



Case Study - IDC & Managed Hosting

The Client

With more than 100 million active users globally the ecommerce company is one of the world's largest online marketplace, where anyone can buy and sell anything. The company connects a diverse and passionate community of individual buyers and sellers, as well as small businesses.

Industry

Media & Entertainment – Online Portals

Business Case

With online shopping becoming acceptable in India, the ecommerce company found the traffic on its website growing at an exponential rate that peaked during festivals and holidays. As a result, the biggest challenge for the company was

- Providing a consistent and uninterrupted user experience for customers visiting its portal
- Security of transactions on the ecommerce portal
- Security to its customers while conducting financial transactions
- Ensuring that there was no downtime even when disaster strikes – needed a robust DR to support their business continuity plan

Netmagic manages a highly available and secure IT infrastructure for a global ecommerce company in India

To keep its website up and running at all times, the ecommerce company engaged Netmagic to provide a broad range of managed hosting services to support their IT infrastructure operations. In addition to keeping the company's site up during huge traffic spikes experienced during critical business periods, Netmagic is helping the ecommerce company stay ahead of its competitors by supporting initiatives to expand its business.

Business Scenario

The ecommerce company is a premier online trading and shopping portal. With online shopping fast catching up in India as a convenient shopping medium, the ecommerce company witnessed a huge spike in the number of visitors to its website. To support this increased traffic, the company realized that they needed a scalable and highly available IT infrastructure to ensure uninterrupted access to their website.

With millions of online transactions happening every day, security of customer data was also a key concern for the ecommerce company. Moreover, data backup and storage along with 24/7 monitoring and troubleshooting was vital for the smooth running of the portal. Since this called for massive infrastructural investments in addition to professional skill sets, managing the entire set up in-house would have proved to be a costly affair. Hence, the ecommerce company decided to partner with a managed IT hosting service provider.

Value Proposition

Having evaluated several market players thoroughly, the ecommerce company chose Netmagic. Reasons being: Netmagic's state-of-the-art datacenters, its ability to provide a full range of managed services other than straight colocation, and – most critically – its superior service level agreements (SLAs) that gave the ecommerce company rock-solid assurance that its site would stay up even during the highest-volume periods.

Netmagic offered the ecommerce company a comprehensive Managed Hosting Services package that included a highly flexible and scalable IT infrastructure, burstable bandwidth and supported by 24/7 Network Operating Center (NOC) for monitoring and management for the IT infrastructure hosting the portal. **The dedicated servers provided to the ecommerce company are being used by it as shopping servers.** Today, the company depends on Netmagic for all of its managed hosting needs and has also contracted for other advanced services including managed network, managed applications, and managed security. Additionally, Netmagic provides consulting for infrastructure operations supporting the company's different operating system and application platforms, as well as storage, backup, and security.



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Solution

Netmagic provided the ecommerce company with

Solution Snapshot

- Dedicated Servers
- Network Monitoring & Management Services
- Network Consulting Services
- Security Consulting Services

Key Benefits

Some key benefits for the ecommerce company are:

- Scalable and flexible IT infrastructure to accommodate future projects and growth
- Highly available connectivity - Carrier neutral infrastructure with 99.99% uptime SLA
- Burstable bandwidth and low latency of the portal ensured a highly available IT infrastructure and an enhanced customer experience

Key Takeaways

With Netmagic as its hosting partner, the ecommerce company no longer has to "overprovision" capacity to accommodate the traffic its website experiences during peak business periods. The company can scale up and down as needed, which saved them a significant amount of money and time.

A highly scalable bandwidth enabled the flexibility required to handle fluctuating visitor and transaction traffic for the site, which has millions of customers. 24/7 monitoring of IT infrastructure ensured high uptime and performance levels of the website, helping the company to improve efficiency and increase customer satisfaction.

International standards of security employed by Netmagic assured the ecommerce company absolute safety of their data and applications. Automated data storage and backup provided the company with on-demand flexibility of space, facilitating efficient DR and BCP. Additionally, Netmagic's round the clock IT helpdesk rapidly resolved issues leading to high performance levels. The ecommerce company could focus valuable resources on core business and more strategic issues while Netmagic took care of its IT infrastructure.