



Matrimony.com provides a better end user experience through a highly available, scalable and secured managed hosted web platform from Tata Communications



Matrimony.com is a signature internet conglomerate managing brands such as BharatMatrimony.com. It is today, one of the fastest growing and profitable organizations in both the digital and offline space, with a reputation for innovation, technical excellence and entrepreneurship. Reaching out to South Asians in the UK, US, Dubai, Sri Lanka & Malaysia, it has established a considerable retail presence with over 180 branches across India. The company has pioneered several new matrimony services including AssistedMatrimony.com, EliteMatrimony.com and Tambulya return gift stores, besides CommunityMatrimony.com which is the world's single largest conglomerate of over 350 community oriented portals. With over 3 million happy marriages till date, the company serves 20 million across the globe and has been ranked India's Most Trusted Matrimony Brand by The Brand Trust Report 2014.

Challenges

- Multiple servers and providers - High TCO and complexity
- Rapid business growth demanding fast IT scalability
- Servers spread over different geographies

Benefits

- One stop solution - lowers costs and easy to manage
- High network availability
- Rapid scalability to meet growing business demand
- Improved user experience yielding higher customer satisfaction and profits



The challenges

The company started its online journey in 2000 with a few servers hosted with a service provider located in the USA. With a rapidly growing business and expanding clientele the setup grew to sizable number of servers procured over time and with varying levels of utilization. This setup was getting increasingly demanding and there was a need for a cost effective solution.

Since over 80% of their traffic was from India and majority of the online transactions were taking place within India, the company was consciously looking to enhance the user experience through website optimization and faster page loads.

The company realized the need to shift the entire IT infrastructure closer to their customer base in India and they were looking to establish a hosted data center setup for their applications with secure VPN connectivity to their offices.

“Doing business online is tough as companies need a robust infrastructure platform with the best of data centre and network capabilities, high levels of security and the expertise to operate and manage such complex infrastructure. Businesses today are under pressure not only to create such secure infrastructure and operate it but to constantly reduce both capital and operating costs. Tata Communications provides a unique solution to realize both these goals”.

Mr. Srinivasan CR,
Global Product Head - Managed
Data Centre Services,
Tata Communications

In order to design an appropriate solution, the team from Tata Communications studied the utilization patterns of the servers and applications for two weeks. Subsequently, a joint-workshop was conducted with the customer to understand the company's existing IT infrastructure, challenges and limitations of the current setup, rate of growth of the business as well as strategic plans for the future.



The solution

A co-engineering approach

The primary objective of the company was to have a cost effective solution which would improve the website performance and have high availability. The applications and databases hosted on the servers were mission critical and called for a reliable configuration capable of addressing peak loads without any impact on the availability.

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Technical highlights of the solution

Server virtualization was incorporated in order to reduce infrastructure costs, provide scalability, and simplify administration and maintenance.

Load balancers were configured in "high availability" mode to balance application and database servers, with the ability to employ load distribution algorithms, thereby improving CPU processing power and enhancing application performance. This brought about an immense improvement in customer experience.

Managed SAN storage coupled with managed backup solutions provided business continuity assurance.

Market leading enterprise class tools are used to monitor the hosting and computing architecture. Extensive monitoring services along with reporting at pre-defined intervals are provided for any support actions to be taken if required, during any outages.

In addition to 24x7 monitoring and management of the platform, Tata Communications has provided the customer with a technical account manager (TAM) to provide a high level of technical support.

The Services

- Managed hosting servers with virtualization
- Managed firewall services
- Managed switch services
- Managed load balancer services
- Managed storage and backup services
- Managed data centre bandwidth
- Monitoring agents and antivirus licenses

"We feel that this is a very creative combination of cost-effective technology and managed services we have developed for Matrimony.com keeping in mind their business objectives and growth."

Mr. Srinivasan CR,
Global Product Head - Managed
Data Centre Services,
Tata Communications



The result

Improved scalability, reliability and availability

Tata Communications' proven experience to provide high availability solution were critical in building a reliable and scalable solution for Matrimony.com. An on-demand, flexible solution by virtualization services and tools helped in providing the scalability and reliability of the solution. With the load balancing systems in place, availability of the system resources has improved too.

Improved user experience

Moving the setup to Tata Communications' India data centres, coupled with optimized IT infrastructure and network services has helped show a clear and tangible reduction in the network latency, thus helping provide a better user experience to the customer's end users.

"Our business is hugely dependent on the user experience of our websites and online presence. This requires a high availability. The zeal and ownership shown by Tata Communications team, excellent teamwork and support is commendable. During migration of the system, teams from Tata Communications worked from our office premises in tandem with our IT staff to ensure a smooth transition."

Mr. Chandrasekar R,
Chief Technology Operation and
Infrastructure Officer,
Matrimony.com

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About Tata Communications

Tata Communications is a leading global provider of a new world of communications. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers. The Tata Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries and territories across 400 PoPs, and nearly 1 million square feet of data

center and colocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services, leadership in global international voice, and strategic investments in operators in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited).

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL)

