

# AP

Processes 200,000+ pieces of content daily at news-breaking speed.



## The Challenge

- AP processes more than 200,000 pieces of multimedia content daily
- Content delivery system originally built to handle text and photos
- New system needed to handle online and broadcast-quality video



## The Solution

- Neuron ESB, an easy-to-use, robust enterprise service bus built on .NET
- Low implementation cost and simple yet efficient design
- Allowed AP to quickly deliver business value by shortening release cycles



## The Benefit

- One-third the cost of upgrading to newer, more expensive technology
- No interruption or degradation in service during implementation
- Provides HD video content to AP customers quickly and reliably
- Allows workflows to be tailored to the specific needs of AP customers
- Enables AP's IT team to increase the business value of new products and services
- Provides agility and flexibility to easily handle future business opportunities

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**– Alan Wintroub, Director of Software Engineering, Associated Press**

**“We evaluated Neuron ESB against other service buses, and Neuron came out as the clear leader. It wasn’t a sledgehammer for a nail, as was the case with some of the other offerings we looked at. Neuron ESB fit the bill perfectly and is now orchestrating all content processed by AP.”**

**– Vince Tripodi, Vice President, Development, Associated Press**

## The Challenge

The Associated Press (AP) is one of the largest and most trusted sources of independent newsgathering, supplying a steady stream of news to its members, international subscribers and commercial customers.

AP’s digital platform processes and delivers multimedia content via satellite and the Internet to customers worldwide. When originally built, the platform was optimized for text and photos. As video has since become central to AP’s content strategy, meeting business and editorial demands required significant re-architecture to handle the size and scale of both online and broadcast-quality video. “Our platform processes in excess of 200,000 pieces of multimedia content each day,” said Vince Tripodi, vice president, development, Associated Press, “and each passes through many content and distribution services that add value and require orchestration, all while maintaining service levels for breaking news that our customers demand.”

AP began to look for an enterprise service bus (ESB) that could handle an increase in service sophistication and content volume, especially in consideration of the growing demand for high-definition (HD) video.

## The Solution

After assessing several types of messaging architectures, including open source publish/subscribe-based products and other proprietary ESB offerings, AP chose Neuron ESB, because its low implementation cost and simple but efficient design made it budget- and user-friendly. “We evaluated Neuron ESB against other service buses, and Neuron came out as the clear leader,” said Tripodi. “It wasn’t a sledgehammer for a nail, as was the case with some of the other offerings we looked at. Neuron ESB fit the bill perfectly and is now orchestrating all content processed by AP.”

Having already made significant investment in Microsoft technology, AP’s technology team was familiar with .NET, the programming language on which Neuron ESB is built. Neuron’s ease of use and roots in the .NET platform allowed AP to quickly deliver business value by shortening its release cycles. “With no formal training, our own .NET development staff became proficient with Neuron ESB in a very short period of time,” said Alan Wintroub, AP’s director of software engineering. “This significantly eased adoption, and reduced time and cost to deliver HD services.”

The unique requirements of AP’s business model, which is largely based on distributing sizable amounts of content in a

reliable and speedy fashion, proved challenging at times for the Neuron team, which worked closely with AP to ensure project success. “The Neuron ESB product team was intensely engaged with AP throughout the project, responding to questions, requests and issues quickly and expertly,” said Tripodi.

To verify the effectiveness of its Neuron-based content pipeline, AP started with a London-based pilot, where a significant amount of AP’s video content is managed. The ease at which the new system handled video demand led to the decision to make Neuron ESB the foundation for processing all of AP’s multimedia content.

## The Benefits

Instead of replacing its aging content pipeline with newer, expensive technology, AP wisely implemented Neuron ESB for one-third the cost. Even so, transitioning to an entirely new platform was a considerable undertaking for AP.

Internal business partners and customers were expecting no loss or degradation in service during the transition. With the move to Neuron ESB, AP was able to exceed those expectations.

AP was not only able to maintain high levels of service during Neuron implementation; the news organization can now also provide content to its customers more quickly and reliably. “In some cases we’ve cut delivery times by several minutes, which, in a breaking news scenario, significantly increases our competitive advantage,” said Tripodi.

With Neuron ESB, AP can now deliver workflows tailored to the specific needs of its customers, something that would have required extensive refactoring with its old system. AP’s technology team is now able to dedicate more time to delivering business value in the products and services that surround Neuron ESB.

The transition to a robust, enterprise service bus-based pipeline has significantly increased AP’s ability to respond to new business opportunities that would leverage the ease at which Neuron ESB enables content processing. “Neuron ESB brings more to our development environment than we’d anticipated,” said Wintroub, “and we’re eager to uncover new ways for Neuron to help us extend our capabilities going forward.”