



System Configuration

High speed techniques

- Acceleration with PHP 7 and Nginx
- Always-on SSL and HTTP/2
- Middleware and server tuning

Load balancing and availability

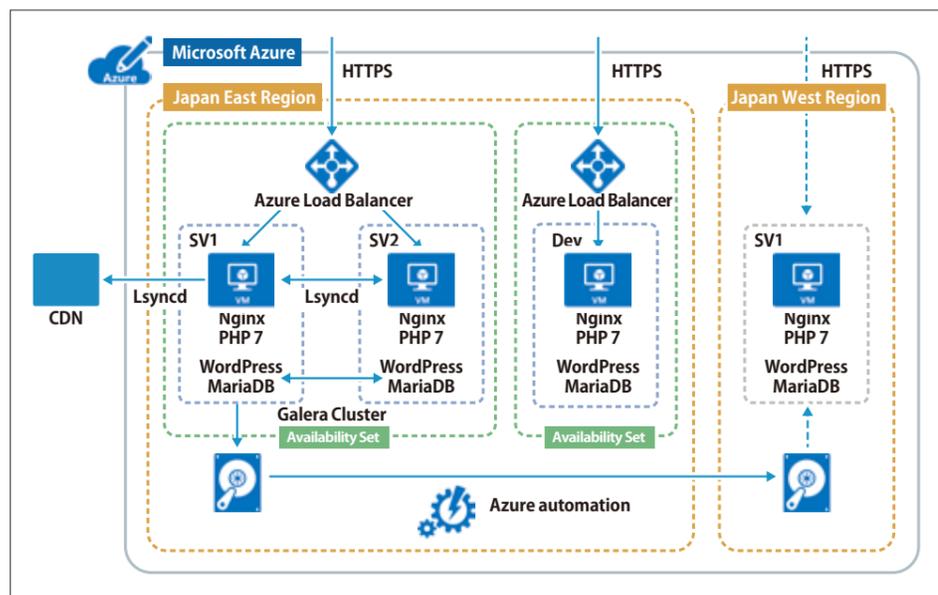
- Azure Load Balancer and Availability Sets
- Bilateral control of your files and database with Lsyncd and MariaDB Galera Cluster

Geographic redundancy

- Continuous operation with regular backups and emergency system restoration

Microsoft Azure

<https://azure.microsoft.com/>



Increased speed with WordPress tuning

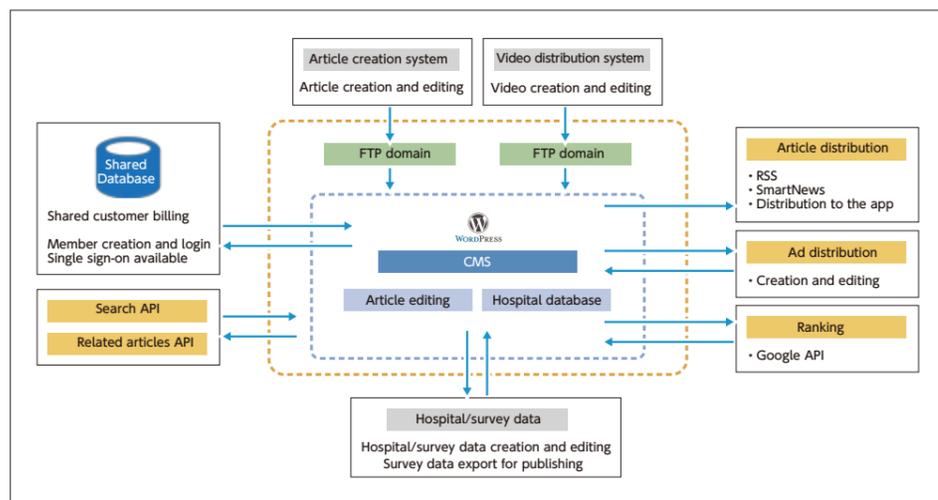
- Ability to import the data of 160,000 hospitals even during high loads
- Page caching and Transients API
- Speed increase with translation accelerator

Shared customer system

- Accesses the shared database to allow users to create accounts and login
- High speed and detailed display of every customer's status

Cooperation with external systems

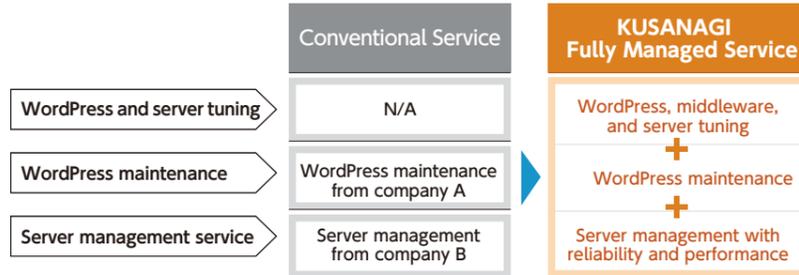
- WordPress content creation with an article creation system and video distribution system
- RSS available for articles
- Distribution to app via JSON



What is KUSANAGI Fully Managed Service?

We will fine-tune everything: the handling of hardware and middleware, revisions of themes and plugins, optimization of SQL, and reviewing of database structure. With measures in place to continuously improve and maintain performance, we offer a whole-package managed hosting service for WordPress.

<https://en.kusanagi-hosting.com/>



Prime Strategy Co., Ltd. Otemachi First Square East Tower 18F, 1-5-1 Otemachi Chiyoda-ku, Tokyo, Japan 100-0004
 TEL:03-6551-2995 FAX:03-6551-2941
 URL: <https://www.prim-strategy.co.jp/>

WordPress Construction Example for Enterprises

Largest in the field

Yomiuri Shimbun's Health Service Info Site



KUSANAGI for Microsoft Azure



Client Information

Company: Yomiuri Shimbun Tokyo HQ
 Website: Yomiuri Shimbun's Health Service Info Site yomiDr.
 Site URL: <https://yomidr.yomiuri.co.jp/>

Service Start: March 2016
 Products Used: KUSANAGI for Microsoft Azure, KUSANAGI Fully Managed Service

Old site issues

- No server balancing in place to deal with high traffic
- No guarantees the site would operate through disasters
- High operation and maintenance costs
- Took time to update content
- No mobile version

Results of site renewal using KUSANAGI for Microsoft Azure

- ▶ A site with 300,000,000 page views a month
- ▶ Ability to restore from a remote location in case of disaster
- ▶ 50% decrease in operational costs
- ▶ Less time needed to create content
- ▶ Mobile capability



Yomiuri Shimbun Tokyo HQ
 Head of Medical Network Preparation
Kenichi Maruyama

A comment from Kenichi Maruyama, head of Medical Network Preparation

yomiDr. was launched five years ago, and the system that was created for it at the time was now old, and our page views fell to 2,300,000 a month. We didn't have mobile capability or prevention against data loss, so we thought about renewing the site. For our next CMS, we placed importance on the ease of updating multiple articles. Eventually, we received proposals from three companies, and we considered their skills, achievements in WordPress for enterprises, maintenance availability and cost. We entrusted our site to Prime Strategy. By using KUSANAGI for Microsoft Azure, our site performance has greatly improved and we now have 300,000,000 page views a month. Also, time spent operating the site is 1/6th what it was, and costs have been reduced by 50%. On top of that, if a disaster strikes eastern Japan, we can restore the site from a backup in western Japan in less than an hour.



Page views increased by 300%, full restore in 1 hour, operational costs reduced 50%

In a project spanning nine months, the field's largest health service info site "yomiDr." was renewed. We interviewed those involved about the background and results of switching to KUSANAGI for Microsoft Azure.



Yomiuri Shimbun Tokyo HQ
Editorial Department Asst. Director
Akiyoshi Yamane

Why choose KUSANAGI

— Could you tell us some of the issues you faced with your previous site?

Yamane: When we needed to add a section or update contents, we only had one staff member who could do it, so it was a complicated 30-minute process. Maintenance on hospital and survey data was done once a month, and required spending half a day on the phone with the systems manager. Also, whenever we had spikes of high traffic, display of the site was delayed and the CSS would not load resulting in a broken site.

Sakai: Disaster recovery was an issue. Health information is needed in a disaster, and if there was high concentrated traffic, our site might possibly not be able to operate.

System restoration within one hour

— Did you have any time requirements in regards to system restoration?

Sakai: We hoped for less than a day from downtime. We were able to create a site that can be restored from a remote location within an hour even if eastern Japan suffered a major earthquake. We are extremely satisfied the time was shorter than we expected.

Reduced operational work load

— Are your CMS issues dealt with?

Yamane: The time it takes to create a new section was reduced from 30 minutes to 5, and processes have been optimized so that many staff can update contents. The plan to link the 160,000 hospitals and survey data was re-written many times in order to move smoothly.

Change to a flexible and quick configuration

Sakai: This renewal project was originally planned for 100,000,000 page views a month. But our site access was rising, and we needed to increase those page views to 300,000,000 in the later half of the project. At that time we realized with Microsoft Azure that by just changing the instance you could account for that increase.

When we tested the infrastructure it was already very good, and with Microsoft Azure Portal you can view a lot of information so that it is extremely easy to maintain.

Jinnai: Thank you very much for your kind words. We take a lot of pride in our customer approval as well as Microsoft Azure's performance, functional aspects, and cost. We would love to help with the further development of yomiDr.



Yomiuri Shimbun Tokyo HQ
Technical Production Dept.
Shuhei Sakai



Microsoft Japan Co., Ltd.
Head of Partner Business Development
Yusuke Jinnai

Participants

Yomiuri Shimbun Tokyo HQ
Kenichi Maruyama (Head of Medical Network Preparation)
Akiyoshi Yamane (Editorial Department Asst. Director)
Shuhei Sakai (Technical Production Dept.)
Microsoft Japan Co., Ltd.
Yusuke Jinnai (Head of Partner Business Development)
Prime Strategy Co., Ltd.
Hitoshi Omagari (Executive CTO)
Chieko Aihara (Project Manager)
Tadashi Yoshimasa (Board Director)

Operational cost reduction

— I would imagine your costs have increased now that you have load balancing and efficient system restoration.

Maruyama: The operational costs were cut in half compared to our previous system. Cost reduction was a major issue with our renewal, and we were very glad to receive a proposal for Microsoft Azure.

A proposal offered with experience

— How was your experience with our staff on this project?

Maruyama: They were on board for the page view change to 300,000,000 a month, they created a campaign site, and responded to sudden requests, so we are very grateful.

Sakai: It was enjoyable conducting an infrastructure test with them.

Yamane: Whenever we consulted them, they never responded with "we can't", but rather proposed even more appropriate addons such as plugins, that was possible due to their experience. I am glad we chose a company that understands WordPress so well.

Aihara: Thank you for speaking so well of us. It was a challenging project with many difficulties, but I am grateful to everyone who participated and collaborated. We have discussed new features and policies, so we look forward to developing the site even more.

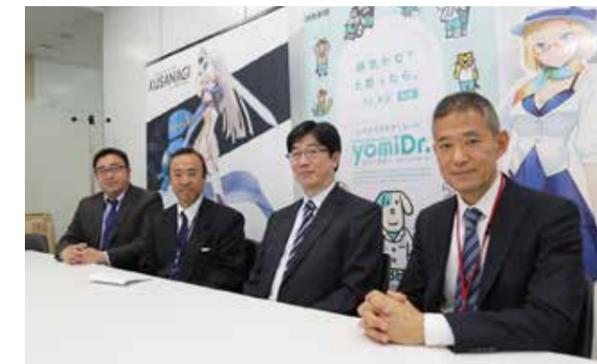
— What are your plans for development in the future?

Yamane: We want to increase paid membership and proactively respond to the diversification of outside distribution.

Maruyama: I have plans to perfect our subsites now that we can upload videos.

Omagari: yomiDr. not only uses the latest technology such as always-on SSL, HTTP/2, and PHP 7, but it is operating with the stability provided from the cloud and years of site construction knowledge. I believe you will easily be able to further develop.

Yoshimasa: Thank you everyone. Prime Strategy's strengths are its top-class WordPress construction achievements and know-how, on top of the high performance of our UltraFast WordPress Virtual Machine KUSANAGI. I believe we received this evaluation based on our precise proposal and skills.



Prime Strategy Co., Ltd.
Executive CTO

Hitoshi Omagari



Prime Strategy Co., Ltd.
Project Manager

Chieko Aihara



Prime Strategy Co., Ltd.
Board Director

Tadashi Yoshimasa