Why Overcast?

Reduction in reliance on technical teams
For IT/technology decision-makers who provide brand executives and marketing creatives the solutions they need to successfully manage video.

Accelerate Speed to Market
Multiple video workflows including post-production, Live ingest, edit, advertising and social, can be delivered quickly without massive deployment costs or time.

Improve Security
All activities within the platform are logged and available for reporting. Any usage of content can be tracked and audited and access controls such as SSO are supported to meet SOC2 compliance.

Product overview

The workplace has been redefined, and legacy video management systems are no longer fit for purpose. At a time when your company manages video everywhere - marketing, brand, sales, product, HR internal and external comms - and you need a single point of truth to securely manage the content.

Product features

Overcast delivers cost-effective specialist video management solutions for enterprises that provide remote collaboration, search, review & approval and transcoding.

We do this by providing a unique set of cloud-based tools to radically simplify and automate the job of managing video.

Overcast, therefore, allows the customer to:

- Quickly adapt and change workflows as needed for new customers and formats
- Exploit remote working and cloud to optimize storage and compute and standardize working practices between operating companies
- Ultimately spend up to 90% less time managing content.

Additional Resources

- Contact: Philippe@overcasthq.com or call +353 86 834-7881
- Learn More
- Request a demo
How it works – Overcast and AWS

Overcast’s Media Pipeline Management solution is built on AWS using the latest Artificial Intelligence and Machine Learning technologies. As a video management platform, Overcast also deploys a suite of AWS Elemental services including MediaConvert, MediaPackage and MediaLive through our AWS partnership.

Overcast has integrated AWS AI tools such as Transcribe, Translate and Rekognition for metadata tagging and subsequent search and retrieval; these tools are transforming the often difficult, repetitive work of highly paid editors allowing them to work on edit rather than searching for assets. These appear as simple options in the admin console.

Built post-2015, the Overcast platform is cloud-native, serverless and built as a series of microservices – a major differentiator in the video asset management market.

Differentiators

- Serverless, microservices architecture, cloud native
- Faster, more flexible and more cost efficient
- Flexible deployment – SaaS, Linked Account, Customer Deployed Account
- Composable – 10+ modules including Adobe plugin, Live Streaming, BYO Storage, Transcribe, Translate
- Full white-label for brand integrity
- Orchestration of tech stack
What our customers are saying

“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 and working with servers we would have needed to adapt – but with Overcast there wasn’t any adaption. It was built for these types of situations, so it’s been fantastic.”

- Alan Breslin Zahra Media Group

Overcast provides a comprehensive suite of native cloud enterprise video solutions for:

- Managing all video formats including Raw compressed and proxies
- Remote collaboration
- User management
- Review & Approvals
- Live streaming
- UI customisation and white labelling
- Remote editing. Logging, rough cuts, versioning
- Storage and archive management
- AI powered metadata enrichment
- Integration with leading sound and video edit software

Solution available in AWS Marketplace