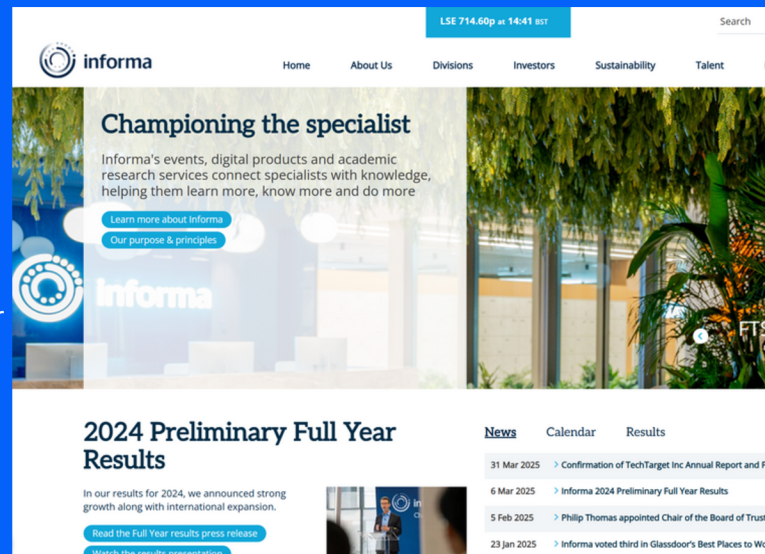# Zero-Downtime Revolution: Informa's Digital Transformation Journey

Redefining Reliability: Informa's Strategic Approach to Digital Innovation, Ensuring Zero-Downtime Deployments and Cost-Effective Solutions

About Informa

Informa is a global leader in connecting specialists in academic and business-to-business markets with valuable knowledge. As a leading international events, digital services, and academic knowledge business headquartered in the UK, Informa is a member of the UK's FTSE 100 group of public companies. The company is dedicated to connecting professionals in various markets with valuable insights and information, fostering innovation and growth.

Service Provider (Information)

>12.000 Employees

International (30 Countries)

AWS, Github, K8s & more

40 Team member

Challenge

- **Zero-Downtime:** Informa needed to ensure updates without service interruptions.
- **Traffic Switching**: They required smooth transitions to new software versions.
- **Safe Testing:** Testing new versions without exposing live traffic was essential.
- **Quick Rollbacks:** Rapidly reverting changes to mitigate risks was a priority.
- **Efficiency:** Maintaining cost-effective solutions while enhancing reliability.
- **Tool Integration:** Utilizing existing tools without disrupting internal teams was necessary.
- **Compliance:** Meeting security and regulatory standards

Solution

- **Blue/Green Deployment:** Implemented strategy for seamless, zero-downtime releases across 8+ services.
- **Iterative Execution**: Extensive preparations, POCs, and technical spikes.
- **Prioritized Development**: Focused on critical components first, followed by thorough testing and continuous improvements.
- **Risk Mitigation:** Delivered reliable, risk-free deployments.

Success Story

The successful implementation of the Blue/Green Deployment strategy was a testament to the agile and collaborative approach taken by the teams. Working in an agile environment, the project was executed iteratively, allowing for continuous feedback and improvements. This approach ensured that the most critical components were prioritized and thoroughly tested before full deployment.

The close collaboration between K&C and Informa's internal teams was key to the project's success. Regular communication and alignment of expectations helped in addressing challenges promptly and effectively.

The seamless integration of the Blue/Green Deployment strategy resulted in zero-downtime deployments, gradual traffic switching, and risk mitigation across more than 8 services, significantly enhancing the platform's reliability.

Why K&C?

Expertise and Innovation: K&C's IT experts continuously optimize and proactively introduce innovative ideas, ensuring solutions are both cutting-edge and effective

Long-Term Partnership: K&C fosters strong, long-term relationships with clients, providing consistent support and adapting to evolving needs

Cost-Effective Solutions: K&C delivers resource-efficient solutions that meet security and regulatory requirements while minimizing maintenance complexity

About Krusche & Company

With over 25 years of experience, Krusche & Company (K&C) is a leading IT outsourcing provider, specializing in web and cloud technologies. Our team of 150+ IT experts operates from six offices worldwide, delivering top-notch services in UX/UI design, software development, cloud development, DevOps, quality assurance, agile project management, and cybersecurity.

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