

The Hans India

Scaling traffic with a stable platform and multiple content formats.

About : The Hans India is an English-language daily newspaper being published from Hyderabad, Telangana. It has presence in the Indian States of Telangana and Andhra Pradesh.

Challenges they were facing :

Hans India before moving the Hocalwire were having **a unstable technology platform**. They used to face downtime problem on high traffic and issues with scalability.

Even though they were generating good content, they were facing problems discoverability, reach and engagement on this content .

Their existing architecture was not allowing them to introduce various content format like movie reviews, recipes, events and restaurants reviews etc. They were also not ready for mobile first approach which has become the must have in industry today.

How Hocalwire Newsroom helped :

The first challenge which Hocalwire Newsroom addressed for The Hans India was the issue of scalability while ensuring a stable platform.

The two layer architecture with MVC design helped them to separate out front-end and backend load and NODEJS server with caching modules helped them to gain high availability of content to readers.

The Hocalwire J2EE based backend which is optimized for high load data and queries helped The Hans India to access data from backend in much fast manner and serve to very high volume of audience.

This was evident with-in two week of implementing the platform, resulting in a surge in traffic. The Hans India saw their highest ever monthly traffic in their first month of upgrading to Hocalwire CMS platform.

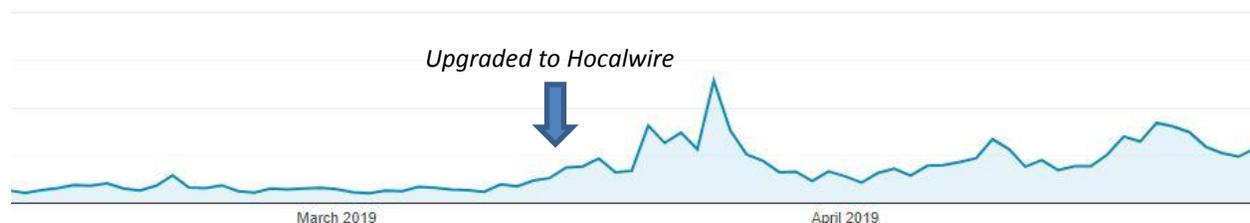


Exhibit 1: Traffic of The Hans India grew by 200% within 1 month of implementation

The Editorial team at The Hans India was enabled with Structured XML & associated content formats which allowed them to present their content in a high engagement UI/UX environment.

Implementing this resulted in better discovery of The Hans India's unique content and helped them get better reach and engagement..

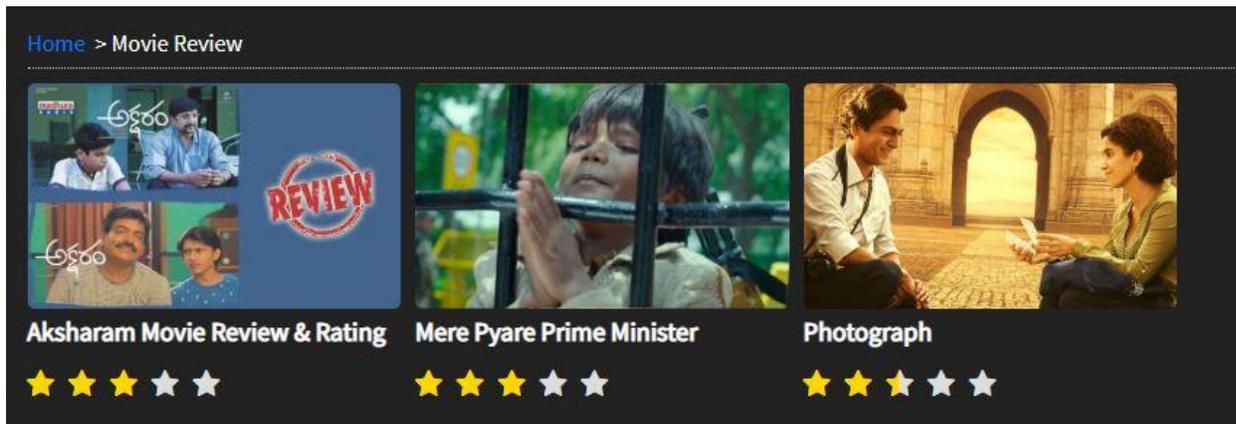


Exhibit 2: Different Types of Structured Content including Movie Reviews, Recipes, Events etc.

THE RESULTS : Without changing any content strategy, The Hans India were able increase revenue multifold and gained the ranking exponentially as shown bellow



Exhibit 3 Alexa Rank Growth of The Hans India After moving to Hocalwire in March 2019

What “The Hans India” has to say about Hocalwire Newsroom –

We loved about how professional their team is and how stable their product is which helped us addressing scaling problems which we were facing earlier . The Hocalwire Newsroom has given our editorial team oxygen and ensured their hard effort content is reaching to all our readers which are available on different networks and channels

- Ravi Chaudhary