

# Bynder – Data Platform Case Study



## Summary

[Bynder](#) is a leading provider of digital asset management (DAM) solutions, founded in 2013 and headquartered in Amsterdam, Netherlands.

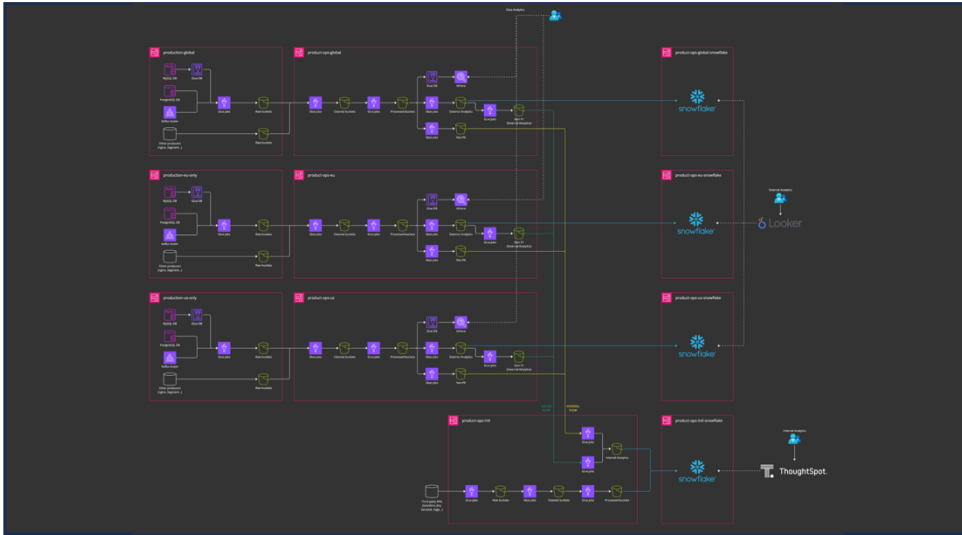
Bynder serves over 4,000 organizations worldwide, including notable brands such as Spotify, Puma, Five Guys and Icelandair, with a user base exceeding 1.7 million.

## Digital asset management solution

DAM platform allows companies to centralize and manage digital assets efficiently while integrating with creative workflows. By leveraging AWS services, we structured a highly efficient DAM solution, centralizing product and third party data in the Data Lake on S3. Using AWS Glue, Athena and Terraform, we automated data governance, metadata management and schema enforcement, ensuring accessibility and query efficiency.

## Centralized data management

Bynder's customers manage vast amounts of digital assets spread across multiple teams and systems. A Data Lake enables Bynder to store, centralize and structure data from different sources, ensuring seamless access for analytics, reporting and AI-powered automation.



Our architecture consolidates multi-region data processing within a unified framework, allowing centralized governance across accounts while maintaining operational flexibility. Automated job scheduling and batch processing optimize workload distribution, ensuring smooth data transformation and aggregation.

## Importance of a Scalable Data Platform

Developing a robust Data Platform is critical for Bynder to stay ahead in an increasingly data-driven market, enabling scalability automation and deeper intelligence.

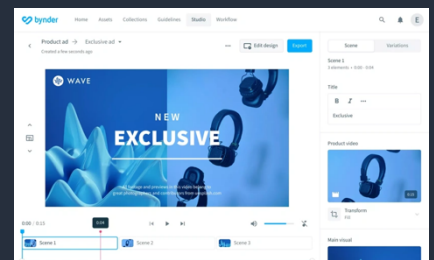
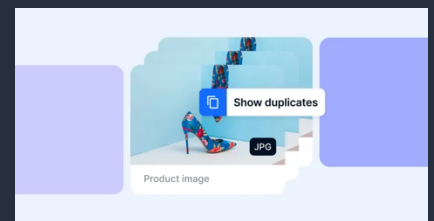
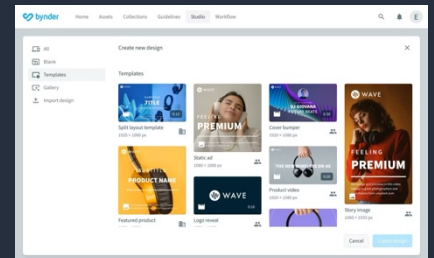
The data lake's design ensures scalability and resilience, processing data incrementally to accommodate growing datasets without excessive cost. The platform supports agile analytics and maintains high availability, empowering business teams with timely, data-driven insights.

## About Bynder



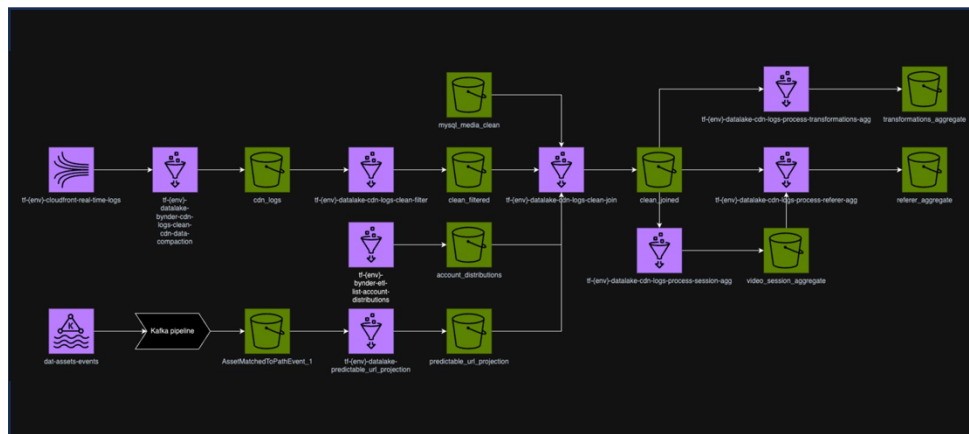
**Company:** Bynder  
**Industry:** Digital Asset Management  
**Country:** Netherlands  
**Employees:** 500 - 600  
**Website:** [www.bynder.com](http://www.bynder.com)

**Bynder is a cloud-based DAM platform that helps businesses organize, store and collaborate on digital content efficiently.**



## Serverless solution for data processing

Bynder organization leverages an AWS-based data lake to process CloudFront CDN data, providing insights into customer interactions with the platform. Handling approximately **80GB per day per account**, the system has accumulated **~210TB across three AWS regions** over the past three years.



**Data ingestion:** Begins with Kinesis, streaming new data every 30 minutes into a Delta Lake table on S3, where minimal processing is applied.

**Cleaning and Transformation:** The cleaning phase consists of two batch jobs: the first filters and transforms the data into the required structure, while the second enriches it by joining it with other datasets based on extracted ID columns.

**Aggregation & insights:** To support business intelligence needs, four additional jobs aggregate data according to stakeholder requirements, generating projections for dashboards.

These jobs also run incrementally, processing the most recent day's data.

**Querying & Metadata Management:** All datasets are stored as Delta Lake tables, managed through AWS Glue Catalog for seamless querying via Athena. Infrastructure management is automated using Terraform and the system employs a symlink format to connect Glue metadata with Delta Lake and ensure metadata updates.

### Business Impact:

- Enhanced Decision-Making: Enables real-time and historical analytics.
- Scalable & Cost-Efficient: AWS services optimize resource utilization and cost.
- Reliable & Resilient: Incremental and batch processing ensures stability.
- Automated Infrastructure: Terraform streamlines deployment and consistency.

## About Levi9

[Levi9](#) is a nearshore technology service provider with around 1200 employees and 65+ customers. We specialize in custom made business IT – 95% of our work is on the revenue side of our customers. This is where time to market, high productivity, stable team velocity, and great quality through automation, agility, intensive interaction and understanding matter most.

