

# NEW WEB PLATFORM LEADS EUROMONEY TO MIGRATE ALL OF ITS TECHNOLOGY INFRASTRUCTURE TO THE CLOUD

## AT A GLANCE

### COMPANY:

Euromoney Institutional Investor Plc

### WEBSITE:

[www.Euromoneyplc.com](http://www.Euromoneyplc.com)

### INDUSTRY:

Media

### CHALLENGE(S):

Euromoney needed to migrate to a new web platform that was more robust, scalable and fault tolerant that would also deliver higher performance, than its current platform.

### SELECTION CRITERIA:

Euromoney looked for a reliable and high performance solution with extensive global coverage, from a supplier that could become a potential technology partner for a broad range of services.

EUROMONEY IS A GLOBAL MEDIA, DATA, TRAINING AND EVENTS BUSINESS OFFERING SPECIALIST PRODUCTS TO THE FINANCIAL SERVICES SECTOR, METALS, MINERALS AND TELECOMMUNICATIONS INDUSTRIES.

It offers a diverse range of over 100 products and services. These include daily newsletters, journals and flagship magazines. It provides industry focused training courses as well as running about four hundred events per year, ranging from specialist seminars to conferences that attract over five thousand delegates.

One of the most critical and growing elements of its portfolio is however its digital information business, with websites, mobile applications and on-line resources that provide industry commentary, articles and data to clients.

It has headquarters in London, along with operations in about thirty other locations, including New York and Hong Kong.

### EUROMONEY NEEDED TO BUILD AN ENTERPRISE-CLASS ARCHITECTURE

Euromoney's business had experienced significant growth, and some of its IT infrastructure had struggled to keep pace with the business requirements.

Martin McCarthy is Global Head of Service Delivery at Euromoney, responsible for its externally facing service platforms as well as its internal corporate IT functions. Martin said, "The business had grown, but without an integrated IT strategy, so the infrastructure had just evolved organically over time.



**CenturyLink**  
Technology Solutions

#### **SOLUTION:**

Euromoney has adopted the full range of CenturyLink Technology Solutions' services, including:

- CenturyLink's foundation level hosting service
- Managed support services
- Public cloud services
- Security services
- Consulting

#### **RESULTS:**

- Euromoney's websites are now much more stable, robust and deliver higher performance
- It can more easily integrate new disparate web platforms as its business grows
- It has more flexibility to rapidly develop and test new services
- Euromoney and CenturyLink have established a close working partnership, with CenturyLink acting as a trusted technology advisor.

Our previous hosting provider hadn't provided us with a solution that was compatible with our future needs and we faced a number of operational challenges — responsiveness, uptime and resilience. We needed to put in place an enterprise grade architecture."

Euromoney decided its first priority was to migrate to a new web platform that was robust and future-proofed, and that this migration should be aligned with an internal process review.

#### **THE SEARCH FOR A PROVIDER WITH A GLOBAL FOOTPRINT AND A BROAD RANGE OF OPTIONS FOR THE FUTURE**

Euromoney went through a structured tender process to evaluate a number of alternative suppliers. It was looking for a provider with a comprehensive global footprint, as well as one that could provide a robust and highly resilient service, coupled with a 24/7 managed service.

Its immediate requirement was for a hosted environment for its web platform, but it was also looking to find a long-term partner that could provide it with a broader range of solutions in the future, if needed, from co-location services to public cloud.

#### **SUCCESS OF MANAGED INFRASTRUCTURE LEADS TO ADOPTION OF A WIDE RANGE OF SERVICES**

Euromoney selected CenturyLink Technology Solutions to host its web platform.

To satisfy its initial requirement, Euromoney migrated its web platform onto a dedicated hosting environment, provided by CenturyLink, which was enhanced with some additional security features and supported with a 24/7 managed service.

At this point, Euromoney had been operating within two distinct infrastructure environments, one for development and one for production. It decided to enhance this by introducing two further environments; a quality assurance environment, which enabled it to do more rigorous and automated testing of code, and a staging environment for final confirmation before public release.

Martin said, "As we expanded our processes to build a more robust and enterprise-class architecture, CenturyLink were able to advise us on how best to size and operate the hosted infrastructure to support our different environments."

The web platform is provided as Infrastructure-as-a-Service (IaaS), using CenturyLink's Symphony Dedicated / private cloud service to provide and manage the IT hardware. This has been tailored to create a private cloud with a managed service wrapped around it for support.

After the success of the initial project, Euromoney has since gone on to subscribe to the full range of CenturyLink's services, including a dedicated Foundation private cloud, public cloud, colocation, security and consulting services. Euromoney uses CenturyLink's virtual private data center service to create its multi-tenant public cloud.

Ben Jones the Group CTO explained some of the benefits, "We use the cloud platform to deliver projects that need to be turned on rapidly, because the infrastructure is already there and available at an instant. We can configure it through a portal and we just pay for what we use, so it gives us the flexibility to shut a machine down when it's not being used. We can use it for one-off projects, proof of concepts or any initiatives with an uncertain future. Some of these projects will transform the way we do business."

The flexibility of the public cloud service also gives Euromoney a simpler way of staging and testing other web-hosting environments from companies it might acquire, and it can do this anywhere in the world. Using public cloud enables a smooth transition as it migrates them onto its own platforms. CenturyLink has provided Euromoney with a tailored solution that integrates the agility of its cloud services with cost-effective dedicated managed hosting environments, for use by Euromoney's more stable, long-term services.

To complete the transition, Euromoney has also moved its internal corporate and back-office IT systems onto its CenturyLink platforms.

Martin commented, "It's beneficial to have a supplier who can bring world class operations and expertise. CenturyLink has helped us mature our own processes."

### **A ROBUST SET OF ON-LINE SERVICES AND A NEW TECHNOLOGY PARTNERSHIP**

Since the move to CenturyLink, and coupled with its own internal process improvements, Euromoney's websites are now much more stable, robust and deliver higher performance than they used to.

Martin McCarthy has been pleased with the continued development of the CenturyLink relationship. He said, "We've gone from the transactional relationship we had with our previous supplier to a partnership with CenturyLink. They're a lot more visible and we get regular reviews with our client services manager. CenturyLink has been far more proactive, making time to understand our business and becoming a trusted technology partner. I see people in CenturyLink as virtual members of my own department, always available for advice or to help us solve complex issues."

"CenturyLink has brought us more stability and an enterprise-class infrastructure."

– Martin McCarthy  
Global Head of Service Delivery  
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Euromoney also appreciate the levels of engagement from CenturyLink when unexpected issues arise.

McCarthy added, "When you're making complex technology changes, not everything goes to plan. But CenturyLink have been responsive and are always very happy to engage, discuss and resolve any problems. There are always going to be issues with any new project, it's a matter of how you resolve them. I can take comfort from having a team that I know will stand behind us and help us through any difficult times."

### **ALL OF EUROMONEY'S IN-HOUSE INFRASTRUCTURE MIGRATING ONTO CENTURYLINK PLATFORMS**

Euromoney's new managed web hosting platform has been operational for over a year. Now it is migrating its corporate and line of business applications into CenturyLink data centers.

Martin concluded, "CenturyLink has brought us more stability and an enterprise-class infrastructure. And new requirements are coming up all the time. We need to support further business growth, new services and retain the flexibility to support any future acquisitions."

**For more information about CenturyLink Technology Solutions, visit [www.centurylink.com/technology](http://www.centurylink.com/technology).**