

Seventymm
derives real
time benefits
from
Netmagic for
its mission
critical
hosting
requirements



“One main reason why we switched to Netmagic was the company we were tied up with earlier did not have the capability of offering burstable bandwidth, which is a core requirement for our business operations,” says Arasu Elango, VP – Engineering, Seventymm.

Seventymm – At a glance

Seventymm, India’s largest online movie rental service is a one-stop hangout for movies. Seventymm’s website is designed for hardcore movie buffs and enthusiasts. Besides becoming a member of Seventymm and renting high quality movies, one can just sign in and indulge by taking the quiz or creating one, rating movies, starting a club, testing one’s movie compatibility with friends or simply reading more about the movies and reviewing them. The website has over 70,000 registered members and offers access to over 18,000 titles in 14 languages.

Challenges – To manage the website effectively and efficiently

Since Seventymm’s primary business was driven by interactions on the website, the company required robust automated systems in place which offered –

- * Uninterrupted access and ease of navigation to visitors on the website, and
- * Efficient workflow maintenance.

Requirement



Reliable hosting partner with world-class data centers

Rack space for its servers

Dynamically scalable burstable bandwidth for business continuity

Why Netmagic?

“Hosting servers is not our core competency. Netmagic is a leader, specialized in data centers and hosting requirements. For a business like ours, traffic is a little unpredictable. Also, the service provider we were earlier associated with could not offer burstable bandwidth which is critical for running the website. Today, we have a reliable hosting partner well-equipped to pre plan the capacity. With Netmagic coming to our rescue, we know that the capacity is available and we pay for what we use,” says Arasu Elango.

The Solution

Netmagic stepped in to take care of Seventymm’s entire server infrastructure, covering power and bandwidth through its Internet Data Service Center. Netmagic has provided Seventymm with rack space and burstable bandwidth.

Currently, Seventymm has six servers hosted at Netmagic’s Data Center.

Business Advantages



Netmagic takes care of Seventymm's entire server infrastructure by hosting its servers

Regular monitoring of bandwidth

When patches are to be added to the servers, Netmagic's service is readily available

Business Benefits

- * With Seventymm's servers hosted with Netmagic, the volume of traffic has been handled efficiently
- * With burstable bandwidth, there is an increase in the volume of business and memberships month on month

- * Uninterrupted bandwidth with 100% uptime has helped in ease of navigation on the site
- * Drastic reduction in complaints about the site being slow from members
- * Savings with regard to investment in a data center and maintenance overheads
- * Reduced cost of operations
- * Mission critical support and business continuity ensured

Road ahead

Seventymm plans to expand the server room. "Since our experience with Netmagic has been good, we hope to do additional business with them," says Arasu Elango.

"Our experience with Netmagic has been good. They are prompt in their service. Servers are the heart of our business. Whenever we want a patch to be attached to the server, Netmagic's team is readily available to help us," – Arasu Elango.

"With Netmagic's support, we have been able to overcome our challenges and meet our business goals."