



**“We are a publisher, a content organization, not a technology organization, so I rely on NYI to be not only knowledgeable, but to be my extended team. It’s not so much a vendor/client relationship as a real partnership. We know who we are working with, they know what we need, and they deliver.” — PETER DIRENZO, GROUP EXECUTIVE OF TECHNOLOGY, WENNER MEDIA**



### THE OPPORTUNITY

As an interactive website with millions of visitors each month, RollingStone.com requires a robust platform to ensure that the site is highly reliable and gives its visitors high quality experiences – on each and every visit. To pull off a site like this filled with the latest music news, movie reviews, political, economic and pop culture commentary, videos, pictures – Wenner Media, owner of Rolling Stone, knew they had to incorporate the best the digital industry had to offer. In 2010, Wenner Media went looking for a new partner to host its crown jewel. Unhappy with the site’s existing software, they were looking for an extensive software redesign. They also wanted to create a digital archive containing 40 years of back issues of Rolling Stone.

Perhaps most importantly, Wenner Media wanted to keep their core IT staff to a minimum, ensuring that their valued employees were aligned with the right projects, to ensure efficiency and high quality output. They therefore needed a partner they could trust to manage their infrastructure, handle hardware and software upgrades and provide seamless support around the clock.

### THE SOLUTION

After proven success in developing and maintaining the online infrastructure for another Wenner Media publication, US Magazine, NYI was their obvious choice for Rolling Stone.

The first thing that had to change was the site’s software. After an extensive software redesign, with NYI’s support, the site was relaunched in December 2010. NYI implemented a three-tier infrastructure that consists of staging, testing, and production servers, while using the Akamai CDN for static content. In addition, NYI helped Rolling Stone with their massive digital archive.

### THE RESULTS

Through a collaborative, close working relationship with Wenner Media, NYI customized an optimal solution that provides Rolling Stone readers with one of the best magazine websites in the industry.

“NYI provides the web infrastructure, hardware, software and support for RollingStone.com to ensure a faultless user experience. Today, NYI continues to fulfill Wenner Media’s expectations of a true partner,” says Peter DiRenzo, the Group’s Executive of Technology. “With previous vendors we’ve had some very negative experiences. In one case, a vendor promised that an upgrade would take one hour. In fact, it took an entire day and resulted three days of downtime for our site, a catastrophe for an advertising-dependent publisher. With NYI, everything has been smooth sailing.”

As a partner of NYI, RollingStone.com has the following to ensure the utmost in reliability, flexibility and to ensure its visitors come back for more:

- Robust infrastructure that scales smoothly with readership growth
- Flexibility, technical expertise, and a close working relationship
- Exemplary back-end experience for editors and writers
- Support for transition to mobile technology
- Fast response time for technical support
- 100% uptime

**NEW YORK** 100 William Street, New York, NY 10038

**NEW JERSEY** 999 Frontier Road, Bridgewater, NJ 08807

800.288.7387 / 212.269.1999 | [salesteam@nyi.net](mailto:salesteam@nyi.net)

[www.nyi.net](http://www.nyi.net)



NYI's focus is on our customers' success: We're in this together. NYI acts as an extension of your team. Whether it's problem solving or planning for your business, we're here to assist when you need it.

**NYI BUILDS SOLUTIONS AROUND YOUR BUSINESS:** No cookie cutter solutions. Customers are unique, all requiring differing areas of attention and focus. We help our customers build solutions that address the specific concerns of their applications. NYI can customize a monitoring and management solution that allows you to focus on your core business, take full advantage of our 24x7x365 NOC and use it as your own.

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, we have provided our customers with fully managed, highly customized infrastructure solutions built to suit their specific business and mission critical IT needs. Our customers view us as a true partner; always available for round-the-clock support from a team they know and trust.

COLOCATION / CLOUD

HYBRID / MANAGED SERVICES

DISASTER RECOVERY

NYI is SSAE 16, PCI and HIPAA-compliant. For more information, visit [www.nyi.net](http://www.nyi.net); call (800) 288-7387; or follow the company on Twitter and LinkedIn.



SSAE16, SOC, PCI & HIPAA-COMPLIANT FACILITIES



EASY ACCESS TO NY/NJ METRO AREAS



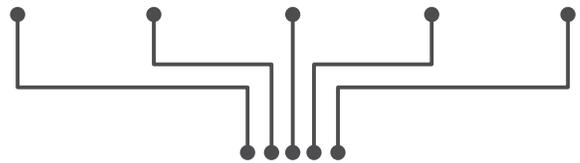
QUICK DEPLOYMENT



ON-SITE SUPPORT 24X7X365



FULLY OWNED AND OPERATED DATA CENTERS



**NEW YORK** 100 William Street, New York, NY 10038

**NEW JERSEY** 999 Frontier Road, Bridgewater, NJ 08807

800.288.7387 / 212.269.1999 | [salesteam@nyi.net](mailto:salesteam@nyi.net)

[www.nyi.net](http://www.nyi.net) | [twitter.com/nyinternet](https://twitter.com/nyinternet)

[linkedin.com/company/new-york-internet-company](https://linkedin.com/company/new-york-internet-company)