

Global Online Publishing Platform: Faster Adaptable Solutions for New Markets

Client Profile

The client is a world leading publisher of information for professional users spanning books, CD-ROMs and internet based data & information services.

Business Scenario

The client had multiple disparate products across geographies inherited through acquisitions. The need was to offer a standardized platform for global content access and faster product rollouts.

The Solution

Architected & developed a scalable, reliable, feature-rich, adaptable & cost effective n-tier J2EE global platform for high availability & faster access. This enabled shorter time to market of product rollouts for new geographies, increased revenue and reduced total cost of ownership.

A leading Professional Publisher partnered with Infosys to integrate its vast online and offline information repositories with a unified global online publishing platform. Infosys implemented an innovative solution that enabled consolidation of product offerings across multiple geographies. This facilitated global branding and faster response to rapidly changing market needs.

Business Scenario

The client strategically started shifting its business model from traditional print to the electronic media. With technology as the key differentiator, the legal and news businesses of the client were able to offer value-added online services, to grow rapidly in the North American markets. However, as the North American markets began to saturate, client adopted an acquisition strategy to increase its global foot-print. In the acquisition process, it inherited multiple technology platforms and individual products with varying levels of capability and maturity resulting in high operational complexities, inconsistent user experience, inability to share content and penetrate new markets. To overcome these challenges, client needed a scalable, cost-effective and innovative solution, which could be customized to local needs and offered shorter product time to market.

Solution

Client offers searchable access to over four billion documents. To manage this massive information repository, the goal was to develop a unified global online publishing platform leveraging the organization's rich content repository, technology & business assets across markets and transform its core infrastructure into an end-to-end enterprise application. The key challenge was develop this solution in a short time frame with high quality.

Infosys conceptualized a web-based platform solution built using J2EE Struts framework. This solution facilitated easy content sharing across various market segments and offered the following advantages:

- **Increased user productivity:** The solution's intuitive, user-friendly features and functions let users to conduct faster and more effective research.
- **Easy adaptability:** The platform was easily adapted and customized for various business units spread across various countries.
- **Easy integration:** The platform was designed to easily integrate with third-party products and other existing heterogeneous systems to leverage existing infrastructure.
- **Scalability:** The solution was architected keeping in mind the growth requirement for the next 5 years in multiple geographies. This was achieved by optimized transaction design, session management & distributed architecture.

Technology

The product was designed and developed by using industry standard tools like Clearcase Multi-site, Rational Development Suite, Together 6, CheckStyle, jUnit, Ant, jProbe, AspectJ, SilkTest, LoadRunner

Technology Environment	
Client Operating System	Win 95/98/NT/2K/XP, Mac OS 10
Browsers	IE, Netscape, Opera, Safari, Firefox
Application Server	IBM Websphere 5.1
Database	Oracle 9i
Business Integration	Websphere MQ, JMS

Benefits

- **Faster Time to Market:** The product implementation road-map encompassed 5 releases spanning 3 years involving over 300 person years of effort.
- **Revenue Growth:** Client derived an early-mover advantage in several key markets. The intuitive user interface, higher user productivity, high reliability & ability to access cross geography content resulted in rapid increase in customer base & revenue growth from this product.
- **Lower Total Cost of Ownership:** By implementation of the unified global platform, client was able to consolidate its diverse IT infrastructure and realize cost savings due to single platform architecture. The cost of maintenance of unified platform was significantly lower than maintaining various applications running on diverse platforms. Cost of platform feature enhancements & new product roll-outs was significantly reduced due to flexible architecture & design.



About Infosys

Infosys provides its clients with business and technology consulting services that deliver measurable business value to help you build tomorrow's enterprise. Through a well-integrated end-to-end range of consulting, technology, engineering and outsourcing, Infosys clients derive the business value they've always been requiring from enterprise transformations. Our extensive research teams, including the award-winning SET Labs, ensure Infosys solutions are always cutting-edge and relevant. Our high investment in training – over 10,000 graduates a year pass through our Mysore campus, the world's largest corporate university – ensures our people stay best-in-class. Infosys (NASDAQ:INFY) also believes in giving back to the communities with scholarships, libraries, schools, and many other fields through the Infosys Foundation.

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