

CtrlS adds a new landscape to Dina Thanthi; creates the largest tamil dailies' online version

Objectives

- Provide end-to-end solution to host Dina Thanthi's web-based news content with minimum capital expenditure
- 24x7 support to ensure uninterrupted uptime
- Redundant bandwidth to support commercial activities like advertising, commercial transactions, etc
- Offer reliable, scalable and secure infrastructure

Client profile

Dina Thanthi is the highest circulated Tamil daily newspaper having over 14 editions across the state of Tamil Nadu in India. Being a privately held organization, it is owned by Sivanthi Athithan. The newspaper publishes various supplements focused on sports, entertainment, education, etc besides daily news. It is one of the highest read regional daily catering to all the strata of society and shaping the opinions of the key decision makers.

Client requirement

With the advent of Internet, large media houses and newspapers started their online version. Dina Thanthi too decided to start its online version. It was a new area for the organization and did not possess the requisite technical know-how to undertake this new foray. The organization needed a partner who would not only provide the infrastructure and technical support but also help them to scale up as per the evolving requirements.

Challenges

Being in the news business, Dina Thanthi saw that other newspapers were able to break news faster using their online editions. It also identified the rich media applications supported by online editions were being lapped up by readers of other newspapers. An online edition brought with it a whole new challenge. A newspaper organization which is geared up to break news overnight had to now do it by the minute as in network television. To handle this a good content management system to streamline the process of content creation, uploading and managing archives was essential. The CMS had to provide a good online editing

tool and content selection mechanism for online display. This would help ensure quality and timely display of relevant content by the editor.

Cost was a major constraint as the newspaper had limited budget outlay for their Internet foray but it needed to be among the leading pack of Internet content providers in a highly competitive world. For CtrlS this was a test case wherein they would provide end to end support, integration of the total setup, which would help different applications of the daily to merge and would provide seamless consolidation from all sections.

The Solution

CtrlS chose Dina Thanthi amongst the large set of service providers in the market for three key reasons: a) CtrlS offered solutions within Dina Thanthi's budget requirements. b) The latest server technologies were offered despite cost pressures c) CtrlS offered to implement the project in a record two months time thus reducing time to market for Dina Thanthi.

CtrlS built up an eco system around Dina Thanthi to provide an end-to-end solution on an operating expenditure (opex) model which is always available, reliable and scalable. During the selection process, CtrlS had an edge over its competitors as most of them were either System Integrators (SIs) or Original Equipment Manufacturers (OEMs) pushing their own hardware. CtrlS on the other hand, acting as neutral partner, leveraged its domain expertise to suggest the right equipment with various scalability options and guaranteed high uptimes.

The project commenced with a comparative index undertaken by CtrlS which helped to draw up network and hardware sizing, providing information such as bandwidth requirements, and those in the areas like server, storage, security, etc. CtrlS brought in modular process layers to offer the customized solution. The process layers include custom technical layer, application behaviour layer, internet operating layer, load balancing layer and security layer. Each process layer would have its own planning, development, deployment and testing phases.

Post implementation, a live mock-up was created to ensure that the system behaved and met all the daily requirements as planned. CtrlS continues to manage the entire server setup (load balancing and security issue) on a total outsourced management model. CtrlS regularly maps Dina Thanthi's future IT requirements and continuously train its IT staff.

Highlights

- Seamless integration of operations within all departments
- Pre-emptive, preventive maintenance, reducing operating costs
- Efficient online training and troubleshooting
- Automatic adherence to safety plans

“CtrlS displayed high levels of commitment during this project. The team completely understood that every second of network downtime was a loss of business, customers and revenue for us and ensured that we were supported with absolute error proof infrastructure.”

*- Mr Naresh,
IT head, Dina Thanthi*

Benefits

Hardware Acquisition and Cost Saving

Dina Thanthi benefited from Hardware Acquisition and Cost Saving Dina Thanthi benefited from this engagement as it saved upfront capital cost of setting up a data center and purchase of all the required equipments. The whole solution was driven on an OPEX model. Dina Thanthi, now, has a single point of contact for its complete infrastructure requirements.

Security and Storage of Data

Since CtrlS is ISO 27001 certified for its security policies and processes, Dina Thanthi was confident about the proactive measures taken to physically and logically protect its data.

After Implementation Services

As CtrlS was going to provide technical training to its IT staff and would handle the servers, Dina Thanthi was rest assured that its online medium would have a good readership in lines with its print publication.