



NTT-Netmagic helps Hungama Digital Media consolidate infrastructure on Google Cloud

Business Overview

Starting out as India's first digital brand solutions platform in 1999, Hungama Digital Media Entertainment Pvt. Ltd have grown to become the leading digital entertainment company in India, providing services across music, video, entertainment news, gaming and digital marketing. Our solutions combine content with technology to make digital consumption an enriching experience for users.

- 1 billion consumers served globally
- 190 countries
- 65 million monthly users worldwide

In the past, Hungama Digital Media Digital Media Entertainment Pvt. Ltd relied on its on-premises datacenters to operate and fulfill a complex digital platform operation for compute and 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 Digital Media Entertainment Pvt. Ltd 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 the Hungama Digital Media Entertainment Pvt. Ltd 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 an online promotion's agency during the internet boom in 1999. It is now a complete Digital Entertainment, Mobile services, and Promo Marketing company, showing its might in the mobile, digital and activation fields by bringing to the forefront creativity and leadership like no other. Over the years we have reinforced our positions in all three fields.

Today Hungama Digital Media Mobile is the leader in the Mobile Entertainment and Value Added Services (VAS) in India; Hungama Digital Media Digital is the premier digital agency in South Asia; Hungama Digital Media Promo Marketing has created some of the most memorable event properties in the country. The company has won over 30 domestic and international awards, in various categories, for all three verticals View more at: <https://www.hungama.com/about-us/>

Challenges

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

As a leading media platform Hungama Digital Media generates large amounts of data each day but lacked the compute resources and analytics capabilities 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.

The Solution

NTT-Netmagic provided in-depth cloud expertise to Hungama Digital Media during the 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 decommissioning the instance/server.

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 Digital Media 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 Digital Media 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 Digital Media 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 Digital Media 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 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 Digital Media's BI team can now analyze the data holistically and make connections, gaining a much fuller picture of what Hungama Digital Media'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 Digital Media now has the 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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