

# Improving business outcome using cutting-edge technologies to deliver better value to customers

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## At a glance

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### Industry

Media & content industry

### Business problem

Migration and development of the website frontend to reduce cost, improve user experience, and enhance ad revenue

### Expected goals

Migrate to a cost-effective platform, improving traffic with better user experience

### Solution

Website migration to a cost-effective hosting solution and redevelopment of the frontend to offer seamless user experience



## Context

The client is a major US print media company and leader in celebrity, health, and fitness media brands, with over 60 million unique visitors and around 0.76 billion page views monthly. The client wanted to downsize their website upkeep cost, improve ad revenue, and offer a premium user experience.







## **Business problem**

Being too competitive, the media and content industry needs companies to offer seamless website experiences to attract and retain visitors and subscribers. The client faced issues with the drop in website load times, which led to a decline in conversion and customer satisfaction. Further, the hosting costs were high, and the profit realization from the website was reduced.

## **Expected goals**

The key goals expected from this engagement were:

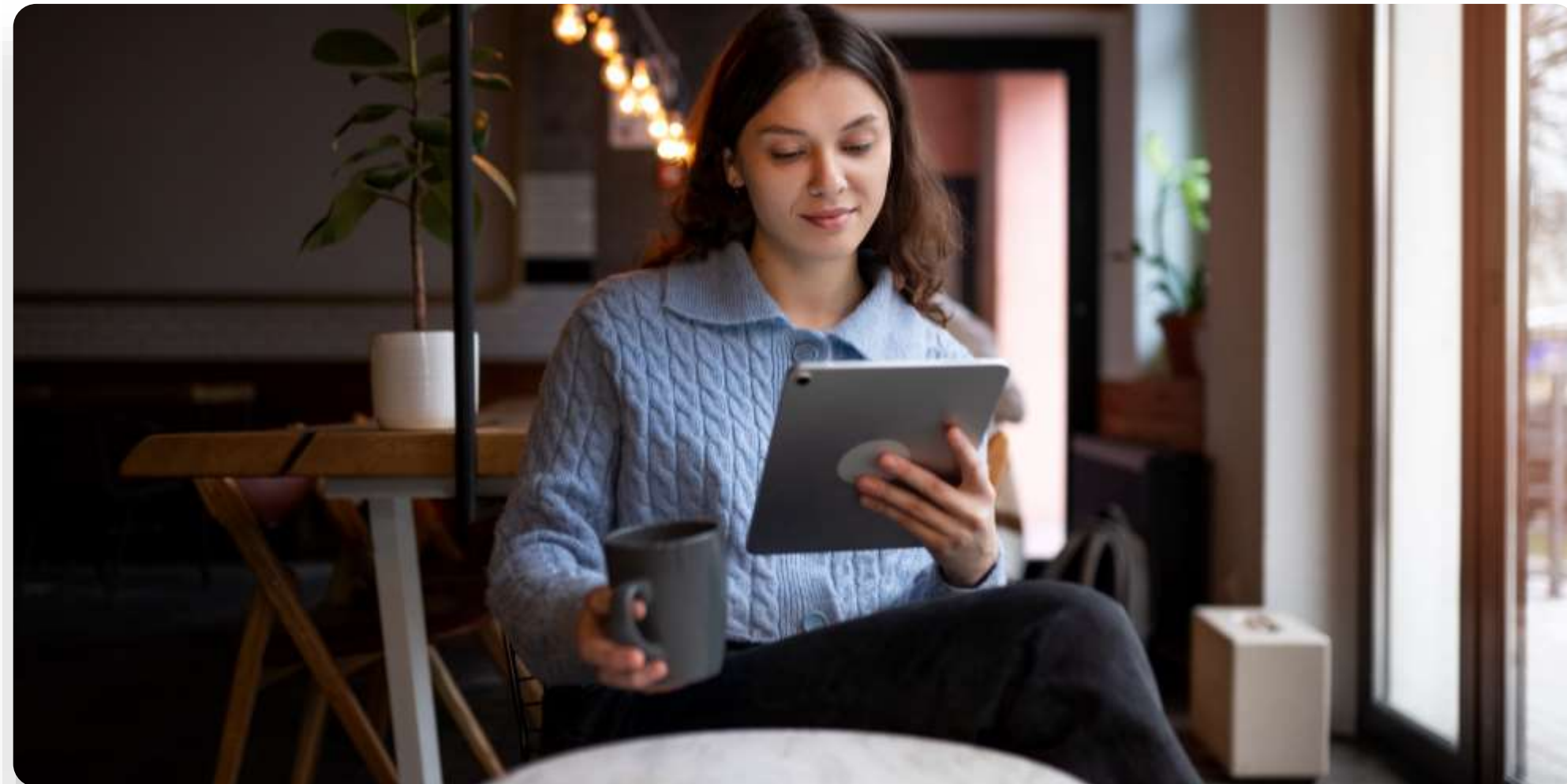
- Reduce the hosting costs
- Improve website performance in terms of load time and user experience to handle high visitor traffic
- Enhance the opportunities for improving ad revenue
- Stay at the top of the competition with always-available digital presence

## **Solution delivered**

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Beyondsoft delivered the following solutions to the client:

- Migrated the website to a single cloud hosting platform from three existing platforms without compromising on the data by leveraging multiple out-of-the-box technologies
- The frontend and backend were optimized to make the website seamless with an improved user experience without losing scalability
- Restructuring the core functionalities and maintaining them as per the latest technology to meet the Service Level Agreements (SLAs) constantly



## **Solution highlights**

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- Without losing data, the website was migrated to Beyondsoft's proprietary, AWS-based web hosting platform, HeartyHosting.
- Customized AWS solutions such as AutoScaling, Elastic Load Balancers, and containerization were leveraged to make the architecture lightweight, responsive, and sensitive to traffic demand.
- The solution was deployed to be scalable and future-proof to meet the client's requirements constantly.

## **Technology stack deployed:**

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- Hosting - HeartyHosting
- Frontend - Custom solutions such as AutoScaling, Elastic Load Balancers, and containerization

## Outcomes of the Engagement

The key outcomes achieved through the solution are:

Better cost control and improved uptime

The client saved an average of 27% on hosting costs for each website. The new hosting configuration achieved 99.99% uptime with lower costs and faster access to content.

Faster website loading and increase in traffic

The page load time has improved with a 1.2s improvement over the previous hosting configuration. Further, the websites retained their visitors better, logging 35% more page views.

## Key Project Outcome Metrics:



**27%**

Improvement in  
hosting costs



**99.9%**

Uptime



**1.2s**

than previous hosting  
configuration



**35%**

More page views





# BOYLE SOFTWARE

A Beyondsoft Company

Since our founding 35 years ago, Boyle Software has been a company that is far more than the sum of its parts.

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A subsidiary of global consultancy Beyondsoft since 2020, we pride ourselves on our highly skilled team, full of passion and knowledge for the latest design concepts and technologies.

Headquartered in New York City since 1995, we have operations in Europe and resources all around the globe - from Uruguay to Costa Rica, from Singapore to Thailand.