



Client Case Study

“We could not have achieved what we have with any other company but NYI. NYI is an ideal mix of the technical capabilities of a global firm with the responsiveness and lack-of-bureaucracy of a startup. How they have managed to maintain such a balance for a company that has been around since 1996 is amazing.”

— Pete DiRenzo, **Group Executive Director of Technology**, Wenner Media



About USMagazine.com:

Founded in 1977, USMagazine.com, a trusted source for celebrity and entertainment news, has thrived online. What started as a digital complement to Us Weekly has evolved over the past several years into a robust daily news outlet. The site includes breaking news, photos, video, along with RSS feeds and links to the top social networking sites. The site distinguishes itself from competing outlets by its commitment to aggressive, yet responsible journalism. Owned by Wenner Media, whose portfolio includes Rolling Stone and Men's Journal, USMagazine.com attracts 12 million visitors each month (Source: comScore).

About Wenner Media:

Wenner Media LLC operates as a media company that publishes periodical and provides magazines. The company produces radio and television programs. Additionally, the company also operates web sites for its magazines Men's Journal, Rolling Stone, and US Weekly. The company was formerly known as Straight Arrow Publishers, Inc. and changed its name to Wenner Media LLC in November, 1993. Wenner Media LLC was founded in 1967 and is based in New York, New York.

The Opportunity:

USMagazine.com is a trusted source for celebrity and entertainment news. Launched in the fall of 2006, the website covers topics and features of its magazine, US Weekly. The digital sister publication of Us Weekly, the site is a popular destination that combines breaking celebrity and entertainment news, on-demand online video and photo galleries with the ability of visitors to share content on their favorite social media platforms. Today, USMagazine.com is enjoyed by 12 million visitors each month.

USMagazine.com is part of the Wenner Media family, which includes Rolling Stone and Men's Journal magazines.

Upon its launch in late 2006, USMagazine.com had a light infrastructure footprint. In 2008, as traffic began to surge, it became clear to USMagazine.com that a new site, adequately supported by new infrastructure, was needed. Thus, the search for a solid, reputable infrastructure partner commenced. USMagazine.com sought a technology partner that could help to substantially grow its business.

The Solution:

As part of its search, USMagazine.com issued a new site RFP to infrastructure providers within the New York metro area. NYI, an innovator and premier provider of mission-critical data services, responded to the RFP quickly. In its response, NYI addressed both USMagazine's immediate infrastructure needs and long-term business goals. Adding to a steady track record of success since 1996, NYI safely surpassed other potential vendors thanks to its unique combination of global-provider-class technical capabilities and cost-effective, highly customized solutions. NYI's premier infrastructure solutions include colocation, cloud computing, managed services, disaster recovery and business continuity planning.

NYI was officially selected as primary infrastructure partner by USMagazine.com in 2006, and continues to serve the digital publication today.

The Results: Passion is the Difference

USMagazine.com's success to date is due largely in part to the infrastructure expertise of NYI. With the launch of the new site in 2009, USMagazine.com has enjoyed a customized dedicated server deployment enhanced by multiple databases, customized tools and CDN powered by Akamai. In addition, USMagazine.com appreciates the efficiencies of allowing NYI to extend its 24/7 support to include such managed services as Apache upgrades, routine maintenance, troubleshoots and other system administrator tasks when needed.

"NYI and its incredible team are indeed true experts," lauded Pete DiRenzo, Group Executive Director of Technology, Wenner Media. "We could not have achieved what we have with any other company. NYI is an ideal mix of the technical capabilities of a global firm with the responsiveness and lack-of-bureaucracy of a startup. How they have managed to maintain such a balance for a company that has been around since 1996 is amazing."

DiRenzo is equally impressed by NYI's strategic mindset. "NYI does not work project-to-project. Its team always considers the long-term implications of a deployment as well as how it fits into our overall goals. This is the primary reason why we've had such a positive relationship."

Since the 2009 launch of the new USMagazine.com, there have been periodic updates as well as a major upgrade in 2011. The result, according to DiRenzo, has exceeded even the company's most optimistic projections. "We have increased traffic fivefold, in addition to greatly improving the average amount of time spent on the site."

Asked where he feels the site is headed, DiRenzo remains confident. "NYI has helped us build a solid, mature platform that we can scale to meet any challenge. NYI has also given us a great infrastructure template to use with our other Wenner properties. Frankly, we can do anything with NYI on our side."

NYI Benefits:

- NYI's rock-solid services helped USMagazine.com increase online readership 5X since the launch of the new USMagazine.com site in 2009.
- NYI's dedicated 24/7 team has helped guide USMagazine.com as it enhanced its offering with on-demand video, photo galleries and social media integration.

- NYI's customized solution has given USMagazine.com a robust backend, combining dedicated hosting, managed services, customized tools and Akamai-powered CDN.
- NYI's solution has evolved to the point where USMagazine.com can scale quickly according to need and perform optimally, thanks to NYI's Virtual Admin services.

About NYI:

At NYI, we understand you're important and so is your business. Our approach is simple, effective and unique in our marketplace. We look beyond our world-class data centers and focus on supporting customer growth and success acting as a genuine extension of your IT team. Since 1996, NYI has provided customers with fully managed, customized infrastructure solutions built to suit specific business and mission critical IT needs with a guaranteed quick turnaround time. NYI looks beyond its world-class data centers, eliminates the red tape and focuses on supporting customer growth and success, acting as a genuine extension of its customers' IT teams. Customers view NYI as a true partner.



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SOC, PCI
& HIPAA-
COMPLIANT
FACILITIES



EASY ACCESS
TO NY/NJ
METRO
AREAS



QUICK
DEPLOYMENT



ON-SITE
SUPPORT
24x7x365



FULLY
OWNED AND
OPERATED
DATA
CENTERS

NYI is SSAE 16, PCI and HIPAA-compliant.

For more information, visit www.nyi.net; call (800) 288-7387; or follow the company on Twitter and LinkedIn.

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