



CASE STUDY

Data Center Services

A complex IT solution for Ticket Genie in just 7 days.
A classic case of Trimax Data Center expertise.

FAST FACTS

Industry

- ▶ Online Ticket Selling, E-Commerce

Company Profile

- ▶ Online Ticket Service Provider for Sports and Entertainment Industry

Objective of Project

- ▶ Sale of 2,50,000 tickets over web on each IPL season

Business Challenge

- ▶ Design, Implement & Deliver a complex IT solution within 7 days including procurement & other procedures

Benefits

- ▶ Cost effective
- ▶ High uptime with faster transaction speed



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The concept of Data Center has always been the focal point in IT infrastructure. Information Technology has gradually evolved making infrastructures much more simplified, centralized and virtualized. This translates into considerable reduction in IT expenditures. Today, organizations are stretching the need of data centers to expand their ability to have an uninterrupted infrastructure. For this, they are taking advantage of new technologies, sourcing and variable cost models. As the clients' demand, Data Center market is differentiating players by agility, security and high performance. It all helps customers' to concentrate on their core businesses.

Ticket Genie chose Trimax, an end-to-end IT solution provider, to design and implement complex IT solution and hosting the same at Trimax-ITI Data Center, Bangalore. Trimax helps organizations optimize their IT deliverables as well as reduce their Total Cost of Ownership. It also provides data center solutions and services to its clients with its state-of-the-art Tier-IV Data Center backed up by proven assets, industrious skills and unparalleled delivery capabilities

CLIENT PROFILE

Ticket Genie provides online ticketing services for the sports & entertainment industry. It's the online ticketing service provider for Indian Premiere League (IPL) Cricket League. The objective of the entire solution is to sell 2,50,000 tickets over web on each IPL season. Apart from IPL, Ticket Genie is an authorized ticketing partner for many other domestic and international events.

CHALLENGES

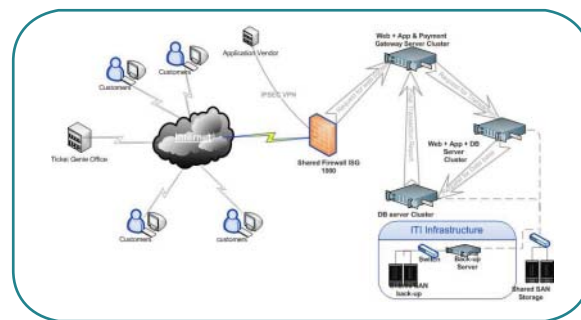
One of the most important challenges in this project was to design, implement and deliver 3 Tier architecture in just 7 days, which included procurement and other standard procedures also. The complexity of IT infrastructure was very crucial as it had to respond to 100-200 concurrent users.



CLIENT REQUIREMENT

- ▶ Design, implement and deliver a complex solution within 7 days
- ▶ 3 Tier Architecture solution to host and deliver Ticket Genie's Online Ticketing Project
- ▶ Highly available IT infrastructure to respond to 100-200 concurrent users
- ▶ High availability solution with optimum hardware to minimize Total Cost of Ownership
- ▶ Complete management of the infrastructure from solution design to production phase

SOLUTION DEPLOYED



SOLUTION OFFERED

- ▶ A 3 Tier Architecture (Web-Application-Database) with a complete HA solution with optimum hardware
- ▶ Multiple instances of Web Server / Application Server / Database server, deployed with only 3 physical servers
- ▶ Multiple clusters architecture to ensure high availability and no single point of failure
- ▶ Multiple load-balancers for Web Servers & App Servers to serve maximum number of hits and request by users
- ▶ Enterprise Class SAN Backup services provided for data restoration in case of any disaster
- ▶ Network Security Services (Shared Firewall Management)
- ▶ Shared Load-balancer Services
- ▶ 24x7 Support, Server / Network Monitoring & Management Services
- ▶ SSL License

BENEFITS OF CUSTOMER

- ▶ Highly available solution deployed in the most cost-effective manner
- ▶ High uptime with faster transaction speed for the end users
- ▶ Ticket Genie can concentrate only on its core competency

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ABOUT TRIMAX

Trimax IT Infrastructure & Services Ltd. (Trimax) is a leading End-to-End IT Services and Solutions Provider offering Data Center set-up, Management and Operational Services, System Integration and BSNL Managed Network Services. Trimax also offers Managed Network Services from its ISO 9001 and ISO 27001 Certified Network Operations Centre (NOC) running in Mumbai and Bangalore.

With over 1,700 qualified technical professionals, and a well-qualified and ITIL-certified technical team, Trimax services its customers through its reach at more than 600 locations across India including Taluka level, and its headquarters in Mumbai. The company aims to be the preferred technology integration, management and solution company for its global customers.

Achievements

- ▶ Implemented an 'Anytime Anywhere Cash Collection System' for Jaipur Vidyut Vitran Nigam Ltd. and operating it at more than 64 counters in Jaipur
- ▶ Serves Managed Services to Central Bank of India, Axis Bank, Bank of Baroda and Electricity Boards all over India with 10,000 network links
- ▶ Established a 1.2 Lakh sq. ft. Tier-III plus Data Center for ITI Ltd. on Public Private Partnership model and will operate it for the next 10 years. The ITI Data Center facility is being used by clients such as Canara Bank, GE Research, Indian Oil Corporation, Unique Identification Authority of India and IBM.
- ▶ Developed and implemented On-line Reservation System and Electronic Ticket Issuing Machine-based Ticketing System for Maharashtra State Road Transport Corporation

LOCATIONS

AHMEDABAD	49/A, Nobel Complex, Opposite Nehru Bridge, Ashram Road, Ahmedabad 380 014 • Ph.: 91 79 4007 1112.
BANGALORE	Ground Floor, 18th "B" Cross, Lakshmi Puram, C.M.H. Road, Ulsoor Bangalore 560 016 • Ph.: 91 80 2536 1299.
CHANDIGARH	Cabin No. 201, 1st Floor, SCO 128-129, Sector 8-C, Madhya Marg, Chandigarh.
CHENNAI	Door No. 62/39, 2nd Avenue, Ashok Nagar, Chennai 600 083 • Ph.: 91 44 4202 9997.
COCHIN	Door No. 36/301, Thattam Veedu, Oriental Business Centre, Vaidyarlane, Judges Avenue, Kaloore, Cochin 682 017 • Mob.: 99203 77303/ 99462 03533
COIMBATORE	270/18, Balaji Complex, 1st Floor, 7th Street Extn., Gandhipuram, Coimbatore 641 012 • Ph.: 91 422 2520 194.
DEHRADUN	258, Onkar Road, Chukhuwala, Dehradun
DELHI	1st Floor, Santram Complex, L-3, Street no.1, Mahiplapur Extn., New Delhi 110 037 • Ph.: 91 11 2678 4044/45 • Fax: 91 11 2678 1633
GURGAON	412, 414, DLF Galleria, DLF Phase 4, Gurgaon 122 002 • Ph.: 91 124 4119 887
HYDERABAD	302, 3rd Floor, Raghava Ratna Tower, Chirag Ali Lane, Abids, Hyderabad 500 001 • Ph.: 91 40 6610 5966.
JAIPUR	1st Floor, F2 Roshan Tower, Near Darbar School, Plot No.12, Gopinath Marg, Purohitji Ka Bagh, Jaipur, Rajasthan 302 017 • Ph.: 91 141 2374 006
KOLKATA	Premises No.115E Lenin Sarani, 3rd Floor, P.S. Muchipara, Kolkata 700 013 • Ph.: 91 33 2265 0023
LUDHIANA	04, 2nd Floor, B-1, 1185 Satsang Road, Civil Lines, Ludhiana 141 001
PUNE	Office No. 6, 3rd Floor, Plot No. 438, Prasanna Heights, Opp. Modern High School, J.M. Rd., Shivaji nagar, Gaothan, Pune 411 005 • Ph.: 91 20 25510646.

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