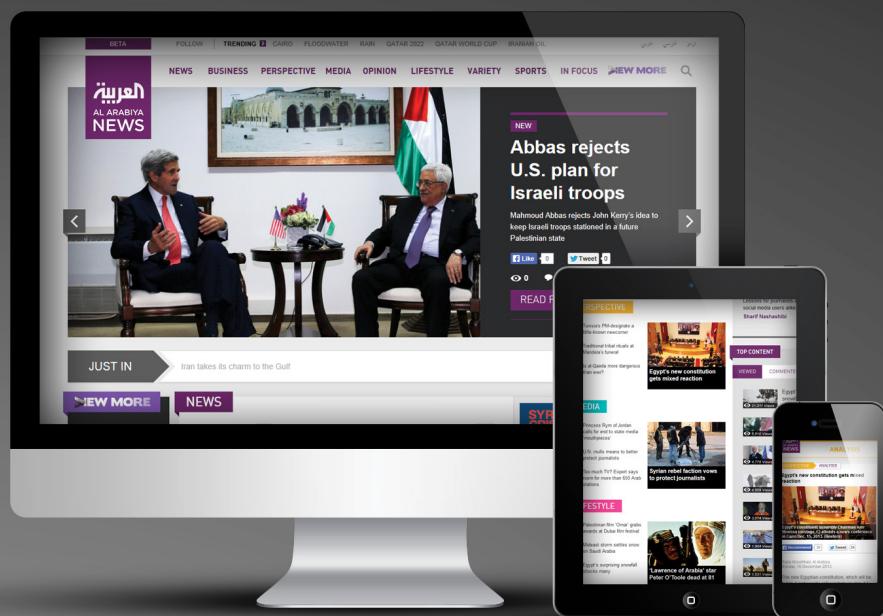




TINEXT KEEPS AL ARABIYA AT THE FOREFRONT OF BREAKING NEWS

Online editing times reduced by up to 80%



Case study - AlArabiya.net

TINEXT ➔

Tinext Keeps Al Arabiya at the Forefront of Breaking News

The Al Arabiya website is more than just an additional online resource for the **middle-east's most popular news broadcaster**. In an era of tablet computing, smartphones and smart TVs, the website is rapidly becoming a primary channel for viewers to access news.

Key Facts about Al Arabiya



Getting news online first is a simple objective that is hard to achieve.

For broadcasters around the world, the web has changed the way they gather, produce and deliver the news. Above all, it has changed audience demands. The modern newsroom has to offer stories instantly, on-demand, 24x7.

With our previous system it took 10-15 minutes to get a **news feature online**. With the new system this has been reduced to **less than three minutes.**

Al Arabiya's online newsroom works around the clock, delivering up to 200 stories a day in four languages. Breaking stories can emerge as video from the main news channel, fresh reports from the site's own team of 40 editors, or as short posts and images from social media and viewers interacting via smartphones. Wherever they originate, all stories have to pass through a complex series of background processes, additions and checks before going live. Workflow is complex and non-linear, but nonetheless essential for speed and quality.

Increasing numbers of visitors also use the Al Arabiya site to view video content from the main news channel. The website infrastructure needs to deliver an on-demand video platform capable of serving over 20,000 concurrent visitors.

Finally, getting news and video online first achieves nothing if it does not stay there. The Al Arabiya site needs to scale to serve an audience of over 70 million visitors per month. Stability and security are paramount in an environment which is subject to daily hacking and denial of service attacks.

When Al Arabiya took the bold decision to upgrade its existing web infrastructure, it was clear that selecting the right web content management system (CMS) was vital. After a lengthy selection process, the channel opted to work with the open source Magnolia CMS platform, based on its flexibility and ease of integration. However, with one of the world's most experienced web project teams in-house, they also knew that IT systems do not solve business problems, IT partners do. To achieve the project's main aim of speeding news delivery, Magnolia needed to be extended with a custom workflow built around Al Arabiya's editorial needs. The CMS also had to be integrated with the news channel's video platform and other existing systems. In short, the project was highly bespoke and choosing the right partner to work with would be key to success.

Al Arabiya wanted a partner that saw the CMS as a starting point for development, not just a product to be implemented. The chosen company had to fully understand Magnolia's strengths and limitations: how to extend the CMS to its full potential and, importantly, where and when it would be simpler to integrate Magnolia with other third party systems.



العربية

Tinext built a system for journalists and not webmasters.

In past projects, the members of in-house team at Al Arabiya had worked with a wide variety of content management systems, system integrators and even with other Magnolia partners. Tinext shone through against the competition.

“Tinext understood our goals from the outset, the team had an unparalleled knowledge of Magnolia and knew exactly how to adapt the product to achieve them.”

Karim Morgan,
CMS architect and project's lead at Al Arabiya.

Tinext realized that the key to the project lay in building a bespoke dashboard around the needs of the Al Arabiya editorial team. User-specific alerts now ensure that wherever news emerges, it gets instantly directed to all the other relevant teams for any necessary additions, translations and checks.

“The system feels like it is built for journalists and not webmasters,” comments a senior editor.

Most importantly for Al Arabiya, the time taken to get a news story live on the web has now been reduced from around fifteen to under three minutes.

Al Arabiya was using Magnolia to replace a previous CMS that had been custom built around the channel's other core systems. Magnolia was not swapped into a neat hole left by an older, boxed product. The project required the CMS to be integrated into a complex infrastructure.



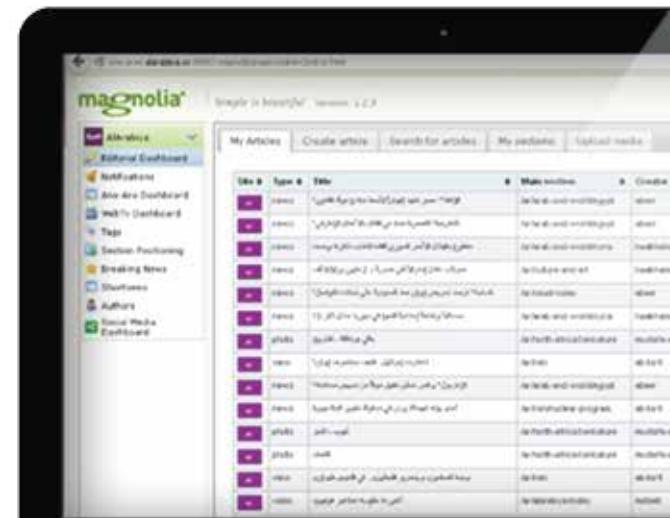
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“For us, Magnolia's real strength is its openness and ease of integration,” comment Davide Guzzetti, the project leader within Tinext. “We don't just know and understand Magnolia CMS, we understand what can be achieved with Magnolia in a broader IT environment.”

Tinext was able to expose the news channel's main Limelight video platform and its media library as an integrated app within Magnolia. The website's editors can now create stories within Magnolia, drawing content and serving video directly from Al Arabiya's specialist broadcast systems.

Existing data feeds for weather and financial information could be integrated rapidly into the new CMS. Even where Magnolia offered its own alternative components, Tinext's integration skills gave Al Arabiya the option to retain familiar systems for digital asset management, newsletter generation and other functions.

“If anything, we over-performed,” laughs Guzzetti. “Al Arabiya became so confident in our ability to integrate new components, the IT team began switching surrounding elements of their infrastructure onto Amazon web services mid-way through the project!”





Key achievements



Articles
are created in

**<3
min**

with previous system
it took
10-15 min



an article requires

1 min

to be live

only

2 steps

for creating and
publishing news



project completed in

**11
months**

change requests



10%

of the overall project

CDN



2 public 1 author



2

external repositories
(video / image)

<20min

previously
it required 1 DAY

About Tinext

Tinext combines the latest digital marketing expertise together with the deep technical understanding of a seasoned enterprise systems integrator. We deliver solid enterprise web solutions that transform our clients' businesses.

Since 2001, our teams have conceived, delivered, deployed and maintained more than 500 successful projects, with clients including Al Arabiya News Channel, Royal Caribbean International, Whirlpool Europe, City of Lausanne, Generali Group and Swiss national broadcasters RSI.

With a comprehensive range of digital services delivered through our three core practices, Tinext can deliver complete projects or flexible services in combination with other providers.



DIGITAL MARKETING

- Information architecture
- Design and user experience
- Mobile
- Social Media



DEVELOPMENT AND SYSTEM INTEGRATION

- The world's leading Magnolia CMS specialists
- Highly experienced enterprise Java development teams
- Expertise in enterprise document and process management



CLOUD SOLUTIONS AND MANAGED SERVICES

- Fully managed, hosted applications
- Cloud-based Magnolia CMS implementations
- Infrastructure as a service
- Disaster recovery

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