SIMFORM

Case Study

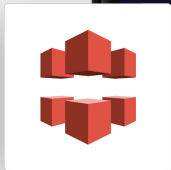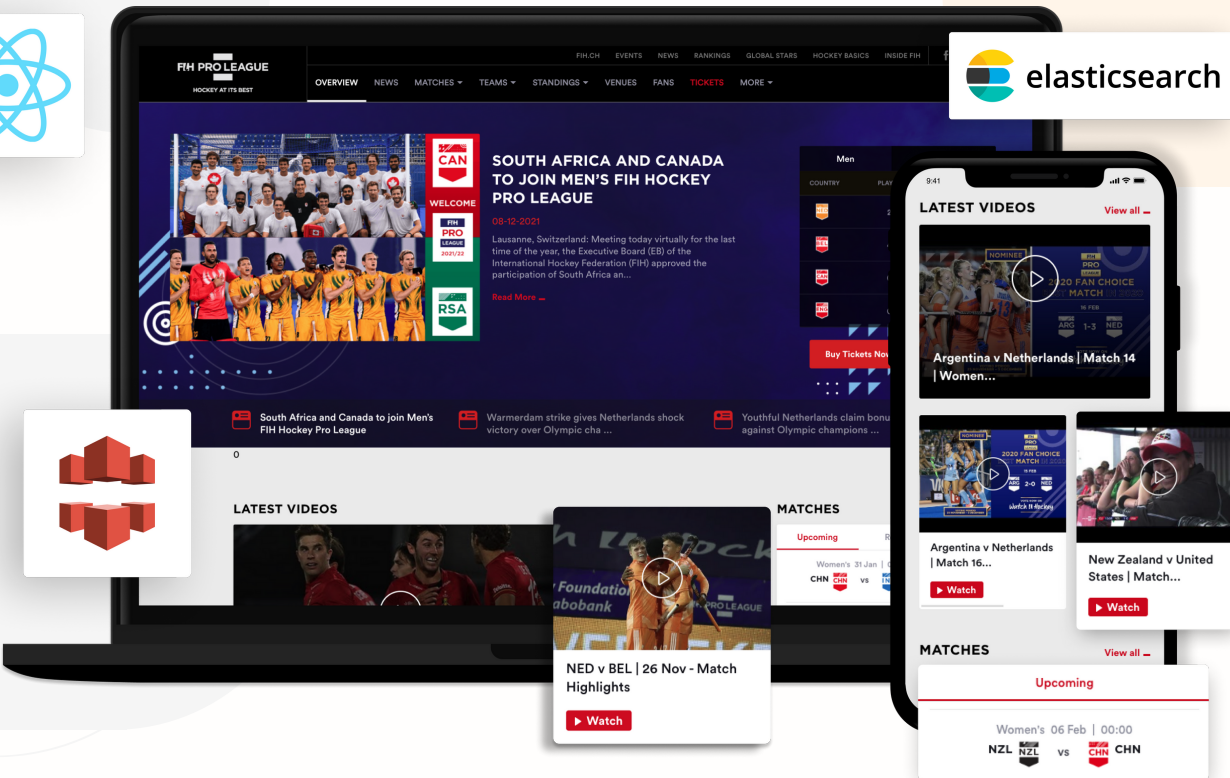## Improving the online web experience for International Hockey Federation

FIH

→

Hockey World Cup was the biggest event in the organization's history with over 3 million viewers in Asia alone. They wanted to launch a more powerful web presence before the event to be the digital companion of viewing experience.

Headless CMS

elasticsearch

Services Used

- Cloud Native Development
- Headless CMS/Ecommerce Development
- Scalable Frontend Development
- Automation Testing

Technology Stack

Headless CMS   React.js   Redux SAGA   Selenium   Jmeter

ElasticCache   AWS S3   AWS CloudFront

Challenges

Deliver a fully tested, GDPR compliant website in 3 months before the World Cup event with scalable and flexible architecture such that platform can be reused with minimal changes for any upcoming FIH events.

Dynamic Front-end for high adaptability

Build system that easily supports different content types, widgets/components, dynamic content page creation with the ability to adopt changing requirements.

Smarter content management & publishing

Reducing dependency on developers when it comes to maintaining the dynamic content and and improving application performance

Handling traffic spikes with high performance

The FIH website is in the public domain and performance is a critical aspect given it will be visited by thousands of sports enthusiasts during the world cup.

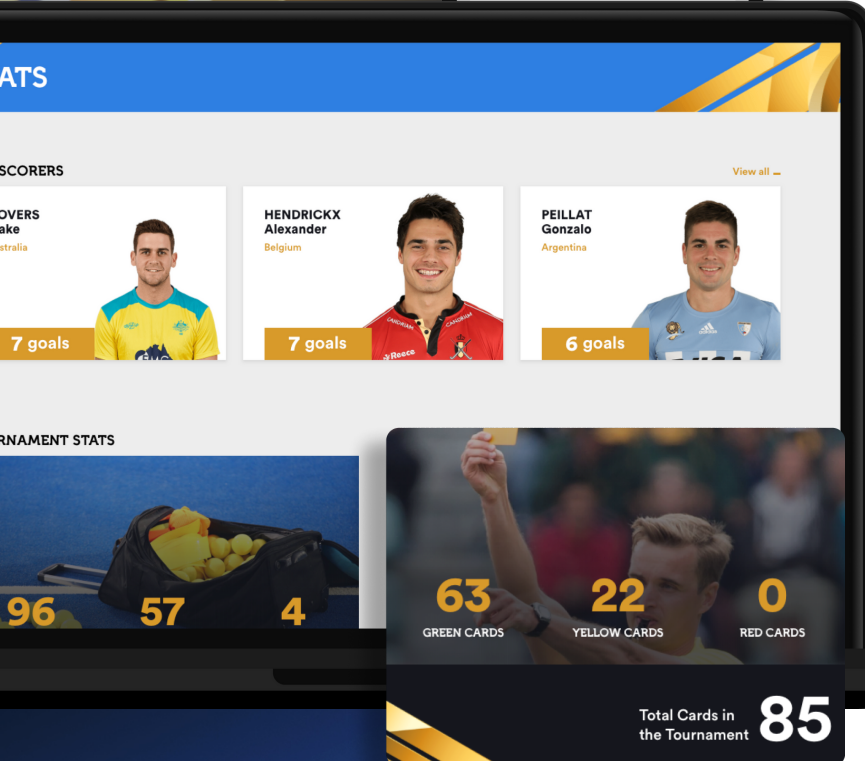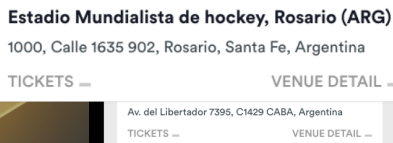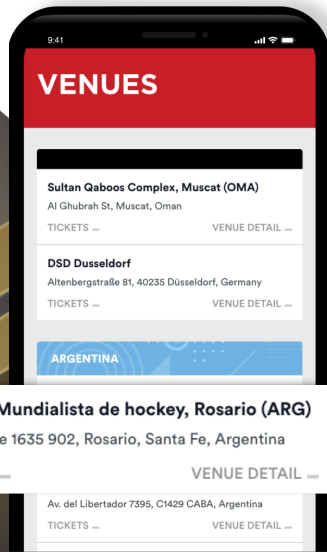## Faster deployment to reduce time to market

Reduce time to market and automate the deployment process with quality in check for all the updates to keep the website upto date

Our Solution

Headless CMS employed a **front-end agnostic architecture** which made it easier to build a scalable frontend architecture that FIH is using to create an entirely new platform for their upcoming events.

We built **reusable components library** in React using Storybook.js. which our team uses to build any upcoming FIH event website.

With headless CMS, Content authors gained more control on the look and feel of the content as UI/UX is decoupled from the CMS/Backend.

Upcoming | Results

Women's 31 Jan | 00:00
CHN **CHN** vs **IND** IND

Women's 01 Feb | 00:00
CHN **CHN** vs **IND** IND

Women's 04 Feb | 00:00
NED **NED** vs **ESP** ESP
VALENCIA

Social Wall
Tweets by @FIH_Hockey

International Hockey Federati
@FIH_Hockey

After beating Namibia 7-0, @Belarushockey are turning their attention to the next game against hosts @AbsolutaFem as 4-goal hero Krestina Papkova explains

"

To have achieved the goal in such a condensed amount of time, with so many moving parts is a remarkable case study for anyone who is trying to pull something off like this."

Head of Technology

ODISHA HOCKEY MEN'S WORLD CUP
28 NOV - 16 DEC

HOME   EVENTS   NEWS   RANKINGS   GLOBAL STARS   HOCKEY BASICS   INSIDE FIH

OVERVIEW   NEWS   MATCHES   TEAMS   POOLS   OFFICIALS   STATS   ARCHIVE   VENUES   FANS   TICKETS

NETHERLANDS BELGIUM
BELGIUM'S RED LIONS WIN ODISHA HOCKEY MEN'S WORLD CUP BHUBANESWAR 2018
16-12-2018
Bhubaneswar, India: Belgium have claimed their first ever World Cup title thanks to a dramatic shoot-out victory over the Netherlands in the final of the Odisha Hockey Men's World Cup Bhubanes...
Read More

Final Standing	
TEAM	FINAL STANDING
BELGIUM	1
NETHERLANDS	2
AUSTRALIA	3

Belgium's Red Lions win Odisha Hockey Men's World Cup Bhubaneswar ...

Belgium and Netherlands to fight for title at Odisha Hockey Men's ...

Preview: England, Belgium, Australia and Netherlands set for semi ...

IMAGE GALLERY

9:41
FIH PRO LEAGUE
HOCKEY AT ITS BEST

MEN'S MATCHES

View combined M/W schedule

Filter By

All Teams All Venues Season

2021 2020 2019

SAT

OFFICIAL
BEL **BELGIUM** 6
GER **GERMANY** 1

18:00 local time
21:30 your time
Royal Uccle Sport, Brussels (BEL)

SUNDAY 17, OCT

OFFICIAL
BEL **BELGIUM** 5

Our Solution

1

Modern Architecture to achieve superior performance

For better scalability and performance, we followed multiple approaches like **server-side rendering,** caching strategies, lazy loading to name a few.

2

Optimising content delivery approach through Cloud

Deployed solution on AWS EC2, used S3 to store all the media content and **Cloudfront to serve content** to 100,000 daily visitors around the world

3

DevOps engineering for improved quality delivery

Incorporated CI using Jenkins and automated **Infrastructure creation using AWS CloudFormation** or the delivery quality and process efficiency.

4

Automating performance testing cycle

We used JMeter WebDriver Sampler with Selenium to test client side performance automatically.

We are
Simform

Simform is a leading digital product engineering company. Over the last decade, our world-class tech teams have refined engineering practices for Fortune 1000 companies and successful startups.

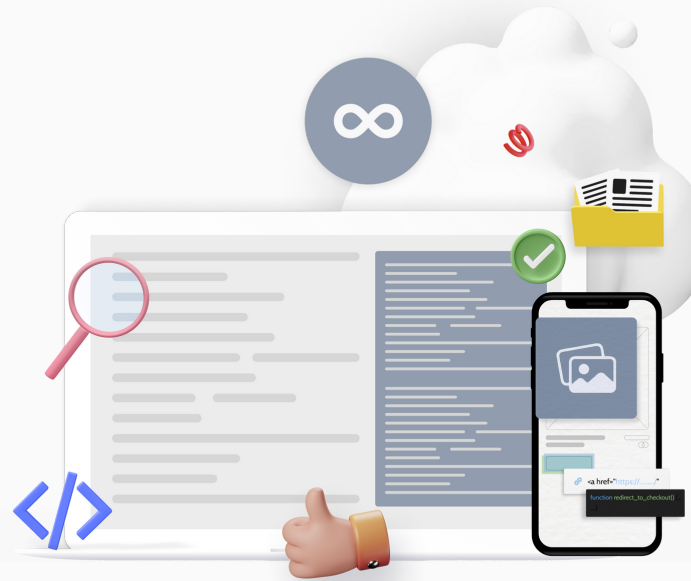Let's get in touch to extend your tech team with top talent!

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Cloud Native Development and Modernization

Managed Software Engineering teams

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