



+ Imagerelay

## How Image Relay Has Optimized Cabot's Digital Asset Management for 15+ Years

### The Challenge

- Extensive product line equating to a constant flow of new assets
- Hundreds of users with varying levels of online experience
- A rapidly expanding online presence

### The Solution

- A platform designed with organization and accessibility in mind
- An easy-to-use and intuitive user-interface
- Direct Image Relay to website connectivity to streamline workflow

### The Numbers

- 148,000+ assets
- 1000+ employees
- Customer for over 15 years

## Meet Cabot Creamery

Cabot Creamery is a Vermont-based, farmer-owned dairy cooperative. In 1919, armed with the knowledge that they were stronger together, 94 Vermont farming families joined forces to form Cabot. Over 100 years later and the creamery is thriving.

These days the cooperative consists of over 600 families from around New England and New York, employs more than 1,000 people, and is a leader among certified [B Corps](#). Despite their success, they still aim for the same goal, "to provide for their families, give back to their communities, and produce the best cheese in the world."

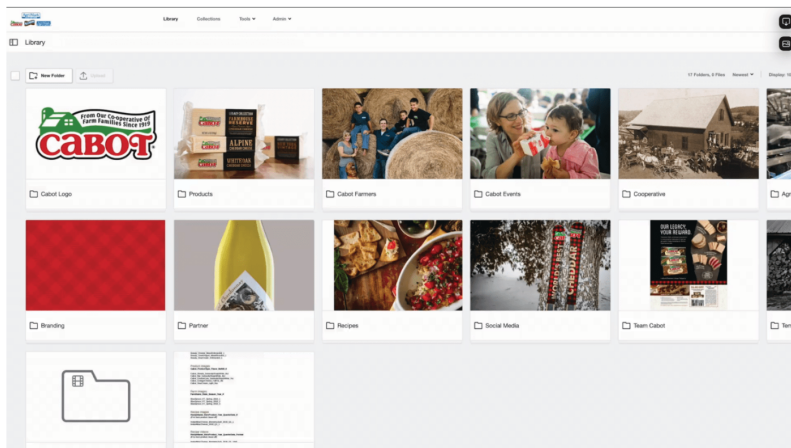


## Before Image Relay

More than 100 years of history, 1000+ employees, and hundreds of products means Cabot Creamery has a tremendous amount of digital content that needs to be available anytime and anywhere... more than 148,000 assets to be specific. Before Image Relay, Cabot was lacking any way to keep their valuable digital assets organized, safe, and accessible among team members.



## What Cabot Needed From Image Relay

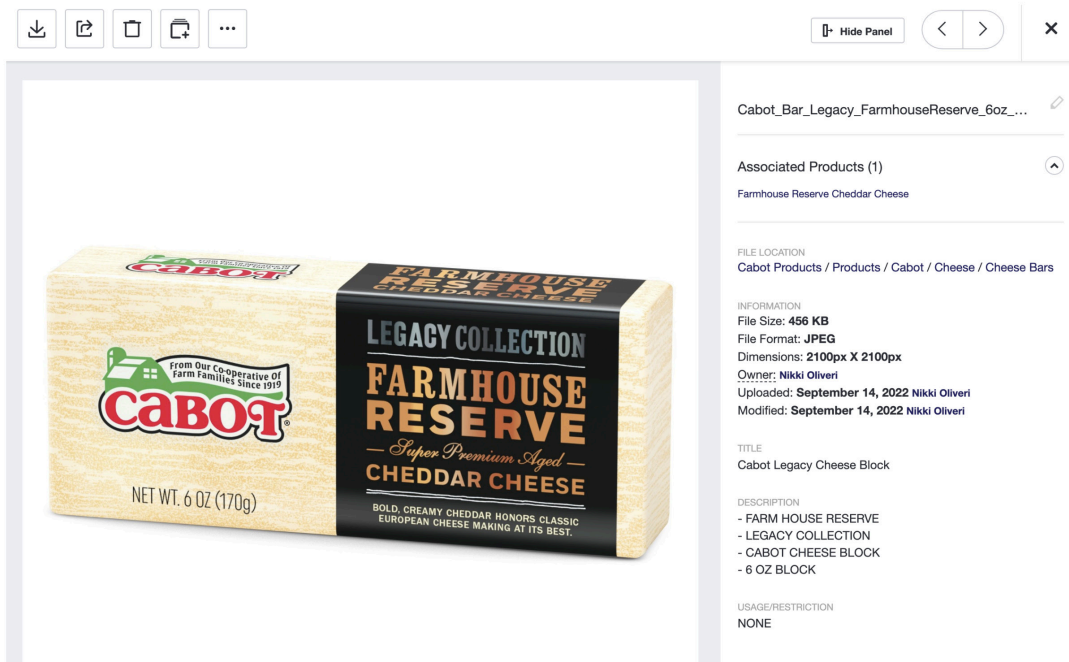


Cabot's marketing and creative teams rely on Image Relay as a reliable and user-friendly organizational system to keep their digital assets safe and accessible. Beyond serving as a way to keep assets organized internally, Cabot depends on Image Relay to deliver visual content across their website in an easy to edit format. And, through 15 years of partnership Cabot has put Image Relay to the test and not just by utilizing the platform for the day-to-day but also for special projects like a company wide rebrand in 2019 and a historical archive project. Image Relay was there to support them from start to finish with a receptive and motivated customer support team.





# Results



## Organizing Cabot's Digital Library

With a large company comes a never ending stream of new digital content; advertising, communications, messages, product photos, logos, the list truly goes on forever. Cabot works hard to keep the flow of fresh content organized and accessible to the right people. Roberta MacDonald, Former SVP of Brand Strategy at Cabot, described the Image Relay organization system like an “acrylic file cabinet...you can think of something and it will come to the surface”. Image Relay’s organizational tools like tags, collections, and metadata make saving, and searching, for specific assets quick and easy.

“I really don’t think of Image Relay as a tool because it’s so ingrained in my every day. With the amount of SKUs we have, it would be impossible to manage the imagery without Image Relay – it organizes everything.”

## Ensuring Consistency

Everybody knows that consistency is key. When it comes to marketing content, product information, and the likes this is even truer. Making sure your content is everywhere it needs to be, and looks good, can be a time-consuming process. But it doesn’t have to be. Cabot identified that making manual updates to images on their website was an area that was taking up a disproportionate amount of time and was leaving room for error. Cabot and Image Relay collaborated to connect Cabot’s website to their Image Relay account using Image Relay’s open API. The marketing team can manage assets in Image Relay and push images to the website in bulk. The API connection handles all resizing and reformatting automatically so the images fit exactly right on every page. That means the marketing team can control the website and make frequent updates without the need for a developer or spending loads of time resizing images.

"Image Relay is like an acrylic file cabinet where you can actually think of something and it will come to the surface."

## Image Relay Champions Customer Relationships

Image Relay has called Cabot a partner for 15+ years, no small achievement in the ever evolving world of technology. But that partnership hasn't lasted on a whim. Image Relay strives to offer the best support possible to ensure customers are getting the most out of every dollar spent. Roberta from Cabot shared that they are committed to Image Relay for reasons beyond the platform and its functionality. Just as important as the quality of product is the quality of service. She remarked that Cabot is, " never going to leave [Image Relay]. We're really committed to the influence we've had and the support we know we're going to get".

"Image Relay makes sharing our digital assets among our team, partners, and vendors quick, safe, and easy. The price is great, the service superior, and the programming responsive"

## Continuing Success

Through Image Relay and Cabot's long standing partnership, Cabot has found an intuitive and effective organization tool to manage their valuable digital assets. Image Relay has allowed for improved consistency and efficiency in distributing assets, the direct connection between their Image Relay account and website being one example of that. And at the core of it all Cabot knows they can always rely on Image Relay to go above and beyond to make sure they are receiving the best service possible.



**To learn how Image Relay can help your team achieve success, please reach out to [info@imagerelay.com](mailto:info@imagerelay.com).**