

# ItzCash Card Re-Innovates Operational Resilience With Netmagic



## CASE AT A GLANCE

### Problem

- Mandated by RBI, needed to maintain production and DR setup on separate seismic zones
- Earlier service provider couldn't service the mandated requirement
- Needed a single service provider to offer the service, and avoid managing multiple vendors
- Needed to enhance security and availability
- Prepare for future growth

### Solution

- Co-located production and DR environments at separate Netmagic data centers
- Managed DDoS mitigation services
- Enhanced bandwidth
- Migrated from IPv4 to IPv6 protocol
- Better physical security features/ offerings such as fireproof storage cabinets, segregated seating areas under IP camera surveillance

### Benefits

- Peace of mind with better operational resilience
- Gained infrastructure and network scalability to support growth
- Enhanced security with secured biometric-based access to IT infra for ItzCash and its vendors
- Access to 24x7 support, maintenance and technical expertise to ensure availability
- Faster TAT
- Better infrastructure and network performance

## OVERVIEW

In 2015, the swirling floodwaters of Chennai drowned the economy in despair. Infrastructure collapsed like a house of cards. Business operations of most corporates were incapacitated and communication was paralyzed.

According to UK reinsurance broker Aon Benfield, the Chennai floods were the eight most expensive natural disaster in the world in 2015. It cost India's economy a loss of \$3 billion (Rs 20,034 crore). The IT industry alone suffered a loss of \$ 60 million. The crippling financial losses brought into sharp focus the importance of a fail proof DR and BCP strategy.

Taking a cue from this, multiple payment solutions firm ItzCash Card decided to build operational resilience into its IT infrastructure. With its business growing at a brisk clip, the digital payment firm had to fortify its operations against natural disasters. With over 75,000 franchise outlets across India, ItzCash Card has the largest distribution network for financial services. The firm is expecting to generate Rs.270 crore in the current fiscal.

Launched in 2006 by the Essel Group, ItzCash Card is India's first ever 'Multi-Service Prepaid Card company' offering a portfolio of customized B2B and B2C e-commerce and m-commerce. ItzCash Card is eyeing business transactions worth Rs.15,000 crore in 2016-17, by leveraging the Bharat Bill Payment System (BBPS).

## Case Study

### ItzCash Card Re-Innovates Operational Resilience With Netmagic



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## WHAT WAS THE PROBLEM?

With aggressive growth push, there emerged the need for an infrastructure that could stand tall in the face of disaster. The company's production facility was hosted out of a data center in Mumbai. But RBI mandate made it mandatory for the company to maintain, both a production and DR setup in separate

seismic zones. The existing data center provider couldn't comply with the mandate and fulfill the need.

ItzCash wanted to opt for a single data center service provider for its production and DR setup to avoid the lack of coordination between separate entities.

## HOW WAS IT SOLVED?

After evaluating several companies, ItzCash chose Netmagic as its data center service provider. With its high levels of commitment and involvement, the Netmagic team earned the confidence of the ItzCash leadership team. "The Netmagic team have always been very prompt and we have never faced any outage on the account of Netmagic. They

fully understand our requirements and try to meet them every time," says Daykin Creado, Chief Technology Officer, ItzCash Card Ltd. Additionally, Netmagic ensured a smooth migration from IPV4 to IPV6 protocol for ItzCash helping the company to configure and set up its addresses on IPV6 for better scalability.

"Netmagic is quite proactive and responsive. It duly informs us in advance if there is an issue cropping up, and how much time they'd day to resolve it. For example, during the New Delhi earthquake, we were proactively informed on the status of our infrastructure and we didn't face any downtime,"

#### Daykin Creado

*Chief Technology Officer, ItzCash Card Ltd.*

## HOW IT WORKS?

ItzCash has benefitted from a highly available infrastructure with 99.99% uptime. The company can now keep its business afloat when disaster strikes. "Ensuring security and safety of my servers are given and by default. We shouldn't lose our sleep over it. Rather we should be able to help our business scale up by running and deploying applications without having to worry about the underlying infrastructure. Netmagic allows us to do all of this. There is a lot of trust and comfort with Netmagic's team as far as security and

reliability are concerned," says Creado. It provides the peace of mind that comes with knowing that the business operations are safeguarded against crises and the impact of unscheduled downtime.

A satisfied customer, ItzCash Card is now actively exploring the possibility to move to a cloud-based infrastructure with Netmagic to enjoy greater benefits of cloud computing and on-demand flexibility.

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