NON PROFIT PUBLISHING HOUSE
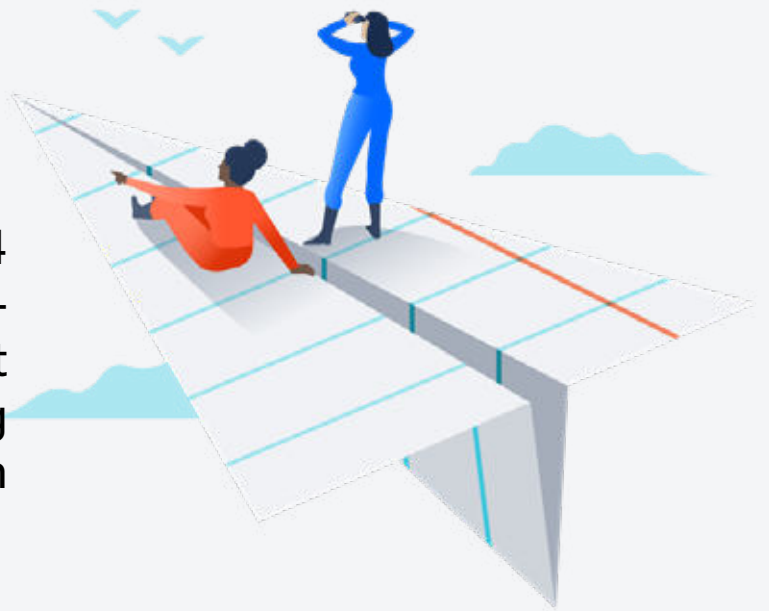
CASE STUDY

How a Non Profit Publishing House improved the performance of their website by 4X

This company was started in 2004 with the mission to eradicate illiteracy from India by reaching out to Kids. They started printing story cards that bring to life an entire tale in four pages.

Millions of story cards were printed and used in large scale literacy programmes across several states in India.

This company is one of the 6 publishers in India who were selected to publish and distribute 4 million books and story cards to 70,000 government schools in all 37 districts of Bihar.

In 2015, this company launched a digital library offering free books to children. This company also launched a unique crowd funding platform for donating the books to children who need them the most.

This company was running their website, digital library and crowd funding platform on E2E Cloud C2 series servers. The customer was satisfied and happy with E2E Cloud services and using E2E Cloud since 2015.

This customer reached out to us asking how to further improve the performance of their applications and websites as the traffic was increasing day by day.

APPROACH:

Our team of solution architects analysed their website and applications and suggested the following approach for better performance and uptime

1. Redundant architecture to avoid any single point of failure. Using E2E Load Balancers for routing the traffic to web servers and DB servers

2. Separating Web and DB servers

3. Having at least 3 web servers behind the load balancer

4. Read-only replica DB setup

5. Bitninja security tool on all web servers, DB servers as well as load balancer

6. CDP backup on all the servers to prevent any data loss

7. Web servers and DB servers to be migrated to Smart Dedicated Compute for predictable consistent performance as they provide dedicated pinned cores per customer.

8. Zabbix monitoring setup through Myaccount platform for Web servers as well as DB servers

The customer did the setup as suggested by our team of solution architects and got

4X Improvement in performance of their website and applications

21% Increase in the traffic

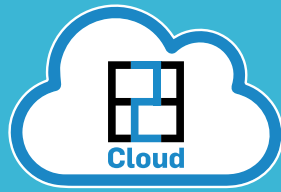**33% Increase** in the conversion rate

CONCLUSION:

To improve the performance of the website/ applications, customers should take care of 5 things: Redundant architecture, High performing Cloud servers (Prefer Smart Dedicated Compute), Monitoring of the servers, Security of the servers and Automated data backups.

This publishing house combined these elements to help countless kids get educated through their platform.

Cloud

Contact Us:

sales@e2enetworks.com
+91-11-3001-8095
www.e2enetworks.com

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