

Case Study - Cloud Computing

Solution

Netmagic implemented a turnkey IT operations setup to manage physical infrastructure, virtual environments, and applications for India Infoline.

Solution Snapshot

- Cloud Computing
- IDC and Managed Hosting Services
- Infrastructure Management Services

“We have been with Netmagic Solutions for a very long time and have continued with Netmagic because they provide us with a good reliable service, very good flexibility, and scalability.”

Sankarson Banerjee, Chief Information Officer, IIFL Ltd

Key Benefits

- India Infoline can now focus valuable human capital on core business processes, application development and innovation.
- All key client application environments are now virtualized and centrally hosted at Netmagic's datacenter leading to efficient management
- Streamlining current IT infrastructure lead to optimum utilization of resources and enables India Infoline to plan future infrastructural requirements better
- The cloud gives India Infoline the flexibility to scale its IT infrastructure horizontally on-demand to accommodate spikes in trading activity
- Round the clock support, maintenance and technical expertise ensures faster turnaround times (TAT) and improved performance levels
- A robust and a scalable on-demand IT infrastructure helps support India Infoline's expansion and growth plans

This is evident in the way the relationship between India Infoline and Netmagic has progressed. When India Infoline needed to upgrade its trading software and move its broadcast servers to cloud, which runs at its peak during trading hours, and ran on 70 odd servers, it turned to Netmagic for support. India Infoline took ten days to migrate around 54 broadcast servers to the cloud with help from Netmagic Solutions, as against the almost six weeks timeframe required to provision a server in-house.

“For the success of cloud computing in our enterprise environment, it was essential to ensure that both the versions of our trading application ran fine during migration. It was a tough call when it came to procuring 70 more servers to run the new application in parallel,” says **Sankarson Banerjee, Chief Information Officer, IIFL Ltd.**

Since it was not possible to buy 70 additional servers, Banerjee settled on using Netmagic's cloud computing service. “We must have been one of the first companies in India to run production servers on the cloud,” says Banerjee. The project started off with the migration of two servers. Since the performance of broadcast servers is time sensitive, there were doubts about the Netmagic cloud's performance capabilities. Scalability issues were also concerns, when it came to auto scaling. Another concern for India Infoline revolved around backups of data on the cloud. Discussions with Netmagic's engineering team helped alleviate India Infoline's concerns around performance, data backup, scalability and high availability of their IT infrastructure.

Recently, India Infoline has added 35-cloud service more instances at Netmagic's datacenters for scalability of trading applications. Netmagic has also ensured application level redundancy (N+1) with load balancing across separate locations (Cloud and Private virtualized grids). This has led to an assured uptime and high availability for India Infoline's portal as well as their applications.

Key Takeaways

Netmagic's turnkey IT services plan took care of all IIFL's IT infrastructural and automation needs. Netmagic was able to bring down physical server requirement at IIFL to a mere 30% by effectively scaling and streamlining the company's existing IT infrastructure. Understanding IIFL's need for assured uptime, Netmagic seamlessly automated all of India Infoline's IT environments keeping the mission critical and dynamic nature of the client's business in mind. The virtualization and centralization of all key client application not only meant that management would be easier and more efficient, but by handling all of its IT operations through its turnkey solution Netmagic was able to free up valuable human capital for India Infoline to focus and utilize for core business functions.

“With Netmagic's support we have been able to expand very fast, much faster than if we had to manage our own servers. We have been able to get scalability on-demand on fairly short notices. We have been able to experiment with technologies like Cloud, which we would not have been able to as in-house skills would have been a problem. We have been able to keep our costs under control because of Netmagic. With Netmagic as our partner, we have been able to gain reliability in business, which would have been difficult to manage internally,” says **Sankarson Banerjee, Chief Information Officer, IIFL Ltd.**

