

nearForm

Exceptional Web & Mobile Technology

CASE STUDY

Taking the Sunday Business Post online



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THE SUNDAY BUSINESS POST
IRELAND'S FINANCIAL, POLITICAL AND ECONOMIC NEWSPAPER

Breaking the boundaries of news technology

The Sunday Business Post is long established as Ireland's leading business newspaper.

Thanks to a major concept, design and technology upgrade at www.businesspost.ie, it is now also one of the most advanced digital news services in the world.

The new service harnesses state-of-the-art technology to optimize the news experience on any device and in any browser, fully embracing the world of smartphones and tablet devices.

For news providers, it enables premium content subscription via traditional e-commerce or the AppStore on a free or paid basis.

The new daily digital edition, The Daily Business Post, uses a rolling editorial stream to bring readers continuous up-to-the-minute news and updates.



The brief

Against the backdrop of an industry in a transitional state, The Sunday Business Post's website and system had become outdated and were in need of a complete overhaul.

The Sunday Business Post saw an opportunity and the vision started to take shape. They would leverage cutting-edge technologies to replace their static website with a completely new, multi-platform online service. The objective was to establish the Sunday Business Post as one of the world's most advanced online newspaper systems.

The new service would be designed to engage with a new wider readership on mobile and web. It would encompass website, mobile app and tablet app and would work across all browsers, devices and platforms.

The Sunday Business Post is passionate about giving readers a seamless experience of engaging with the newspaper, providing readers with access to the latest news at work, on the move and at home. This holistic concept would meet the objectives of increased revenue through subscriptions and extended exposure to advertising.

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The business need

The advent of the next generation of mobile and web technologies opens up a new world of possibilities for online news publications. To date, the online offerings of most newspapers provide little consistency in the user experience. They do not encourage the reader to spend more time engaging with their content.

The Sunday Business Post wanted *to position itself as the premier business news title* by leaving behind



Sunday Business Post: Looking to the cloud.

the old world of separate websites and apps. Its vision was to create a completely integrated, multi-platform online news service that would increase readership, subscriptions and advertising revenue.

The Sunday Business Post approached Digital Reach Group to help them design a

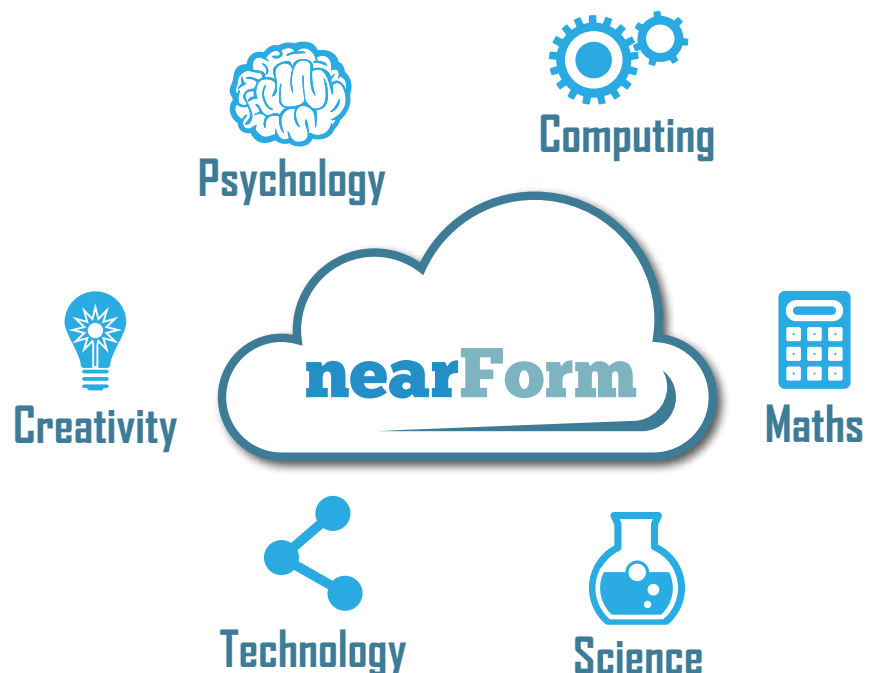
strategy for turning the vision of the new service into reality. The selected technology partner would have to meet two key requirements: Fulfill the client's exacting technology and business expectations, and act as a single provider for all apps and web development. *nearForm was the chosen partner.*

Sunday Business Post
Newspaper of the Year 2011



**Vincent Browne's
Political Awards**

Awarded by an independent panel of judges



The solution

A new online service that works on every device

Businesses love services because they enhance user engagement, have low server dependency and scale elastically as subscriber numbers climb. Customers love services because they can be used seamlessly across all browsers, browser versions, devices and platforms.

The best of the new generation of services use the latest technology standards to integrate websites, mobile apps and social media. The “big three” of these standards form the technology backbone of the new Sunday Business Post service:

- HTML5, the new standard for the web, allows rich media to be delivered directly to any device without the need for third-party software, a boon for smartphone users
- Node.js, a futuristic software development system for creating ultra-scalable web applications

- Cloud computing, which totally removes the old reliance on traditional servers and the associated costs

The new Sunday Business Post service, www.businesspost.ie, is a completely new way to access the newspaper. It comprises a HTML5 website, an iPhone app and an iPad app, all from a single source. HTML5 web technology is used in a truly responsive design that provides an immersive, app-like experience on all mobile platforms. For the Sunday Business Post, the system provides real-time readership analytics.

The Sunday Business Post is first newspaper in the world to be built using the cutting-edge Node.js software development system. Node.js is next-generation technology that enables the Sunday Business Post to become a real-time newspaper.

The entire service uses a single code base on both device and server, allowing unsurpassed consistency and simplicity of maintenance. It also offers full social media integration and supports all major advertising engines.

Business benefits

- Enhanced user engagement increases consumer loyalty
- Extended exposure to advertising content
- Easy for readers to subscribe via credit card or the AppStore
- Real-time readership analytics
- Future-proof solution using standards-based technology
- Single provider for all apps and web development
- Content can be delivered outside the AppStore, so the client side-steps Apple's 30% commission
- Open platform, supports new revenue-generating services
- Works on any browser and any mobile device, reaches more consumers
- Use of highly efficient Cloud technology minimizes capital outlay by a factor of 10

Technology highlights

- The world's first full-scale online newspaper service built using Node.js
- One of the most advanced electronic newspaper systems in the world
- One code base for the entire solution (end-to-end JavaScript) for ease of maintenance
- Minimal server utilization with elastic scalability
- Highly robust, fault tolerant system



Key collaborators



nearForm is the technology consulting company behind the new Sunday Business Post online service at www.businesspost.ie. nearForm specializes in helping brands engage with consumers more effectively through mobile and online services. Utilizing next generation mobile and web technologies, nearForm creates online services that are lean, high performing, efficient and ultra scalable. The skills mix at nearForm is diverse, with expertise from disciplines including computer science, psychology, mathematics and design. This broad expertise enables nearForm to create truly special solutions.



The Sunday Business Post is Ireland's leading business news source. It also gives wide coverage to financial markets and politics. In November 2011, the paper launched its new cross-platform online news service. The service is one of the few in the world to be universally accessible on all devices, platforms, browsers and browser versions, and fully integrated with social media.



Digital Reach Group (DRG) is a specialist in the rapidly emerging mobile internet economy. It has two divisions: Digital Reach and adforce.ie. Digital Reach is focused on the digital advertising sector and is a specialist in mobile marketing and publishing. Adforce.ie provides ad sales and technology services to the media and telecoms sectors.

“This was a **GIANT** of a project...”

We didn't just need a website overhaul or an app – we needed a completely new, full-scale news service that spanned all platforms and devices. nearForm have a powerful grasp of the technology, and the skill, drive and ambition to deliver. Not only has www.businesspost.ie been a huge success in the business sense, it is also one of the world's most advanced electronic newspaper systems. We couldn't be prouder of that.”

- Adrian Weckler *Sunday Business Post*

“When the Sunday Business Post asked us to define a mobile app strategy for their new online news service, we knew that the project would require an exceptional technology partner. From day one, nearForm showed a clear understanding of the strategy we created and what was required to implement it. Their communication and project management were also outstanding.

The finished service is a testament to **nearForm.**”

- Lisa O'Dwyer *Digital Reach Group*

