Extreme networks

PlayPlay

Extreme Networks, a leader in Cloud networking infrastructure and services, needed a scalable, user-friendly solution to expand video production and enhance marketing communications to engage its growing global audiences.

TEAMS
Marketing | Corporate Communications

INDUSTRIES
Technology | IT Solutions

COMPANY SIZE
1K - 5K Employees

Then

- ✕ Limited resources for creating short-form video content
- ✕ Slow turnaround times relying on in-house video team or external agencies
- ✕ Approval bottlenecks due to strict brand guidelines
- ✕ Difficulty scaling content production

Now

- **5X** increase in yearly video production
- **50%** more clicks on social video posts and **double** the views
- **25%** reduction in cost-per-click on LinkedIn social ads
- Rapid turnaround in production time from days to just minutes

It's possible with PlayPlay

PlayPlay's intuitive platform empowered Extreme Networks to streamline video production and create engaging content effortlessly:

- ☑ User-friendly, intuitive interface for quick adoption
- ☑ Guided walkthrough and ongoing customer support to ramp up ASAP
- ☑ High-quality motion graphics and customizable templates for short-form videos
- ☑ Extensive library of stock images, videos, and music

"PlayPlay provides amazing customer support to our team. **We have never felt forgotten or ignored.** Anytime we require support, PlayPlay's customer experience team has been incredibly thorough in resolving the issue or getting us the information we need to continue our work. **Their support has resulted in more efficient, higher-quality video creation on our end.**"

Isabella Jensen
Social Media Manager - Corporate Communications

Ready to learn more?