

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