



Case Study On **E-commerce Enterprise**

About the client

The client is an E-Commerce major, specializing in providing IT solutions through a full range of servers, workstations, and server accessories on its digital platform, from various technology/hardware OEMs. Apart from this, they also provide cloud hosting solutions & excellent web hosting services. The client organization founded in 2014, gained marquee customers globally. It has been delivering top-notch services, quick delivery, seamless shopping experience, and wonderful technical support at global standards. The Hyderabad-based organization gained prime importance in the marketplace for providing the widest range of cutting-edge servers.

With the technology landscape evolving leaps and bounds, over the years, the company came up with innovative ideas and made the online buying of best in class servers, like Rack Servers, Blade Servers, Tower Servers, Enterprise Servers, Micro Servers, Moonshot Servers, and Scalable Servers, an effortless affair.

Client Challenges

- They were facing a challenge in lowering their cost of maintenance. The obligation of holding in-house DC/IT infrastructure became an expensive and tedious job for them.
- They were finding it demanding to involve the internal workforce to handle RHES (Remote Hands and Eyes Support) tasks like Physical hardware installations, Network Cabling, Power Cycling, and more, due to which they faced tribulations.

Summary :

Challenges



The biggest challenge was to reduce the maintenance cost.



They were unable to involve the internal workforce to handle RHES.



The project expense exceeded the estimated limit.



The in-house DC setup was not supporting their Sales.



They wanted to cut down their DC colocation costs.

- They were facing a challenge in terms of their high project cost. The expense exceeded the estimated limits in a big way.
- The in-house DC setup was not at all helping them to augment their hardware sales in any way.
- They wanted to get associated with a DC having the highest operating and compliance standards with optimized TCO.

Solution by Pi

- The overall solution is comprised of Five 42U racks with 6kva per rack resilient power capacity.
- Before starting the project Pi encouraged the customer to visit its DC to have a first-hand feeling of our state-of-the-art infrastructure and services and to be supportive during the initial hiccups of implementation. Their visit to our DC cleared all their doubts and they realized that our facility and infrastructure are of the highest global standards and unmatched vis-a-vis most peer facilities in the country.
- A fixed price rack space to the client, for the first three years, along with other cost model customisations for the contract period helped them get a grasp on their TCO projections.
- Our overall costing for components like Power, Internet Bandwidth, Public IP pools, and Cross Connections, were found optimized vis-a-vis what they experienced elsewhere.

Summary :

Solution



Our DC visit divested all their doubts.



We offered rack space on a fixed cost model for the tenure.



The strategic location of Amaravati gave approx 28% TCO advantage to client in terms of power and other related services.



Well structured RHES services helped in quick onboarding and smooth service continuity.



We made an easy and stable process with diligence.



Involved Management in crucial phases.

- Installation and configuration support services offered to handle the components at DC gave the customer significant peace of mind and a seamless operation.
- Our involvement in crucial phases and management of certain very large enterprise and government clients gave them enough reasons to believe in our capabilities.
- Our professional and patient approach, along with extended support, made the process stable over a while.

Conclusion

- Customer has been able to see a strong partnership being built between both organizations, where Pi has established itself as a key stakeholder in the success of the customer's business strategy.
- They have been able to show 39% YoY optimisation in running their business IT over the last 2 years, because of the streamlining mechanism implemented by Pi in collaboration with the customer. This saving straight goes back to business for enhanced ROI.
- Customer has a business expansion planned and as part of that, their capacity on Pi would stand to grow 4X. Further, their confidence in Pi has been displayed by the fact that they have introduced Pi to their peer organizations in the industry.

