



HOW BLUEPI HELPED APB NEWS - INDIA'S LEADING NEWS CHANNEL MIGRATE ITS CMS TO CLOUD

Company

ABP News



Location

India



Segment

Media



Solutions

Migration

The Client

ABP News, a leading news channel offering 24-hour Hindi news covering topics across politics, business, investigative reports, consumer issues, crime and environment.

Objective

To increase readership, the news channel was looking for a user-friendly, easy to use, responsive and adaptive website. They wanted to launch the site in multiple languages like Hindi, Punjabi, Bengali and Marathi.

For easy customization of the content, following feature list was provided as part of CMS:

Flexibility to arrange the content on screen

Search to easily filter the content and videos

Customizable landing page

Challenges

The CMS should be Performant at scale:

Site gets 150M+ page views each month, so providing a smooth user experience was a bare minimum.

Should be flexible to enhancements:

The CMS should accomodate Frequent changes to layout and addition of new sections on the fly.



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Solution

BluePi studied all the requirements closely and built a CMS right from the scratch, which included:

- Significantly customized WordPress implementation
- High redundancy to ensure zero downtime
- CDN delivered cached content in case of failures
- Massively scalable media/image storage on S3
- Auto scaled infrastructure for handling peak load volumes
- REST based API for mobile app consumption
- Innovative use of caching for reducing page load time
- Site tested for performance, scale and security before roll out

Highlights

Online news site as well as CMS was developed and delivered in

3 months.

Site was improved to support

**500M+ users
per month.**

Technology

AWS, Akamai, S3, CloudFront, EC2, ELB, RDS, Redis, WordPress, Elastic Search, HQ, Newrelic, HyperDB

Call to Action

If you have any concerns, queries, suggestions or want to optimize performance of your existing setup, drop us a mail at info@bluepi.in