

**Netmagic**

**powers India's**

**popular travel**

**website**

**Yatra.com**

**users.**



## Company Profile

Yatra Online Pvt. Ltd. is a fast growing and smart online travel solutions company providing information, pricing, availability and booking facility for air travel, hotels, buses and car rentals across 5000 large cities and small rural areas around the globe. As an online travel company, Yatra.com acts as a complete tour planner for travelers and is a one-stop shop for every travel need. Yatra's multi-language customer service center enables business and leisure travelers to make well-informed and cost effective bookings 24 hours, 365 days a year, through its website, call center and mobile support. The air ticket bookings on the user-friendly website search the lowest fares available in real time. As one of the largest consolidator of hotels, Yatra provides reservation facility in over 2,500 domestic hotels across 250 destinations in India. Yatra also has international tie-ups with major consolidators and provides a real time access to over 90,000 hotels across the world. All products at yatra.com come with a best price guarantee and an assurance of instant bookings. Yatra provides various options of holiday packages to its customers with the best deals and prices across the globe. Since its inception, it has been facilitating individuals as well as businesses in planning trips of all nature. Yatra.com has created a niche for itself in the industry. In its endeavour to increase customer touch points, Yatra.com also offers its services through mobile and retail mediums.

## Requirement & Challenges:

As India's leading online travel company, the smooth running of its operations depended on its technology and infrastructure capabilities. Past experience of some senior executives from various companies had made them realize that it would be unwise to rely on a sole Internet Service provider for connectivity and bandwidth. Besides this, power cuts are a common problem in Delhi which indicated that it would be a better choice to go with a hosted partner to manage these issues.

### Requirement –

- Maintaining the infrastructure and running with minimal downtime
- 24/7 Net Connectivity
- Balancing traffic loads optimally
- A good disaster recovery plan

## Netmagic: The ideal fit :

Yatra.com needed a partner who could meet its requirements and overcome its challenges. Consider the statistics: Yatra.com attracts around 80,000 visitors; and is doing an average volume of more than 6500 air tickets & 300 + hotel room nights per day. Netmagic's tie-ups with multiple ISPs meant that Yatra.com could reduce its dependence on a sole service provider for bandwidth and connectivity. During special promotions, such as the 777 plan launched on 7th July 2007, the site witnessed unprecedented traffic that almost led the website to crash. But the Netmagic team made sure that the load was well balanced. Speaking on this, Manish Amin, Co Founder and CTO, Yatra.com, also mentioned the Mumbai flood crisis in June 2005 that caused disruption of IT systems and energy supplies. He recalls that Netmagic was one of the very few companies who got up & started running within 6-8 hours. He also mentioned that "We have been engaging with the Netmagic team for the last two years. The team is friendly and has helped us architect the infrastructure. He also added that, "Netmagic's world-class IDC, 24x7 Network Operations Center (NOC), and Helpdesk is available round the clock to resolve and attend to any calls. The service is backed by an SLA offering industry-leading uptimes and is equally ideal for enterprises like yatra.com who are looking forward to host its mission critical web based services"

## Services include:



- Website hosting
- Server support and management
- Disaster recovery planning
- Providing critical support
- Load balancing
- Bulk Mail management

## In sync with expansion

Given Yatra's ever expanding user base, the day-to-day smooth running of the site itself is mission critical. The company plans to bank on Netmagic for another disaster recovery site.

Looking back on Yatra's association with Netmagic, he is extremely satisfied and appreciates their efficiency and experience in providing robust, high-performance mission-critical hosting solutions.

*"He further adds, "In a business like ours, where connectivity and non-stop performance are a pre-requisite to our operations, Netmagic has proven itself as a worthy technology partner to provide round-the-clock helpdesk, support, monitoring and data center management to ensure a high-availability, high-performance hosting environment. Even in times of crisis like the Mumbai floods that disrupted operations of many companies for days together, Netmagic rose to the occasion and got the systems up and running in a matter of hours."*

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## Business Benefits

- Having a trusted partner who knows what to do, what is beneficial to manage systems
- Reduced downtime and assured high availability environment
- Has helped company focus on core business offerings, instead of diverting it toward support infrastructure
- Being able to concentrate on business processes rather than hosting related issues