

Cloud4C GCP Expertise Saves 40% Cost for Trip Factory

Significant Reduction in Cost during the pandemic with GCP migration

The Covid pandemic shed its share of impact on the tourism industry amongst others. India's leading travel advisor, TripFactory was faced with a need to reduce any additional cost. The digital native brand had an infrastructure which was exceeding their budgets. We helped them reduce costs significantly by migrating customer facing applications on Google Cloud Platform (GCP). With zero capex and the new GCP platform, Trip Factory was able to save up during the most critical time and be ready for the new normal when traffic could surge unexpectedly.

About the Client

100,000

Travelers served over past five years

24x7

Support, connecting with customers across the world

The client, TripFactory is one of India's leading holiday advisors, offering travel services to customers around the world. The Indian organization has been successful in winning customer delight with e-commerce portals, digital payment services and more. TripFactory is on a growth path with the aim to be completely digital native to offer hassle free travel to all its customers.

The Challenge

Customer Facing Applications Needed Availability

The incumbent infrastructure had possibilities to enhance uptime and availability of customer facing applications and portals including ecommerce portal, payment gateways and travel website. They had to be prepared for the post pandemic time when the website traffic could face unexpected surge. TripFactory wanted to ensure that no customer was dissatisfied with the services, and this needed cloud expert support.

Infrastructure to Accelerate Digital Journey

Inspired by the government of India's Digital India initiatives, TripFactory was aiming to be completely digital native and this was possible only with implementation of an advanced, newage cloud platform. They intended to make use of the advanced technology that would accelerate their digital journey to stay connected with customers at every nook and corner of the world. At a time when the pandemic halted businesses, TripFactory was planning to grow big, digitally. Yet, selecting the right cloud platform was a challenge they encountered.

Incumbent Infrastructure Incurring Additional Cost

The current IT infrastructure was burning the allotted budgets. When the pandemic struck and the industry was at a standstill, TripFactory had to find ways to reduce cost without compromising on performance of applications. They needed a partner who could implement the cloud platform at a reduced cost and an infrastructure that would perform at peak while limiting spends.

The Solution

Cloud4C, having the experience of supporting several organizations during the pandemic, took up the cloud implementation project. We analysed the infrastructure and the applications, right sized them to reduce cost by 40%. We implemented GCP platform to accelerate TripFactory's digital journey and prepared them to be ready for the future when the tourism industry would make a grand come back. Besides, the pay as you go model reduced 30% of the cost. We ensured that the customer availed all the Google benefits that would help them with zero capex on the migration of required workloads.

Delivering End Customer Delight With GCP



Cloud4C migrated the customer facing applications including website and payment portals to GCP for high availability. The teams completed a thorough CAF assessment to measure the applications and analyse the cloud readiness accordingly. Applications hosted on GCP were prepared to perform at peak during unexpected website traffic. The new infrastructure was scalable as per business requirements. Cloud4C GCP CoE ensured uninterrupted performance to customers accessing the website from around the globe, 24*7.

Accelerating Digital Journey with Intuitive GCP Infrastructure



The newly implemented GCP infrastructure had to support TripFactory's vision to be a digital native organization. The web portal, e-commerce site and payment interfaces needed seamless access. We leveraged our multi skilled and multi technology expertise of CoEs and the advanced native tools from Google to design the best in class infrastructure. The successful implementation hastened their digital journey, as promised.

Reducing Cost with Right Sizing and Pay as You Go



Cloud4C's GCP experts helped the client to avail google benefits to migrate the applications at zero costs. The testing and development on Google platform and the intervention of Cloud4C cloud experts made sure to cut down infrastructure implementation costs. The teams right sized the website and applications, reducing the 40% of cost that TripFactory was spending for the incumbent landscape. Our zero capex model and pay as you go subscription further reduced the TCO by 30%. The timely support and migration spearheaded by Cloud4C saved the budget during one of the most difficult crises.

Key Accelerators

1

Google Cloud Platform delivering peak performance for customer facing applications

2

GCP experts and CoE leveraging Google platform tools and technologies to reduce implementation costs

3

Right Sizing of Infrastructure and Applications reducing cost by 40%

Results



40% reduction in costs with right sizing



30% reduction in TCO with pay as you go model



Accelerated digital journey supported by advanced GCP solutions



Peak performance and high availability of applications, winning end customer delight

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