

# FT.com

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FT.com

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**Overview:** FT.com, the Web site partner of the Financial Times, is one of the leading international business portals. Attracting more than 1.2 million unique visitors each month, FT.com generates 30 million monthly page views. The site's editorial content is driven by the world's first integrated newsroom, which produces news and comment tailored for both print and media. FT.com is owned by Pearson (FTSE: PSON), which has 20,000 employees and reported 1999 revenues of \$5.4 billion.

**Challenge:** In 1999, FT.com aimed to transform its Web site into a complete news portal. The company also wanted to claim a significant share of the United States market for business news. At that time, FT.com recognized outsourcing key networking and content delivery solutions as the best way to manage an expanding IT infrastructure while guaranteeing a fast, reliable end-user experience.

**Why Digital Island?** FT.com selected Digital Island's CustomHost, Footprint content delivery and TraceWare application services to support its online news portal. The company particularly valued the comprehensive scope of Digital Island's service offering and its extensive reach within the United States. Furthermore, Digital Island's expertise offered FT.com the opportunity to implement a new infrastructure in a short period of time while utilizing a minimal amount of financial and human resources.

**The Solution:** Through CustomHost, Digital Island manages and monitors FT.com's servers, operating systems and network connections from Digital Island's London datacenter. The Footprint content delivery service enables FT.com to cache content at the edge of the network and ensure that users have the fastest Web experience possible. Finally, Digital Island's TraceWare determines with 96 percent accuracy the country from which viewers access FT.com. This service helps FT.com deliver locally targeted advertisements as well as relevant information in viewers' national language.

**Nuts & Bolts:**

Digital Island Services:	CustomHost hosting service, Footprint Content Delivery, TraceWare
Hardware:	Sun
OS:	Solaris
Other:	Future Tense for content management

**Results:** Through Digital Island's range of services, FT.com was able to improve its networking infrastructure and turn its site into a leading international business portal. By hiring Digital Island, the company achieved these goals while minimizing overhead costs, limiting the size of its IT team, streamlining internal systems and reducing the amount of time needed to implement changes. Digital Island's global presence and Footprint content delivery enable FT.com to provide American customers with a fast and reliable news service. Combined, these benefits help the company earn a greater share of the US market. Digital Island's TraceWare has helped the company provide increased value to advertisers and, in turn, boost revenues. In the future, FT.com plans to integrate sister sites such as FT Deutschland and FT.com Bookshop within Digital Island's reliable infrastructure. FT.com also received the "Best Interactive Publisher 2000" from the Periodic Publishers Association for sites that are inspiring the interactive future. Judges called the site "flawless."