



## Case Study - IDC & Managed Hosting

### Overview

The customer is one of the first companies to launch metered "Radio cabs" in India. Since their launch in 2007, the radio taxi service operator has grown exponentially in terms of fleet size and geographical presence. Today, the company provides radio taxi service in all four key metros of India - Mumbai, Delhi, Hyderabad and Bengaluru.

### Industry

Services

### Business Case

With a vision to give urban commuters in India a world-class travelling experience, the radio taxi service operator had ambitious growth plans and needed a robust, highly scalable and a highly available IT infrastructure to support them. The challenges that it faced with its existing set up were:

- The company's own datacenter set up in Mumbai was built on reclaimed land; therefore, the environmental conditions were not conducive for operating a datacenter.
- Frequent power failures, faulty & inadequate air conditioning and a high sulphur content led to recurrent hardware failures and disruption in business operations.

## Hosting services from Netmagic assure India's largest radio taxi service operator of a highly available IT infrastructure to enable further growth and expansion

From the word go, the radio taxi operator wanted its brand to stand for one thing: Reliability. With its business growing fast, the radio taxi service operator firmly believed in delivering a reliable and a world-class experience to its customers. But, to deliver this experience it needed to have a robust, scalable and a highly available IT infrastructure in place. How does the company gear up to meet the increased demand for efficient travel services and live up to its image of a 'reliable' service provider?

### Business Challenge

Over the past few years, the radio taxi concept has made city travel simple, secure and convenient. So when in 2007 the company launched its radio taxi service in Mumbai with a fleet of 45 cars, it found its business growing at a rapid pace. Soon its operations expanded to other cities like Delhi, Hyderabad & Bengaluru with a fleet size of 5000+ cars. Keen on providing its customers with a world class travelling experience, the company realized the need for a highly available and scalable IT infrastructure to support this growth plan.

The company already had an existing datacenter facility in Mumbai. As this facility was built on reclaimed land, the environmental conditions were not conducive for its functioning. High sulphur content in the atmosphere caused corrosion in electronic components and disrupted normal business operations. Besides, the facility frequently suffered from power failures, inadequate and faulty air conditioning and hardware failures. Managing this facility was becoming a time and resource consuming activity.

A growing business also brought in the need for seamless communication between various channels. The mailing solution used by the radio taxi service operator was not scalable to meet the communication needs of the growing business. Besides this, the company also wanted to redirect the booking requests to its newly revamped website as its call centers weren't able to keep up with the increase in calls for cab requests. The revamped website was user friendly and had a simplified booking process. The success of this initiative largely depended on the website being available and accessible 24x7. This meant zero tolerance for downtime.

The situation called for a much better and efficiently managed IT infrastructure. To upgrade the existing IT infrastructure would not have been in the best interest of the company. As a result, the company decided to engage the services of a managed IT hosting service provider who could provide it with a robust, scalable and highly available IT infrastructure.





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### Solution

The radio taxi service operator opted for Netmagic's managed hosting and Colocation services to support its growth and expansion plans.

#### Solution Snapshot

- Internet Datacenter (IDC) and Managed Hosting Services – Co-location, Firewall, Bandwidth, Leased Line and Domain Name
- Netmagic Cloud Services – SimpliCloud, Firewall
- PetaVault
- Mail & Messaging – Hosted Messaging & Collaboration, Mail Security

### Key Benefits

- State-of-the-art datacenter facility - carrier neutral infrastructure with 99.99% uptime SLA
- Scalable and flexible IT infrastructure to accommodate future projects and growth
- Burstable bandwidth and low latency for its portal ensured a highly available IT infrastructure and an enhanced customer experience
- A shift from CapEx to OpEx model led to significant cost savings for the company
- The radio taxi service operator could focus on its core business and explore new avenues for further growth and expansion

### Value Proposition

The radio taxi service operator evaluated several service providers and selected Netmagic as its managed IT hosting service provider. The decision to choose Netmagic was based on few critical factors, like:

- State-of-the-art carrier neutral datacenter with a promise to deliver 99.99% uptime SLA
- Design of its datacenter facility, power backup, 24x7 network monitoring & management, and data backup facility
- Involvement of the senior management team in the solution architecting phase

Today, the company's servers and applications are hosted at Netmagic's datacenter in Mumbai. Besides this, the radio taxi service operator has also opted for SimpliCloud (Cloud services) from Netmagic for hosting its website and hosted mail server services for messaging and collaboration.

### Key Takeaways

The partnership with Netmagic has enabled the radio taxi service operator to have a robust, secure, scalable and a highly available IT infrastructure that allows it to offer uninterrupted services to its clients. The company has not faced any downtime or disruptions in business operations after migrating its servers and applications to Netmagic's datacenter. Connectivity has improved, number of hardware resources has reduced and the company has been able to achieve significant cost savings on account of moving from a CapEx to an OpEx model. 100% availability of its portal has led to an enhanced and consistent customer experience and has made the online booking process much easier and hassle-free.

With its IT infrastructure being managed by Netmagic, the radio taxi service operator is assured of seamless IT services. The company is now able to focus on its growing business and providing its customers a world class travelling experience.

