



## Overview

**Country or Region:** United States

**Industry:** Information Services & Marketing Solutions

### Customer Profile

Founded in 1904, Penton Media is the largest independent company that publishes trade magazines, organizes tradeshows and provides online marketing services in the United States.

### Business Situation

Penton had more than 100 web properties that spanned across various technologies resulting in huge maintenance costs.

### Solution

Penton engaged with Kellton Tech to streamline its assets in order to mitigate maintenance costs, eliminate redundant data and increase its in-house productivity.

## Drupal-based Solution Helps Media Giant Cut Costs, Surge Productivity

### Company Overview

Penton, previously called Penton Media and Penton Publishing Co., is a B2B trade publisher, an information services and marketing company. It is the largest independent company that publishes trade magazines, organizes tradeshows and provides online marketing services in the United States. Penton runs 65 tradeshows and conferences, 145 digital properties, 20 paid data products and 86 print products in agriculture, transportation, natural products/food, infrastructure, industrial design and manufacturing.

Penton is a media giant and an independent publisher of trade magazine and industry-specific websites. One of the largest information and print media organization in the USA, Penton reaches 6 million business professionals through 20132 online courses.



*With over 100+ web properties dispersed across multiple technologies, Penton was looking for a solution that would ease manageability and reduce costs at the same time.*

---

## Situation

Penton's history goes back to over a 100 years. Over such a long span of time, it went through numerous corporate acquisitions, sales and mergers, which resulted in the attainment of a number of web properties scattered across various technologies, Content Management Systems and standalone systems. Assets created by fluctuating teams using varying technologies created a discrepancy in the content.

With more than 100 websites powered by different technologies, Penton found it increasingly costly and inconvenient to maintain them with no economies of scale and a growing dependency on legacy systems.

To alleviate costs and ease manageability, Penton required an innovative, customer-facing Content Management System migration solution that could deliver on streamlining and consolidating the fluctuating technologies onto a single unified platform. So, it engaged with Kellton Tech Solutions Ltd. to help provide them with a unique technology solution to improve operational efficiencies while reducing maintenance costs at the same time.

---

## Solution

### Streamlining Multiple Websites' Data On A Single CMS System





*A Drupal-based solution was proposed to consolidate the scattered data on a single unified technology stack.*



**01**  
Single Solution To Migrate Sites On Multiple Platforms.

**02**  
Moving all web properties (category, taxonomy, table fields, content, media files) to **PISCES** through scripts created in **php** and **python**.

**03**  
Enhancing Existing Assets (Design, Themes, Templates).



To consolidate the assets and maintain uniformity across all web properties, Kellton Tech decided to move all the web properties to a single CMS platform, i.e. Drupal. The solution was presented by creating an all exclusive CMS called PISCES over Drupal, in order to execute the proposed plan. Additional emphasis was put forth to make the new platform so flexible that it could enhance or modify itself according to emerging requirements in future.

To ensure unified migration of assets, Kellton Tech designed a process that was scalable and measurable with negligible adverse impact to the business. This process not only focused on successful shifting of data from multiple platforms to PISCES but also ensured removal or renovation of dead, irrelevant and flawed content. New designs, themes and templates were also created to enhance the look of assets.

The entire project was spanned across two phases. The first phase or the POC phase, lasting four months, solely focused on successful migration of three websites to the new CMS along with process definition and stabilization of the platform at the same time.



*Kellton Tech helped  
Penton to significantly  
reduce its  
maintenance costs  
while effectively  
modernizing the  
process and  
alleviating an ongoing  
resource crunch.*

The second phase, which lasted for 20 months, was dedicated to migrate the remaining websites to PISCES.

Kellton Tech closely engaged with Penton to understand their existing technology stacks in order to develop fresh scripts to export the entire data into XMLs. Eventually, Drupal Import module was used to migrate the prepared XMLs to PISCES.

## Outcomes

---

### Results

-  Reduced Costs
-  Advanced Technology
-  Resource Crisis Mitigation
-  Easy Content Management For All Websites

### Reduced Costs

Since the entire system was shifted to one unified CMS, it resulted in slashing down the company's overall maintenance costs to a great extent.

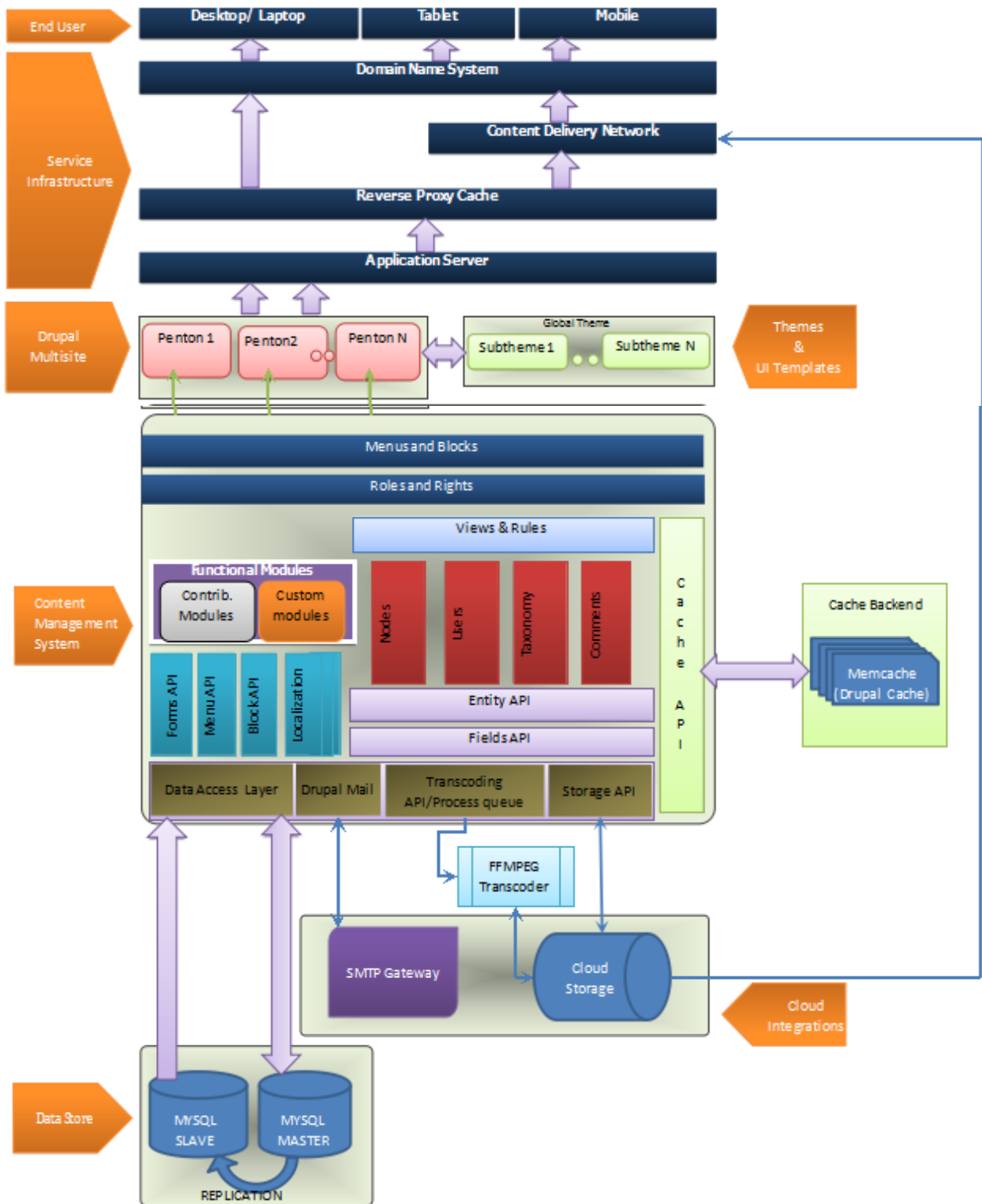
### Updated Technology

Obsolete technology and legacy system dependency was becoming detrimental to the performance of websites. Additionally, these were also posing huge problems to people who were working around it. Both these issues got resolved with the advancement to new technology.

### Resource Crisis Mitigation

The company was constantly facing resource crunch as there were limited resources and multiple technologies to handle. Having a single CMS for all web properties helped impressively to solve the crisis regarding limited resources.

# ARCHITECTURAL COMPONENT



## TECHNOLOGY STACK

---



python™



PEARL



Kellton Tech has been a technology partner to many organizations across the globe for over a decade. From providing end-to-end outsourcing services to engineering innovations, Kellton Tech has catered to a number of varying needs of a huge clientele.

For more information about Kellton Tech Solutions Ltd ([BSE : KELLTONTEC](https://www.bseindia.com/bse/stocks-funds/quote/KELLTONTEC)), visit [www.kellontech.com](http://www.kellontech.com)