

Strategic partner and one-stop shop
for all of **Digital, ERP and
Infrastructure requirements**



Business-to-IT Connect | Engage the Future | Execution Excellence



Abstract

We are a one-stop shop for the Digital, ERP and Infrastructure requirements. We are maintaining client's 20 plus online magazines and digital properties. Some of our strategic engagements include rollout of e-commerce solution across websites, CMS migration, mobile enablement and migration to AWS.

Client Profile

Our client is a US-based leading magazine publisher with over 20 print and digital media brands.

Nature of engagement

L&T Infotech offers ADM and Infrastructure services across following areas

- Digital Asset Management and Content Management Systems
- Editorial workflows
- Ad Sales Management
- Subscription Management
- Multi-channel content delivery
- Content Monetization and e-commerce
- Mobile Application Development
- Digital website development and maintenance
- Editorial workflows management
- CRM systems
- Corporate applications such as HRMS and Finance
- Infrastructure Management Services

Solution

- Support and maintenance of 20 plus online digital properties (magazines)
- Migration of Teamsite CMS to CQ5 and WordPress platforms
- Content Monetization by transforming the Ad Management and Subscription Management platforms
- Developed Subscription and Entitlement Management Systems
- Implementation of responsive UI using Twitter Bootstrap
- Mobile Optimization using Mobify framework
- Developed award winning mobile applications across platforms
- Executed multiple projects using Waterfall & Agile methodology and handled Continuous Integration
- Provided 24x7x365 - L1 / L2 / L3 Support for datacenter operations including Servers, Storage and Backup, Database and Messaging, Implementation of Tiered Storage Architecture
- Migration of 304 VM's and 141 database instances from On-Premise Data Center to AWS Cloud Platform
- Involved in decommissioning of Data Center post migration to AWS
- Migration of 4500+ mailboxes to Office 365 cloud environment

Benefits and Results

- Reduction in overall support cost by 20-30%
- Introduction of issue tracking mechanism and SLA measurement tool
- Automation of tasks leading to productivity improvements
- Enhanced customer experience
- 70% Functional Test cases automated for 10 brands. 50-60% Manual Testing efforts reduced
- High cost savings through standardization of test processes and tools
- Overall improvements on service delivery due to continual productivity improvements as well as 'Business First' framework driven Project Management
- AWS migration led to reduction in efforts of managing Data Center enabling focus on core business

About L&T Infotech

Larsen & Toubro Infotech Ltd. (L&T Infotech), a global IT services company, is a 100% subsidiary of Larsen & Toubro (L&T), a multi-billion conglomerate, and India's largest Technology, Engineering, Construction, Manufacturing and Financial Services organization, with global operations. L&T Infotech is ranked by NASSCOM as the 6th largest software & services exporter from India in 2014. It is differentiated by its three-pronged value proposition, encompassing Business-to-IT Connect, Execution Excellence and Engage the Future.
