



Allied Telesis Provides New Non-Stop Network for Leading Datacenter Provider

Netmagic gets a brand new feature-rich, highly-reliable and high-performing solution.

Customer

Netmagic Solutions Pvt. Ltd.

Location: Mumbai, India

Industry: Datacenter, Cloud, and Managed Hosting Service Provider



“ We needed a totally redundant, non-stop network capable of processing large amounts of IP CCTV data. We also wanted a complete solution, one that included both network design and products.

Maheshkumar Patil, Assistant General Manager, Netmagic Solutions Pvt. Ltd.

An NTT Communications Group company, Netmagic Solutions Pvt. Ltd. is a leading Datacenter and Cloud Service Provider in India. With India's developing economy leading to rapid growth in business and information services, the demand for datacenter storage has never been higher.

First established in 1998, Netmagic was a pioneer in its field. In 2012, Netmagic was acquired by NTT Communications, and has grown to support the increasing requirement for always-on access to online digital data, video surveillance, and other cloud-based services.

Netmagic Solutions has 7 world-class datacenters situated in major business districts such as Mumbai, Bangalore, Delhi and Chennai, with more than 10,000 servers and other communication devices to manage. These support the data storage requirements of over 2,000 enterprise customers, who span a wide range of industries, including banking and financial services, e-commerce, healthcare, manufacturing, hospitality, education, and more.

Challenge

Netmagic uses a combination of self-developed and open-source tools to provide advanced data storage and management services to its customers. Netmagic needs a highly-available, scalable and dynamic IT infrastructure, so when the company decided to renew its datacenter networks in Bangalore and Mumbai, only a feature-rich, cutting-edge solution would do.

The datacenter in Bangalore is named Bangalore3 Datacenter, and the Mumbai branch is named Mumbai5 Datacenter. Both required major network redesigns.

Netmagic had three major requirements for the winning proposal. The network had to be non-stop, because datacenters operate 24 hours a day, 365 days a year. The chosen products had to be capable of processing large amounts of IP CCTV data for security and surveillance, building management and access control. Lastly, Netmagic wanted a total solution—from a vendor who would provide the design of the new networks, industry-leading products, and top-notch support for the installation and commissioning of the new networks.

Netmagic appointed NK Jain and Epsilon Design for physical security consultancy. After careful consideration of proposals from several network vendors, Netmagic selected a complete Allied Telesis network solution.

“ Our network operation is now very stable. Allied Telesis provided excellent support during installation, and we were very happy with both the service and solution we received.

Mr Patil

“ We need flexible products, fast response, and the very best technical support—and this is exactly what we get from Allied Telesis. Our client is very happy with their Allied Telesis solution, which more than meets their critical business requirements.

Mr. Kailas Pawar, NK Jain Consultant/
Epsilon Design Consultancy

Solution

Allied Telesis designed the new networks and installed feature-rich products, to create a resilient solution and facilitate the highly-reliable datacenter networks that Netmagic needs.

x510 Series Stackable Gigabit Switches are installed in both Bangalore³ Datacenter and Mumbai⁵ Datacenter, in the network core and distribution layer. These switches provide powerful resiliency, security and management features in a compact and highly-reliable package.

The x510 switches are all deployed in pairs using Allied Telesis Virtual Chassis Stacking (VCStack™), allowing them to function as a single virtual device, and providing load balancing and redundancy. VCStack and link aggregation provide a solution where network resources are spread across the virtual chassis members, ensuring device and path resiliency. Using VCStack in both the network core and distribution layers provides Netmagic with a high-performing solution with the capacity to support the large amounts of IP CCTV data that is processed and stored in their datacenters.

The x510 switches also have dual power supplies for high reliability. Coupled with the resilient network design, the new solution guarantees always-on access to online information.

Several Netmagic support engineers are now certified by Allied Telesis, and manage the ongoing needs of the datacenter networks.

Success

The network renewal was smoothly completed without any trouble, and has been operating without issue ever since. The new network was constructed in managed phases, and was carried out with hands-on technical support from Allied Telesis every step of the way.

The new datacenter networks support Netmagic in supplying world-class data and CCTV storage, as well as Cloud-based services to their many valued customers, 24 hours a day, every day.

Netmagic plans to construct new datacenters with the help of Allied Telesis in the near future. Allied Telesis looks forward to continuing to support Netmagic Solutions with expert advice and great products, enabling them to provide complete online storage solutions.

About Allied Telesis

For nearly 30 years, Allied Telesis has been delivering reliable, intelligent connectivity for everything from enterprise organizations to complex, critical infrastructure projects around the globe.

In a world moving toward Smart Cities and the Internet of Things, networks must evolve rapidly to meet new challenges. Allied Telesis smart technologies, such as Allied Telesis Autonomous Management Framework™ (AMF) and Enterprise SDN, ensure that network evolution can keep pace, and deliver efficient and secure solutions for people, organizations, and “things”—both now and into the future.

Allied Telesis is recognized for innovating the way in which services and applications are delivered and managed, resulting in increased value and lower operating costs.

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