



Infrastructure on. Game on.

Powering an always-available digital ecosystem with a future-ready cloud solution

A leading platform hosting solutions company wanted to re-platform 86 websites for its customer, a leading sports organization. CSS Corp rapidly delivered a scalable architecture that cloud-enabled the websites in just a few weeks. The cloud architecture can handle 4,000 page views per second and empower the organization to serve 86 high-traffic websites hosting scoreboards, match schedules, team-player details, and online ticketing thereby driving strong outcomes in both customer experience and revenues. In essence, enabling business transformation through technology.



Website availability becomes business-critical when an organization serves 86 clubs and has a passionate fan base of millions. Fans who want to access the latest stories, watch their favorite videos, and interact with each other. And being the agency that manages such a digital ecosystem isn't easy. In addition to the constant pressures of real-time updates, content often needs to be created and delivered in a few minutes. The last thing the agency should have to worry about is the reliability of the IT infrastructure. They need infrastructure that has scale, flexibility, and security, all of which can be realized with the right cloud solution.

About the client

An interactive marketing, creative design, and technology services agency that integrates brand, digital, and commerce to provide new-age communication solutions to their customers.

Client Situation

The client is responsible for content management and delivery of 86 club websites for a leading sports organization. They wanted to re-platform these clubs across the web and mobile devices – with owned advertising – within 12 months. Such an aggressive timeline meant the solution had to be developed within six months, following which the club websites would be cloud-enabled in a phased manner.

CSS Corp was geared to partner with the client owing to two differentiated capabilities. One was the content management and content delivery platform on which the websites are hosted — CSS Corp had demonstrated expertise in making this platform operational and successful in a cloud environment. Two, as an Amazon Web Services (AWS) Premier Consulting Partner, CSS Corp would not just design the hosted architecture but also manage it with assured quality of service.

The CSS Corp Solution

Cloud Strategy

Reliability held the key to the client's success. So the way forward was to host the client's platform in a cloud infrastructure that would be highly robust. To achieve this, CSS Corp designed the solution to have the client's content management system (CMS) built in redundancy to deliver 99.9% uptime. This solution would also enable the content delivery environment (CDE) to deliver 99.5% uptime availability.

The core of the solution was the AWS cloud, which would enable scalability on demand. To ensure that the cloud environment was always available, CSS Corp provided the client a remote infrastructure team that supports the environment – 24/7/365.

Cloud Implementation

The solution delivered results from the get go. More than four million website articles were migrated to the new platform and all the club websites were hosted on the cloud – in just a few weeks. This was made possible by working with the client's application team to design the solution with significant load balancing capability and by automating tasks to improve operational efficiency.

Cloud Services and Support

The CSS Corp remote infrastructure team monitors and manages the AWS infrastructure for availability and performance. The team is skilled at capacity planning, which pays off during game days as the cloud infrastructure scales to serve more than five million data calls per hour.

The support structure is pyramidal – comprising a service desk, Level 1 monitoring, Level 2 administration / troubleshooting, and Level 3 technical support. Across these layers, the team is responsible for services such as cloud provisioning, disaster recovery, performance tuning, and change management.

Business Outcomes

The CSS Corp solution has inherent cost benefits, and has helped the client shift from a capex to an opex model. CSS Corp supports the cloud infrastructure with an ITIL-aligned process that is underscored by SLA-based delivery.

Even before the engagement, CSS Corp showcased how it had handled the same platform in a cloud environment. It was with this confidence that the client partnered with CSS Corp, and the outcomes speak for themselves. The cloud environment has an impressive scale — 2,500 articles published every week, 15 million mobile page views per month, and 4,000 page views per second during high-traffic days. With more than 1.9 billion advertisements served each month, the CSS Corp solution drives greater revenue for each club of the sports organization. The solution has also streamlined operations — the agency's web editors now have the control they need in order to carry out their jobs effectively. By securing an on-demand cloud infrastructure, CSS Corp helps the client serve millions of fans every day, with ease.