

# Intellezy, Llc

## Introduction

This case study of Intellezy, LLC is based on a December 2020 survey of JW Player customers by TechValidate, a 3rd-party research service.



“JW Player enables us to provide best-in-class viewer experiences, and supports our goals for growing video engagement, reach and revenue.”

“JW Player has enabled us to scale and update our content quickly, view and analyze viewer data, and easily house our video content. We have been able to use APIs for most of our other needs including uploading captions and tracking watched time which has been paramount to our business growth and compliance needs.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select JW Player:

- The top challenge(s) facing their video business in 2021:
  - Doing more with less (due to cost cutting, and overall business climate)
  - Exploring and optimizing subscription and/or pay per view revenue models
  - Developing more compelling live video experiences
  - Producing and/or acquiring more video content
- The three main drivers on why their company signed/renewed a partnership with JW Player:
  - Scalability and performance of (live) video delivery
  - Increasing productivity of their video team

## Use Case

The key features and functionalities of JW Player that the surveyed company uses:

- How they use JW Player:
  - Web video players (desktop and mobile HTML5 players)
  - Mobile SDKs
  - Analytics

## Results

The surveyed company achieved the following results with JW Player:

- The vendors they evaluated before choosing JW Player:
  - Brightcove
  - Video.js (in-house solution)
  - Vimeo
  - AWS Elemental
  - YouTube
- Rates JW Player compared to other video platform solutions:
  - video viewing experience: best in class
  - ease of use: better
  - expanding reach on new screens / platforms: significantly Better
  - breadth in developer APIs and documentation: best in class
- They increased the volume of video published by 50-100% with JW Player.

### Company Profile

Company:  
**Intellezy, LLC**

Company Size:  
**Small Business**

Industry:  
**Professional Services**

### About JW Player

JW Player is the New York-based company that pioneered video on the web and continues to innovate for the future. As creators of the world's first open source video player in 2008, we powered the original YouTube and have since expanded to video hosting and streaming, advertising, and analytics for 1 billion monthly unique viewers in 200 countries

Learn More:

[JW Player](#)