

Ringier Africa Faster and User Friendly. Revolution!

Four different products in four countries and an old version of CMS with a lot of solutions. That was the initial situation in Ringier Africa. Its digital world had to be transformed. 20 years of experience in digital publishing and access to the whole publishing value chain (editorial, business owners and programmers) allowed us to make a change and implement an all-in-one platform – Ring Publishing Platform. To make the workflow easier, faster and clearer.

○ Why

Pulse owns local digital media portals in four countries (Nigeria, Kenya, Ghana and Senegal) and owns the license for Business Insider in sub-Saharan Africa. Development of the product and editorial office work for so many brands was very difficult because of old fashioned publishing solutions installed with an on-premise model like a patchwork of different integrations.

○ What

Pulse decided to migrate all products and all the content to the Ring Publishing platform to:

- Manage all content (stories, images and videos) from one place and publish it to many websites
- Access to stories creation and to publishing from a mobile phone
- Develop only one website, available on different markets as multitenant product with focus on specific mobile demand in Africa
- Automate stories publishing to Facebook
- Increase speed of websites to boost SEO traffic

○ How

Pulse's development team together with Ring Publishing:

- Developed Pulse Live product in 4 editions: desktop; mobile; amp with special version for Opera Mini – as the most popular and demanding platform in Africa
- Developed importers for automatic content ingestion from many sources
- Migrated all the content including video to one content repository
- Implemented simplified workflow, with some modifications between editorial offices
- Started automated content publishing on Facebook profiles
- Prepared product for further automation of publishing processes

○ Results

Editorial office

- More content is created faster
- Editors manage all stories, images, and video, and can publish posts to social media channels in one place
- Dedicated editorial team of Business Insider can create content once and publish it to dedicated spaces in different products

Product

- 30% of users use a dedicated version of the product for Opera Mini, which utilizes very limited internet transfer and CPU power
- Products are about 60% faster compared to the previous version
- Huge social traffic (top 10 media sites on Instagram)

Business

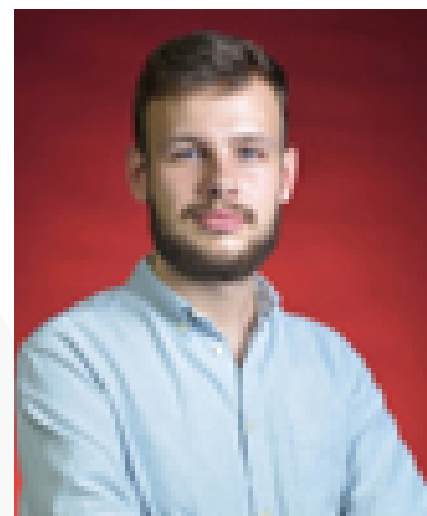
- Decrease of development costs by 40%
- New product functionalities added to product: automated content publishing to home page
- Started experiments with content commerce to boost revenues by additional money coming from other than the advertisement market



○ Clients' voice

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We migrated all platforms & content from our former solution to Ring Publishing within only 3 months thanks to the Ring team's great support and the flexibility of the solution. By switching to Ring Publishing, we have been able to work in a more efficient and scalable manner that fits with our pan-African structure. The Ring Publishing team have been a fantastic support to continuously improve our users' experience.



Moritz Boullenger

Managing Director ○ Pulse Nigeria



Pulse.Africa is an integrated media group in 5 African countries. Pulse.Africa combines leading proprietary and partner media assets with cutting-edge data insights and marketing and digital solutions to serve our users and advertisers optimally with news, entertainment, video, social engagement and immersive, 360 degree digital, creative and marketing experiences. Pan-African brands and licenses in the group include Pulse and Business Insider. Additionally, dedicated departments with Pulse Marketing (marketing services) and Pulse Studio (creative studio) complete the support for clients who reach 100s of millions of users.



Ring Publishing is an all-in-one digital publishing solution, helping media brands succeed in the digital era. The platform supports content creation, management, and distribution, as well as offering tools to monetize media products.



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