



How CarDekho delivered superior web performance with NTT-Netmagic's expertise

Business Overview

CarDekho is India's leading car search venture that helps users buy cars that are right for them. The company has tie-ups with many auto manufacturers, more than 4000 car dealers and numerous financial institutions to facilitate the purchase of vehicles. CarDekho has launched many innovative features to ensure that users get an immersive experience of the car model before visiting a dealer showroom. The company also provides a rich array of tech-enabled tools to OE manufacturers and car dealers such as apps to manage leads and cloud-enabled services for tracking sales performance.

Challenges

- Exponential growth in traffic
- Ensuring 100% availability of its website
- Improving page response of its website
- Ensuring security of its data and applications

Solution

- CarDekho wanted to partner with a service provider that could ensure robust performance of its website and security irrespective of network conditions

Benefits

- Guaranteed availability with improved support, availability and performance
- Security postures are now up-to-date
- Executive-level dashboards and in-depth security analytics provide different views into security events

Challenges

As India's leading auto portal that helps users with car research, finance, insurance, used cars and any other aspect of car buying and selling, CarDekho was increasingly attracting a huge number of users. Looking at the increased traction, it became imperative for CarDekho to maintain consistent performance and also secure its site to be successful. Knowing that its website is an extension of its brand, it was critical for CarDekho to have the site available all the time while ensuring application level security on the web. It also wanted to deploy a solution that would minimize the load on the origin server.

Solution

After evaluating a host of service providers, NTT-Netmagic was chosen. NTT-Netmagic's suite of comprehensive security solutions along with its ability and expertise to customize the right solution for the client impressed CarDekho. With a deep relationship with Akamai at the global level and familiar with Akamai's proven ability, the NTT-Netmagic team suggested the Akamai Web Application Firewall that guarantees performance and availability while safeguarding data and applications.

Benefits

After deploying Akamai's Web Application Firewall (WAF) using NTT-Netmagic's expertise, the CarDekho team has ensured robust performance for its website. The company has got 24/7 protection against security threats with improved user experience. Today, the cloud WAF provides a scalable platform that can be accessed globally, helping the company to protect itself against multiple threats for large web applications around the world.

Says Naveen Gulati, CIO, CarDekho,

Today, thanks to NTT-Netmagic, all our applications are now protected from the largest DDoS threats. Even as our applications change, we are assured that our security posture is up-to-date.

The company has gained from improved user experience, and better protection. Executive-level dashboards and in-depth security analytics provide different views into security events. This gives the team the capability to proactively act and gain insights into new emerging threats.

"Today, due to NTT-Netmagic, we have ensured 100% availability across all our websites. Not only do we have 24/7 protection against security threats, we have also improved our user experience significantly."

- Naveen Gulati, CIO, CarDekho





Together we do great things

Lighthall 'C' Wing, Hiranandani Business Park, Saki Vihar Road, Chandivali, Mumbai - 400 072.

1800 103 3130 | marketing@netmagicsolutions.com | www.netmagicsolutions.com