

Google publishes a report on Jagran New Media Migrates its IT Infrastructure to Google Cloud to grow Brand Lovers

~The migration enabled faster turnaround for new application launches, and brought about an increase of 50% in monthly page views with a 300% increase in brand lovers.~a

New Delhi, February 27th, 2023: Jagran New Media, the digital arm of Jagran Prakashan Limited, has successfully migrated its complete IT infrastructure to Google Cloud. The complete lift and shift migration, from monolithic applications and on-prem data centers across multiple data centers to Google Cloud, took place in 2019 in view of the rising need to modernize its data architecture. The transition was enabled with the support of NTT Global Data Centres and Cloud Infrastructure India Private Limited (NTT).

The shift to Google Cloud has been recognized by Google as a successful migration, demonstrating the effectiveness of cloud computing solutions. In the case study titled '**Jagran New Media: Leveraging Data to Grow Brand Love and Provide a Seamless News Experience for Readers**', highlights the forward-thinking approach in recognizing the benefits of moving to the cloud and implementing this transition in a timely and efficient manner.

Speaking on the occasion **Mr. Bharat Gupta, CEO, Jagran New Media**, said "A leader must wear many hats in today's ever-changing digital landscape. Profitability alone will not drive a business. In a rapidly expanding market like India, we must be agile, disruptive, and innovative all at the same time. As publishers, it is essential to understand the core value proposition. We, at Jagran New Media, take pride in being a content-first company.

I prefer a Build, Buy, and Partner model. This is where Google, as a partner, brings in knowledge, talent, and technology. This is the age of collaboration, and I am delighted that our teams successfully collaborated to study, evolve, and innovate the right tech stack that is critical to scaling operations in a secure yet sustainable manner."

There has been a growth in page views by 50% month-on-month with an average time spent of two-three minutes on websites post the cloud migration. At an overall level, actionable information and data insights from Looker Studio has brought about an increase of 300% in brand lovers.

The migration to Google Cloud has eased the process of releasing new applications significantly, cutting down the time from 1-2 weeks to one day. In addition to the technical benefits, cost savings is one of the major highlights that has resulted in the reduction of operational costs in IT infrastructure. As a result, more resources will be now invested in content creation and audience engagement contributing to the overall growth strategy for the years to come.

Cloud Build - a serverless CI/CD platform and Cloud Run has enabled a speedy rollout of applications consistently and enhanced the overall operational efficiency. Specifically, the upcoming CMS 2.0 will enable better content collaboration across different websites and

platforms. Cloud Run and Google Kubernetes Engine (GKE) would also enable publishing the content faster making the overall experience seamless. These features also pave the way for improved data analysis capabilities, deeper insights into audience behavior, driving higher engagement rates, and increased revenue growth.