

## CASE STUDY—CLOUD COMPUTING

# College Video Sports Archive SaaS Application

### CLIENT REQUIREMENTS

- Easy access to thousands of video & audio clips
- Search by year, coach, category, player, opponents, and other key-words
- Uniquely support multiple branded universities
- Accommodate high quality streaming video
- Easy method for social sharing and media linking
- Generate revenue from the application

### HOW WE DID IT

- Developed enhanced server side engine for faster delivery of media
- Utilized open source components for faster development
- Ongoing agile and process driven management

### WE SOLVE PROBLEMS

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### Client Need

Provide avid college sports fans a cloud-based application to quickly find historical sports related information whether it is about a college team, year, coach, player or opponent. The application provides users historical footage dating back to the late 1940s, notifies them of the latest uploaded videos and invites them to support existing ones.

### Product Challenge

To seamlessly migrate thousands of historical videos to the cloud and provide a tool to mine the content of the videos by multiple categories. The application requires high quality streaming video and easy-to-use social sharing and media linking.

### Development Solution

delaplex created a web-based application for managing the content on the multi-tenancy mobile apps. Multiple interfaces were developed with third party components, including a mobile application on Android and iOS. JW Player and Firehouse were integrated for high quality video integration and to provide a user-friendly interface. Dynamic social sharing links were created to provide users a high touch experience.

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## TECHNOLOGY TOOLBOX

### JW Player Content Management

Fastest feature-rich video player for streaming videos smoothly and keeping viewers engaged. Supports video advertising standard, like VAST and VPAID, and integrates seamlessly with any video ad server, ad network, or ad exchange, including full support for Google IMA. Maximizes online video ad revenue on every browser and device, including mobile & OTT platforms. Social sharing and dynamic linking feature allows custom design for user redirection and better application engagement.

*Technologies: Xcode-8.3, Swift3.0, Android Studio, Android SDK, .NET*

### Firebase

Firebase analytics for app marketing and performance optimizations. Provide cross-platform messaging solution for reliably deliver messages at no cost. Firebase App Indexing gets your app into Google Search for user engagement. Firebase Ad Mob monetize mobile apps with targeted, in-app advertising.

*Technologies: Xcode-8.3, Swift3.0, Android Studio, Android SDK, .NET*

### Core Stack



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*“delaplex completed the app ahead of schedule and managed the project so well, we outsourced our entire tech department to them.”*

NEAL S MAZIAR | CEO  
National Collegiate Sports Archives