

CASE STUDY

# Team Beachbody: A Large-Scale Social Community Platform Built on the Open Source Liferay Portal

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## A robust member community results in a complete fitness experience

Rivet Logic helped launch a Liferay-based social community portal for Team Beachbody®, the diet and fitness site founded by exercise and nutrition market leader Product Partners, LLC. Today, more than 1.5 million members visit Team Beachbody and its featured WOWY SuperGym® application to interact and share experiences about workout routines, new fitness programs and diet regimens.

Product Partners, LLC, a direct response media company with a focus on fitness, nutrition, and weight loss management programs, launched the Team Beachbody program as a membership-based online support community that offers a wide array of fitness programs and access to motivational trainers. Team Beachbody was established to help people achieve their fitness goals and enjoy healthy and fulfilling lives.

Today, the Team Beachbody brand is dynamic and rapidly growing, anchored by the Teambeachbody.com Web site, which incorporates a set of tools that enable Product Partners to make changes quickly and easily. When the Product Partners IT department decided it needed to re-engineer the existing site, it initiated a complete information architecture workshop, as well as comprehensive user studies, in order to find a development platform that best aligns with its long-term goals.

### A Flexible Portal Solution Aligned with Product Partners' Business Goals

The primary objective of the Teambeachbody.com redesign was to find a software application that could scale with business growth and align with Team Beachbody's viral marketing nature. To accomplish

these goals, the company sought a robust and stable framework that could also provide much-needed flexibility and nimbleness to respond to an ever-changing set of business needs. After exploring the possibility of developing homegrown solutions versus proprietary solutions versus open source alternatives, Product Partners ultimately selected the open source Liferay Portal platform, which provided Team Beachbody with a mature framework for scalability, flexibility, ease of use, and enriching user experiences.

After the Product Partners IT department, led by Siddharth Jain, Senior Director of Engineering, considered all of the requirements for redesigning the existing Team Beachbody site, the company quickly realized that an open source portal solution would be most suitable. "We concluded that a portal would give us the benefits we needed to rapidly develop the site, and make it more manageable in the future," said Jain.

### Liferay Delivers Low Cost and Flexibility

After carefully considering several out-of-the-box portal options, Product Partners arrived at a short list of platforms. The company selected Liferay Portal for two main reasons. First, Liferay, as an open source solution,

## CASE HIGHLIGHTS

Rivet Logic deploys a Liferay community solution that delivers numerous end-user and business benefits.

- **Organization** – The Product Partners Team Beachbody site is a total health and fitness online solution that provides members with the community, information, products and support they need to lose weight, gain muscle and stay healthy.
- **Challenge** – Create a flexible, scalable and secure online environment that aligns with Product Partners' viral marketing structure and enables the company to respond to an ever-changing set of business needs.
- **Solution** – Product Partners chose Liferay for the development of its Team Beachbody site, primarily because of its low total cost of ownership and the availability of a wide array of collaboration portlets. Rivet Logic—a Gold Partner for Liferay—led the development and implementation of the WOWY SuperGym® application, a featured element of the overall Team Beachbody experience.
- **Results** – The WOWY SuperGym application, developed and deployed by Rivet Logic, has resulted in stronger customer loyalty and recurring revenue opportunities through a set of social collaboration features that encourage use and membership retention.

offered the lowest total cost of ownership. Second, as a robust application development platform with numerous collaboration portlets and back-end services, Liferay provided Product Partners with the flexibility it needed moving forward. “Liferay gave us the ability to launch multiple sites and applications from the same platform,” said Jain. In the meantime, Product Partners selected Rivet Logic, a Liferay Gold Partner, to lead the development of its new WOWY SuperGym application. “Rivet Logic proved to be a valuable member of the development team, seamlessly integrating a complex application into the Team Beachbody experience.”

While the availability of collaboration tools, an integrated content management system, and a JSR-compliant application were all important to Jain and his team, what really played a critical role in redesigning the Team Beachbody site—and in overcoming some critical hurdles that would have

delayed the launch by months—was flexibility. This enabled Liferay to extend the application to include a variety of features, including discussion forums, scheduling and sharing workout calendars, contests, friend feeds and email integration, among others. “Liferay was a perfect fit for us since we were able to get some core enhancements done and some new features developed. Liferay’s concept of ‘sponsored development’ was a big factor,” said Jain.

### Developing a Nimble Liferay-Based Social Community to Enhance the Team Beachbody Experience

Rivet Logic’s deep technical knowledge and experience designing and implementing innovative open source applications proved to be a winning combination for Product Partners. “We were building a social application with some unique demands, so we needed a trusted Liferay development partner with proven experience building innovative solutions,” said Jain. Critical to the

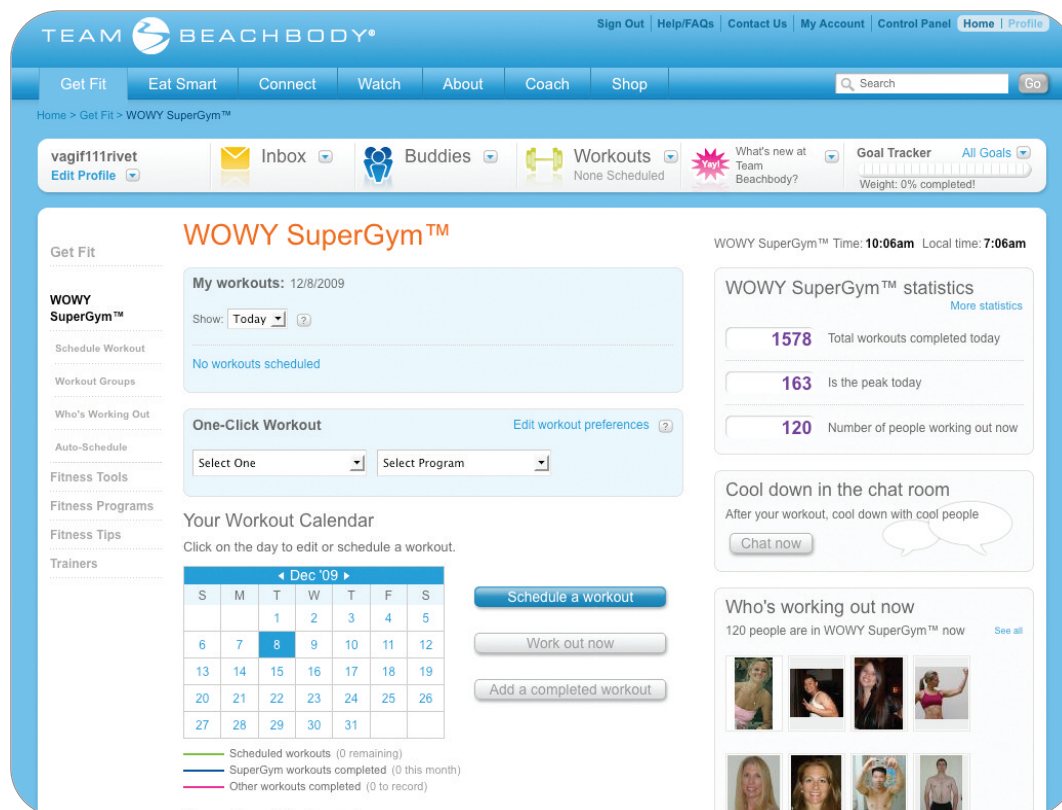


Figure 1. The feature-rich WOWY SuperGym site enhances the Team Beachbody end-user experience and drives revenue opportunities.



success of the WOWY SuperGym program and services is the ability to scale and integrate additional features as needs dictate. Liferay enables site editors to create and upload content quickly and easily, while allowing end-users to participate in community activities, and communicate with other users through social networking functionality. Rivet Logic worked collaboratively with the Product Partners team and delivered a solution based on proven best practices and a comprehensive understanding of the larger business objectives for the Team Beachbody brand.

Rivet Logic's design and development work on the WOWY SuperGym application leveraged Liferay's core capabilities and enabled Team Beachbody to showcase a variety of socially enabled end-user experiences. In particular, Rivet Logic:

- Leveraged Liferay's calendar service to develop a

customized calendar portlet for workout scheduling

- Customized Liferay's standard portlets to provide a customized message board capability
- Extended Liferay's scheduling services for all background tasks and collection of workout statistics
- Utilized Liferay's email service for all email communications among community members
- Used Liferay's group services to implement workout groups, which allow users to connect with people who share goals and experiences
- Developed the entire custom user interface, which in addition to all the social features also included a variety of fitness tools

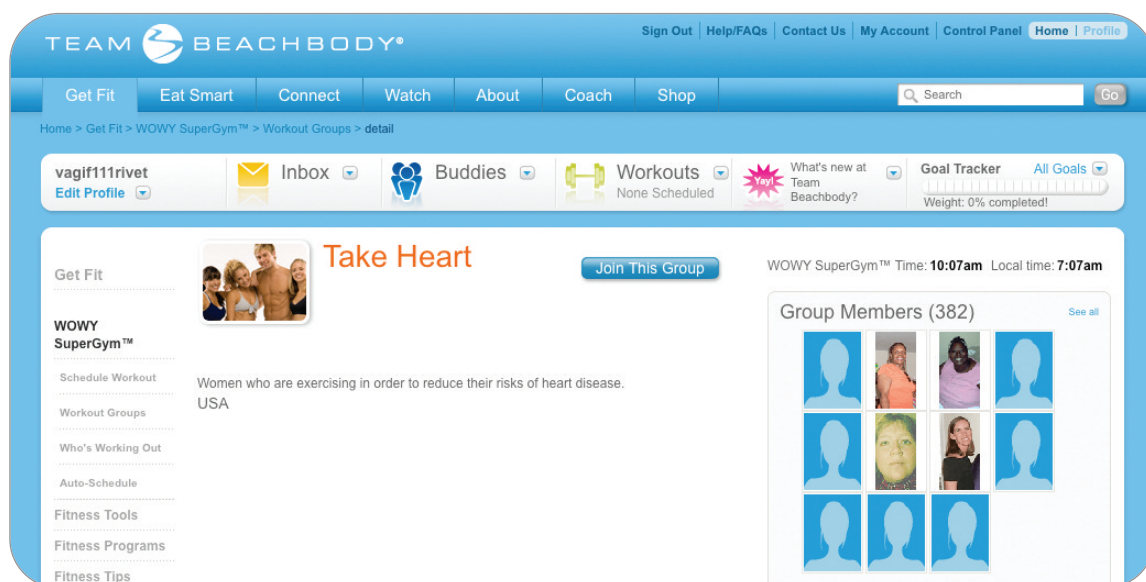


Figure 2. Among the many features of WOWY SuperGym is an area where members can join workout groups that suit their fitness objectives and share experiences with other members.

## BENEFITS

- Feature-rich end-user experiences that facilitate engaging interaction and improve membership retention
- Community functionality that builds customer loyalty and generates recurring revenue opportunities
- Efficient IT operations through a flexible and scalable open source community solution
- Optimal ROI due to low cost of ownership, which enables Product Partners to invest in innovation rather than software costs
- Comprehensive out-of-the-box tools that provide administrators with the flexibility needed to respond to changing needs

- Created control panel portlets for the Product Partners staff to administer the entire WOWY SuperGym application
- Enabled users to gain knowledge from Team Beachbody's team of expert trainers and communicate with people who have heeded their advice
- Ensured that the WOWY SuperGym application would perform and scale to handle millions of concurrent users

"Rivet Logic proved to be a valuable member of the development team, seamlessly integrating a complex module into the rest of the Team Beachbody experience."

-Siddharth Jain  
Senior Director of Engineering, Product Partners

Overall, the new WOWY SuperGym application adds significant benefits for all stakeholders. The site extends the existing Team Beachbody community to include additional participants, such as expert trainers who can customize workout programs for members. WOWY SuperGym enhances the end-user experience by

allowing members to participate in live chats with trainers, interact with other members who are following similar training regimens via message boards, and create personalized workout groups to connect with people who share similar goals and interests.

For Product Partners, the WOWY SuperGym application delivers bottom-line benefits. Enhancing the community functionality of the Team Beachbody site enables Product Partners to build customer loyalty, expand membership, and generate recurring revenue through the social community. A cost-effective, zero-license-fee approach based on open standards enables Product Partners to scale the Team Beachbody platform to meet user demand. As a result, the Liferay-based solution enabled Product Partners to minimize upfront investment and focus efforts on customization and innovation. The open source model established a foundation from which to reduce operating costs and accommodate future extensions.

#### To learn more, call Rivet Logic.

*For more information about Liferay and how it can help benefit your business, call Rivet Logic at 703.955.3480 or visit [rivetlogic.com](http://rivetlogic.com).*

### ABOUT RIVET LOGIC

Rivet Logic is an award-winning consulting and systems integration firm that helps organizations better engage with customers, improve collaboration and streamline business operations. Through a full suite of solutions for content management, collaboration and community, Rivet Logic enables organizations to fully leverage the power of industry-leading open source software. With deep expertise in

technologies such as Alfresco, Liferay, Spring, JBoss and Apache, Rivet Logic crafts content-rich solutions that power next-generation Web properties, Enterprise 2.0 applications and collaborative communities. With offices throughout the USA, Rivet Logic serves clients across a wide range of industries. Rivet Logic—Artisans of Open Source.

### ABOUT PRODUCT PARTNERS, LLC/BEACHBODY.COM

Founded in 1998 by Carl Daikeler and Jon Congdon, Product Partners, LLC operates Beachbody.com, Teambeachbody.com and BreakthroughInBeauty.com. The company is based in Santa Monica, California and is the creator of the nation's most popular in-home fitness and weight loss solutions, including P90X®, Insanity®, Brazil Butt Lift®, Slim in 6®, Turbo Jam®, Hip Hop Abs® and Power 90®, among many others. Beachbody programs combine challenging DVD-based workouts with easy-to-follow diet guidelines, nutritional supplements (including its breakthrough health shake called Shakeology®, AKA "The Healthiest Meal of the Day"), and an unparalleled customer service and peer-support system. In fact, Beachbody has expanded this support system through

Teambeachbody.com, which includes a network of thousands of independent "Coach" distributors, as well as a dynamic online support and fitness community. The company's beauty business includes brands Timeless Secret™ and DermExclusive™. The corporate mission is to help people achieve their goals and enjoy healthy, fulfilling lives.

Beachbody®, Team Beachbody®, WOWY SuperGym®, and all related designs, images, trade dress, websites, and other intellectual property are owned by Product Partners, LLC and may not be used without Product Partners, LLC's prior express written consent.