

# Sunday Media case study



## Summary

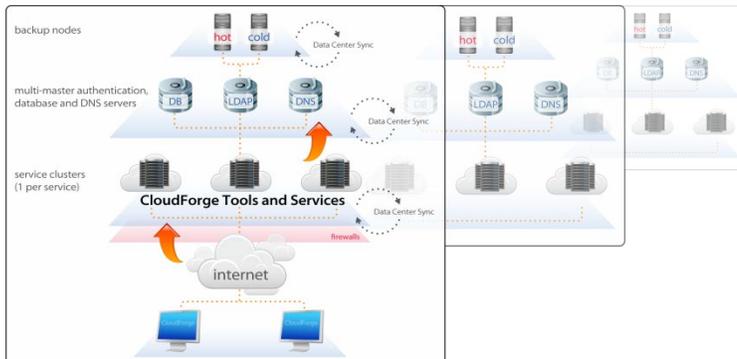
### Peace of mind to operate securely in an emerging market

Sunday Media is a young and vibrant B2B provider of sports information, serving WAP, web, SMS and MMS-based information to broadcasters, industry professionals, and mobile operators.

The primary concerns of the South Africa-based team of PHP developers were cost reduction and the security and reliability of data. The whole team operates on laptops from both home and office, and with a high laptop theft rate and the resulting excessive laptop insurance rates, Sunday Media required a solution providing secure offsite storage, multi-site access, and regular and reliable repository backups.

Steve Porter, Sunday Media's Co-Owner, also wanted to eliminate the need for IT support, therefore reducing operation and maintenance costs, while refocusing headcount and developer time on core client projects.

After a painless week of free Subversion hosting, it was a "no brainer" to select CloudForge's Team Edition for all their source code management needs. With CloudForge now hosting its Subversion and Trac instances, Sunday Media can refocus on delivering projects to clients and growing their business. "You cannot put a value on peace of mind," says Steve. **Sunday Media has now saved a whopping 90%+ on its annual subversion costs, eliminated the burden of in-house maintenance, and recovered over 1.5 months per year of lost time and revenue.**



The CloudForge Secure Environment supports global multi-site access and backup redundancy.

## Sunday Media Reduces Infrastructure and Support Costs by over 90%

**In their first year with CloudForge, Sunday Media saved up to 98% on costs due to contracted technician wages, hardware costs, lost developer hours, and missed revenue opportunities.**

- Challenge 1:** Says Sunday Media co-owner Steve Porter, "The challenge in South Africa is that laptop insurance is almost pointless due to their high theft rate and resultant premiums." With security a key priority, Sunday Media's challenge was finding a reliable and secure hosted source control solution that would eliminate the risks associated with onsite storage and mobile users.
- Challenge 2:** Sunday Media required an in-house technical admin to maintain their SVN repositories. Sunday Media wanted to eliminate the "irritations and costs" of employing a dedicated and contracted technical staff.
- Challenge 3:** The inefficiencies of their in-house Subversion system: 1.5 months of downtime each year (and lost developer time), high costs of maintaining infrastructure, and lost revenue.

"CloudForge focused my mind on our core business...I actually get sick thinking of how much we spent on infrastructure.

Steve Porter, Co-Owner, Sunday Media

## Industry

Digital Media & Broadcasting

## Geographies

Offices in South Africa and the United Kingdom. Clients in S. Africa, Europe and Asia

## Sunday media requirements

- Low cost, no-maintenance solution
- Secure multi-site repository access
- Reliable, backed up and safe offsite code repository

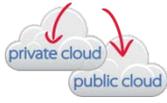
## Sunday media challenges

- Existing in-house SVN solution was costly, insecure and unreliable
- Required dedicated technician for software upgrades, backups and hardware maintenance
- Lacked secure offsite data storage
- Significant time and revenue losses as a result of retrieving lost data
- Small business mindset: recognized inefficiencies of trying to "do it all"

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## Hybrid development and deployment



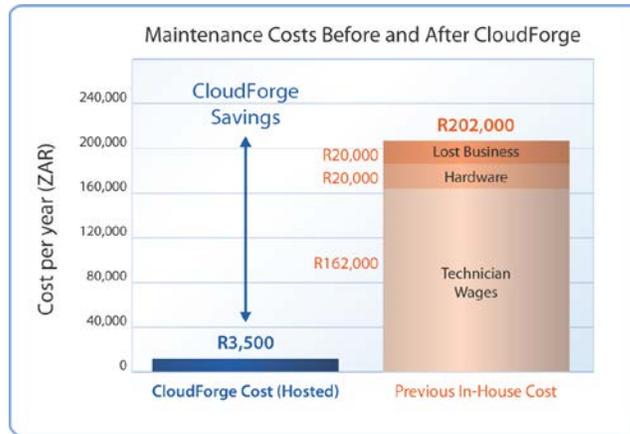
Enterprises are now implementing Enterprise Cloud Development with the CollabNet platform that helps manage the shift to a hybrid development strategy.

As a result, they are achieving **productivity gains** of up to 70 percent while **reducing costs** by as much as 80 percent, all with **enterprise compliance** in order.

Learn more by downloading our free white paper at [www.collab.net/ecd](http://www.collab.net/ecd)

## Results Delivered by Implementing CloudForge Team Edition

- Migration to CloudForge clarified Sunday's business priorities and forced a company restructure. "Small businesses have a classic way of taking on non-core business (IT, mail servers, etc)... CloudForge focused my mind on our business of delivering sports feeds to clients; we are not Subversion specialists," says Steve.
- Saved over 90% of costs by eliminating the need for in-house IT support and dedicated servers.
- Protection against lost data that had previously cost over a thousand developer hours a year and 20,000 ZAR of lost revenue.



Comparison of costs incurred by Sunday Media to maintain their source code management systems before switching to CloudForge.

## CloudForge Solution: Peace of Mind Guaranteed

After being initially drawn from [subversion.tigris.org](http://subversion.tigris.org) to CloudForge's "clean and straight-forward" website and the story of our humble beginnings, Sunday Media's careful research led them to select CloudForge Team Edition for the following reasons:

- Continuity – Sunday Media was already supporting and maintaining Subversion, Trac and related applications.
- Cost – For a fraction of the cost of a local technician, they could access CloudForge's no-maintenance service and hosted version control best standards.
- Security and accessibility – The 5-person team (and clients) could securely access projects directly over the web.
- Automatic 10-minute backups - An instant multi-site redundancy solution with CloudForge's 10/100 Backup & Recovery System, providing peace of mind and confidence of data integrity.

## Easy Migration to CloudForge

The migration to CloudForge was "brilliant, painless," comments Steve. "From demo to live there were no issues, no migration issues; it was slick." Sunday Media was able to upload its existing SVN repositories and was actively using it within 24 hours.

## The Agile Path to Enterprise Cloud Development

Over the last decade, CollabNet successfully pioneered collaborative and distributed agile software development in the cloud for many of the world's largest organizations. Today, we've created the industry's first front end platform to facilitate the enterprise shift to hybrid cloud development and deployment.

Learn more at <http://www.collab.net/solutions>.

### About CollabNet

CollabNet is a leading provider of Enterprise Cloud Development and Agile ALM products and services for software-driven organizations. With more than 10,000 global customers, the company provides a suite of platforms and services to address three major trends disrupting the software industry: Agile, DevOps and hybrid cloud development. Its CloudForge® development-Platform-as-a-Service (dPaaS) enables cloud development through a flexible platform that is team friendly, enterprise ready and integrated to support leading third party tools. The CollabNet TeamForge® ALM, ScrumWorks® Pro project management and SubversionEdge source code management platforms can be deployed separately or together, in the cloud or on-premise. CollabNet complements its technical offerings with industry leading consulting and training services for Agile and cloud development transformations. Many CollabNet customers improve productivity by as much as 70 percent, while reducing costs by 80 percent.

For more information, please visit ([www.collab.net](http://www.collab.net)).

