Solution Snapshot

- Ÿ   Public Cloud – SimpliCloud
- Ÿ   SQL Server
- Ÿ   PetaVault – Automated electronic disk based backup
- Ÿ   Dedicated load balancer
- Ÿ   Dedicated firewall
- Ÿ   Dedicated server plans

SimpliCloud from Netmagic enables a global marketing and advertising agency to provide a low latency and highly available IT infrastructure for supporting the digital marketing campaigns of its customers

A leading Global Marketing and Advertising Agency partners with Netmagic to offer its clients world class IT hosting and support services for their digital marketing initiatives

The Client

The enterprise is a global communications conglomerate providing integrated marketing communications services to Fortune 500 clients and their brands.

Business Case

The agency had contracted hosting services from various hosting service providers across the world for running digital marketing campaigns for its clients. They kept facing latency issues for digital properties of their Indian clients hosted with service providers outside India. This in-turn impacted the user experience. The need for a highly available, low latency and dynamic IT infrastructure was identified as critical when the agency had to support the entire digital marketing campaign for the launch of a new car by a leading global car manufacturer in India. Besides this, they also needed to provide similar services to other clients in India.

Hence, the agency decided to partner with a managed IT hosting service provider who could provide a high performance, robust, scalable and low latency IT platform to support the online marketing campaigns for its global and local clients.

Value Proposition

Netmagic enabled the agency by providing it and its clients a complete suite of solutions and services to support the digital properties – website/portal developed as part of their planned marketing initiatives.

The association of the agency with Netmagic is a unique collaboration model where the backend is being managed by Netmagic and the front-end by the agency. It allows both partners to offer the best of both the worlds in line with their respective expertise areas to the customer. Netmagic manages the IT infrastructure and the agency manages the marketing/advertising strategy and development of digital the digital property. For the clients the agency remains the single point of contact.

Key Takeaways

The agency is happy with the services Netmagic is offering to its clients. Some of the key benefits that the agency has been able to derive from the association with Netmagic are:

- Ÿ   Low latency levels and high availability of the digital properties with 99.99% uptime SLA
- Ÿ   Burstable bandwidth ensuring an enhanced and consistent customer experience
- Ÿ   Netmagic's 24x7x365 network and monitoring support ensuring increased performance levels
- Ÿ   Unique collaboration model helping both partners to focus on their core competencies