

NewsWire18 Pvt. Ltd.

Application virtualization delivers substantial ROI in less than three years

To win market share for its new NewsWire18 WorkStation news and data feed application, this online news publisher implemented a Citrix® solution to ensure fast, reliable and scalable delivery over limited bandwidth.

Challenge

When India's NewsWire18 introduced a hosted platform of news and market data, it took on Reuters, Bloomberg and other competitors. NewsWire18 needed real-time availability of this client/server application to succeed. But as customers increased, the network became overloaded, which negatively affected application speed and the company's mantra of real-time information delivery. Another challenge was ensuring that the IT infrastructure could handle high growth and future bandwidth requirements.

Solution

NewsWire18 implemented Citrix® XenApp™ Advanced to virtualize and deliver the WorkStation application over the Internet to smaller subscribers, enabling the company to add new customers very quickly. Citrix® NetScaler® provides Web server load balancing, and Citrix® Branch Repeater™ and Citrix® Repeater™ optimize application performance over the WAN for large subscribers. This solution also provides a foundation for disaster recovery.

Results

By delivering and optimizing NewsWire18 WorkStation with Citrix technology vs. deploying it in client/server mode, the company is able to offer a more user-friendly experience and faster access, which has led to an increase in customers.

- Substantial ROI in less than three years
- 50 percent reduction in bandwidth utilization
- Increase in application delivery speed of 1.25 times
- Seamless scalability for future growth

NewsWire18 Pvt. Ltd. is India's first real-time news and market data platform company. With more than 100 editorial staff across nine bureaus, the company provides coverage of the Indian economy and financial markets. NewsWire18 publishes online news packages including The MoneyWire, The EquityWire and The FundWire.



“Within a three-year time frame, we expect to see a substantial return on investment. We are looking to deliver and optimize more applications using Citrix technologies even as the business grows at a tremendous rate.”

*Yogesh Tripathi, Head-Technology
NewsWire18 Pvt. Limited*