



HOW WE **DIGITIZED MOBILITY SOLUTIONS** HELPING A RACING HORSE STUD

This case study highlights how the app aided the on-ground workforce in identifying horses that required grooming for upcoming races, and also tracked events related to stud foal trading and other activities.

KEY METRIC

With higher volumes of data, it makes sense to digitize data, for better management and reporting.



Data Analytics and reporting used for better decision making

SUMMARY

Digital transformation can benefit businesses across various industries, including those with longstanding manual practices. When Hascombe and Valiant, a London-based stud farm operator, approached us for digitalization assistance, we were enthusiastic to join them on their digital transformation journey.

BUSINESS CHALLENGES

The Stud Farm's operations encompass the management of racehorses, including their health and dietary requirements in conjunction with scheduled racing events. Additionally, the farm engages in horse breeding and trading based on their performance.

The growth in the number of horses presented them with new challenges:

- Managing the increasing volume of horse-related data, such as dietary plans and medication records.
- Maintaining comprehensive lineage records for horses, particularly for trading purposes, as genetically superior horses are in high demand.
- Ensuring their staff is well-informed about all races and events to adequately prepare the relevant horses.
- Previously, all this information was manually recorded in documents and printed PDFs as needed.



Using data and records to track day-to-day tasks



Data Analytics and reporting used for better decision making



Automatic data management reduced the need for on paper documentation

SOLUTION PROVIDED

To support their growing business, we digitized and structured their records using a script to convert PDFs into structured data. We then created a mobile app for iOS and Android, along with a tablet version, to integrate with their stud management ecosystem.

Key features of the solution included:

- In-depth profiles and images for horses.
- Detailed lineage data.
- Diary notifications for events.
- A user-friendly web interface for data management.
- This integration provided real-time insights, streamlining race event management and trading activities for stud farm administrators and owners, while assisting on-ground staff in grooming and tracking stud foal trading.

IMPACT ON BUSINESS

The business experienced the following impacts:

- Enhanced tracking of Stud's Foals, Yearlings, and Broodmares, complete with visual profiles, offering real-time oversight of the Stud Farm's operations.
- Streamlined browsing of horse lineage significantly improved analytical capabilities.
- Timely updates empowered on-ground staff to identify horses requiring grooming for upcoming races and events.