

Customer Story

Simplot simplifies content operations with Bynder, delivering \$2.3M in cost-efficiency savings





Background

Family-owned and privately held since 1929, the J.R. Simplot Company is a global leader in food and agriculture, employing over 15,000 employees worldwide. Its integrated portfolio spans food processing, phosphate mining, fertilizer manufacturing, farming, ranching, and cattle production. Simplot has a wide range of content demands to support its global operations and diverse portfolio. Simplot's team of librarians is constantly looking to simplify content operations, automate workflows, reduce silos, and help stakeholders get maximum value from its content.

Bynder's highly composable, enterprise-grade [digital asset management \(DAM\) platform](#) has proven to be the ideal solution for its needs. By serving as an intuitive system of record integrated with its PIM and wider martech stack, **Simplot is able to deliver curated content experiences for its diverse user communities and business units while saving millions in operational costs.**

“We intentionally made our DAM program complex because we have three clear pillars: traditional DAM services, employee resource access, and historical recordkeeping.”

— Jezmyne Amergin, DAM Librarian at Simplot

Targeted DAM experiences for maximum content ROI

By tailoring the DAM experience to match its unique business structure, Simplot maximizes content ROI and reuse, accelerates speed to market, and safeguards brand compliance—all while maintaining a user-friendly experience.

Bynder's [Content Experiences for User Community](#) makes it easy for Simplot to deliver customized DAM experiences to specific business units and teams, serving assets to users in a way that is targeted, role-based, and visually intuitive.

“We’ve built several customized homepages—almost every group and permission profile has its own unique homepage.”

— Jezmyne Amergin, DAM Librarian at Simplot



From brand and product guidelines to go-to-market campaign assets, users have access to the content that’s most relevant to their role and department, reducing friction and ensuring the right assets are always in the right hands.

“Our communications team can do whatever they need within the DAM—make assets public, create collections, build pages, and set up their own guides.”

Beyond brand and marketing assets, Simplot uses Bynder to promote employee resources, recruitment content, and training materials—fostering closer alignment for its 15,000-strong global workforce. Its librarians are also aggregating historical brand assets in the DAM for secure archiving.

Scaling omnichannel digital experiences

Simplot is leveraging Bynder's [CDN network](#) (powered by Amazon CloudFront) to automate and scale content distribution across its digital ecosystem, spanning 1,300+ websites, social media channels, and other customer-facing touchpoints.

With [Bynder CX Omnichannel](#), assets sourced from the DAM are automatically transformed and optimized for the right channel and audience, and any changes made within Bynder are instantly reflected across Simplot's content ecosystem.

By seamlessly integrating Bynder with [Optimizely](#) (CMS), [inRiver](#) (PIM), and [Highspot](#) (Sales enablement), Simplot has further automated and accelerated the distribution of digital assets valued at an estimated \$800 million across its digital ecosystem. Beyond improved digital experiences and faster speed-to-market, automating these processes is helping Simplot reach wider audiences, build new partnerships, and drive cost savings amounting to \$2.3 million, as validated in Simplot's annual DAM ROI report.

Bynder ROI highlights

\$2.3M

estimated cost-efficiency savings*

\$800M

estimated digital asset value flowing through Bynder

77,756

assets optimized

\$800M

assets served across 1,321 websites

95,059

searches within the DAM

**Calculated using time saved per employee, multiplied by an average hourly salary of \$35.*

“We had data scattered across so many different places, and this project has helped the business understand the potential to streamline. The refinements we’re making are incredible.”

— Jezmyne Amergin, DAM Librarian at Simplot



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.