



[lifestylenetwork.tv](http://lifestylenetwork.tv)



The screenshot shows the Lifestyle Network website homepage. At the top right, there is a phone number (1-866-746-6988), an email icon, and social media icons for Facebook, YouTube, and Twitter. Below this is a navigation bar with 'SHOWS GUIDE' and 'GET YOUR LIFESTYLE NETWORK' links, and a search bar. The main banner features a woman holding a coffee cup and a laptop, with the text: 'THE LITTLE THINGS THAT MATTER. Here's a list of the little things in life we can be grateful for even when times are tough. [Read more >](#)'. Below the banner are five category buttons: 'YOUR TRAVEL', 'YOUR FOOD', 'YOUR HOME', 'YOUR SELF', and 'YOUR FUN', each with a corresponding image. A large teal banner at the bottom of the screenshot contains the text 'Lifestyle Network'.

Ray Business Technologies

Your Channel

Live Your Dreams. Live your Passions.

- Lifestyle Network

## Background

Lifestyle Network is a Filipino cable television network based in Quezon City. It is owned and operated by Creative Programs, a subsidiary of the media conglomerate ABS-CBN Corporation. Its programming is composed primarily of lifestyle and entertainment shows.

ABS-CBN Corporation is the largest entertainment and media conglomerate in the Philippines. It is one of the core businesses of the Lopez Holdings Corporation, which is headed by an influential Filipino family.

## Goals

The main goal of the project was to enrich their user's experience - ABS-CBN decided to restructure, redesign, and improve the responsiveness of their existing Lifestyle Network site. Ray Business Technologies studied the Lifestyle Network requirement and proposed Kentico CMS for the implementation of their site. Kentico Enterprise CMS is a leading provider of Content Management Solution, empowering enterprises to quickly build and deploy Internet Solutions. The main features of the new website were:

- Shows' Guide
- Promotions
- Your Home
- Your Food
- Your Fun
- Your Place
- Your Self

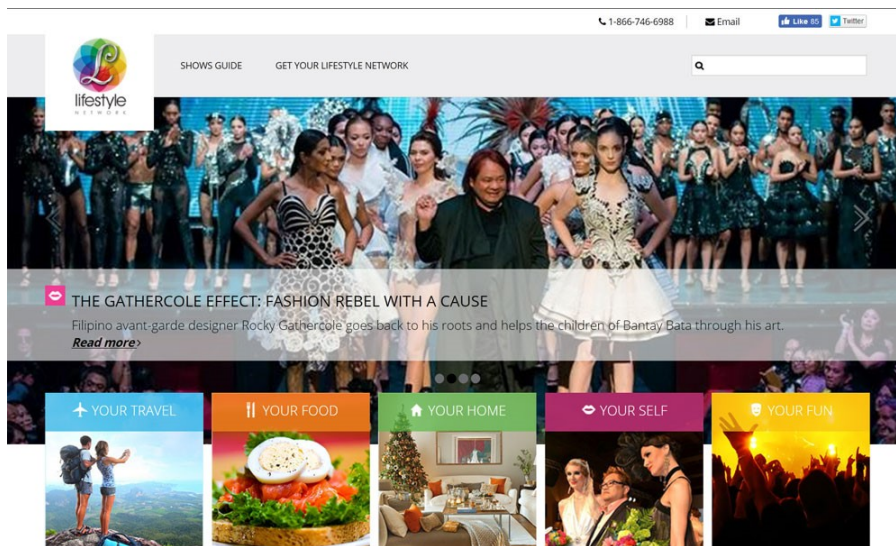
## Challenges

- Implementation of Geo-targeting
- Implementation of Shows' Guide
- Implementation of Episodes and Promotional videos
- Implementation of Smart search in Azure environment
- Integration of Gigya for social media sharing
- Auto publishing of articles and videos to social media
- Implementation with Kentico Azure and hosting multiple sites on the same instance
- Manage media files in Azure Blob
- Selective Auto Sync for content staging

## Solution

- The events were geo-targeted and only certain events were available for certain countries; used Max Mind database for geo-targeting implementation

- Separated Show and its scheduled times using Custom tables
- Used JW player for Episodes and Promotional videos
- Maintained search indexes in Azure Blob storage environment
- Used Gigya JavaScript API
- Used Kentico social media auto post Form controls
- Had design discussions with the Kentico team where the approach was decided after several meetings and prototyping—this kind of implementation being the first of its kind
- Media files stored on Azure Blob storage are divided into folders for better scalability
- Implemented custom sync functionality, to sync selected types of object in a certain scope and ignore other changes



## Results

The new website has enabled the client to manage its marketing and customer engagement programs with a much greater degree of sophistication, and to fine tune content and functionality to drive lead conversion and better user engagement.

The new website built with Kentico, provides great user experience and has served to further strengthen the position of the client as the leader in Events:

- The site witnessed an increase in traffic
- Increase in average visit duration and increase in unique visitors to the website
- Kentico Implementation saved 18 days on development
- The website's bounce rates dropped by 20%
- Increase in sales
- Improvement in social media engagement

## Key criteria for choosing Kentico

- Kentico CMS 8.2.x offers all of the required modules that other CMS' on the market don't
- Kentico 8.2.x supports all the latest Microsoft technologies, including Visual Studio 2013, Microsoft .NET Framework 4.5, Windows Server 2012, Microsoft SQL Server 2014, Windows 8.1, and Azure SDK 2.5
- Single instance supports multiple websites
- Online Marketing capabilities
- Content staging option while working with different environments/versions of the hosted site
- Kentico application can run in multiple instances of one web role on Microsoft Azure
- Easily maintainable document management system with workflows



Ray Business Technologies

#### **USA**

Dallas, Texas  
Suite 1000, 3838 Oak Lawn Ave,  
Dallas, TX 75219  
+1 - 972 848 1057 / 1062  
+1 - 972 591 8786

Los Angeles, California  
5405 Wilshire Blvd  
Los Angeles, CA 90036  
+1 - 650 670 7605  
+1- 646 591 0108

#### **AUSTRALIA**

Melbourne, Victoria  
1/501 Church St, Cremorne  
Melbourne VIC 3121  
+61 413 697 924 / 415 367 145 / 390  
282 786

#### **INDIA**

Hyderabad, Telangana  
Plot 204, Kavuri Hills Phase 2,  
Madhapur, Hyderabad 500033

Hyderabad, Telangana  
Plot 201, Kavuri Hills Phase 2,  
Madhapur, Hyderabad 500033  
+91 40 4640 0400

#### **CANADA**

Toronto, Ontario  
7111 Syntex Drive, 3rd Floor  
Mississauga - L5N8C3  
+1 646 591 0108

#### **UK**

London, UK  
57 Rathbone Place,  
London, W1T 1JU, UK  
+44 2032 908 111

Email  
Sales@raybiztech.com

# Ray Business Technologies Pvt Ltd

Ray Business Technologies Private Limited is a global Information Technology (IT) Services and Solutions company. We provide cutting-edge IT Solutions for Enterprises to effectively utilize the available resources and efficiently manage the operations. Our excellent team of Technology Professionals work with enterprise clients in North America, Latin America, Australia, Europe, Middle East and Asia.

Raybiztech is now leading the way in powering next-generation enterprises with its Cloud, Mobility, Big Data and Social Media solutions. Leveraging our technology and vertical knowledge prowess, we partner with our clients to create transformational value that provides sustainable competitive advantage. Our delivery processes and expertise assist you to solve your business' most complex problems, help you reduce risk and attain competitive advantage.

Raybiztech offers comprehensive end-to-end IT Services for Business Application Development & Maintenance, Enterprise Solutions, Testing & Quality Assurance, Embedded Systems, Cloud Computing and IT Infrastructure Management to organizations in the Banking & Financial Services, Insurance & Healthcare, Life Sciences, Manufacturing, Retail, Distribution & Logistics, Media & Entertainment, Leisure & Travel, Communication, Energy & Utilities, Federal Government verticals and Independent Software Vendors.

Our innovative IT Solutions in Enterprise Resource Planning (ERP), Enterprise Portals and Content Management (EPCM), Customer Relationship Management (CRM), and Enterprise Mobility including Product Development and Life-Cycle Support, have resulted in significant strategic and cost advantage for our clients worldwide.