

Business Challenge

Our client is a large US based media company that is responsible for managing more than 60 online products. To increase footprint and revenue, our client wanted to launch new on-line products and take successful local products national. They needed to create a new product development approach and a centralized technology infrastructure (or platform) that would support rapid initiation, creation and deployment of new national-scale web sites focused on niche content areas.

The new technology infrastructure needed to support a full range of components in order to run world-class web sites. The set of components identified included: content management, presentation layer (web and mobile), robust interactive features, automated receipt and distribution of content, advertising, user generated content, traffic reporting, and systems monitoring.

The major objectives of the new process were to:

1. Identify potential products (new niche, vertical web sites) and verify viability.
2. Quickly identify requirements, partners, and technology for the new product.
3. Facilitate extremely fast scalability to new cities, especially for products that require very localized content that may originate from third-party vendors.
4. Allow external companies to easily partner and share data with them on new national vertical products.
5. Permit highly parallel development of features in order to react quickly to changing consumer needs.

Business Solution

AmberLeaf’s participation began with the scoping and requirements gathering process. AmberLeaf played a pivotal role in defining requirements associated with the following solution areas:

- What are the right niche verticals to pursue?
- What would be the revenue and ad model?
- What would be the marketing plan and value proposition to attract consumers?
- How would be the role of social media, citizen journalism, and user generated content?
- Where would the content be sourced?

Once the strategic questions were answered, we helped design a technology platform to rollout new sites quickly and on a national scale. Areas of focus included:

Presentation Layer (end user site)	Content Management Layer (data entry tool)	Data Layer
Global site navigation	System requirements (cookie retention, caching, indexing, a/b testing)	Incoming data feeds
Page functionality (widgets)	Taxonomy (data categorization)	Outbound data feeds
Registration flow and data capture	Search engine optimization (SEO)	Service providers
User generated content (UGC)	URL creation approach and redirect strategies	Data conversion
Search (algorithm & result display)	Coding and page tag standards	
Channel definition (what tabs)	Data entry forms	
Page display and layout	Content item support	
Advertising units	Content packaging support and capabilities	
Content requirements	Security	

With the new process in place, AmberLeaf helped our client identify new market opportunities, gather requirements for new sites, deploy new sites nationally, and strengthen marketing and registration efforts.

The final solution resulted in the creation of this new technology infrastructure in less than 6 months. This was followed by the effective data conversion and deployment of 11 new sites within the first 4 months of release.