

WINDS - A ONE STOP Solution

i Introduction

WINDS- Winjit News Delivery System. The WINDS was developed in order to empower the users of Text oriented apps, News publication houses to reengineer their content and manage it effortlessly, securely and quickly.

WINDS is a fully configurable platform which allows the user to manage multiple apps, multiple categories, and multiple languages with a very user friendly environment.

“ It serves as a platform for both, large as well as small publication houses to generate deep links, processing of image of all resolutions, sending and scheduling push notifications and get a report of the analytics in depth. ”

u Customer

The customers are primarily the text oriented application, majorly the NEWS application. These applications have huge data which needs to be arranged and viewed dynamically at the run time.

u Requirement

To process data everyday, it was difficult for the Publications houses as they did not have in house capability to make changes in the apps and thus were dependent on Third party management. With the news in various languages for multiple applications for various layers of classification, there was a dire need of creating a support system to make the handling of data easy, precise and hustle free.

The key requirements to be addressed were:

- ▶ A huge number of images with varying resolutions were to be processed.
- ▶ Dynamically prioritizing and arranging feeds without the app shutting down.
- ▶ Providing a scalable and secure backend support

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Solution

The intension of the app was to provide a one stop solution to control the articles on the app with huge data content. The solutions provided were:

- ▶ Content control was provided to the Publications where they can easily arrange and rearrange the content as they wish with no limitations of representation
- ▶ The NEWS publications were given a cloud support to remove their dependency on the Third Party management.
- ▶ The publications was provided with the 'archive' facility to save the previous news feeds
- ▶ WINDS helped the publications to generate deep links. This helped in the user landing directly on that specific article on the app.
- ▶ With the dynamic dashboard provided, the publications could easily categorize the apps, write a brief description, view the articles systematically and create sub categories such as Sports, politics, national, business, etc..



Challenges

Some of the challenges to be dealt with were:

- ▶ The apps had HTML pages which were static and unresponsive to changes.
- ▶ Images processing was a challenge as the images were to be rendered on multiple resolution devices.
- ▶ A lot of compatibility issues arose owing to the non-uniform data formats
- ▶ The feeds were compatible for Websites which had high resolution images and huge text content which was needed to be broken down for smooth functioning on mobile with low data.

The screenshot shows the WINDS dashboard with a navigation bar at the top containing icons for Dashboard, Languages, Clients, Applications, Categories (selected), KeyWords, Notification, Notification Logs, Custom Tags, Add User, Image Settings, Parameters, and Analytics. The main content area is titled 'Categories' and includes filter dropdowns for Client, Application, and Language (set to English). Below the filters are buttons for View, Import All Category, Manage All Table, and Schedule All. A form section contains fields for Client Name, Application Name, Application Id (22), and Language Id (1). The main part of the dashboard is a table with the following data:

Category Id	Category Name	NP Category Title	Venacular Category	Description	URL	Display Order	Is/son	Active	IsWind	IsNewsPaper	News
1166	Mukhapata			ಮುಖಪುಟ		1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit New Delete
1172	News			ಸುದ್ದಿ		2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit New Delete
1173	Nation			ರಾಷ್ಟ್ರೀಯ		1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit New Delete
1174	State			ರಾಜ್ಯ		2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit New Delete
1175	International			ಐನ್ಡಿಯನ್		3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit New Delete
1176	Sports			ಕ್ರೀಡೆ		4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit New Delete
1177	Business			ವ್ಯಾಪಾರ		5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit New Delete
1178	Bangalore			ಬೆಂಗಳೂರು		6	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit New Delete

- ▶ The app lets the publications use send and schedule vernacular notification to the desired apps. A notification log was also provided to view the notifications in pipeline as well as the sent ones.
- ▶ WINDS allowed the publications to add key words and tags to the articles.
- ▶ Extensive insights are provided in the WINDS to enable the publications to measure their performance based on various parameters



Benefits

WINDS turned out to be a very beneficial platform for the publication houses. It solved many problems that they faced earlier.

- ▶ A scalable backend to put an end to the content management parody.
- ▶ A very transparent and easy depiction of the clients, app names, categories, languages, app description, news feed articles, etc
- ▶ Ease of finding the articles based on their language, date of publication, position in the feed.
- ▶ Dynamically updating the position of the article in the field without interrupting the working of the app.

- ▶ In depth analysis leads to understanding the impact of the articles/apps on the users and thus provides the understanding of customer behaviour.



Achievements

Winds was very successfully implemented and earned credits due to its uniqueness.

- ▶ Successful deployment of more than 30 apps on the store using WINDS platform.
- ▶ More 10000 concurrent users with more than 3 million API hits in a day
- ▶ Earned credits by the publication houses for designing the most flexible and fully configurable platform for back end support using the Azure technology.



Conclusion

Winds served as a one stop solution for publication houses to manage their content and thus brought about an ease of handling the backend. The completely configurable platform offered as WINDS simplified the handling of data for multiple applications in multiple categories.

Winjit technology is India's leading provider of innovative engineering solutions. Since its inception in 2004, Winjit has built and expanded its expertise in latest trending technologies including Internet of Thing, Artificial Intelligence & Machine Learning, Fintech Solutions, Product engineering and Digital publishing. Winjit provides end-to-end solutions from conceptualization and optimization to providing real-time solutions by developing software systems for any business is these fortes. Over the past decade, Winjit has provided innovative technology and engineering solutions that has resulted in world-class recognition and long standing customers.



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