

Hosts their multi-rack trading environment at NetMagic's carrier-neutral 30,000 sq.ft state-of-the-art facility, and outsources turnkey management of their crucial and mission-critical IT Infrastructure and Helpdesk to NetMagic.



Company Profile

Indiainfoline.com was founded in 1995. Their research was distributed in printed form to a client base comprising the who's who of Indian business. Their clients include Mckinsey and Co, Ernst & Young, Compaq, Saint Gobain, Citibank, Hindustan Lever Limited and Star TV to name a few.

In early 1999, they took the decision of embracing the Internet. The delivery of reports in printed form was discontinued and made available quality research at the click of a mouse. The site has emerged as the most popular website on Indian business and finance. www.5paisa.com was launched for online trading in mid-2000. The site offers real time stock quotes, market news and multiple tools for technical analysis.

Requirement & Challenges

Datacenter Requirements

- 1) Mission-critical Managed Hosting of a scaling, multi-rack environment
- 2) High-speed bandwidth and connectivity for online trading servers
- 3) Managed Services to ensure Availability, Security, and Performance

Solution Management

- 1) Turnkey management of all IT infrastructure – applications, databases, servers, nationwide network
- 2) Vendor Management
- 3) Outsourcing the Helpdesk
- 4) Technology Selection and Management

In the aftermath of their widely publicized in highly successful IPO in 2005, Indiainfoline.com were faced with the challenge of implementing and managing burgeoning multi-platform networks, a distributed computing environment, a helpdesk supporting nationwide trader terminals and at the same time ensuring the that core focus remained on their basic business.

Requirements also included scaling the Hosting environment already hosted at NetMagic's datacenter seamlessly, but the real challenge lay in the effective outsourcing of the management of the distributed application environment and network infrastructure. In addition, identifying the right technology going forward, and the ensuing vendor evaluation, selection and management was draining critical human resources.

Eventually, Indiainfoline.com turned to long-time IT outsourcing partner NetMagic Solutions for a solution.

A Turnkey solution from NetMagic

Given the detailed scope of the solution, NetMagic leveraged their experience in managing mission-critical infrastructure and solutions to address Indiainfoline.com's requirements.

A dedicated team of professionals was put in place across the sphere of operations. These involved highly skilled operatives in:

- 1) Networking
- 2) OS Management
- 3) DB Management
- 4) Trading application management
- 5) Project Management

Solution Depiction

- 1) **Managed hosting and Connectivity at NetMagic IDC**
Application Servers, Database Servers, Trading Servers, Web servers, Routers, Switches, Firewalls, etc.
- 2) **Solution Management – Application & Network Management (Exchanges)**
Management of Trading Applications for NSE and BSE Trading (CTCL Ids, NEAT Ids, Eicon Server Management, Commodities Trading (MCX and NCDEX), TERM Ids, BOLT Terminals Management), Monitoring and Management of hybrid VSAT and Leased Line network, Backup Management
- 3) **Solution Management – Application & Network Management (Head – Office)**
Application Management (Trading applications – ODIN, TT5, TT)
Remote Application Management (Management of Applications hosted at remote locations)
- 4) **Solution Management – CRM and Helpdesk for Branches and Franchisees**
Dedicated Helpdesk Services (Provisioning of a unified Helpdesk number, CRM Management, Trouble Ticket Management, Call Logging, Escalation Vendor Management, Resolution, Workflow)
- 5) **Proactive Managed Security – Networks and Servers**
Proactive Security Management for networks, servers on the mission-critical trading network to prevent unauthorized access, denial of service, or any other kinds of security compromises.

Putting the systems and processes in place and integrating Indiainfoline.com's people, processes and systems into the envisioned solution proved to be a significant challenge, due to the high-uptime, mission-critical and dynamic nature of Indiainfoline.com's business. To overcome this, NetMagic and Indiainfoline.com teams worked closely and intensely, streamlining existing infrastructure and processes.

The End Result

"NetMagic met our most stringent expectations and demands, and have completely justified our decision to outsource." *Nirmal Jain, CEO and Founder of Indiainfoline.com*

Today, NetMagic selects, implements, and manages all Indiainfoline.com's technology resources, manages trading applications and processes, monitors and manages their nationwide network, provides Managed Hosting for their mission-critical servers, provides bandwidth and connectivity, performs Vendor evaluation, selection, and management, and Helpdesk services.

Nirmal Jain, CEO and Founder of Indiainfoline.com had this to say – "With online trading being as uptime-intensive application as it is, it was crucial that our partner in this venture had the capabilities of managing such an elaborate solution Turnkey. NetMagic met our most stringent expectations and demands, and have completely justified our decision to outsource."

Solution Capsule

Mission Critical Hosting (multi-rack environment)

Bandwidth and connectivity

Leased Line services

Managed Services

- 1) Proactive Managed Security Services
- 2) Managed Data Backup and Restoration Services
- 3) Managed Enterprise Mail Services

Trading application Management

OS Management, Database Management

Application Management at Exchanges

Remote Application Management

Management of a nationwide leased line & VSAT network

Technology evaluation, selection, implementation, management

Vendor evaluation, selection, management

Dedicated Helpdesk services