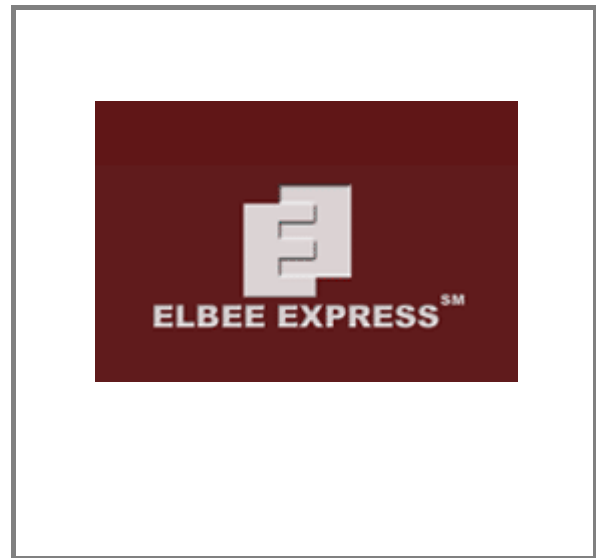




netmagic

When it's mission critical

With Netmagic as the hosting partner, Elbee Express is assured of professional and sound technical expertise that reduces the added cost of server management.





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"The on-demand computing module is a brilliant solution offered by Netmagic that helped us meet the challenge of unusual surges in demands for consignment shipping." Shirish Gariba, CIO, Elbee Express

"The Netmagic team is extremely professional in their approach and exhibit sound technical knowledge, thanks to which we have been able to focus on our core competency."

"Our experience with Netmagic has been extremely good. They are quick and very responsive. The technical team is brilliant and has always ensured on-time support to keep us functioning 24/7 with no glitches." Shirish Gariba, CIO, Elbee Express.

Elbee Express - At a glance

Elbee Express is a leading express delivery company in India, providing customers with the most comprehensive distribution system. Elbee Express offers an Integrated Express Services Network for the distribution of consignments, documents, parcels and commercial goods, covering most geographical areas in India. In collaboration with its international associates, the company covers more than 200 countries and territories worldwide, thus providing a single window solution that enables customers to benefit from their core competencies. The delivery company adheres to international standards and benchmarks in customer service. It boasts of investments in significant resources in a state-of-the-art customer service center, unique access numbers for metros, and has a rigorously trained staff, ensuring high and efficient service levels. Elbee Express has an application, eTABS, which is a user friendly, web-based track and trace system that provides access into their network for information and updates on the physical movement of the consignments.

Requirements and Challenges

This logistics company, which first began operations in 2003-2004 with an IT infrastructure that covered the basic requirements of a budding enterprise, aimed toward becoming the leading delivery express company of choice in the country. To keep pace with its expansion and rapid growth plans, the company decided to outsource hosting services to an external vendor. With a clear understanding that outsourcing of hosting services would offer Elbee Express the advantage of focusing on its core competencies, the delivery company scoured the markets for a suitable vendor that would ensure 99% service level, 24/7 support, power backup, manpower, monitoring and reliable bandwidth. Although most business vendors met their requirements, Mumbai-based Netmagic was chosen as the vendor of choice by Elbee Express. Netmagic's proven track record, its aggressive response to the advertisement for vendors, strong technical team, and the fact that it offered smart, simple, and effective solutions with little time expended in consultations with tech managers helped clinched the deal with Elbee Express.

Requirements



Vendor for hosting services and mail management

24/7 availability

Internet bandwidth, power, backup, monitoring services





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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.

Benefits

- The primary need of the express delivery company was for a dedicated data center that was accessible 24/7 to host applications and consignment database. Elbee Express availed of the dedicated hosting service offered by Netmagic.
- Netmagic provides Elbee Express with remote servers, database monitoring, operating system support, backup as well as manages switches.
- Although Netmagic's pricing model is on par with industry standards, the value-adds offered scored brownie points with Elbee Express. The on-demand computing module which Netmagic offered was particularly appreciated by Elbee. Sudden surges in demand for consignment shipping could be easily managed by renting servers from Netmagic at a fixed rate for brief periods extending from 2 to 4 months. This enabled Elbee Express to evaluate the surge in demand and determine whether the one-time surge was temporal or had the potential to become a continuous trend, thereby affording the logistics company the requisite time to buy additional in-house servers.
- With Netmagic as the hosting partner, Elbee Express is assured of professional and sound technical expertise that reduces the added cost of server management.
- The reliable infrastructure, website and mail server hosting services, internet bandwidth, 24/7 support, and dependable manpower ensures that Elbee Express remains focused on its objectives and core competencies.

Road ahead

"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."