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When it's mission critical

Netmagic helps

Overseas

Infrastructure

Alliance plan for

a robust

scalable IT

infrastructure to

match its rapid

growth plans





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Overseas Infrastructure Alliance (India) Private Limited is a project development and management company with offices in India and Africa. Through understanding of the country's economic, social and political conditions, the organization is focused at building infrastructure across the globe. Overseas Infrastructure Alliance undertakes analysis, exploration, development, and delivery of infrastructure projects across all industrial sectors. This infrastructure development company also provides their expertise for identification of development bottlenecks and specifically designed customized solutions along with funding options. All the major operations of Overseas Infrastructure Alliance, ranging from material procurement, environmental protection procedures, and other vital project quality issues are compliant to the best quality standards. Drawing on the experience of dedicated and seasoned professionals, Overseas Infrastructure Alliance has successfully delivered complex projects, meeting time, cost and quality criteria. The organization believes in working closely with carefully selected alliance partners that are of global standards.

Challenges and Requirements

Data centers are becoming increasingly complex and burdensome to build and maintain and many organizations, whose core competency does not lie in building a data center, are opting to offload the task instead. Also, the task of building and maintaining individual data centers comes with a very high price tag that can skyrocket even further as the organization evolves. With all these factors in mind, Overseas Infrastructure Alliance, a small to mid-sized project development and management company, took the best practical approach—requesting for proposals from third-party hosted services vendors. For Overseas Infrastructure Alliance, which views IT infrastructure primarily as a support function, the challenge was to select a vendor that offered a best-fit package while being budget friendly.

Of a total of four vendors that responded to the request-for-proposals, Netmagic provided the perfect solution for a small-to-mid segment organization like Overseas Infrastructure Alliance to avail of a complete state-of-the-art data center equipped with its very own team of technical specialists, without having to dip into its own resources and capital.

“As compared to other data centers and hosting services vendors, Netmagic’s approach to business was fantastic. We were happy with the solutions and price quotation offered by Netmagic and after rigorous testing and analysis, decided to make them our hosting partner.” Mr. Umesh Bagul, Dept. Head IT.

Netmagic’s Solution

In November 2008, Overseas Infrastructure Alliance finalized its decision to tie-up with Netmagic as a hosting partner. The decision came after 6 months of much deliberation, evaluation, and testing. Netmagic claimed the stake of becoming Overseas Infrastructure Alliance’s hosting partner after excelling rigorous evaluation and scrutiny on four counts—approach, competence, technical expertise, and referrals.

The end-to-end solution offered by Netmagic included redundant or backup power supplies, data communications connections, environmental controls (air conditioning, smoke detectors, fire suppressors, etc.), hosted servers, rack space, security services (Cisco firewalls and switches), system landscape, domain controller, and networking equipment. Netmagic not only provided the best-fit package but also factored in a 3-5 year plan for the ambitious budding enterprise to allow for scalability and expansion.



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For instance, Netmagic suggested the implementation and use of the latest technology and presented the pros and cons of renting a partial versus a complete U server rack. After considering the available options, Overseas Infrastructure alliance finally arrived at the decision to implement the space-saving IBM Bladecenter H chassis, which is a dense chassis with 14 server bays that allows up to 112 quad-core processors to be packed into an industry-standard rack. This allows for a more flexible, better utilized, and potentially lower-cost IT infrastructure with a common management construct. Because of its highly integrated IT infrastructure, the deployment, provisioning, and management of servers is greatly simplified. The high-speed bridge module bays allow for Input-Output consolidation and virtualization across multiple chassis making it even easier to scale as Overseas Infrastructure Alliance's needs change.

Further, Netmagic also recommended SAF (service availability forum) over SAP deployment for the small segment enterprise with ambitious expansion plans. The logic being that SAP maintenance costs vary with organization and the inherent rigidity of the SAP tools require considerable amount of customization leading to higher costs. Return on investments (ROIs) could also vary depend on whether there are a sufficient number of users and sufficient frequency of use. On the other hand, SAF, which has a modular architecture built on open standard hardware and software, allows for greater reuse and a much quicker turnaround for new product introductions. The SAF driver provides good optimization and comparable performance with SAP drivers and was deemed the best fit for Overseas Infrastructure Alliance.

Thus, Netmagic effectively factored for the current size of the company (38-40 users) while building the framework for future growth and increase in team strength. The extent of Netmagic's involvement and managed services is such that all that the end user is expected to do is log into an application to oversee the entire network. The confidence-instilling technical expertise and savvy approach to business has led Overseas Infrastructure Alliance to declare Netmagic as its most trusted vendor of choice.

In effect, Netmagic provides Overseas Infrastructure Alliance with the following:

- Hosted servers, rack space
- Internet bandwidth, power, backup, monitoring and security services
- 24/7 availability, solid technical expertise
- Long-term IT infrastructure plans that factor in the company's expansion and growth



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Business Benefits

- *Best-in-class hosting services that guarantees reliable infrastructure, internet bandwidth, 24/7 support, and sound technical expertise.*
- *With Netmagic as the hosting partner, Overseas Infrastructure Alliance is assured of reliable infrastructure, server hosting services, and dependable manpower. The professional and sound technical expertise that Netmagic brings to the table reduces the added cost of server management enabling Overseas Infrastructure Alliance to focus on its core competencies.*

“Netmagic is a one-stop shop that offered us all the solutions under one roof. We are extremely satisfied with the technical know-how and will continue to partner with them.” Mr. Umesh Bagul, Dept. Head IT.