## INDUSTRY

News and Publishing

## AREAS OF FOCUS

- Custom Online Publishing Application.
- Big-data indexing and searching.
- Reliability and Scalability
- Data Migration and Indexing
- *Agile* Development

## SOLUTION

- Designed and developed a highly scalable web publishing solution that saves every draft and every video ever made.
- Innovative user experience which allow publishers to drag and drop videos and resize videos all the while automatically layout the page for quick publishing.
- Completely fault tolerant solution with no single point of failure.
- Agile development to go from design to production launch in 90 days.

# ROLLCALL MULTIMEDIA PLATFORM

"Innovative design and engineering creates an industry leading platform for publishing video and other multimedia."

## The Challenge

CQ/Roll Call, a subsidiary of the Economist Group, has been a news agency on Capitol Hill since 1955. Many people depend on Roll Call to keep track of the latest U.S. legislative activities and events. Roll Call helps insiders on the hill keep up with the latest breaking news and understand the changing political landscape.

As Roll Call continues to innovate, video has become an important resource for keeping its readers informed. But their existing platform for managing, publishing and showcasing their video had fallen behind the latest technology. To solve this, Roll Call turned to InceptionPad/FitterWeb.

The challenge was to create a more engaging platform to serve hundreds of videos and thousands of pictures to their readers, as well a state of the art publishing backend that allow quick edits, limitless scale, and highly reliable. To make the challenge even more daunting, Roll Call wanted all of these functions to go into production in 90 days. Together with Fitterweb Consulting, InceptionPad answered the call and delivered.

**InceptionPad Inc**
Handcrafting Digital Innovation

www.inceptionpad.com
tel: +1 914-912-2193
email: info@inceptionpad.com

# INCEPTIONPAD CASE STUDY

## Platform

Website (IE 9+, Chrome, Firefox, Safari)

## Services

- Purpose-driven Design
- Scalable Infrastructure with big-data support
- *Agile* Development
- Technical Support

## The Solution

The solution started with an innovative new page design that allowed editors to effortlessly add and reposition videos. Editors could also choose from a number of formats to create a unique page design each time. For Roll Call this meant being able to capture a new engaged audience as the page changed continuously throughout the news cycle.

The solution also required a new low cost yet high availability and scalable infrastructure designed to easily grow over time and handle sudden spikes in traffic. To achieve these ends, FitterWeb/InceptionPad utilized a big data stack based upon SOLRCloud. The infrastructure is hosted on Amazon's Web Services and uses their recently implemented video transcoding services and OpWorks.

The result is a truly fault tolerant and scalable platform that is designed to handle Roll Call's growth for years to come, and all on an easy to maintain, low cost infrastructure.

## The Outcome

We were able to deliver a state of the art publishing platform on budget, and meet their goal of rolling out the platform on time in 90 days. Throughout the project the editors have been very pleased with the new interface and the ease with which they can curate the news in real time as events happen. The editors are able to publish a new home page anywhere from 5 to 15 times a day with each new page taking less than 5 minutes to compose.