



Lip Smacking Recipes, Gourmet and Communities

Azri deploys SMG's social food and lifestyle online magazine

The Daily Meal is the brainchild of former Forbes.com publisher Jim Spamfeller's publishing firm, Spamfeller Media Group. The company's plans to launch industry specific publishing platforms were kickstarted with a Social Web Magazine focused on food and lifestyle.

Based on designs provided by the client's digital agency, Azri was responsible for front-end engineering and application development of the platform. Having chosen Drupal to build the solution, the effort included custom module development, API integrations with third party services, such as RecipeBridge.com's recipe search, CityGrid's geo-tagged restaurant search etc. The effort involved ensuring performance optimization using Memcache and Varnish, and deployment on a load-balanced High Availability (HA) environment.

Key Highlights

Configured to support Rich Media and ongoing Content Aggregation activities.

Third Party API integrations with RecipeBridge.com and CityGrid.

Customization of User Relationship module to build communities towards enabling a social experience.

Performance Optimization using Memcache & Varnish.



Clients

Alcatel
Coca-Cola
GE Healthcare
Sonosite
The World Bank Group
Hessische Zentrale für Datenverarbeitung
Indian School of Business
Society for Human Resource Management
Vodafone
Wash United
Rediffusion - Y&R
Kyoorius Exchange
Dagr Nott & Associates
Stichting AIESEC International



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