

Onboarding a platform for performance, flexibility and innovation for Interactive Avenues



Client profile

Interactive Avenues, a Reprise network company, is India's leading full-service digital agency. They offer a comprehensive range of cutting-edge services under one roof with multidisciplinary teams. These services include media, programmatic, data and analytics, e-commerce, paid search, social media, SEO, ORM, creative and web development.

As the digital arm of Mediabrands India, Interactive Avenues employs more than 750 digital specialists in Mumbai, Gurugram, Bengaluru, Kolkata and Chennai.

Launched in April 2006, Interactive Avenues employs over 350 marketing professionals today. Their clientele include leading brands from diverse industries.

As a fast-growing company that fuels innovation in the digital marketing space, Interactive Avenues was looking to transition their infrastructure — consisting of web, application and database environments — to Google Cloud Platform (GCP) to strengthen performance parameters, like scalability, accessibility, flexibility, security and compliance. By partnering with NTT DATA, they were able to deploy their workloads seamlessly with minimum downtime and business disruption.

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Post full-scale implementation, we are confident in NTT DATA's ability to manage and maintain the existing cloud landscape's efficiency and high performance.”

Vijay Lad

Director (Technology), Interactive Avenues

Business need

Preparing for the digital future

Interactive Avenues has always endeavored to change the way businesses approach “digital.” They offer consistently successful, unique and forward-thinking digital marketing solutions that take into account the specific requirements and unique demands of each client. The passion and excellence they bring to the table has helped them create a diverse client base that spans industry verticals.

Given their rapid growth and evolving scalability and performance requirements, they wanted to transition their infrastructure — consisting of web, application and database environments — to GCP.

One of the reasons for the move was to reduce setup costs by using platform-as-a-service tools such as Cloud SQL.

Solution

Moving critical workloads to GCP to accelerate growth and performance

Working with NTT DATA, Interactive Avenues deployed their business-critical production system workloads on the GCP, along with web, application and database services.

Re-architecting and re-platforming existing systems helped strengthen compliance and security standards, delivering high availability and scalability.

They leveraged our services to host their database in Google Cloud SQL. Memorystore for Redis was also implemented for caching to improve application performance. Our managed services for GCP as well as the applications – including application and database monitoring and infrastructure management — helped Interactive Avenues focus on their business better.

Outcomes

All-round optimization, availability and high performance

Interactive Avenues achieved a seamless transition to GCP with minimal downtime. The resulting ecosystem delivered high performance and availability, along with the ability to autoscale. They were able to optimize costs and operations significantly.

The fully managed infrastructure, application and database service for Google Cloud contributed to improving the performance of their business-critical applications.

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