



The Client

CarWale is among India's fastest growing automotive portal that offers car buyers and sellers information to make intelligent buying and selling decisions.

Industry

Online Portal

Objective

End-to-end hosting services for their portal
www.carwale.com

Challenges

Within a year of the launch of CarWale's portal carwale.com, the traffic to the portal doubled from around 1.4 million to 2.9 million. This increase in visitor traffic led to an increase in online transactions and customer database which became a huge challenge to manage. CarWale realized that they needed a managed IT hosting service provider who could provide a scalable and highly available hosting solution to manage the increasing visitor traffic and customer database on its portal.

Solution

CarWale opted for Netmagic's managed hosting services for managing the increased visitor traffic and growing customer database on its portal

Carwale.com uses Netmagic for High-Performance Hosting Services

Business Scenario

carwale.com is India's largest automotive portal that offers car buyers and sellers information to make intelligent buying and selling decisions. The site offers unique tools to help visitors research and compare all cars available in India today. Their innovative portal features such as 'Car Valuation', 'Car Recommendation', and 'Ask the Expert' attract thousands of site visitors seeking opinions and giving their feedback.

Within a year of launch, the portal was among the most popular and sought sites for information on automobiles and the traffic on the portal significantly increased. As CarWale needed the portal to be up and running 24x7x365 for its visitors, they wanted an IT infrastructure that was highly scalable and could ensure 100% uptime. With more than half a million transactions in less than 8 months of its launch, security of online transactions as well as maintaining and managing the growing customer database was also crucial.

CarWale soon realized that they needed a robust, secure and a dedicated hosting solution that could ensure uninterrupted availability of the portal for their visitors with minimum downtime. Hence, they started looking for a managed IT hosting service provider who could provide:

- ✓ The expertise and had a proven track-record of similar successful engagements with other customers
- ✓ A robust dedicated hosting solution, with seamless scalability
- ✓ Redundant and burstable bandwidth
- ✓ Network and server security services
- ✓ Services to support software provisioning
- ✓ Data integrity through a robust, automated backup solution
- ✓ 24x7 support and monitoring services

Case Study - IDC and Managed Hosting

“ The team at Netmagic is always courteous, and has always extended us the highest levels of service and support around the clock, making them the hosting provider of choice for carwale.com. ”

Tufail Khan, Co Founder and VP Classifieds, Automotive Exchange Pvt. Ltd.
(www.CarWale.com)

Key Benefits

The engagement with Netmagic Solutions as a managed hosting services provider resulted in numerous benefits for CarWale. Prominent among these were:

- High availability of the IT infrastructure to manage the increased visitor traffic to CarWale's portal
- Enhanced security for online transactions
- High performance enabled through 24x7 support and monitoring services for the website
- Burstable bandwidth that could be increased or decreased as per requirements to handle visitor traffic on the portal
- CarWale was able to expand and grow its operations and focus on its core business

Value Proposition

CarWale followed a stringent and elaborate evaluation process to identify a suitable managed IT hosting services provider who could help them address their data center and hosting challenges. After evaluating several providers, they finally chose to go ahead with Netmagic Solutions. One of the reasons for choosing Netmagic Solutions was the experience and expertise that Netmagic had in providing high performance mission critical hosting solutions to some of India's leading ecommerce and trading portals.

Netmagic offered CarWale a robust, high performance and an always available managed hosting solution backed by round-the-clock helpdesk support and 24x7 monitoring & management services.

Key takeaways

With Netmagic's managed hosting services that are tailored to meet their requirements, CarWale continues to scale up its operations and add thousands of new visitors to the portal every month. The visitors are now assured of a better user experience and ease in navigation on the portal.

Netmagic's 24x7 Network Operations Center (NOC), equipped with state-of-the-art monitoring and management tools ensures that mission-critical parameters of the portal are being closely tracked at all times. In addition, NOC-filtered alerts, web-based reports, trend analysis, customer-specific escalation procedures all contribute towards ensuring that CarWale's portal is always up and available to its visitors. With Netmagic's support, CarWale's team is able to focus on their core competence and leave aside worries on portal availability and performance.

According to Tufail Khan, Co Founder and VP Classifieds, Automotive Exchange Pvt. Ltd., "Today, CarWale's subscriber base is growing at an exponential rate, and Netmagic is able to provide us with a dedicated hosting service that has blazing performance and highest level of reliability. It is essential for us to have a datacenter service provider that can offer us end-to-end solutions that meet our requirements. The team at Netmagic has always extended us the highest levels of service and support around the clock and with quick turnaround time for all our support requests, making them the hosting provider of choice for CarWale as we grow."