

SOLUTION BRIEF

On Demand Infrastructure for
E-Commerce



Powering business transformation through Infinite Datacenter

BookMyShow leverages on NxtGen's hyper-converged, hybrid computing infrastructure to enjoy greater scalability, agility and cost-savings.

“Intel® NVMe Solid State Drives (SSDs) are an outstanding solution for high-IO performance requirements of customers whose applications and workflows serve millions of their end customers.

NxtGen and Intel worked together to incorporate the latest Intel technologies into these solutions, and is another great example of how we jointly address our customers' most challenging problems.”

–Phillips, Leighton,
General Manager,
APJ Industry Sales Group, Intel

NxtGen¹
Infinite Datacenter

Executive Summary

BookMyShow, the largest online entertainment ticketing platform in India, with a distinct presence in over 400 cities, records millions of transactions each month for movies, plays, sports and live events. BookMyShow platforms commonly experience record traffic during blockbuster movie releases and major sporting events and used to be occasionally overwhelmed by the increased traffic. To meet the growing scale of its operations, BookMyShow has been constantly upgrading its technologies and infrastructure at the back end to continue offering a seamless booking experience.

Challenges of a traditional server platform

In 2015, BookMyShow was relying on an IT infrastructure that required continuous investment to meet its growing business needs. However, there were numerous recurring IT and business challenges, such as:

- **Locked-up investments:** Setting up a traditional server platform often requires a high upfront investment, which BookMyShow had to foresee and be prepared for such investments should the need arise.
- **Inability to scale on demand:** Traditional servers are designed with fixed capacities, which meant new servers had to be purchased whenever business growth exceeded the servers' capacities.
- **Expensive to set-up and maintain:** Man-hours had to be regularly dedicated to oversee the deployment of each newly added server in addition to regular maintenance of already existing servers.
- **Unable to deliver optimum performance:** Due to interoperability issues, the servers were unable to clock optimum performance resulting in wasted capacity.

As BookMyShow grew in scale, it upgraded its existing IT strategy to explore the potential of an always-available and on-demand IT infrastructure. This is where NxtGen came into the picture. By deploying NxtGen's Infinite Datacenter, BookMyShow was able to leverage on a robust and cost-effective solution that delivered the agility and scalability to meet their existing and growing needs without having to pump in additional upfront investments.

The Solution

A highly converged, agile and scalable virtual IT infrastructure

To eliminate recurring bottlenecks, BookMyShow decided to shift to a hybrid IT infrastructure that eliminates the silos of a traditional server platform while improving uptime, service delivery, scalability and cost-savings.

Through NxtGen, a leading cloud and data centre solutions provider, a hyper-converged infrastructure was strategised. This consolidated solution, comprising critical components from other leading brands interoperated seamlessly with NxtGen's infinite data centre to deliver:

- **Cost-effective scalability:** By using the infrastructure of NxtGen's Infinite Datacentre solution, BookMyShow was able to grow and shrink its IT infrastructure according to their business needs.
- **Excellent speed and capacity:** Intel® SSD DC P3608 delivered excellent speeds with its low-latency. The highly efficient solution not only worked right of the box but also offered twice the capacity in comparison to other Intel SSDs of the same physical size.¹
- **Greater processing power:** Dell PowerEdge R730xd server seamlessly took on an increase in workload.

- **100% uptime:** Brocade's intelligent network infrastructure encompassed multiple switches that are able to self-configure and self-heal in the event of a power outage or data overload.
- **Seamless migration:** VMware's excellent interoperability with BookMyShow's IT infrastructure enabled the online ticketer to swiftly migrate to the new hyper-converged ecosystem with minimal downtime.

¹ In comparison to Intel® SSD DC P3600 Series.

“NxtGen's Infinite Datacenter helped us reduce network and storage related performance bottlenecks and greatly increased the number of transactions to completion, enabling us to serve millions of customers.”

Mr.Viraj Patel
Vice President of Technology, BookMyShow

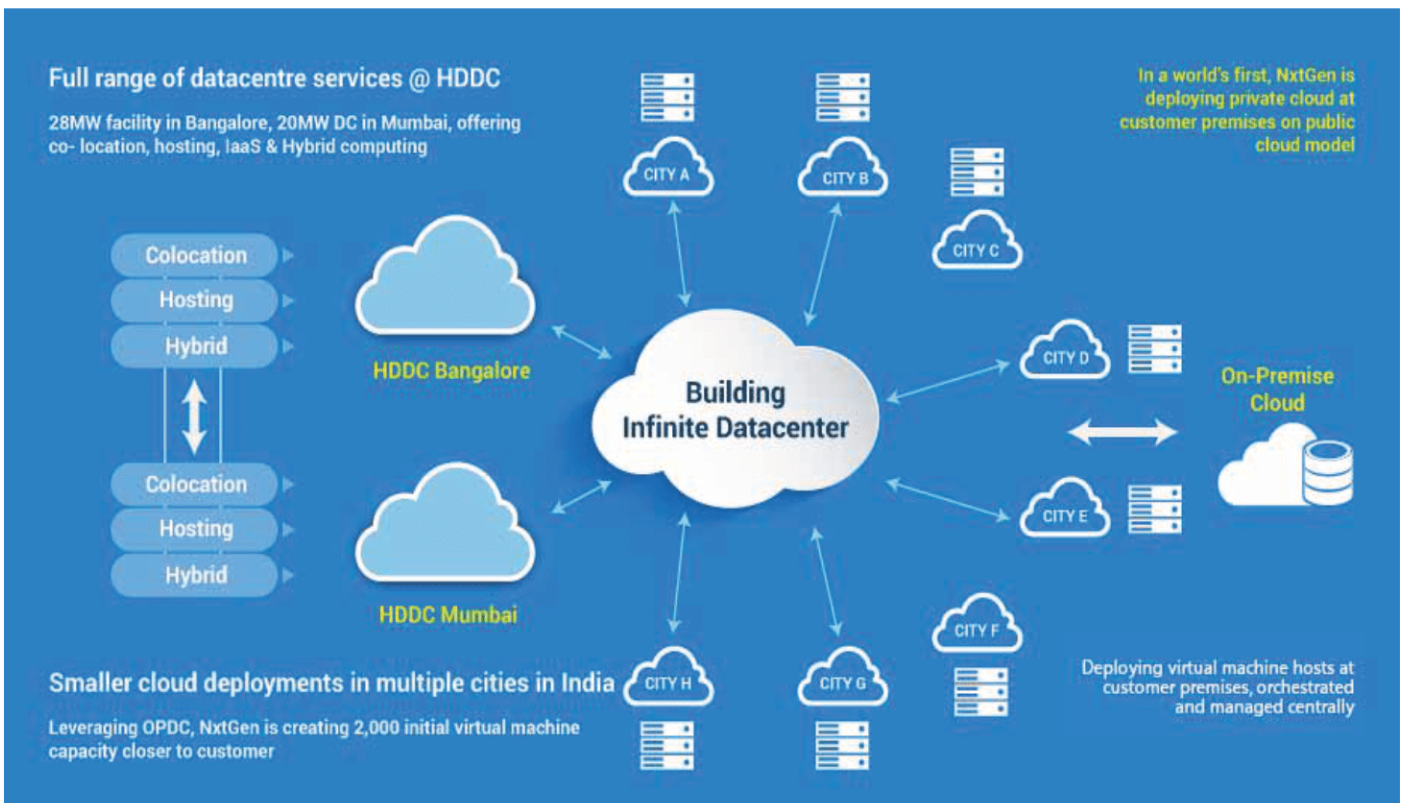


Figure 1. Solution Architecture: Infinite Datacentre

“We introduced hyper-converged infrastructure, fully software defined clusters facilitate that increased agility and flexibility at the infrastructure layer. Intel helped us with access to cutting-edge technology including PCIe NVMe Flash to accelerate the data flow to the processors, making a dramatic impact on the overall performance of the infrastructure. Mr. Viraj from Bookmyshow was very keen to leverage the latest technology, which has allowed us to deploy one of the largest All Flash vSAN deployments in the world.”

Mr. AS Rajgopal
Chief Executive Officer, NxtGen

The Impact

A more cost-effective way to tackle dynamic online traffic

The solution architecture deployed for BookMyShow proved to be a more cost-effective solution for its dynamic online traffic as it gave the online ticketer the flexibility to increase or decrease computing resources according to business demand.

Reduced server footprint and investment lock-up

Because computing resources can be increased and decreased anytime, there is no longer a need for BookMyShow to invest in physical servers, which in turn, reduces their investment lock-in while delivering greater business agility across various departments.

Always on, even in the event of an infrastructure failure

The new infrastructure is capable of detecting and overcoming infrastructure failures and over-utilisation. Multiple fault domains are also set up to provide BookMyShow with the 100% uptime it requires to respond to the real-time demands of customers.

A future-proof business strategy.

In conclusion, the new solution architecture not only reduced the IT challenges that BookMyShow had foreseen, but also helped the online ticketing leader expedite service delivery and enjoy greater cost-savings, agility and elasticity.

About NxtGen

NxtGen enables its customers to build digital businesses without investing and managing complex IT infrastructure, by leveraging hyper-converged infrastructure. NxtGen, headquartered in Singapore, is an emerging leader providing fully managed cloud and datacenter services across India and Singapore. In its unique approach, NxtGen deploys and offers IT infrastructure services from on-premise resources and NxtGen's own facilities – Infinite Datacenter™ – enabling its customers to adopt a hybrid computing model.

For more information, visit <https://nxtgen.com>.

Find the solution that's right for your organization. Contact your Intel representative.

For more information on Intel's Enterprise Cloud solutions, visit <http://www.intel.com/enterprisecloud>. To find out more about Intel's resources within the IT industry, visit <http://itpeernetwork.intel.com/>.



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Infinite Datacenter

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All test results come from Cloud Spectator reports. For more performance and standard information, contact Cloud Spectator

Cost reduction benefits under certain circumstances and deployments are used as examples to show how certain Intel products influence and save future costs. Intel does not guarantee any costs or cost reductions.

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