



## Case Study - IDC and Managed Hosting

“Netmagic has helped us grow our business in India as well as destinations outside India. The service delivery has been good. Our users are able to upload and download content very fast, thanks to flexible bandwidth and unmatched connectivity provided by Netmagic Solutions. As we are a growing company, we plan our capacity on need basis. With Netmagic, we can provision for spikes in business by adding new servers on demand and decommission them when not required.”

**Vimal Gupta, Head of Technology - Operations, RocheTalk**

### Key Benefits

- Scalable and flexible IT infrastructure to accommodate future projects and growth
- Highly available connectivity - Carrier neutral infrastructure with 99.99% uptime SLA
- Burstable bandwidth and low latency of its application ensured a highly available IT infrastructure and an enhanced customer experience
- Pay-as-you-use model led to significant cost savings for RocheTalk
- RocheTalk technology team could focus on enabling core business activities to support their future growth plans

### Value Proposition

RocheTalk evaluated several service providers and finally chose Netmagic as their managed IT hosting service provider. The decision to choose Netmagic was based on:

- Its state-of-the-art carrier neutral datacenter with an impressive 99.99% uptime SLA
- Design of its datacenter facility, power backup, 24x7 network monitoring & management, and data backup facility
- Flexibility of provisioning servers on- demand
- Offered international connectivity for RocheTalk's customer base in Indonesia, Pakistan, Bangladesh and UK

Today, RocheTalk's social networking platform and mobile client application is hosted at Netmagic's datacenter.

*Says Vimal Gupta, Head of Technology - Operations, RocheTalk, "We are in the mobile social networking business, our needs and requirements are different from other companies who seek hosting services. Netmagic understood our requirements correctly and customized the solution as per our needs. Their service delivery has been exceptionally good. We have not faced latency issues since we decided to partner with Netmagic Solutions." RocheTalk has also subscribed to Netmagic's InfraManage services for remote management of their IT infrastructure hosted in-house.*

### Key Takeaways

Today, RocheTalk hosts its critical business application at Netmagic, and has the flexibility to increase or decrease the number of servers based on the business demand. The partnership with Netmagic has enabled RocheTalk to have a robust, secure, scalable and a highly available IT infrastructure that allows it to offer uninterrupted services to its customers. With its storage needs taken care of, the company can organize and distribute content to its customers in a structured manner. Additionally, a flexible cost structure on a pay-as-you-use model has helped the company to derive significant cost benefits.

They have been able to optimize their IT investments to deliver their service to their rapidly growing customer base. With its IT infrastructure being managed by Netmagic, the company is assured of smooth and hassle-free IT infrastructure operations and is able to focus on growing its business in India and globally.

