

# **zahra**

**Content that Connects**

Customer success story

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# About Zahra Media Group

Zahra is a full service content agency with owned media in the Food and Parenting verticals.

Their mission is to connect brands with audiences through the creation and distribution of purposeful content.

They know how to do this because they do it for themselves. They have developed two of the most successful digital communities in Ireland (Easy Food and Everymum) and deliver award-winning results for Virgin Media, Aviva, ESB and more... using the power of insightled, creative and purposeful content that connects.

In this customer success story, Gina Miltiadou (Managing Director) and Alan Breslin (Production Coordinator) share their insights into how Overcast transformed the video management, collaboration and communication processes at Zahra.



# How Overcast transformed Zahra Media Group's digital asset management

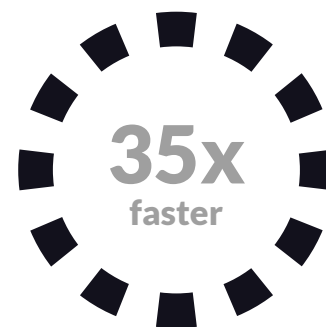
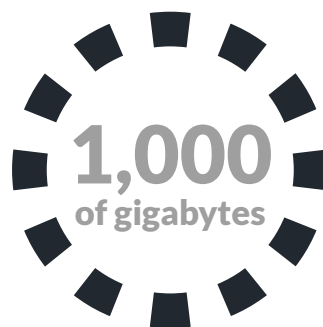
Creating a streamlined system through which video collaboration is effortless and communication is clear has enabled the Zahra content team to turn projects around more quickly and easily.

They find the folder system in Overcast very beneficial: the process of having 'final folders' means account managers and clients can go straight to those folders and find what they need.

If an account manager takes over a client portfolio previously managed by someone else, they can see the full project history on Overcast, which creates a smooth transition.

They've progressed from a troublesome search process involving different technologies to a highly effective search system that guarantees they will find what they are looking for.

The overall result? Zahra Media Group's video management process is transformed through a tailored Overcast solution.



*“The review and approval process within Overcast has made it a lot clearer for everyone who is working on the project: clients, videographers, our team. It’s so helpful being able to compare older to newer versions side-by-side using timecodes. Because it has the function whereby a client can comment and we can comment back, it gets rid of that buffer. Prior to using Overcast, when we sent projects for review, we’d have to wait for feedback. But projects can require quick turnarounds: some as little as a week. So, it really benefits us to have that open communication where it’s instant messaging back and forth. It’s much faster than waiting for a response through email. There’s a clear path for everyone involved in getting the project to where it needs to be.”*

*— Alan Breslin, Production Coordinator, Zahra Media Group.*

# The critical need for Zahra Media Group

*“Content was stored in multiple locations which meant that things were difficult to find. This wasted SO MUCH TIME. It also made collaboration (within the team and with clients) difficult because so much time would be spent trying to transfer enormous files. When video editors were making changes, they would have to refer back to emails/word documents for details – this was clumsy and a waste of time. It was difficult for clients/internal team members requesting changes to describe exactly where those changes needed to happen. Noting changes on a separate word document took an age. Version control and keeping track of approvals was also difficult.”*

*– Gina Miltiadou, Managing Director, Zahra Media Group.*

Creating and publishing first class video content – sometimes with a very fast turnaround – is a core service of the Zahra Media Group. Videos require collaboration – but using their own servers to store projects, plus Vimeo/WeTransfer to share videos, and email/Slack for communications, wasn't delivering the results Zahra needed. Also, if a client wanted to access the final video, Zahra would have to go to the videographer to find out where it was stored.

# The key challenge

*“We needed a platform that allowed us to store final versions of projects that account managers could access. Our main day-to-day tasks include filing versions of videos and putting in place a review process for them. We needed a space that we could use internally and have versions 1, 2, 3 – and a place for continuing versions to be easily accessed by clients. If we are in a V3 stage and they decide if we want to use something from V1, we need to be able to access it. If we talk over issues then leave a project for six months, we need to be able to come back and see a clear history of discussion. We must have a clear path of where projects were and how they came to be the finished product.”*

*– Alan Breslin, Production Coordinator, Zahra Media Group.*

## **Communication:**

There wasn't a clear communication path – either between Zahra and their clients or for in-house collaborators from different departments – where they could upload content and communicate clearly about different versions of various projects.

## **Folder system:**

There wasn't a streamlined folder system, so when video files were uploaded or moved around, it was a laborious, frustrating process trying to find them.

## **Slow review and approval:**

Since multiple pieces of software were used for video storage and communication, getting reviews and approvals was slow, clunky and inefficient.



*“We had remote working as an aspect of our day, but we don’t even need to think about the cloud anymore, because it was already set up for us through Overcast. This is so incredibly important from a video perspective. When everyone started remote working in 2020, multiple partners were saying, “How can we change our workflows?” But thankfully we already had that set up. The reviewing and storage of final projects is already there. It’s just a matter of being organised with everything we have.*

***Working from home hasn’t changed our process, which is a credit to the Overcast service. We were already at a great point in using the service.***

*One day we were working from the office, the next day we were working from home: it was seamless. If we were still using other services/software and working with servers, we would have needed to adapt – but with Overcast, there wasn’t any adaptation...it was built for these types of situations, so it’s been fantastic!”*

*– Alan Breslin, Production Coordinator, Zahra Media Group.*



# How Overcast created a future-proofed solution

Zahra is more than a video agency – they are brand builders.

When we were first called in to audit their workflows, they were growing fast. Their content creators are some of the best in the business and they were increasingly in demand to produce more content.

The video editors, in particular, were under pressure. They were creating great content, but found that a significant portion of their time was spent chasing reviews and approvals or just making new versions in different social formats.

Overcast was able to help them with their folder management and metadata taxonomy. Then we trained up the various teams – client services, editorial, etc. – to show them how they too could manage the content in the cloud.

The result: after a few weeks of adapting to the new workflows, more people have been able to become part of the video creation supply chain and editors get to spend more time working on what they want to work on – great content.

Perhaps the biggest surprise has been how it has helped client relations and experiences. By getting access to centralised content, an easy-to-use interface, semantic search and a well-defined audit trail, they are also able to engage in a clearer and more productive manner.

# Benefits

## **Inclusivity**

Overcast is incredibly inclusive to collaborators — they just need an email address. Zahra's team members don't need to cross their fingers about whether clients have a Dropbox/WeTransfer/Microsoft account.

## **Time saving**

From a time-saving perspective, there are fewer people to communicate with to get to where they want to go. The streamlining of the review-and-approval process, as well as the faster search function, saves Zahra a vast amount of time.

## **Cost Saving**

Zahra's primary cost-saving would be in terms of time, including trying to source files, uploading/downloading media files, and using time stamps rather than noting changes on a Word document, for example.

## **Efficiency**

A client who wants to see their video can go straight to the 'final folder' that Zahra has set up without needing to ask where to find the video file. It's made things a lot clearer.

## **Security**

Zahra can control the level of security since only the person a project is sent to can have access. If a link is forwarded to a third party who doesn't have permission to view the project, that third party won't be able to see it without the client requesting access from Zahra — this gives them security to know no one will see something they shouldn't, for example, early versions of a video.

## **Storage**

Zahra has storage on servers, but so much of its content goes onto Overcast because of its reliability and ease of access.

## **Revenue**

Overcast contributes to greater efficiency and a smoother working relationship, which — combined with the quality of Zahra's work and superb account management — makes clients come back for more.



*“The service has gotten even better since we started with Overcast to the present moment due to one-to-one conversations with Philippe. It’s very valuable being able to contact him to say, “We’re having a problem with filing and how we’re searching – can you help us with that?” He takes time to go through our queries with us and has also educated us on new functionality that we might not be aware of because Overcast is always evolving. It’s really great for us that he always wants to improve on what is already there. In relation to software we were using previously, if we asked whether something could be changed, we didn’t know how likely it would be; whereas having the communication with Philippe reassures us that we are being listened to in terms of using Overcast’s service and that our queries are taken into account.”*

*– Alan Breslin, Production Coordinator, Zahra Media Group.*



## 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.