

How Bystronic professionalized its Digital Touchpoints



INTRODUCTION

Bystronic, a global sheet metal processing leader, partnered with Smint.io to address challenges in managing lots of daily inquiries and providing content, particularly to the Chinese market.

OBJECTIVE

Streamlining the processing of growing inquiries, supplying video material to the Chinese market, and enhancing media presence before Bystronic's public listing on the Swiss Stock Exchange.

CHALLENGES

Bystronic faced efficiency issues in handling daily inquiries, especially from the press and partners. Providing essential video content to the Chinese market was also challenging due to restrictions on platforms like Vimeo and YouTube.

Key Data

Industry: Manufacturing

Use Case: Media Center, Press Portal

Number of Portals: 2

Content Source: Fotoware Alto (Picturepark)

CUSTOMER FEEDBACK

"Easy asset access and even easier backend."

Head of Online and Social Media

Results

- ✓ Flexibility at a fraction of traditional costs
- ✓ Gained valuable insights, portal adapted to changing needs
- ✓ Providing a single source of truth