

# HOW CYBAGE HELPED THE WORLD'S LEADING ENTERTAINMENT COMPANY

**MIGRATE 100+ SITES UNDER ONE ROOF AND STANDARDIZE ITS PLATFORM**

COMING UP NEXT

ABOUT THE CLIENT / THE ASK / CYBAGE INVOLVEMENT / BUSINESS IMPACT

## ABOUT THE CLIENT

The client is based in New York and has diverse holdings in television, digital media, publishing, home video, radio, recorded music, recreation, licensing, and merchandising. With over 150 channels worldwide, the client owns and operates well-known entertainment brands.

## THE ASK

**THE NEED WAS TO MIGRATE 100+ WEBSITES IN A SHORT SPAN OF TIME**

Migrate existing brand websites with configurations running on different platforms

Quick migration to develop new features in a custom platform across brands and various geographies

Technical documentation

## CYBAGE INVOLVEMENT

**QUICK AND SEAMLESS SITE ONBOARDING ON CUSTOM PLATFORM**

01 Site setup configurations

02 Develop a new website to view movie release schedules

03 Feature development and bug fixes for the proprietary custom platform

04 Standardization and sustainability of the platform

05 Technical documentation on site migration and delivery process

## BUSINESS IMPACT

**TAKING IT FROM IF TO DONE**

**80% Websites** migrated to custom platform within **1 year**

**50% Reduction** in developer onboarding time

Achieved **accessibility compliance** for all the websites

**Faster Release** and better maintainability across brands

**Increased cost savings** due to common custom platform and single team to manage all solutions

## TOOLS AND TECHNOLOGIES

JIRA

Bitbucket

STASH

Confluence

node

git

Jest

React

### CYBAGE SERVICES



Architecture Evaluation



Product Engineering



Documentation



Content Management



OTT Platforms/ Mobile

Scaling new heights of **COMPETITIVENESS AND UNLOCKING VALUE**