



BLUEPI HELPS INDIA'S LEADING NEWSPAPER RENOVATE ITS ONLINE EDITION TO INCREASE READERSHIP

Company

News



Location

India



Segment

Media



Solutions

App Modernization

The Client

The Client is a leading Hindi News website, which sees far more readership than what vernacular language sites are typically credited for. Apart from exclusive online-only content created by the online editorial team, it also boasts of a huge repository of print stories carried by the parent brand. The content is updated round-the-clock with the latest news as and when they occur.

It has a total readership of 36.6M and contributes a big chunk in the overall digital revenue of the media group.

Objective

To increase their digital footprint and improve readership, the client decided to revamp their Hindi news site and get a new mobile app. Along with that they wanted to migrate their existing CMS from legacy software to leverage the benefits of emerging technology.

In addition, to ensure a superior user engagement, they were looking for:

- Personalized content recommendations based on user behaviour and trends.
- Social Media Integration.
- Content based advertising.
- Polls, contests and targeted newsletters.

Challenges

High cost of ownership: Given that the Hindi daily of the newspaper has a huge user base, the site should be performant under heavy loads as well.

Legacy CMS performance issues: Since the CMS was running on a legacy software, the transition needed to be carried out smoothly.





Solution

BluePi started with integrating a Content Delivery Network that improved responsiveness of the site and decreased load times. We then optimized compute and database resources, achieving optimum load balancing. And finally, we went about optimizing the SQL queries to get all the info that was needed.

Highlights

- 50% cost saving by reducing the number of servers.
- Scalable and better performing site to accommodate increased readership.

Technology

EC2, ELB, RDS, PHP

Company

News



Location

India



Segment

Media



Solutions

App Modernization

