



## USING POWER OF CLOUD TO PREPARE AN ONLINE MATRIMONIAL SERVICE PROVIDER FOR SCALABILITY

### Overview

Loveviva.com is a Gurgaon based online matrimonial matchmaking service provider looking to scale operations to capture the market share in online matrimony industry. Their technology platform provides 360-degree solutions to all prospective brides and grooms which is currently subscribed by 1 million users in India and abroad with prime focus on USA, Canada, UK, Australia, and Singapore. Loveviva.com was migrated to AWS infrastructure which helped them take a competitive advantage in the market.



As the popularity of online matrimony continues to dominate the Indian market, LoveVivah.com was planning to expand business operations for significant market share; the success of which largely depended on user experience. “Before we migrated to AWS our entire infrastructure was set up on physical servers from RackSpace which was causing performance bottlenecks which were affecting our user experience and online reputation.” Mr Anuj Goel (Sr. Manager, Development). In addition, to achieve expansion LoveVivah.com was planning for promotional offers and campaigns which would increase their online traffic. With all the existing tiers tightly coupled along with frequent outages were crippling their critical system necessary to accomplish the growth they planned.

Another major concern of the client was running application and database for different environments (Development, Production) on the same server which led to slow load time. To capture the market share in a growing market and meet industry standards the LoveVivah.com was looking to automate application deployments which could be resolved by DevOps CI (continuous integration) CD (continuous delivery) pipeline.

### Challenges

### Solution

With ambitious business growth, IT infrastructure had to support the increasing demand for LoveVivah applications. They chose Hitachi Systems Micro Clinic due to their vast experience in AWS implementations. We met LoveVivah.com’s main considerations which were elasticity, scalability, security, and agility. Hitachi Systems Micro Clinic helped LoveVivah.com migrate to AWS and proposed a modified architecture that was highly available, redundant, fault-tolerant and scalable.

Without significant investment in physical hardware, Hitachi Systems Micro Clinic implemented AWS EC2 in High Availability for regular workloads and to manage spikes in traffic. All the data logs were stored in AWS S3 and Amazon CloudFront was implemented for static and dynamic content delivery, and Amazon Route 53 is used for DNS management. In addition, with Amazon VPC we separated their production and development Environment. The Amazon RDS database was used to support online transactions of LoveVivah.com in high availability making sure that no downtime comes on services even if one database experience failure. To standardize and provision infrastructure components of LoveVivah.com Amazon CloudFormation was also deployed. Amazon ElastiCache was implemented in order to meet fluctuating application demands and to reduce app to DB load. Manual application deployment was changed to DevOps CI, CD pipeline using Git, Jenkins, and Gitlab improving control and frequency over application changes. A manual file server for static content was replaced by AWS S3 providing more flexibility, security, and durability of data. We also implemented CloudGen Firewall giving an advance layer of security to users of loveviva.com

Hitachi Systems Micro Clinic designed and executed the migration solution and helped LoveVivah.com to achieve highly available and secure architecture with high performing application components. Additionally, with our managed CloudOps and NocOps service offerings, the entire AWS infrastructure right from providing expertise support for issues and monthly reports for better visibility is being managed by us. “We operate in competitive market therefore it is important for us to have infrastructure which supports our rapid growth and Hitachi Systems Micro Clinic has been instrumental in creating AWS infrastructure which is a fantastic collaboration” MR Sangram Patil (COO, loveviva.com).

Some of the benefits of our client were –

- Fulfilling security and compliance requirements using AWS VPC and third-party CloudGen firewall deployed on AWS.
- With AWS EC2 and AWS ELB the client achieved a highly available and secure application tier by implementing cross zone traffic load balancing.
- Automated deployment using DevOps CI, CD pipeline.
- Multi-zone architecture made operations fault proof in case of an AWS zone failure.
- Improved application load time with AWS CloudFront,
- Improved overall performance with AWS ElastiCache and secure, robust, fault tolerant database with AWS RDS
- Centralized email services with application using AWS SES.
- Automated backups using AWS Lambda.
- Performance increased by around 20%.
- Initial infrastructure cost reduced by 14%.

### Benefit

To know more, mail us at: [marketing.mc@hitachi-systems.com](mailto:marketing.mc@hitachi-systems.com) | [www.hitachi-systems-mc.com](http://www.hitachi-systems-mc.com)

### Hitachi Systems Micro Clinic

Hitachi Systems Micro Clinic is an IT services company established in New Delhi in 1991; it became a group company of Hitachi Systems, Ltd. in 2014. The Company is uniquely positioned as a cable-to- cloud service provider and an end-to- end IT services and solutions provider that helps businesses meet today's challenging and complex IT requirements. The Company delivers innovative technology solutions to enable enterprises and governments to re-align and integrate IT processes to be more responsive to Customers' needs.

