A Client Case Study

BEACHBODY

XWP

SUMMARY

Global fitness and nutrition company Beachbody partnered with XWP to develop a WordPress platform that would lay the foundation for new business goals as well as greatly improve editorial workflows.

SERVICE PROVIDED

- Strategy & Discovery

- Development

- Ongoing Support

A CMS FIT FOR GROWTH

Beachbody, armed with a big vision for their On Demand business, knew that to support future growth the platform needed an overhaul. Already operating on WordPress, the Content Management System (CMS) as they knew it was not prepared to meet the demands of new business goals. They needed help with both strategic oversight and technical implementation to improve the backend. After a comprehensive discovery process involving both teams, Beachbody engaged XWP to help develop the new and improved platform. The intent was to empower publishers, reduce time to publish, and optimize the editorial experience.

BRINGING AN INSPIRING MISSION TO LIFE

Beachbody provides fitness, nutrition, and support to customers all over the world through a library of workout programs, an extensive online coaching network, and nutritional supplements. The California-based company strives to help individuals live healthy, fulfilling lives... a mission it has carried out to over 20 million customers since 1998.

For the brand associated with high-achievement in athletics (think INSANITY and P90X, two of their hugely popular fitness programs), Beachbody On Demand (BOD) improves the accessibility to great content for its users, and serves as a way for Beachbody to further promote their inspiring mission.

A POWERFUL DISCOVERY PROCESS

An initial discovery process can be one of the strongest determinants of a project's success, and in the case of Beachbody, it paved the way for identifying the right solutions from the start. Beachbody engaged XWP early on to meet with their stakeholders onsite, including technical teams, design teams, and content teams to ask questions and gather information. With this approach, XWP was better prepared to make recommendations and estimate time and costs prior to kicking off the redesign project.

"The thorough discovery process with Beachbody allowed us to better understand their client's needs while identifying potential risks from the beginning. Clearly understanding the business goals and functional priorities for the new platform made it possible for us to make architectural decisions early that allowed our development teams to hit the ground running quickly to hit the ground running, meeting the platform timelines and saving Beachbody money in the long run."

Jonathan Wold, XWP

HEALTHY IMPROVEMENTS WITH WORDPRESS

Beachbody was committed to WordPress as their CMS, and following a successful discovery process, XWP was challenged with delivering a solution to power both BOD and "The 20s," a new streaming reality competition show. While the Beachbody team was already familiar with WordPress, their initial setup offered significant room for improvement. They needed technical help to organize and streamline backend content management in a way that seamlessly allowed content owners to manage and publish new multimedia content quickly.

Beachbody On Demand

The mission behind Beachbody On Demand, a powerful extension of the Beachbody brand, is to increase the accessibility of Beachbody's video programs via streaming on multiple platforms, including Web, Mobile, and Connected TV devices. While the initial launch of BOD dates back to 2015, the company identified an opportunity to improve and optimize the content delivery process, making it even easier for users to start and stick with healthy programs to achieve results. XWP is proud to contribute to this mission with several notable improvements to the CMS.

Content Authoring and Editing - Created the ability to create and curate content across multiple end points while integrating seamlessly with the Javascript-driven front end.

Multimedia Management - Streamlined the content management process for images and videos through a single CMS integrated with Amazon S3. Added the ability to instantly publish uploaded media assets without involvement from the technical team. Enabled image optimization across devices for an improved user experience.

Content Preview - Implemented an accurate live preview experience for content creation and curation that eliminates the risk of "save and surprise" for the editorial team and enables powerful new collaboration workflows with stakeholders who can preview content without being logged in.

Content Scheduling - Implemented advanced scheduling functionality to enable the editorial team to create content changesets (e.g. multiple pages and settings updates within a single set of changes) and schedule changesets to go live or come down at a certain date without intervention from engineering or last minute scrambling.

"The 20s".

While "The 20s" shares most of the same requirements for CMS improvements as BOD, the nature of this project meant an additional set of capabilities. This exciting new Beachbody On Demand reality show, "The 20s: The Search for the Next Beachbody Super Trainer" follows a number of young fitness trainers as they compete to become Beachbody's next Super Trainer. This show relies on viewer engagement to help select a winner who will ultimately be offered a contract to develop their own home fitness program for Beachbody.

EMPOWERING PUBLISHERS

Prior to Beachbody's collaboration with XWP, the content team struggled with getting new content pushed out quickly and accurately. Burdened with multiple and poorly integrated systems for managing videos and images, asset management was time consuming, required significant intervention from technical teams, and was prone to human error with the lack of intelligent automation.

XWP worked closely with both the publishers and technical teams to turn a once time-consuming process into one that is now graceful and efficient. Today, for example, a member of the content team can upload one high resolution image to "The 20's", and have it automatically converted to its optimal size for all devices.

Customizer and Customize Snapshots

Further, with the use of the WordPress Customizer, BOD teams can see how content will look live prior to pushing into production. Customizer was enhanced in a way that allowed it to work seamlessly with the front end. BOD teams are no longer burdened with the back and forth editing of live content since they can now view content across devices in a way that accurately represents the viewer experience.

Another key development, Customize Snapshots, enables publishers to schedule content to publish in advance. Prior to this enhancement, when building a new page in WordPress publishers would need to create content in a QA environment and move it from one system to another. Customize Snapshots now allows users to build out new content, save the page as a "snapshot," and schedule it to go live at a specific date and time.

"Customizer and Customize Snapshots are examples of developments that both drastically improve efficiencies for Beachbody and contribute to WordPress core. Enhancements that both achieve our client's goals and benefit the WordPress community are a double win."

Jeff Paul, XWP

STREAMING SUCCESS THROUGH COMMUNICATION AND COLLABORATION

The Beachbody project required collaboration among several parties in order to ensure success. With XWP working on the CMS, a third party agency tackling front end improvements, and the many stakeholders within Beachbody, communications was key. By working closely together with Beachbody and their front end agency, XWP was able to develop a "headless" CMS, giving the front end agency free reign over site design, all while integrating smoothly with the backend. In doing so, information such as programs, workouts, and trainers can be stored in the CMS while designers and content teams within Beachbody have the control to pull from that information and display it how they see fit on the front end.

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FIT FOR THE FUTURE

The Beachbody and XWP collaboration goes beyond empowering publishers, improving workflows, and streamlining processes. It is proof of a powerful mission brought to life by bringing the right companies together and building meaningful relationships. Looking to the future, the opportunity for additional integrations, customizations, and personalizations to help grow Beachbody's brands is more exciting than ever. XWP is proud to stand beside Beachbody to help fuel that growth.

NOW IT'S YOUR TURN

How can we help you grow?

REFERENCES

- Bruce Anderson, Senior Vice President of Digital Technology - brucea@beachbody.com

- Matthew Bouchard, Senior Director of Digital Program Management - mbouchard@beachbody.com

- Theresa Perrotti, Director of Digital Content Operations - tperrotti@beachbody.com

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POWERING YOUR PROJECTS