How Bauer Xcel Media Simplified Workflows for Editors and Developers

▶ How Bauer Xcel Media Simplified Workflows for Editors and Developers   ✦ 1:33

eam effort. Its previous video

Julian Wagner | Head of Emerging Technologies and Special Projects | Bauer Xcel Media

The Solution

Bauer Xcel Media migrated to JW Platform in only about three weeks. It was able to import all videos from its previous video solution by simply adding a JSON file via content API. It also used playlists to create a better user experience as well as mobile SDKs. The "player works out of the box" with native apps using the JW embed code, said Julian Wagner, head of emerging technologies and special projects.
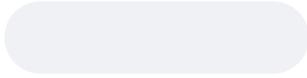
The Result

JW Player made lives significantly easier for Bauer Xcel Media's editors and developers through a much more simplified workflow. The platform was "very easy to implement. It was a no-brainer," said Wagner because "we can ditch all those workarounds." In addition, JW Player "saved editors' time because they no longer had to wait for uploads." The all-in-one video solution meant that editors no longer had to onboard new employees with extensive training on a previously disparate set of video tools.

strategy.

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Kristin Lindsey-Cook

As Director of Product Marketing, Kristin brings over 20 years of experience in driving strategic marketing initiatives across B2B SaaS and media industries. With a passion for aligning product value with customer needs, she thrives on creating impactful strategies that deliver measurable results and help brands grow.

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