

## Behind the scenes of livemint.com

Welcome to the back stages of LiveMint.com. We are currently in beta and new builds are being released frequently based on your feedbacks. We enjoyed the ride so far, which was just over 90 days and here we share the glimpses for you.

A portal of this magnitude is not possible by one company or by one product. What you see today is a combination of best products and best teams in the world working together to give you the unforgettable “livemint” experience.

The UI Design for LiveMint.com has been done by the world renowned design firm Garcia Media, USA. Articles and all content pieces are created by Livemint editorial team using Eidos Methode (Knowledge management tool). The editorial servers run in Hindustan Times Head Office in New Delhi. Finished content gets automatically published to Vishwak Portal Framework (VPF) in pre-defined XML Schemas & Web Service APIs. All content is stored and retrieved from SAN storages for redundancy and speed. Each page is dynamically constructed with its own look ‘n’ feel and from various sources - for performance these are extensively cached at front-end web servers.

The production web farm runs in state-of-art environment (details in right column) in Atlanta, USA. An identical testing environment is kept ready at all times in New Delhi, India. To improve the end-user browsing experience we are shortly enabling Geographic Mirroring across the globe.

The site’s XHTML follows latest web standards including Table-less (DIV) HTML design, Cross-Browser CSS & Flash Streaming Video. The entire production web farm runs on cutting edge 64 bit and dual-core environments to handle millions of users daily.

### Feature List:

- ✓ Multi-Platform, Cross-browser friendly website
- ✓ Customizable Alerts at Article / Company/ Interest/ Sector Level
- ✓ RSS feeds for all sections
- ✓ Web 2.0 technologies for personalization and sharing
- ✓ Free text Search and Google Search
- ✓ Most-Read and Most-Shared stories
- ✓ Polling and User-feedback
- ✓ Real time Stock Indices

### Powered by:

Vishwak Portal Framework  
(VPF), USA  
Eidos Methode (Eidos), Italy

### Software Products:

Portal runs on

- Windows Server 2003R2 (64bit)
- SQL Server 2005 (64bit)
- .NET Framework 2.0 (64bit)

Knowledge Mgmt runs on

- Linux OS
- Apache Tomcat, Java, C++
- Versant Object DB

### Hardware Platform:

Web & App Servers run on

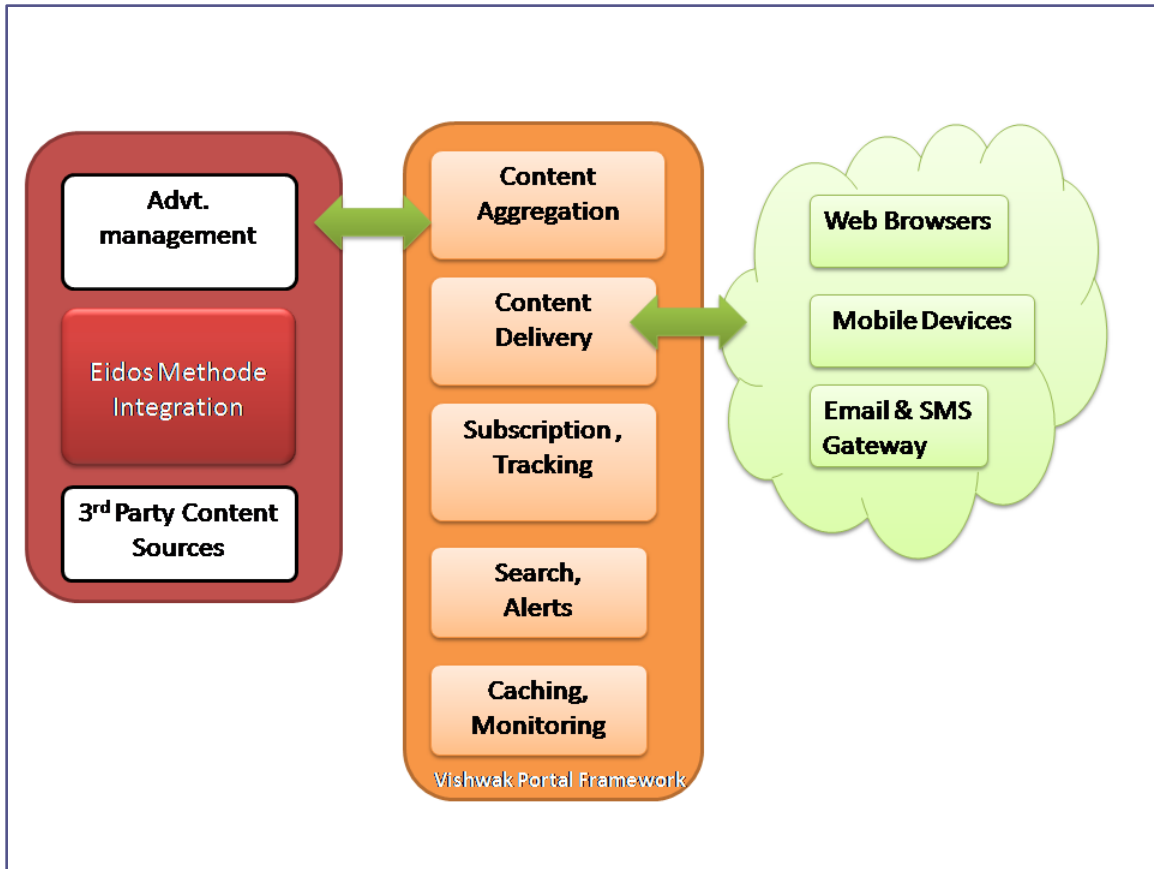
- Dell Dual XEON (Woodcrest), 8GB RAM

DB servers run on

- Dell Dual XEON (Woodcrest), 8GB RAM
- Windows SQL Cluster
- EMC SAN Storage

Foundry Load-Balancers  
CISCO Firewalls

- ✓ AJAX Capabilities for in-place updates
- ✓ E-Front Page in PDF Format
- ✓ Weekend Lounge Homepage
- ✓ Section wise quick hits



LiveMint.com Portal Architecture