



# NTT-Netmagic helps Funngage Work more efficiently with Google Cloud

## Business Overview

Funngage (a brand owned by Friend Sourcing Pvt Ltd), is a curated and integrated sports platform. Incorporated in November 2015, we are developing Technology and Software Solutions for Athletes Performance Analytics and Sports Management. Our Website and Mobile Applications are free to download and enable Profile Creations for effective Sports Engagement at grassroots levels.

As the business grew, a growing desire to diversify to new markets, minimize the risk of downtime, and reduce latency and improve security prompted Funngage to review its current IT infrastructure hosted with a local public cloud provider.

Following a rigorous evaluation of Google Cloud Platform against the services offered by other cloud provider's, Funngage opted to run on Google Cloud. Its decision to deploy their new infrastructure on Google Cloud Platform was made easy by the quality of its experience with Google cloud-based API's and Google Products and Services.

The simplicity and intuitive nature of Google products, combined with support from NTT-Netmagic, enabled Funngage to complete the project on time and within budget

## Customer profile

Funngage (a brand owned by Friend Sourcing Pvt Ltd), is a curated and integrated sports platform. Conceived, Researched, and Developed in India with the purpose of Digitizing Sports by use of Technology.

Funngage is the Curated Technology Platform for Sports that empowers:

- Sports Enthusiasts, such as, Aspiring Sports Persons, Recreational Sports Persons, and Sports Lovers.
- Institutions, such as, State Cricket Associations, Sports Academies, Clubs, Sports Bodies, Schools, Corporates, and Sports Bodies.
- Talent Scouts, such as, Coaches and Selectors looking for Talents across India.

Incorporated in November 2015, we are developing Technology and Software Solutions for Athletes Performance Analytics and Sports Management. All the work has been developed in-house by our team of world class Software Engineers.

Our Website and Mobile Applications are free to download and enable Profile Creations for effective Sports Engagement at grassroots levels.

## Challenges

Funngage faced challenges with its current local cloud provider with regards to SLA management, high operational costs and scalability.

Furthermore, the business wanted to reduce the quarterly cycle for software releases to deliver more products and services faster.

Outsource the design and management services as much as possible to focus on delivering new features and services on the Funngage platform.

## The Solution

Google AppEngine is one of the cornerstones of Funngage's upgraded Google Cloud environment. Transitioning to AppEngine has helped the infrastructure easily handle an increase in traffic, while still allowing Funngage to keep costs and time spent on maintenance to a minimum with autoscaling and managed services. "With Google AppEngine, we are scaling our platform exactly when and where we need it. We spend less time in maintenance and more on application development." – Mayank Baluni - Product Head Funngage .

Using Cloud SQL, Funngage automates the storage capacity management of the database as the number of active users grow. Cloud Storage acts as the storage for images, videos, and other documents to capture current and historic information. Data is exported to BigQuery to run analysis and discover patterns for different types of intelligence. Funngage now relies upon BigQuery to act as the data warehouse for this core service.

Funngage is using a range of Google Cloud Platform services for the infrastructure outside its data platform, including, Google Compute Engine, Google Cloud operations tools (formerly Stackdriver) for logging and monitoring;; Cloud DNS to provide domain name system services; Google Cloud Deployment Manager to define and deploy resources; Google Cloud API's - GeoCoding API, Places API and Maps API.

Funngage uses open source tools for their Dev-Ops practices and will soon transition to Google Cloud Build to undertake continuous integration, delivery, and deployment.

For Cost Optimization, Governance and Automation Funngage opted form NTT-Netmagic's SimpliInsight Services powered by VMware CloudHealth. "The CloudHealth Health Check and Cost Optimization Reports gives us a holistic view of our Infrastructure utilization and allows us to quickly identify cost issues and modify underutilized instances." - Mayank Baluni - Product Head Funngage

"Migrating to a different environment required new technology and appropriate coding and development of our application. We needed a partner with expertise and hands-on approach – NTT-Netmagic and Google Cloud team met the criteria"

- Mayank Baluni  
Product Head Funngage



## Benefits

Together with Google Cloud Platform and NTT-Netmagic as a managed services partner, Funngage have the agility and dynamism to support rising demand for their sports-oriented platform.

By integrating all its data onto Google Cloud Platform, Funngage's team gains deeper insights into product features and services, which in turn helps the company improve demand planning by better determining which products and services to sell in the future.

With Google state-of-the-art cloud security, they can be certain that all the confidential information they have compiled, from Sporting statistics to performance, training, and fitness reports, stays under lock and key.

Now NTT-Netmagic continues to manage and monitor the Funngage Platform and intends to help Funngage add more enhanced features that will enable Funngage develop a more scalable insightful and collaborative environment for their subscribers.

“By collaborating with NTT-Netmagic and Google Cloud, our team was able to accelerate the development of our services, which enabled us to achieve what we have today, Google and NTT-Netmagic provide the necessary tools and services to get that foundation right”

- Mayank Baluni - Product Head Funngage





**Together we do great things**

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