



CUSTOMER CASE STUDY



*xos*digital

## SUMMARY



CUSTOMER	XOS Digital
WEBSITE	<a href="http://www.xosdigital.com">www.xosdigital.com</a>
COUNTRY	United States
INDUSTRY	Sports, Entertainment

## CUSTOMER PROFILE

XOS Digital, with offices in Lake Mary, Florida, and Boston, provides digital coaching tools and digital network services for sports organizations across the United States. It has about 200 employees.

## PRODUCT IMPLEMENTED



# XOS Digital Uses Evoq Content for Collegiate Sports Websites, Including Pac-12, Cotton Bowl

XOS Digital, a provider of digital asset management and monetization solutions for sports organizations, decided to use DNN Evoq Content<sup>1</sup> as the platform for creating and operating its customers' websites. With DNN, XOS has a rich environment for creating customized websites with easily managed content. The company is also taking advantage of Evoq Content's support for web farms, which enables XOS Digital's websites to scale to handle peak demand.

## Business Needs

XOS Digital is a technology provider that works with sports organizations, giving them digital tools that help in activities ranging from video solutions for coaches, software for scouting players, and providing rebroadcasts of game highlights or entire games. It serves more than 480 sports partners representing more than 900 teams, conferences, and leagues, including the Pac-12 Conference, the Sun Belt Conference, the Cotton Bowl, and a range of individual colleges.

XOS has two divisions. The Team Products division markets the XOS Coaching Tools. The Digital Networks division develops and operates team websites, branded YouTube channels, streaming video, mobile and tablet applications, and a Smart TV channel. It also hosts game-day video footage for fans to watch on-demand from their computers, mobile and tablet apps, or Smart TV after the live broadcast rights expire.

For a number of years XOS had outsourced much of its digital network services, but made a strategic move to bring those services back in house. The external provider of the services had been using the DNN Platform for managing customer websites.



With a new focus on building that side of the business, XOS had to decide on which web platform it would use going forward.

## Solution

XOS decided not only to stay with DNN, but upgraded to Evoq Content. “We’ve been a Microsoft .NET shop from the very beginning of the company—all of our products were built using the Microsoft Visual Studio development tools,” says Karen Wade, Director of Online Development for XOS. “It made sense to continue using DNN because it is based on the .NET platform and provides a strong development framework as well as a robust content management system.”

There was another important reason for using Evoq Content. “We run our services on a web farm, and the built-in support for web farms Evoq Content makes that aspect of the operations go much more smoothly,” Wade says. The company hosts two web farms and six servers.

The Digital Networks division is gradually migrating all of its customers to the latest version of Evoq Content to ensure that XOS can provide the latest features in response to customer demands. These include a full suite of social collaboration tools and mobile-aware capabilities, which detect mobile device types and then redirect mobile

users to streamlined versions of web pages for easier viewing.

“As new features are added to DNN, we want to be able to take advantage of them,” Wade says. For example, XOS is benefitting from the advanced capabilities in Evoq Content 6 for creating rich, customized skins for customer sites. “We’re also getting a lot of requests for social features, and the newest versions of DNN will help us provide those for our customers.”

## Benefits

By upgrading to the Evoq Content, XOS Digital has a powerful, scalable environment for developing and managing collegiate sites, streaming games to fans, and managing distribution rights for affiliates.

“DNN is a powerful and reliable CMS platform,” says Chris McCleary, CEO at XOS Digital. “It has enabled us to compete aggressively as a service provider of digital content not only because of the scalability and security it provides, but also because it makes it incredibly easy for our customers to update and manage content on their own sites.”

## Environment to Meet Customer Needs

The extensibility and rich development environment of DNN is critical. The DNN environment lets XOS Digital take advantage of the development tools in the .NET Framework to easily

build custom modules or quickly modify existing, off-the-shelf modules to meet specific customer needs.

Kurt Amstutz, Web Developer and System Architect, says the Evoq Content tools provide a rapid development environment, as demonstrated with the Pac-12 Conference site. “We built it less than 30 days, and it included custom modules,” he says. “The Pac-12 people were blown away—they didn’t think we could do it in that timeline. Yet the results were wonderful and everyone was pleased.”

## Scalable with Web Farm Support

The web farm support and scalability of Evoq Content are important elements in helping XOS take on new customers and support traffic during heavy peak loads. “DNN has helped us make quick decisions when we are faced with heavy site traffic,” Wade says, noting that website traffic currently averages more than 360,000 unique monthly visitors during college football season, and peaked at 3 million page views during the 2011-2012 season. “The ability to scale across different web farms during peak traffic times has been key to our company’s growth.”

## Easily Managed Content

Wade credits the DNN content-management features for making customer workloads go more smoothly.

"The easy content management in DNN is a great feature of the platform," she says. "It allows us to give our clients more freedom to create and modify their own content for web pages and HTML modules. It makes their daily content management work easier, and is far more efficient than the content management that is available on our competitors' platforms."

---

<sup>1</sup> Evoq Content was previously known as DNN Professional and Enterprise Editions.

**"** DNN is a powerful and reliable CMS platform. It has enabled us to compete aggressively as a service provider of digital content not only because of the scalability and security it provides, but also because it makes it incredibly easy for our customers to update and manage content on their own sites. **"**



Chris McCleary  
CEO  
XOS Digital



155 BOVET ROAD, SUITE 201

SAN MATEO, CA 94402

[WWW.DNNSOFTWARE.COM](http://WWW.DNNSOFTWARE.COM)

[WWW.DNNSOFTWARE.COM/PRIVACY](http://WWW.DNNSOFTWARE.COM/PRIVACY) | COPYRIGHT BY DNN CORP. | DNN, EVOQ, AND DOTNETNUKE ARE TRADEMARKS OF DNN CORP.