web applications
Accelerated

Customer

Media Prima Bhd

Project

Hosted Websites

Business

Media Prima Berhad (Media Prima), the leading integrated media investment group in Malaysia, was listed on the Main Board of Bursa Malaysia (the Malaysian Stock Exchange) on 22 October 2003. The Group has a diversified interest in a complete media platform from the broadcasting (TV and radio), online, outdoor advertising content creation, print media and event management.

Media Prima's origins date back to 1983 when shareholders of The New Straits Times Press (Malaysia) Berhad (NSTP) launched TV3, the nation's first private TV network, in June 1984. TV3 subsequently went public in April 1988 and was placed together with NSTP under the holding of Malaysian Resources Corporation Berhad (MRCB).

Problem

The Challenges facing by the IT department:

➢ Bandwidth utilization 100% - Lot of user get error messages (error 404 page cannot be displayed), clients are not satisfy with the response time.
➢ high traffic - this is due to the number of traffic per day to the web server is extremely high, the total hits per day is in the range of 3,000,000 to 3,500,000.
➢ Server utilization – the web server utilization (memory and CPU) always at the maximum level.
➢ Slow delivery – most of the content are in graphic format, user needs to wait for the content, if with the slow connection, user will not be able to view the graphics.

Solution

Arahe proposed our APICTA award wining SiteCelerate product and was able to automatically optimise all images and text of the hosted websites and hence, improving the users experience visiting their websites.

Result

➢ Bandwidth utilization reduce more than 40%
➢ Web Server utilization improve more than 50%
➢ User satisfaction from the group
➢ Fast access to websites
➢ 2-3 millions hits per day
➢ User still can access the heaviest page (HotFM's blog with lot of images) by using GPRS/EDGE connection
➢ Web Server and Database server utilization drop

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