

Carwale hosts with
NetMagic
India's leading
e-Commerce and
Information portal
for the automobile
Industry hosts with
NetMagic



Company Profile

Carwale.com is India's fastest growing automotive Portal, offering services to car buyers and sellers to make intelligent buying and selling decisions. The site offers unique tools to help visitors research and compare all cars available in India today. Subscribers can buy and sell cars through the Classifieds section.

In less than one year of its launch Carwale has become India's leading automotive portal, largely due to the innovative online features such as 'Car Valuation' and Car Recommendation. Everyday, the 'Ask the Expert section' sees thousands of visitors posing queries to Carwale's panel of experts.

Requirement

Prior to hosting with NetMagic, Carwale.com was hosted with an alternate service provider. As the popularity of the site skyrocketed, the Carwale.com team realized that they needed a Datacenter that could offer them higher levels of service in terms of Availability, Performance, and Security.

As the number of visitors grew exponentially, so did the need for having a robust and powerful Dedicated Hosting platform to ensure uninterrupted availability. Security was a major issue – with more than half a million transactions in 8 months maintaining the database of customer details was the primary consideration. Another significant challenge creating and maintaining a high-availability of the applications – with more than 150,000 visitors signing in every month, mitigating downtime was paramount.

Enter NetMagic Solutions

In order to focus on their core business offering, Carwale needed to ensure that their Managed Hosting Provider was continuously on the ball. After elaborate evaluations, NetMagic Solutions, the leading Mumbai-based IT-Outsourcing Provider, emerged as the leading choice to provide the Carwale with the solution to their requirements.

NetMagic had the requisite experience in providing robust, high-performance mission-critical Hosting Solutions to India's leading e-commerce and trading portals, and could provide the requisite Datacenter Infrastructure, Managed Service Suite, and the round-the-clock Helpdesk, Support, and the Monitoring and Management to ensure a high-availability, high-performance Hosting environment.

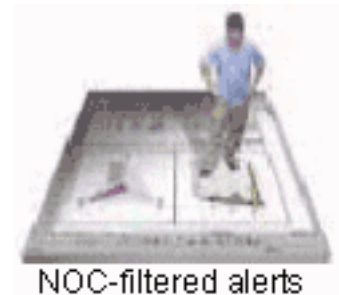
Today, Carwale.com's requirements include...

- 1) A robust Dedicated Hosting platform, with seamless scalability.
- 2) Redundant, Burstable bandwidth solutions
- 3) Network and Server Security
- 4) Software provisioning
- 5) Data Integrity through a robust, automated Backup solution
- 6) 24x7 Support
- 7) 24x7 Monitoring

Maintaining High-availability

Today, through superior customer service and intelligent promotion, Carwale.com is adding tens of thousands of new visitors every month. The Management team is able to focus solely on their core business, and they are able to do this because NetMagic provides a dependable and powerful Dedicated Hosting service that is customized to their needs.

NetMagic's 24x7 Network Operations Center, equipped with state-of-the-art Monitoring and Management tools ensures that mission-critical parameters of the site are being closely scrutinized at all times. Additionally, NOC-Filtered alerts, Web-based reports, Trend Analysis, Customer-specific escalation procedures all contribute toward ensuring the high-availability environment is continuously maintained.



Solution Capsule

- 1) Mission Critical Dedicated Hosting
- 2) Burstable Bandwidth Solutions
- 3) Software provisioning through NetMagic's SPLA service
- 4) NAS-based Automated Managed Backup Services
- 5) 24x7 Firewall Management
- 6) 24x7 Server Monitoring Services
- 7) 24x7 Network Monitoring

"Today, Carwale.com's subscriber base is growing at an exponential rate, and NetMagic is able to provide us with a Dedicated Hosting service that has blazing performance and bullet-proof reliability. It is essential for us to have a datacenter that can offer us end-to-end solutions that satisfy our requirements. The team at NetMagic is always courteous, and has always extended us the highest levels of Service and Support around the clock, making them the hosting provider of choice for Carwale.com."

- Tufail Khan, Director