



Digital Reference Architecture and Technology Roadmap for a Prestigious Media House in India

A new digital architecture and technology roadmap helped a leading mainstream media house become best-in-class by improving digital presence and automating business applications powered by low-code AI algorithms and resulted in reducing costs by 28% and increasing revenue by 20%.

Problem Statement

One of the leading newspapers, prestigious media houses and publishers in India, our client required a roadmap to build a state-of-art digital architecture to expand its digital presence, improve its sales, and reduce costs by 20%. They required a technology partner to help address challenges with a digital presence, automating deployment, limited resources for regression coverage, and creating fireproof security frameworks for application, data, and infrastructure.

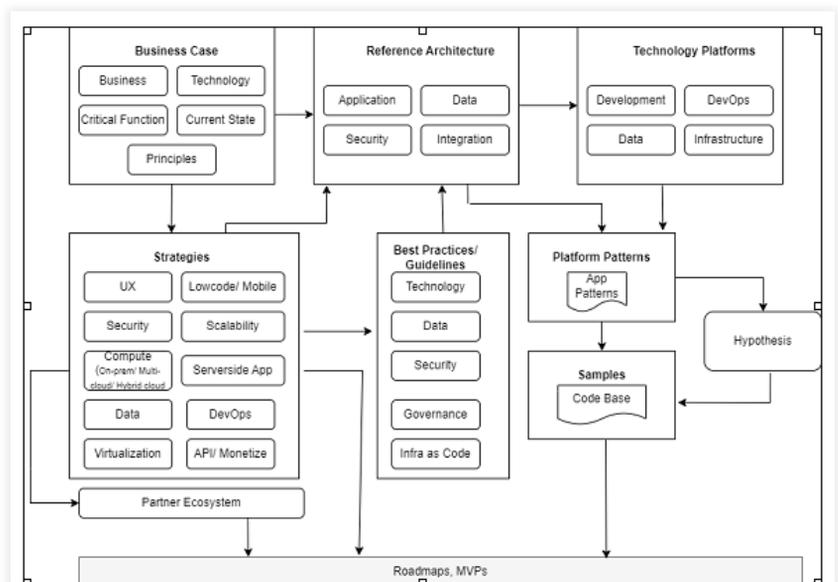
Our Approach (LEARN)

Imagine Tech worked with different groups, products, marketing, sales, and content, interviewed 30+ stakeholders, and compiled the details to identify the problems and their current state.

With the data collected, imagine Tech conducted a comparative analysis and benchmarked with the global publishers and regional competitors.

Imagine Tech followed the MVP (Minimum Viable Product) approach across the engagement and built the reference architecture, roadmap, and strategies.

The reference architecture covers the ingestion of user data. It applies AI and Machine Learning algorithms to bring rich user contextual experience to:



Create new age low-code mobile application development for faster time to market

Integrate with partner API services or creating APIs using API Gateway for monetization

Develop platform agnostic cloud-native applications stored and deployed either on-premises, hybrid cloud, or any multi-cloud environment

Automate the deployment using CI/CD pipelines for faster release cycles

Create robust security frameworks for application, data, and infrastructure by applying battle-tested best practices

Business Outcomes

Imagine Tech's approach helped the organization identify the bottlenecks in the current state and build the future roadmap and future reference architecture.

With the new reference architecture, they have the flexibility to move applications between cloud providers and bring down the cost by 28% and increase their revenue by 20%.

The revenue can grow manifold year-over-year by adding more features to provide more user contextual experience with the help of Data Analytics, AI, and Machine Learning.

The approach helped the organization to build stakeholders' confidence leading to higher investments to realize their vision.



28% Reduction in cost
due to multi-cloud, low-
code proposals



20% increase in
their revenue



**Identified architecture
bottlenecks with the
hypothesis, and the
stakeholder confidence
increased, leading to
significantly higher
investment**

imagine.

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