



NTT-Netmagic helps Hungama consolidate infrastructure on Google Cloud

Overview

Starting out as India's first digital brand solutions platform in 1999, Hungama Digital Media Entertainment Pvt. Ltd has grown to become the leading digital entertainment company in India, providing services across music, video, entertainment news and gaming. Their solutions combine content with technology to make digital consumption an enriching experience for users. Since their inception, they have served over 1 billion consumers across 190 countries.

In the past, Hungama relied on its on-premises datacenters to operate and fulfill a complex digital platform operation to compute and for data management.

The existing platform was not only expensive and time-consuming to maintain but limited in its ability to scale up at speed.

Hungama wanted a modern managed services provider and modern and secure cloud platform that could help with its cloud roadmap and offer ongoing support. This was a major factor in the company's decision to partner with NTT-Netmagic and Google.

With a cloud-first strategy in place, and the expertise of NTT-Netmagic and Google team members Hungama achieved its goal to enhance flexibility and reduce costs by consolidating its existing infrastructure to the Google cloud.

Customer profile

Hungama Digital Media Entertainment Pvt. Ltd. began its journey as agency digital brand solutions platform during the internet boom in 1999. It is now South Asia's leading digital entertainment company. Its portfolio covers a wide spectrum of services that include Hungama Music – one of the most popular music streaming platforms, Hungama Play – the go-to destination for video streaming, Hungama Artist Aloud – a platform for independent artists, Hungama Games

– a developer, publisher, distributor and marketer of mobile games and Bollywood Hungama – India's leading platform for entertainment news. Leveraging its distribution and aggregation strengths, Hungama is also able to work with telecom, DTH, ISP and OEM partners to create unique and engaging entertainment destinations for consumers. For more details, please visit: www.hungama.org

The challenge

Hungama's infrastructure was hosted across multiple data centres – and it was becoming challenging to add new workloads and services, without worrying about performance and downtime.

As a leading digital entertainment platform Hungama, generates large amounts of data each day Making it difficult to derive insights from the data.

Compute and Data sources were scattered across on-prem and other cloud providers, so the first task was to unify everything in one platform and then eventually shift to cloud native.

Solution

NTT-Netmagic provided in-depth cloud expertise to Hungama during the three-month migration process. The team took a holistic approach to cloud migration by reviewing what legacy applications to migrate or modernize.

A detailed migration project plan was created for all services – NTT-Netmagic first created a Bubble-setup – especially for the most critical applications, so that the performance and fine tuning can be done before turning the on prem legacy applications off.

NTT-Netmagic used Migrate for Compute Engine (formerly Velostrata) to move the legacy applications from the physical servers | private clouds and third-party public cloud providers to Google Compute Engine with no impact on the customer. After the migration, the team uses Google Cloud operations tools (formerly Stackdriver) to monitor and correct problems in the full technology stack hosted on Google Cloud.

Compute Engine instances allow the company to replicate existing tasks and services with ease. Hybrid cloud architecture is deployed using Google Interconnect low latency and secure connectivity – to connect to a few on-prem applications like their partner network – because of application dependencies such as hardcoded IP addresses.

“Over the following months our development teams will work to make changes to the application to remove these limitations to shift completely to cloud and cloud native technologies.”

– Pushan Puri CIO Hungama Digital Media

Google interconnect was primary network for data transfer and data network for this project. Google Storage Transfer Service was used transfer data from other cloud providers to Google Cloud Storage.

Hungama recently launched a new microsite that provides exclusive content for their premium subscribers –

“Although this microsite doesn't typically handle transactions on the same scale as our main site, it is an important and highly visible part of our brand so any downtime on the platform can cause untold damage to our reputation”

– Pushan Puri CIO Hungama Digital Media

Unlike Hungama's main site, the new microsite had no dependency on the rest of the infrastructure, making it perfect to design and deploy a cloud native architecture.

Hungama is using Google App Engine to make sure the that the new microsite has the computing capacity it needs to continue scaling to reach new markets and serve more users and Google CloudBuild enables it to move toward continuous integration/continuous delivery (CI/CD), helping it get valuable new software features in customers' hands faster.

BigQuery was chosen as the primary data warehouse to store all the information related to the service. With all its data readily available on BigQuery, Hungama was able to run specific queries that help it to gain insights which help in engaging with customers with relevant communication and recommendations.

BigQuery and Cloud SQL-managed services handle data securely and efficiently, which has helped reduce any lags when users are searching for their favorite content.

"We're also planning to start using Cloud Machine Learning Engine to further interpret and analyze the data generated through the new system. This more intelligent and proactive engagement with customers will elevate the overall experience, increase loyalty, and drive value"

– Pushan Puri CIO Hungama Digital Media

Benefits

As a result of the migration, Hungama Digital Media Entertainment Pvt. Ltd has seen reduced latency for its users globally, improved user experience, cost savings for real estate, and a has gained a competitive advantage by delivering new applications and features faster from Google Cloud Platform.

With consolidation of infrastructure and Data sources on Google Cloud Platform, Hungama 's BI team can now analyze the data holistically and make connections, gaining a much fuller picture of what Hungama' s customers are actually looking for and what kind of digital content and recommendations they want.

With automated provisioning and scaling—and improved service uptime—Hungama now has greater agility to support existing and enter new markets with confidence.

"We continue to stay engaged with NTT -Netmagic and Google cloud team - with their hands-on approach and cloud expertise they have helped us enable our cloud-first strategy."

- Pushan Puri CIO Hungama Digital Media





Together we do great things

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