

Mobile2Win provides its products and services to all major wireless network carriers in India and is connected to a 100 different points across networks in India. They run campaigns that run on all mobile phones across the country.



Company Profile

India's leading digital & mobile entertainment company. Mobile2win enables its partners to adapt and profit from this digital & mobile revolution. Mobile2win has worked on over 100 brand campaigns; it shares an exclusive relationship with over 17 media companies, has connectivity all across India with its unique shortcode – 8558, and provides its products and services to all major network carriers.

Challenge: Lack of Managed Services, Unplanned Outages

Previously, Mobile2Win was earlier with a Data Center that offered adequate Internet connectivity but suffered from frequent, unplanned outages in the internal networks, proving very disruptive to the Mobile2win business. The other issue was the lack of managed services.

Says Gopala Krishnan (GK), Founder, Mobile2Win, "We were looking at a host of monitoring services like monitoring and alerts from the previous IDC that we did not get".

These reasons prompted Mobile2Win to lookout for a partner who could address these issues and provide a complete solution.

Services from NetMagic include:

- 1) multiple racks
- 2) bandwidth
- 3) Shared mail
- 4) Back-up
- 5) Additional IPs
- 6) Operating System and database Management
- 7) Dedicated Firewall Management

Solution : Waving the 'Magic' wand

As a company, our goal is to focus on core competencies. And yes, IT is a very important driver of the business, but not the business itself. NetMagic has a lot of credibility in the Indian market today. The research we conducted into finding a world-class datacenter in India kept pointing to NetMagic, and gave us the confidence we needed that NetMagic would do a great job.", says GK.

"Mobile2Win approached NetMagic during May, 2006 for a complete Internet Data Center (IDC) solution. The specific services they contracted from NetMagic include: Multiple racks, bandwidth, mail services, backup, OS & DB management and dedicated firewall management.

These services would help Mobile2Win with a far more stable and structured IDC and also take care of managed services like monitoring and alerting. NetMagic also helped manage their firewalls, something Mobile2Win had to do on their own earlier.

Implementation: Operation Complex

Moving from one IDC to another can be a very complex task, especially if the nature of business is like Mobile2Win, involving significant physical connectivity and hard IPs logged into several Telcos. The transfer of the IDC was an extremely large project in this case. But the two teams worked closely and completed this project with practically zero downtime: no small task, but one that was performed with the highest standards.

"We are very proud that we are among the few VAS companies with this level of complex connectivity and have successfully done this kind of a transfer", recalls Gopala Krishnan, Founder, Mobile2Win.

The IDC was fully set up in April 2007, and now according to Mobile2Win, the IDC is far more stable and structured with no significant outages

NetMagic provides monitoring & alert services to Mobile2win for a stable & structured IDC



Says Gopala Krishnan, “Our networks are far more stable; the systems are structured better, the monitoring systems are faster, our availability and uptime is higher, and we’re deriving a lot of comfort that things are working now. And yes, our firewalls too are now managed by them”.

Mobile2Win is a happy customer and today looks forward to outsourcing more managed services to NetMagic to be able to focus on their core competence. They are today not dependant on any IP/provider as the complete set-up is domain-based.