JP Digital Transformation: A Journey
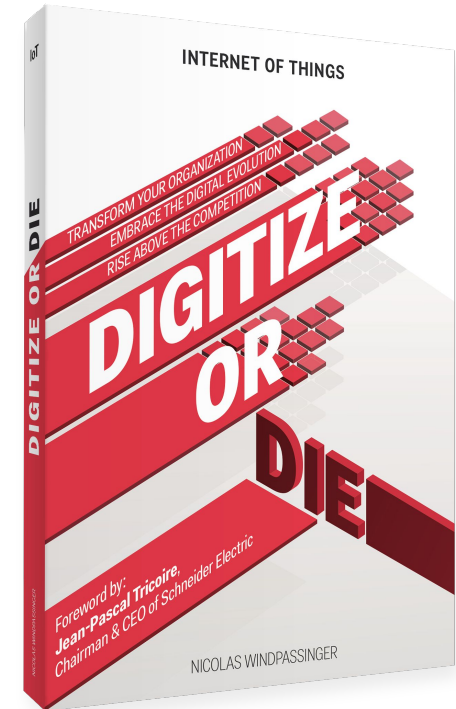
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Digital transformation*

Changing the mindset of everyone in the bandwagon to extend their understanding to the point where digital first is become the norm. *Not easy, though, but we have to.*

From paper to digital. We want our strength of paper to be also distributed to our digital.

* from paper to digital

1. Transformation

Three key areas need to be focused in doing digital transformation:.

➜ **Brainware**
   People's mindset..

➜ **Software**
   New tech, API, algorithm, etc..

➜ **Hardware**
   Infrastructure

How important is infrastructure for **The Jakarta Post to allow Us to grow rapidly?**

Tip

Infrastructure is one of the most important things for digital business to run properly.

No business today can live without any infrastructure involved.

Very important! For us.

The Jakarta Post started going digital in a few years back and now become **ONE of the most prominent digital media** in South East Asia, along with The Straits Times, The Star, Malaysia Kini, and China Daily.

If you think The Jakarta Post is only a newspaper and a website, not anymore.

There are 6 officially different products in The Jakarta Post.

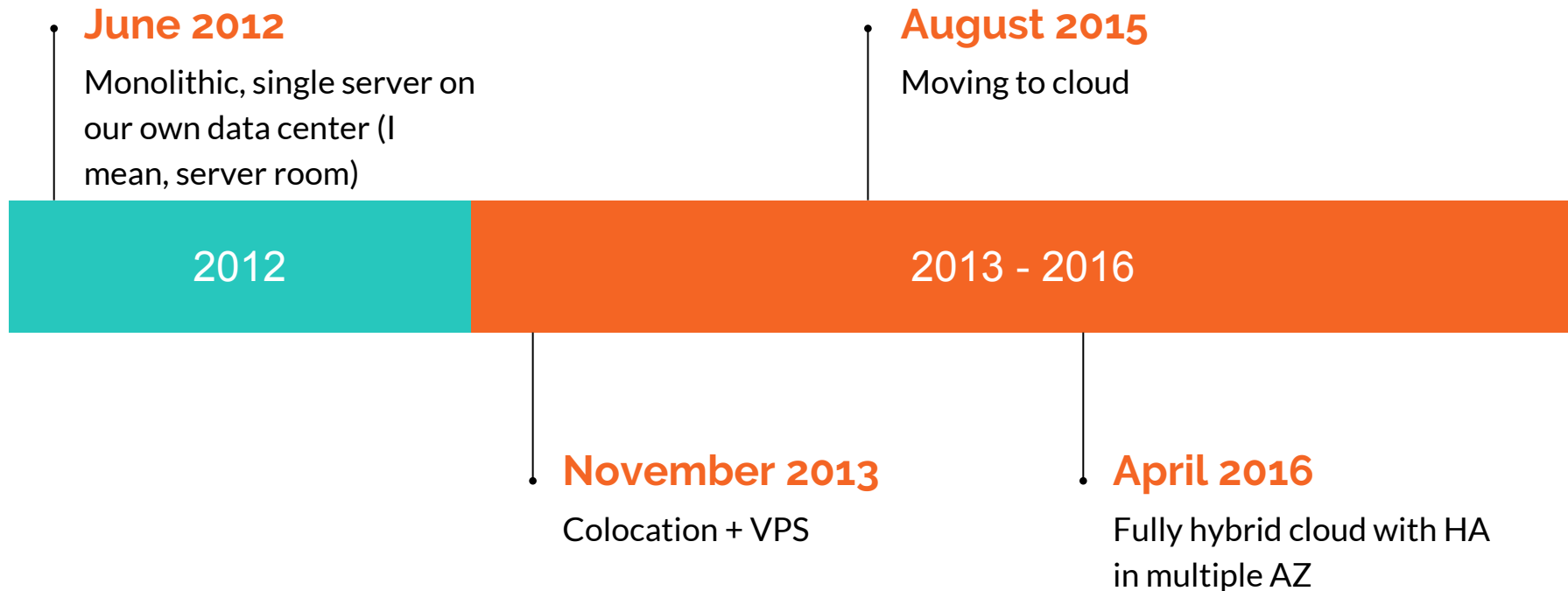# How can our infrastructure catch up?

From 1 to 40+

We grow from only 1 physical server to more than 40 VMs working day and night serving articles, APIs, transactions, analytics, insights, and partnership (joint-operations).

Infrastructure Milestones

June 2012

Monolithic, single server on our own data center (I mean, server room)

August 2015

Moving to cloud

2012	2013 - 2016

November 2013

Colocation + VPS

April 2016

Fully hybrid cloud with HA in multiple AZ

Discuss.