

Wysetek virtualizes IT infra for digital marketing company



VMware SDDC solution implemented by Wysetek helps India's leading digital marketing company to reduce Capex, lessen vendor management and have future-ready agile IT infra.

A full-service digital marketing company with offices in Mumbai, Delhi and Bangalore offers a comprehensive bouquet of services ranges from media, creative, search, analytics, mobile, social and ORM. The company comprises over 350 interactive marketing professionals has experience and domain expertise across sectors like Finance, Insurance, Telecom, Automobiles, Real Estate, Travel, Logistics, E-Commerce, IT, FMCG and Education.

The company had outdated hardware in their IT infrastructure which was to be out of support in near future. In the current infrastructure, all the applications were running on physical servers with no high availability needed for today's modern business climate. There was no business continuity solution implemented in the infra.

The Solution

With extensive operations in the online media space and geographically spread offices, the customer wanted a leading IT solution that helps them grow faster with technology as the backbone to handle their day to day operational and IT functions. The IT team wanted to spend more time on innovation than get busy with maintaining the outdated Infra and handle multiple silos by different tech OEMs.

The company approached SI Company Wysetek to solve the pain points and suggest overhaul of technology. After detailed analysis and complete case study by Wysetek team, VMware SDDC solution with VMware ESXi as Hypervisor, vSAN as Hyper Converged Storage and vSphere Replication as Business Continuity Solution was suggested for the company.

Wysetek team implemented VMware vSphere with VMware vSAN at the company's locations at Mumbai and Gurgaon. The Bangalore location is using single server with VMware vSphere and Local Storage vSphere Replication has been configured to provide business continuity between Mumbai, Gurgaon and Bangalore locations.

Key Benefits

After the project at the customer, the CAPEX has been reduced to a large extent including the space, power and cooling required for new solution implemented by Wysetek.

The solutions VMware vSphere and VMware vSAN has further simplified the vendor management for the customer. The multiple vendors for Storage, Compute, SAN Switch have been merged into one that adds to less hassles for IT team to deal with different OEM vendors.

The key pain point of business continuity that was missing has now been solved. vSphere Replication now guarantees business continuity between the customer's offices at Mumbai, Gurgaon and Bangalore.

Resolution by Wysetek

VMware SDDC solution with VMware ESXi as Hypervisor
vSAN as Hyper Converged Storage
vSphere Replication as Business Continuity Solution

Benefits of VMware Solution implemented by Wysetek

- CAPEX has been reduced to an extent including space, power and cooling required for new solution.
- VMware vSphere and VMware vSAN has simplified vendor management with the vendors for Storage, Compute, SAN Switch merged into one.
- vSphere replication guarantees business continuity between the office at Mumbai, Gurgaon, Bangalore.