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# ABS-CBN News

Ray Business Technologies



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## Background

ABS-CBN News is the most prolific web presence of media conglomerate ABS-CBN Corporation, the most popular news channel in the Philippines with over **120-130 million monthly page views**. The previous implementation of Drupal CMS was not scalable to manage huge traffic volumes and with the upcoming Philippines elections, 2016 was expected to result in more traffic. ABS-CBN needed to move News to a more stable and scalable solution.

ABS-CBN Corporation is a major commercial television network, the largest entertainment and media conglomerate in the Philippines. It is one of the core businesses of the Lopez Holdings Corporation, which is headed by an influential Filipino family.

## Goals

In order to manage huge traffic volumes, to easily manage web content, to integrate all online marketing campaigns, and to manage collaboration and communities, ABS-CBN decided to restructure, redesign, and improve the responsiveness of the existing ABS-CBN News site. Ray Business Technologies studied the ABS-CBN News requirements and proposed Kentico for the implementation of the site. Kentico is a leading provider of Content Management Solutions, empowering enterprises to quickly build and deploy Internet Solutions.

While the immediate goal of the project was the expected increase in traffic due to the upcoming elections in 2016, there were also other important goals:

- Performance scalability and development issues on the previous Drupal based platform
- Creation of a scalable environment to handle up to 500 million page views per month in the next three years
- Allow for continuous site/page optimizations so they can continually grow traffic
- Faster development and deployment time for the news team to react to changing business requirements and needs

## Challenges

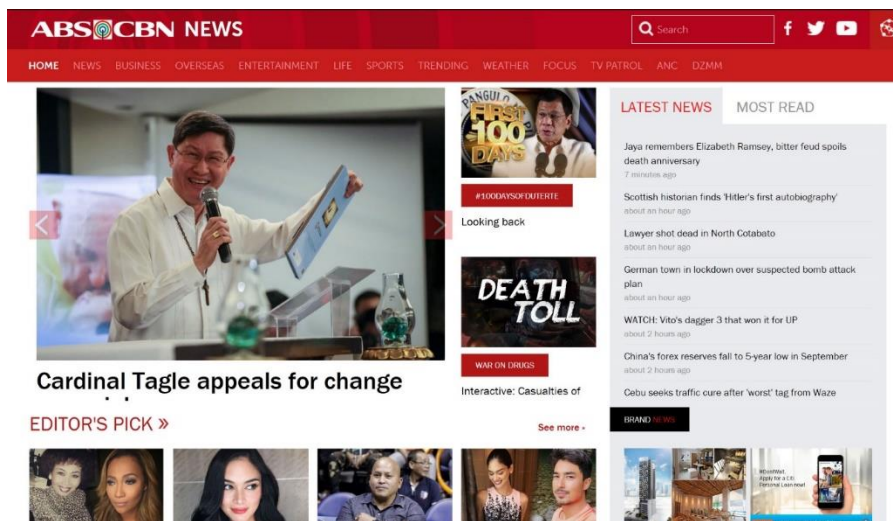
- The main challenge was the site had to be built and delivered within tight timelines
- The migration from Drupal was a difficult task with huge content already aggregated

Understanding existing IT infrastructure and devising better IT infrastructure

- A change in technical approach
- Data migration
- Azure deployment process
- Custom workflow functionality

## Solution

- Raybiztech used Agile methodology and delivered Minimum Viable Product (MVP) initially and added remaining features in the next sprint
- Efficient use of Redis cache implementation to serve more users
- Custom tables are used instead of page types and published data is moved from content tree to custom tables
- Implemented daily delta migration
- Implemented Azure Cloud services
- Implemented Custom workflow for publishing using different user roles
- Implemented Custom module grid to display published items
- Developed a scalable product with flexibility



## Results

The new website enabled ABS-CBN to cater to big traffic volumes during the 2016 Philippines election and managed to get up to 99.95% uptime. The new site resulted in traffic soaring almost 33%, better user engagement, and more time spent on the website.

The new website built with Kentico provides improved user experience and has served to further strengthen the position of the client as the leader in news.

- The site witnessed an increase in traffic by up to 33%— currently, the site has over 140-160 million monthly page views

- The site witnessed 242 million page views in July 2016, which were managed well without a single downtime.
- An increase in average visit duration and an increase in unique visitors to the website
- The News website's rank improved to sixth in the Philippines and 388th globally as of September 2016
- Kentico implementation saved 30 days on development
- The website's bounce rates dropped by 22%
- An improvement in social media engagement

## Key Criteria for Choosing Kentico

- Faster development—the site was built faster with fewer resources
- Kentico CMS 8.2.20 offers all of the required modules that other CMS' on the market don't
- Easily maintainable Content Management System.
- Content staging option while working with different versions of the hosted site.
- Easily maintainable document management system with workflows.



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## Ray Business Technologies Pvt Ltd

Ray Business Technologies Private Limited is a global Information Technology (IT) Services and Solutions company. We provide cutting-edge IT Solutions for Enterprises to effectively utilize the available resources and efficiently manage the operations. Our excellent team of Technology Professionals work with enterprise clients in North America, Latin America, Australia, Europe, Middle East and Asia.

Raybiztech is now leading the way in powering next-generation enterprises with its Cloud, Mobility, Big Data and Social Media solutions. Leveraging our technology and vertical knowledge prowess, we partner with our clients to create transformational value that provides sustainable competitive advantage. Our delivery processes and expertise assist you to solve your business' most complex problems, help you reduce risk and attain competitive advantage.

Raybiztech offers comprehensive end-to-end IT Services for Business Application Development & Maintenance, Enterprise Solutions, Testing & Quality Assurance, Embedded Systems, Cloud Computing and IT Infrastructure Management to organizations in the Banking & Financial Services, Insurance & Healthcare, Life Sciences, Manufacturing, Retail, Distribution & Logistics, Media & Entertainment, Leisure & Travel, Communication, Energy & Utilities, Federal Government verticals and Independent Software Vendors.

Our innovative IT Solutions in Enterprise Resource Planning (ERP), Enterprise Portals and Content Management (EPCM), Customer Relationship Management (CRM), and Enterprise Mobility including Product Development and Life-Cycle Support, have resulted in significant strategic and cost advantage for our clients worldwide.