

Customized Magento 2.X Plugin for One of The Top 2 Video Content Platforms In The U.S.

About the Client

The client, headquartered in Boston, Massachusetts, is a leading provider of cloud solution that delivers and monetizes videos. Named as one of the top two U.S. video platform vendors, the company has video hosting platform and online video player solution where the users can host their videos.

At a Glance

INDUSTRY | Internet
(online video platform)

LOCATION | USA

USE CASE

The client wanted a solution that allows its Magento customers to ingest videos directly from their platform, upload videos in bulk, and associate them to the right products and categories.

CHALLENGE

Videos hosted on the client's platform were not available publicly, and hence, ecommerce platforms had to link the videos to their websites after hosting it on the client's platform as the platform-website integration was not readily available to Magento merchants.

Business Challenge

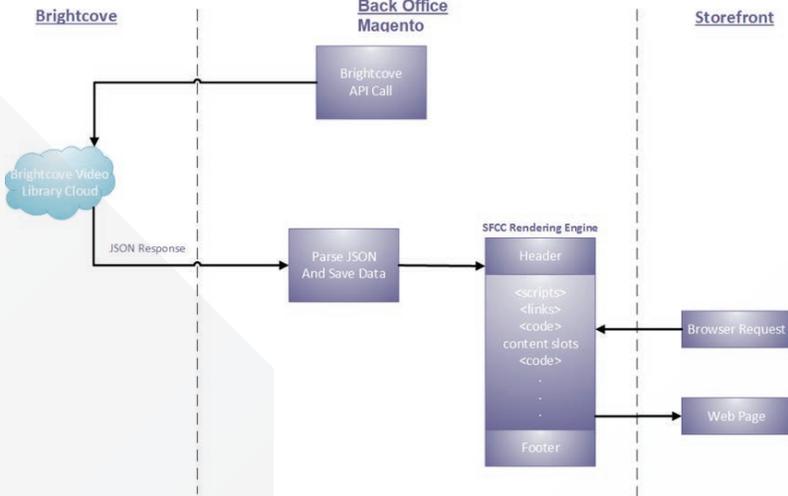
The videos hosted by the users on the client's video hosting platform are not available publicly, hence, in order to make the videos available publicly, ecommerce platforms had to link the videos to their websites after hosting it on the platform. However, the platform-website integration was not readily available to Magento merchants. And so, the client wanted a solution that allows its Magento customers to ingest a video directly from their platform and also upload and associate videos to the right products and categories. In addition, the client wanted to bring more flexibility with options such as bulk upload of videos.

Localization was added allowing the customers to assign videos to products and categories and be available in local/native language corresponding to the store language.

Our Approach

Royal Cyber created a custom Magento plugin to integrate with the client's Video Cloud Catalog. Custom options/links were created related to the client's integration flow in Business Manager at Magento level. The plugin covered implementation of all the various processes, mentioned below, as part of the integration flow:

- 1 Authentication
- 2 Add/Upload new video to the client's Video Cloud Catalog Server
- 3 Assign existing videos from the client's server to Magento products
- 4 Manage Videos
- 5 PDP Rendering
- 6 Bulk Upload
- 7 Adding the client Video in Carousel



Results

- 1 The extension allows quick and flexible integration between the client and Magento platforms with minimal to zero help from the developers.
- 2 Business users can make simple configuration changes to provide account-level information as to how they connect or the number of videos they want to limit to a single product or category.
- 3 Once integrated, the extension allows business users to upload videos, assign locale, and finally associate them to products or categories.
- 4 The process of unlinking videos from these products and categories is also straightforward. (User can browse through the products/category listing under the Menu in Admin Panel and the videos assigned can be seen in a table along with products and categories and with a click on a single link each video can be unassigned).
- 5 Bulk Assign through CSV, integrated into Magento's OOTB Upload Feature, makes feature usage easier for business users. The Bulk Assign feature allows to quickly assign products/categories to be assigned with multiple videos and assign locale to these videos as well.
- 6 The Bulk upload activates a batch job to upload videos to the client server. Bulk upload can use videos currently hosted on webserver or any accessible link. Batch job allows 1000's of videos to be uploaded to the client server without manual intervention.

The Magento plugin that we developed for our client can be a great value addition to Magento merchants, where the business users can host, upload, and tag videos to be played on product page with just a few clicks and no IT involvement.

CASESTUDY

SOLUTION

Royal Cyber created a custom Magento plugin to integrate with the Magento backend which enables a merchant to tag products with the hosted videos on the client's platform. Custom options/links were created related to the client's integration flow in Business Manager at Magento level.

Key Takeaways

- › Quick & flexible integration with minimal or no help from the developers.
- › 77% decrease in time taken to manage product-video tagging.
- › High-quality videos available on product display pages with no buffering.

About Royal Cyber:

Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace. Today we stand tall as a **One Stop Shop** for all your IT needs.



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