

ECOMMERCE

STREAMLINING & EMPOWERING
LARGEST MOBILE COMMERCE
PLATFORM WITH SCALABLE CONTENT
DELIVERY NETWORK ON CLOUD

Customer
Background

Mydala is India's largest promotion-led hyper-local online and mobile marketing platform for large brands, SMEs and MSMEs involved in providing consumer products and services; enabled by their 150,000+ advertiser/merchant base to target 400 million consumers across 209 cities in India.



Being the largest mobile commerce platform in the country doing over 6.6 million transactions per month, 85% of these are generated through mobile platforms, Mydala looked for a stable and scalable service-deployment plan that could handle such large volumes of transactions on website. They also had to ensure end-users receive the content with less delay, and it delivers a better overall experience for their customers. For such requirement Mydala needed an IT solution which could quickly scale to meet rising demand at the same time allow them to pay as per usage.

Business
Challenge

Solution
Highlights

Hitachi Systems Micro Clinic was chosen by Mydala to lead this migration project on cloud platform. To help them manage content delivery efficiently, Hitachi recommended AWS Cloudfront CDN (content delivery network). Some of the critical aspects of the solutions were -

- To give them better performance and user experience the existing servers were configured by Hitachi to offer a multi-tier cache by default
- Hitachi delivered Mydala's static assets using Amazon CloudFront's through distributed edge servers.
- Integrated Content delivery network (CDN) for delivering and distributing both static and dynamic content on edge locations
- Accelerated integration with their existing web application server without affecting their business continuity.

- 20% Cost Savings due to pay-as-you-go model
- 92% of Mydala's traffic was redirected to the CDN servers which helped enhance user experience to the customers and receive the content with less delay
- Higher Availability with robust architecture, that speeds up the distribution of web content
- Enhanced control through inbuilt reporting and analytics dashboard

Business
Outcome

To know more, mail us at: marketing@hitachi-systems.com | 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.

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