

Rediff.com uses Solix ARCHIVEjinni™ to improve online performance through an effective ILM implementation

Rediff.com (NASDAQ:-REDF)

Rediff.com is one of the premier world-wide online providers of news, information, communication, entertainment, and ecommerce services. Rediff.com provides an ideal platform for Indians worldwide to connect with one another online. Founded in 1996, Rediff.com is headquartered in Mumbai, India with offices in New Delhi and New York, USA. The company's mission in the Internet space is to provide world-class online consumer services.

Problem:

Increasing online user activity was causing rapid data growth which was impacting dependent applications. In addition, there was a need to relocate completed online ecommerce transactions for operational purposes to further decrease the load on their production databases.

Challenges:

- High volumes of transactions captured from multiple applications and distributed across multiple instances.
- Retrieving operational data from the production instance was time consuming and adversely impacting performance.
- Testing cycles were growing as they struggled to provide current data from the production environment

Solution:

Solix ARCHIVEjinni™ the world's only unified enterprise data management platform, for enterprise Information Lifecycle Management.

Top performance always: Guaranteed

Rediff.com is committed to providing a world-class online consumer experience to its 45 million users and more than 165 brand advertisers*. For any internet portal, performance is paramount to ensuring the best online user experience. With a user community growing approximately 20% per quarter, Rediff.com faced the challenge of managing huge volumes of data generated by their growing customer base.

The Challenge

The volume of data growth was cause for concern for the consumer portal as it impacted their ability to meet the performance expectations of their customers. As system performance degraded, so did customer satisfaction and resulting commercial behavior.

In addition, Rediff was spending millions of rupees on maintenance overhead dedicated to improving performance.

The IT Environment

Rediff has implemented several data intensive custom applications with multiple instances, for various online services. Their commitment to an excellent user experience requires that all data captured be available for online access 24/7 and for 365 days. The performance issue forced Rediff to evaluate moving historical data from their production environment to a secure online environment. Their primary concern was to relocate high volume database transactions without compromising online data access. Rediff set out to find a solution to this complex and sensitive task.

The Search for a Solution

Given the wide scope of the project involving archive/purge and instance subsetting of multiple instances, Rediff was evaluating various solutions to automate their data management process and help them implement an effective ILM strategy.

* Company data as of June 30th, 2006.

Success Story

Solix ARCHIVEjinni™ provided the capability to design configurations for 7 different custom applications, which enabled automatic archive and purge of transactional data into separate instances. This activity was carried out with minimal effort and in less than 8 weeks. This ensured Rediff could meet the high performance standards their users had come to rely upon.

With Solix ARCHIVEjinni™ MiniME, Rediff can create smaller database subsets for testing purposes in a fraction of the time it took them previously.

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We have achieved around 75% reduction in storage requirements. Now we keep few months' data on production server and the rest in online archiving storage. We are experiencing more than 50% performance improvement in our online services after implementing the Solix ARCHIVEjinni™ solution

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Venki Nishtala
CTO, Rediff.com

Solix Technologies, Inc.

4701 Patrick Henry Dr.,
Building 20
Santa Clara CA 95054

1.888.GO.SOLIX
+1.408.654.6400
info@solix.com
www.solix.com

It was determined that such a complex task, taking into account the intricacies of data models in multiple custom applications deployed at Rediff, would take considerable time and was risked potential loss of data integrity and access.

The key was finding a solution that could help Rediff automate the process of selecting, archiving and extracting data. Ensuring data integrity was maintained, along with online access to archived data and non production instances was key to the success of the project.

After evaluating different solutions, Rediff.com selected Solix ARCHIVEjinni™, a metadata driven ILM tool, to complete the project.

Benefits

- Improved application performance by more than 50%.
- Reduced maintenance time and effort
- Reduced storage requirements by 75%.
- Estimated ROI within the first quarter following implementation.

Why Solix ARCHIVEjinni™

After a detailed requirements analysis, Solix presented a strategy for archive and purge, and instance subsetting for all of Rediff's online applications including their order management system (OMS). The application consultants and business users at Rediff determined the policies and strategies for data retention, extraction and storage. The project was classified into two phases. The first phase involved archiving eligible data, and the second phase included instance subsetting.

Solix implemented its configurable metadata driven tool Solix ARCHIVEjinni™ at Rediff, using the Configurator and MiniMe features to successfully address their archive and data subsetting needs.

Today, Rediff is able to schedule and automate all data management activities using the scheduler feature which allows parameterization of archive activities as per defined policies and schedules.

Rediff is also empowered to accommodate any changes in its applications and data retention needs even with minimal support from Solix.

Today, Rediff.com has improved backup and recovery times, while considerably reducing storage and maintenance costs. With a 50% increase in application performance, Rediff has established a long term solution for ensuring their data growth does not impact the user experience.