Eterno's DailyHunt News App Migration from On-Prem VMWare to GCP

QuarkWiz assessed Eterno's legacy setup and designed a modern, cloud-native infra on GCP. Leveraging GCP Data Migration Service & databases like Redis, Cassandra, and MongoDB, core applications were refactored and deployed in k8s for scalability.

The challenge

Eterno operated a high-volume, on-premises data infrastructure that faced growing challenges with performance and scalability. Slow data pipelines delayed analytics, impacting timely decision-making and user experience. Query performance lagged during peak hours, and scaling 5–10x on high-traffic days was unfeasible with traditional data centers.

The solution

QuarkWiz closely worked with Eterno's engineering team to modernize their infrastructure into a cloud-native architecture using GKE. Petabytes of data were migrated to GCS, along with databases like MongoDB, Redis, Cassandra & Scylla. Data pipelines consisting of Hadoop, Splunk, Hive & Trino were transitioned to cloud leveraging BigQuery and Looker for advanced analytics and insights.

The result

The platform saw a 50% drop in CPU usage through efficient cloud resource allocation. Kafka I/O latency improved from 10ms to 1ms, boosting streaming performance. With adoption of custom compute instances and GKE we optimized infrastructure enabled faster data access and near real-time reporting, aiding content decisions and reducing costs.

> **"** QuarkWiz didn't just migrate us, they reimagined our cloud architecture to help us deliver news faster, smarter, and more reliably. **"**
> CEO Ravanan N - Eterno Infotech Pvt Ltd

About Eterno Infotech Pvt Ltd

Eterno's Dailyhunt News App is India's leading local language content and news platform, offering personalized news & videos in over 14 Indian languages using AI-driven recommendations. With a user base of over 200Mn+ it curates content from thousands of publishers and independent creators, making it a key player in India's digital media landscape.

Vertical/horizontal solution: Media & Entertainment

Primary project location: India

About Quark Media Tech Pvt Ltd

At QuarkWiz we help organizations migrate, modernize, streamline operations, and build intelligent systems powered by Cloud, AI, and Automation.

Google Cloud Partner

Products
Google Cloud Platform