



E-commerce marketplace in India leads online retail transformation

Flipkart grows exponentially after launching a marketplace platform built on highly scalable and high-performance infrastructure



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Sumeet Ghosh, Head of Engineering, Operations and Infrastructure, Flipkart

Customer profile



Company	Flipkart
Industry	E-commerce Marketplace
Country	India
Employees	>6,500
Website	www.flipkart.com

Business need

To capitalize on its leadership position within the growing e-commerce market in India, Flipkart needed an agile, experienced technology partner to support its online retail expansion.

Solution

Working with Dell since its inception, Flipkart delivers its private cloud for its online marketplace with Dell PowerEdge servers.

Benefits

- Platform supports 10 times increase in traffic volume due to scalable architecture
- Marketplace model thrives with high-performance infrastructure
- Partnership delivers confidence in new online market
- Leadership position secure within increasingly competitive online market

Solutions featured

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Established in 2007, Flipkart has millions of customers making purchases through its e-commerce. By offering a wide range of products at competitive prices, along with unparalleled customer service to India's growing population of consumers shopping online, Flipkart has capitalized on its position as a market innovator to become the trusted e-commerce platform for India's consumers and merchants.

From its initial beginnings as an online bookseller, Flipkart sought a long-term technology partner who could help the company recognize the potential of online shopping within a country where increasing internet penetration was gradually shifting India's consumers towards digital commerce. Sumeet Ghosh, Head of Engineering, Operations and Infrastructure, Flipkart, says, "When Flipkart was launched, we needed to overcome a number of challenges relating to the availability of internet and infrastructure services in India. When we saw the potential to become an e-commerce marketplace, we realized we needed a technology partner who was extremely agile in their delivery and support."

Partnership delivers confidence in new online market

With the adoption rate of cloud-based platforms still in its infancy in India, Flipkart turned to Dell to provide the infrastructure to run its e-commerce business within a private cloud. "We wanted a partner who had strong technical capabilities and deep insight into how the industry works. When Dell came to see us we got excited about how the infrastructure could deliver our e-commerce plans. It was clear that with Dell's support we could increase consumer confidence in online shopping in India," says Ghosh.

Marketplace model thrives with high-performance infrastructure

From the warehouse and supply chain, right through to its payment processing platform, Flipkart's private cloud infrastructure powers the business and

is built on Dell PowerEdge C-Series and R-Series servers. With Flipkart using an open source Linux operating system, the servers were built to Flipkart's exact specifications through Dell Deployment Services Enterprise Configuration, which configured and then tested the hardware on the company's operating system.

Flipkart has a robust, high-performance e-commerce marketplace where consumers currently access 17 product categories across thousands of brands and sellers to compare prices, products and service quality. With a highly responsive business model that benefits from fast delivery times for equipment and quick expansion of its virtualized infrastructure, Flipkart remains focused on improving the user experience and attracting more customers to online shopping. Ghosh says, "We have always prioritized the satisfaction of our customer's experience on the site. With the Dell infrastructure, we don't worry about bottlenecks in performance and whether our applications will meet demands from heavy traffic. Instead, our business leaders can focus on bringing in as many customers as possible because we can guarantee a consistent level of service to our users."

Platform supports 10 times increase in traffic volume due to scalable architecture

Scalability is critical when traffic can increase up to 10 times during peak times due to festive or sale periods. As the company's infrastructure is located within a co-location center, deploying high density servers featuring enterprise-class cooling and low power consumption means Flipkart maximizes the cost efficiencies. Flipkart can quickly add virtual servers and balance this demand when the traffic decreases. Ghosh says, "Agility is a key business differentiator when it comes to encouraging the India market to shop online. With Dell, we can add hundreds of virtual machines within a couple of minutes to meet a predicted increase in traffic volume, then automatically reduce

the number to ensure we maintain our energy efficiency at all times."

To meet the needs of its growing number of customers, the company realized they would need to protect its infrastructure from the risk of downtime. With headquarters in Bangalore and its infrastructure located in Mumbai and Chennai, having access to efficient post-sales support across several geographic locations was a core priority. Flipkart has Dell ProSupport with Mission Critical 4-Hour Onsite Response service to guarantee uptime in the event of any issue. Ghosh says, "We selected Dell because the company is known for its proactive support. We use a combination of internal team members and Dell to provide our customers with a high level of service regardless of when they choose to shop. The needs of our complex environment are always met because of Dell ProSupport."

Leadership position secure within increasingly competitive online market

With a goal of maintaining its leadership position, data storage is a critical concern for the Flipkart online marketplace. "We have a requirement to ensure we maintain our strong position as the e-commerce marketplace leader in India as the market grows increasingly competitive. Due to the customization that is possible and the unparalleled support we receive, we want to continue and build on our relationship with Dell," says Ghosh.

Technology at work

Services

Dell Deployment Services

Dell Support Services

– Dell ProSupport with Mission Critical 4-Hour Onsite Response

Hardware

Dell PowerEdge C8220 servers

Dell PowerEdge R820 rack servers

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