



Latest News In A Wide  
Array of Categories

## Customer Overview

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### Latest News In A Wide Array of Categories

This renowned client from media and entertainment industry has a website which shows news in different categories. There are more than 35 categories (feeds) of news on the website. Each category contains more than 300 news items. There are currently more than 2000 news items available on the website.

## Project Features

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- ◆ Aggregator module to fetch the news.
- ◆ Handles large amount of news and still operates very fast.
- ◆ View news in different categories.
- ◆ Newsletter Subscription.

OUR CORE VALUES: PASTA - P = Passion, A = Appreciation, S = Simplicity, T = Trust, A = Accountability

# Problem Statement

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## Display Huge Variety of News Efficiently

Client required a high-performing website for displaying news. The website should be able to fetch and display news from a huge range of categories and still operate promptly.



## CIS Solution

### Optimized Solution for Displaying News

News is stored in the database and fetched from the database to be shown on the live site. We used Cron to fetch news in various time intervals. Images are stored on our server for the purpose of display. We used Caching mechanism to improve the performance of site.

## Positive Outcome

The website is a successful news portal where people can read latest news across various categories. The website's speed and performance are highly optimized.

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# Technologies Used



## Our Achievements



**12+**

YEARS  
IN BUSINESS



**05**

WORLDWIDE  
OFFICES



**600+**

EXPERT  
TEAMS



**10+**

WEB  
EXPERIENCE



**5+**

MOBILE  
EXPERIENCE



**5+**

MARKETING  
EXPERIENCE



**2100+**

WORLDWIDE  
CLIENTS

US/CA:  
+1888-572-3991

SINGAPORE  
+65-3158-0888

UK/EU:  
+44-020-3318-0351

SOUTH AFRICA:  
+27-87-550-9535

INDIA:  
+91-(731)-6664000

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