

NxtGen¹
Infinite Datacenter



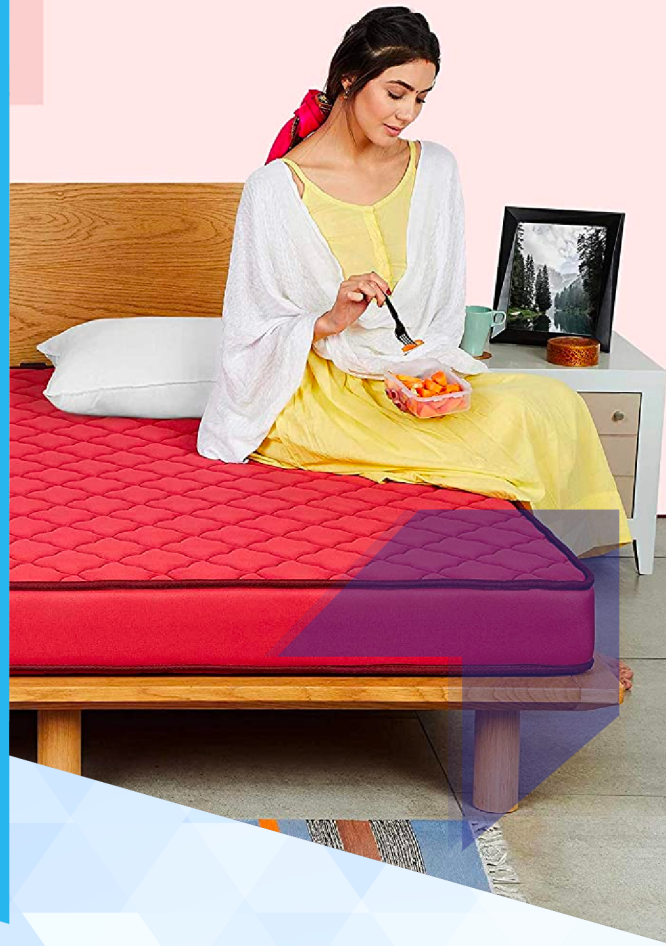
Sheela Group

CASE STUDY





Sheela Group Case Study



About Organization

Sheela Foam is a leading manufacturer of mattresses in India marketed under its flagship brand Sleepwell. It has a nationwide presence in manufacturing PU Foam with a global marketing perspective and an impeccable track record since 1971. Sheela Group is committed to a one-point program of bringing comfort, convenience, and luxury to enhance the lifestyle of a modern man.

In addition, it manufactures other foam-based home comfort products targeted primarily at Indian retail consumers and technical grades of polyurethane foam for end-use in a wide range of industries.

As part of its international footprint, the company manufactures PU Foam in Australia and Spain through wholly owned subsidiaries.

Sheela Foam is a recognized name associated with diverse and sophisticated grades of technical foam. The company has developed a pan-India distribution network that consists of over 150 exclusive distributors over 10000 exclusive retail dealers, and over 5000 multi-brand outlets. Sheela Foam currently owns and operates 11 manufacturing facilities in India. All its facilities are utilized for manufacturing home comfort products while five of these facilities also manufacture PU Foam.

A combination of manufacturing excellence and a wide distribution network has helped them achieve over 40% of the market share of the Indian PU foam market.

Business Challenge

One of the core competencies of Sheela Foam apart from manufacturing home comfort products is technology. With over 10000+ user base including dealers, retailers, distributors, carpenters, and upholsters across India, Australia, and Spain, Sheela Foam's IT Infrastructure connects each entity of the ecosystem and is hosted in a private cloud setup in their premises.

All the applications and software are in-house developed and fully integrated, extended not only to their main branches in India but to two other wholly owned subsidiaries across borders

Sheela Foam was looking for a setup of a DR site in their private datacenter for its business-critical and other applications as part of its business continuity and disaster recovery planning. Sheela Foam was seeking a disaster recovery solution that can ensure their business continuity and can operate with little to no downtime while delivering continuous and secure data access. Further, the proposed solution should be able to increase business resiliency and protection against disruptions and potential data loss.

Solution Deployed by NxtGen¹

While Sheela Foam was on the lookout for a reliable, resilient, and highly economical business continuity partner, NxtGen was a perfect fit and emerged as a value-adding partner to them. NxtGen provided Sheela Foam with a scalable DR solution, to ensure that their recovery needs are met both now and in the future on-demand, without creating a massive resource drain to do so. The solution ensured continuous business operations while maintaining data availability in all scenarios like a natural disaster, hardware failure, data breach, or even ransomware attack.

NxtGen delivered an on-demand and highly scalable IT infrastructure with guaranteed 100% availability at all times making it possible for them to keep up with their business demands and protect them in the unlikely event of a disaster.

Business Outcomes¹

Sheela Foam found NxtGen cloud services stand out among other CSPs based on attributes like flexibility on usage, reduced downtime, ease of deployment, and cost-effectiveness.

NxtGen's proposed solution was based on delivering the required agility, reliability, high availability, and security. NxtGen helped Sheela Foam mitigate the risk of data loss and protect data integrity. It further improved the resiliency of their IT infrastructure and services. The cost of recovery and restoration was minimized upto a great extent.

Leveraging NxtGen's DRaaS solution, Sheela Foam has gained the flexibility to use heterogeneous storage equipment for data replication and protection. NxtGen struck the right balance between the quality of service and cost optimization and offered Sheela Foam a competitive advantage in terms of business continuity.

Testimony¹



“ We have been associated with NxtGen for the past 8 years and we have never considered NxtGen as a vendor but more as a true partner. We are very confident about NxtGen as we share the same values and are very satisfied with the support they shower, the professionalism they exhibit, and their adaptability to cater to each specific business need. There are many tech giants in the market providing similar solutions but, in reality it's not just about implementing technology. While selecting a partner, our sole focus is on analyzing how they can come up with basic solutions for our problems and survive our business needs. Even after 8 years, we can honestly say that NxtGen has come through each time with flying colors. We couldn't be prouder of this long-term partnership. ”

Charu Bhargava,
Vice President - IT, Sheela Foam Limited

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