



DRUPALpartners
A DIVISION OF INNOVATIVE

Drupal Partners Case Study

Drupal Development For Outside Television

Industry: Entertainment



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Client Profile

“Outside Television is the only national programming network dedicated to the active outside lifestyle and the more than 141 million Americans who regularly participate. Based on Outside Magazine and its critically acclaimed brand, Outside Television embraces running, biking, skiing, sailing, surfing, kayaking and any other adventures involving wind, water, snow and terrain; as well as the full spectrum of people’s lives who engage in them.”

OutsideTelevision.com is the Drupal website owned by the client. They host original HD videos on Brightcove and also share relevant content from other hosting sites like YouTube, Dailymotion, etc.



Client's Challenge

- 01** The client reached out to Drupal Partners because their website had multiple issues. The site went down often, sometimes multiple times during the same day. Once the site went down, it took a lot of hours and resources to get it back up. The client was losing money with the outages, as they were always during hours that saw high traffic volume.
- 02** The site was very slow to load. Further, the site was not mobile-friendly and would not load correctly on smartphones and tablets.
- 03** Additionally, the admin site wasn't user-friendly and made adding and managing content on the site a lot harder than necessary.



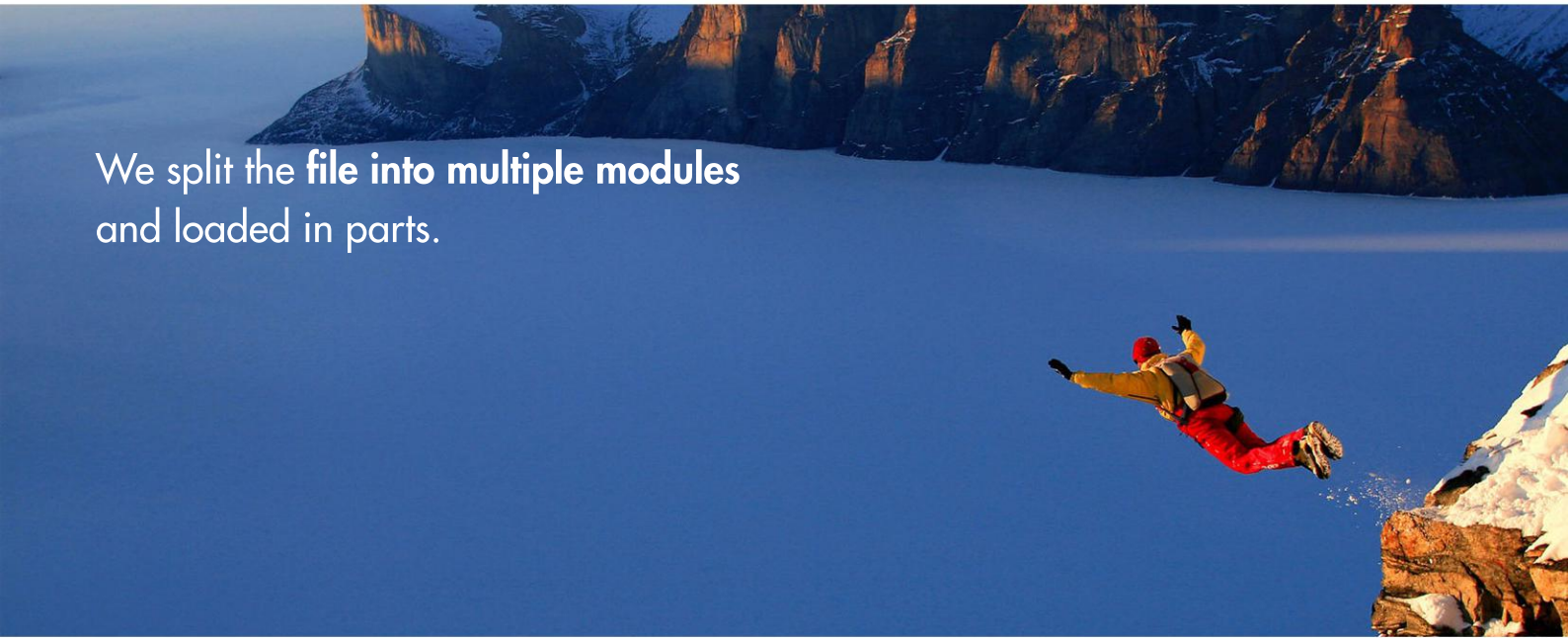
Client's Need

- 01 Reduce/stop site outages.
- 02 Improve site reliability.
- 03 Decrease site load times.
- 04 Make the site usable on tablets and phones.
- 05 Add features to make managing site content easier and faster.
- 06 Help the client add and manage ads on the site.
- 07 Run analytics reports and generate video feeds to send content to the client's channels on Sony, Roku and Dailymotion.

How We Solved The Client's Problems

Drupal Partners had numerous discussions with the client, after which we analyzed the website and code extensively. The following steps were then taken to address the client's issues:

- 01 We identified the main bottlenecks impeding site performance. We knew that although performance improvement was a necessity, the client couldn't afford to have the site down as we overhauled the code.
- 02 The main pain points of the site were cleaned up. We found that the home page was coded in one huge file, which caused slow load times. We split the file into multiple modules and loaded them in parts, thus increasing site performance considerably.
- 03 All the Drupal module and security updates that had been overlooked were completed.
- 04 Code was cleaned up and made logical. Fixes were made to non-standard code.



We split the **file into multiple modules** and loaded in parts.

- 05** Pingdom monitoring was setup. Pingdom sent email and text alerts to several team members. This enabled round-the-clock surveillance, and the team members were trained to get the site up as soon as possible.
- 06** MaxCDN was used to distribute the site across a network of servers. This reduced the load times and the load on the actual servers.
- 07** Finally, Drupal Partners worked with Pantheon and migrated the site to Pantheon hosting.
 - A.** Further clean-up and bug fixes were done on the code to correspond to Pantheon's high quality benchmarks.
 - B.** A Git repo and a proper dev-staging production setup was created.
 - C.** NewRelic performance monitoring was added.



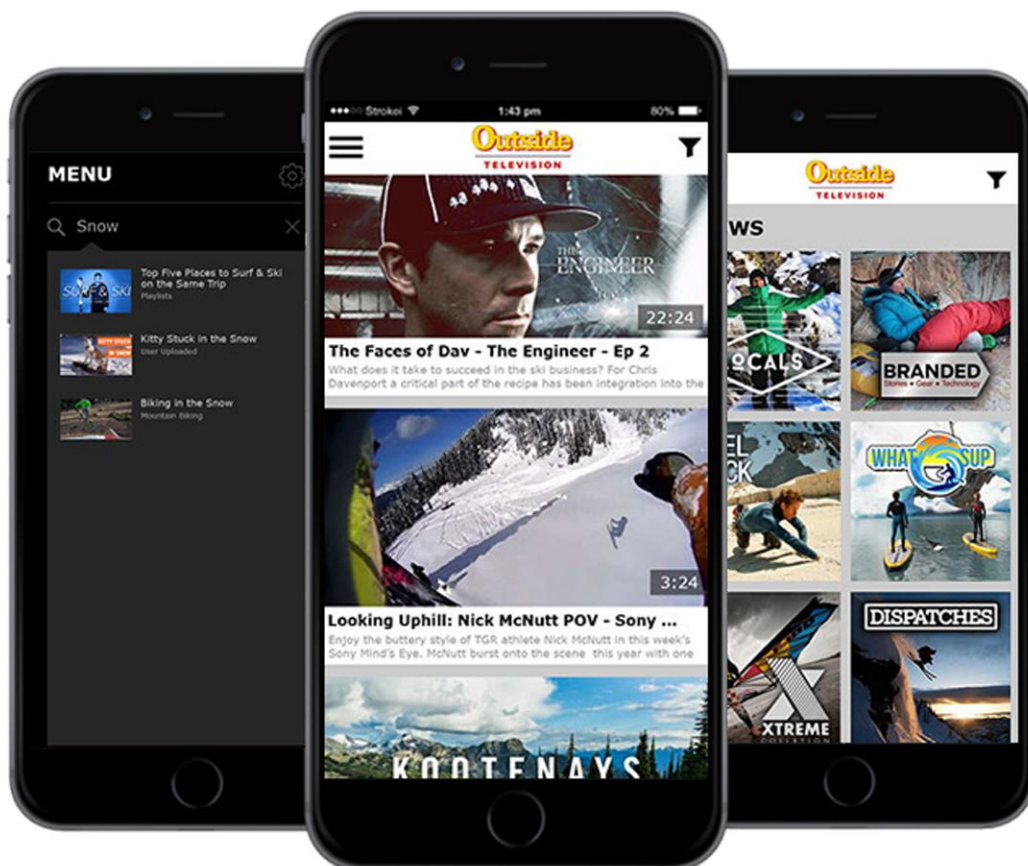
MaxCDN was used to distribute the site across a network of servers.

- 08 The site framework was upgraded to work better on mobile devices. Testing teams thoroughly tested the site on more than 10 browsers and versions to make sure the site was performing and was completely responsive.
- 09 Drupal Partners also took over DFP ad management for the client.
- 10 Once the site was made stable, a second round of performance improvements was executed.
- 11 We also delivered custom features for the client, including:
 - A. Custom setup to add videos from Dailymotion, Vimeo, Redbull and Facebook.
 - B. A custom scheduler to allow the client to schedule home page featured content.
- 12 In partnership with our Mobile division, apps were also released for Android and iOS.



Impact On The Client's Business

- 01 The site now maintains **more than 99.8% uptime**.
- 02 The **loading time of the site has improved more than 400%**, and **page speed is 2.5x faster**.
- 03 The client has been able to add more content from various sources as well as high-traffic videos without worrying about the site going down.
- 04 The mobile apps have a high rating on app stores and have proven to be a value addition to the Outside Television brand.



Other Useful Resources

- Case Studies
- eBook
- Infographics
- Whitepaper
- Blog
- Fact Sheet
- Webinar



Want More Info?
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