently.”

– Krisztina Janossy, Product Asset and Data Manager at Oatey

10,000

assets stored in the DAM (and counting)

70%

faster asset sharing

40%

faster asset retrieval



About Bynder

Bynder goes far beyond managing digital assets. The digital asset management (DAM) platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive.

Bynder enables more than 1.7M users across 4,000 organizations, including Spotify, Puma, Five Guys, and Icelandair. Founded in 2013, Bynder has eight offices around the globe, including the Netherlands, the United States, Spain, UK, Australia, and UAE.

For more information please visit our website www.bynder.com.