



Godolphin

Customer success story

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About Godolphin

Godolphin is the global thoroughbred horseracing and breeding operation founded by His Highness Sheikh Mohammed bin Rashid Al Maktoum. From its headquarters in Dubai, Godolphin is one of the world's largest equine teams, with studs and farms in England, Ireland, France, Australia, Japan and the United States, some operating under the Darley stallion brand.

CPL — a global marketing and communications company based in Cambridge (UK) — is at the heart of Godolphin's and Darley's marketing. The agency is responsible for creating collateral, including videos, photoshoots, advertising, websites, outdoor marketing, digital design, media buying and managing a large part of Godolphin's and Darley's digital media.

At CPL, Neil Adcock (*Director of Client Services*) and Alexandra Bailey (*Media Manager*) are key players within the Godolphin and Darley accounts. In this customer success story, they share their experiences of transforming the management of Godolphin's digital assets through Overcast.



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How Overcast transformed Godolphin's digital asset management

Introducing a more streamlined, user-friendly system has enabled Godolphin's global teams to find and share content easily. Managing content is now straightforward — anyone can find the pictures and videos they need for marketing collateral, when they need it, and so much faster!

The overall result? Godolphin's visual branding is effectively reinforced through a tailored Overcast solution.



"The personal touch from Philippe, Zsolt and George in teaching us how to use the system and fixing a couple of network errors has been incredible. Their support in helping us meet Godolphin's needs confirms that we made the right choice in Overcast."

— Alexandra Bailey, Media Manager, CPL.

The critical need for Godolphin

“Godolphin and Darley, its thoroughbred stallion operation, had their own sets of assets that were stored in four different locations. None of the platforms were consistent with each other – they were commissioned in different countries by different people, many years apart. We needed to find a platform that would manage the assets from all sides of the company and would be able to take more assets as we continued to load them on. Within that new platform, we needed to pull together different sets of metadata and address any gaps. We wanted to maintain separate platforms for Godolphin and Darley but enable a consistent, easy-to-use experience for both CPL and Godolphin staff. The trigger was that the main Darley image library was out of support. It was an old, open source system that had been built in-house and was no longer current – that started a ticking clock!”

– Alexandra Bailey, Media Manager, CPL.

The love of horses is in the DNA of the Godolphin team and its partners. With more than 5,000 wins, being able to share the knowledge behind the victory is paramount to the growth of Godolphin and Darley. With that in mind, CPL knew it was time to adopt a single database that could innovate and grow with the needs of everyone.

The key challenge

Having four different storage systems led to a number of inefficiencies, including remembering how to use each platform and where to find assets. You had to remember little tricks to get the best out of each one.

“Some assets had been organised by date, some by the person in the picture, and some by the horse. We needed a really good filing system that met people’s expectations when they were searching and didn’t lead them down a massive rabbit hole. Tagging is key to finding a particular horse out of images of 400 brown horses!”

– Alexandra Bailey, Media Manager, CPL.

Usability:

The four systems were outdated and complicated. They were no longer fit for purpose.

Dispersed content:

Because there were four systems, teams couldn't search a single database, which resulted in frustration and much wasted time.

Sharing:

There was no simple or streamlined way to share videos and images. This created delays in getting content ready to use



“The user experience is much better, much more intuitive, and much quicker. For me, the big benefit of our new system is efficiency and consistency. It’s brought a bunch of slightly- inefficient, inconsistent platforms together in one place and we now have all teams using the same system. We also have a wish list of extra functionality, which forms our roadmap with Overcast. This feels like the start of a long relationship rather than just having bought a piece of software.”

– Neil Adcock, Director of Client Services, CPL.

“It’s at least 10 times faster to find things. We have 27 users on four different continents from three different companies...and one very happy Alex!”

– Alexandra Bailey, Media Manager, CPL.

How Overcast created a future-proofed solution

Planning

Knowing what you have and where you want to get to is critical to solving a client's needs. Many platforms say they can manage your content in smart and intelligent ways, but when you have 78,000 videos and images — predominantly of horses — you need to be absolutely certain that the metadata and tags are correct before you ingest them.

Therefore, during the initial meetings, Overcast worked with Godolphin and CPL to standardise the descriptive meta fields across the four platforms, introduce a unique ID system and build an ingest solution using APIs that could map all of the intelligence into a single, unified system.

Ingest

Four platforms meant four different ways to ingest the content. Some content was uploaded over a browser, most was ingested via APIs. All the planning was done before the content arrived.

Standardisation

It may seem straightforward, but having a single repository for images and video has completely standardised the client's workflows.

UI Configuration

All industries are different and have different terminology. Thoroughbred breeding and horseracing have their distinct terminology and metadata needs. Prior to onboarding, the UI was configured to fulfil Godolphin's specific needs.

Benefits

Time saving

Content is ingested from around the world in real time. Previously it took some time, with content being couriered to a central location before upload.

Cost Saving

Running four asset management platforms meant four subscription fees, training people to use four systems and the overhead to run them.

Security

Content is centralised in a single locations so it can never go missing. Access to the content is through a secure login. All access to the platform is monitored. Plus, all content is backed up in three locations so it can never go missing.

Revenue

It's early days, but with more people being able to access more images, the plan over the coming years is to drive sales using more sophisticated content marketing.



About Overcast HQ

Overcast's Video Content-as-a-Service platform is the simplest, fastest and most cost-effective way to view, review, approve, share, transcode, distribute, archive and control your content.

It's cloud native and easily integrates with your existing technologies – therefore it's future-proofed. It uses AI to automate processes, saving you money.

We work from a “single source of truth” and manage it with a “single pane of glass.”

It sits on top of a DAM – you just plug in micro-services orchestrated for your specific needs. You can simulate the cost before signing up. It's ideal for remote working.

Our key service is Overcast MAX: a suite of managed SaaS solutions to improve your workflows and tech stack:

- Never pay more than you need to: Bring-Your-Own-Storage
- Use AI to enhance your metadata: Transcribe and Recognition
- Integrate your tech stack and decommission legacy technology
- Secure your workflows with SSO and 2FA
- Future-proof your business: simulate your costs before investing

Video Content-as-a-Service makes video accessible to all. It reduces cost, shortens the time it takes to get content to market and increases revenue opportunities.