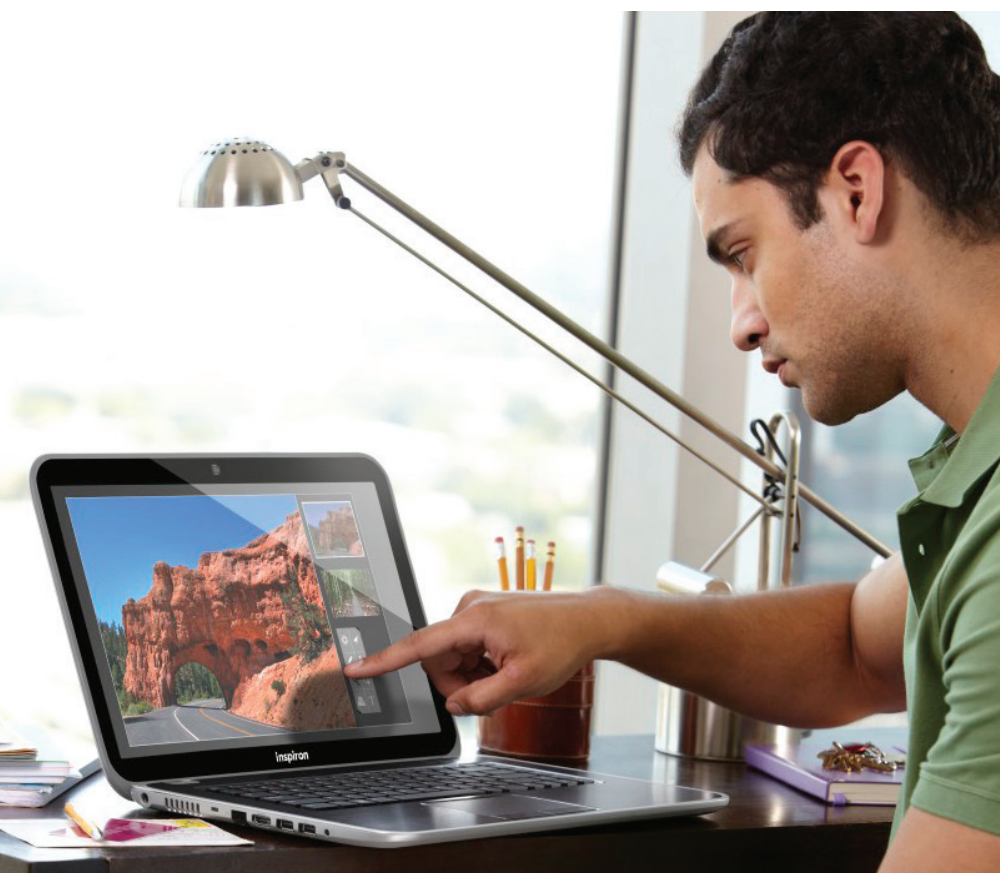




Indian online travel company meets growing consumer demand

MakeMyTrip.com consolidates on virtualized infrastructure to improve its e-commerce site performance by 30 percent while reducing management time in half



"When customers are searching for a particular travel package, they want highly targeted, quick results or they will simply go elsewhere. With high-performance hardware from Dell, our infrastructure is delivering 30 percent better performance to our site when compared with the existing hardware, which means we can serve our customers faster."

Sanjay Kharb, Vice President of IT, MakeMyTrip.com

Customer profile



Company	MakeMyTrip.com
Industry	Travel, Hospitality & Tourism
Country	India
Employees	1,300
Website	www.makemytrip.com

Business need

To maintain its market position as the leading online travel service in India, MakeMyTrip.com needed to consolidate its data center on a high-performance infrastructure.

Solution

The travel company partnered with Dell to deploy Dell™ PowerEdge 12th generation servers and Dell PowerVault storage to deliver improved performance and high availability for its e-commerce site.

Benefits

- Travel site delivers 30 percent improved performance on 12th generation servers
- Operational efficiency improves due to 20 percent reduction in energy and space requirements
- Site supports 1.3 times the number of end-user connections due to improved performance
- Management reduces by 50 percent through centralized view of the data center

Solutions featured

- [Data Center Virtualization](#)
- [Data Center Consolidation](#)
- [Support Services](#)

As India's largest online travel company, MakeMyTrip.com (MakeMyTrip) offers travel services that allow travelers to research and plan trips, and book airline tickets, hotels, packages, rail and bus tickets, rental cars and travel insurance. Founded in 2000, the company wanted to consolidate its data center on high-performance servers to outpace market growth within the expanding online travel sector in India.

"We can now deliver to 1.3 times the number of end-user connections, due to better throughput of the various algorithms that power MakeMyTrip's websites. We have experienced higher throughput and application performance as well as greater stability through deploying the Dell PowerEdge servers and Dell PowerVault storage."

*Sanjay Kharb, Vice President of IT,
MakeMyTrip.com*

Within the highly competitive travel industry, having the flexibility to innovate is critical to meeting the growing demands of consumers moving online to research and purchase travel products. The speed at which the technology behind the e-commerce site can integrate inventory from thousands of travel suppliers in response to specific search inquiries, and then enable customers to pay quickly, all help to improve consumer conversion rates.

With fluctuations in travel prices from suppliers impacting revenue, MakeMyTrip needs to maximize its margins by running efficient infrastructure. Sanjay Kharb, Vice President of IT, MakeMyTrip.com, says, "Our cloud infrastructure runs applications that are resource hungry, so adding physical servers means the energy cost and space requirements for our three data centers keep growing. We need servers that deliver higher performance and can take more load without increasing density or energy consumption."

Travel site delivers 30 percent improved performance on 12th generation servers

After careful selection, the travel company deployed Dell PowerEdge 12th generation servers to consolidate its data center infrastructure running the company's private cloud. Improving conversion rates relies on a high-performance e-commerce site that provides the flexibility and responsiveness needed to make it easy for consumers to search, plan and book travel online. "When customers are searching for a particular travel package, they want highly targeted, quick results or they will simply go elsewhere. With high-performance hardware from

Dell, our infrastructure is delivering 30 percent better performance to our site when compared with the existing hardware, which means we can serve our customers faster," says Kharb.

Site supports 1.3 times concurrent users due to improved performance

The volume of traffic that the site can now support has increased, enabling the company to proactively pursue new customers. The company uses Dell PowerVault MD3220i storage arrays to provide additional storage for its database and server needs, and is used as network storage when data must be shared across the LAN environment. "We can now deliver to 1.3 times the number of end-user connections, due

Technology at work

Services

Dell Support Services
– Dell ProSupport with Mission Critical 4-Hour Onsite Response

Hardware

Dell PowerEdge R620 servers featuring Intel® Xeon® E5-2600 series processors

Dell PowerEdge R910 servers featuring Intel Xeon 7500 series processors

Dell PowerEdge R610 servers featuring Intel Xeon 5500 series processors

Dell PowerVault MD3220i storage

Software

Dell OpenManage Essentials

to better throughput of the various algorithms that power MakeMyTrip's websites. We have experienced higher throughput and application performance as well as greater stability through deploying the Dell PowerEdge servers and Dell PowerVault storage," says Kharb.

Operational efficiency improves due to 20 percent reduction in energy and space requirements

The company requires fast processing for its business facing applications. Business critical applications powering the company's e-commerce site are running Dell PowerEdge R620 servers featuring Intel® Xeon® E5-2600 series processors. "In assessing our requirements and considering various server and processor combinations, we found that the performance needed was only met by Intel processors. As a result, the number of virtual machines per core has improved by 15 percent," says Kharb.

MakeMyTrip is realizing significant energy efficiencies and space savings through maximizing its compute power on Dell PowerEdge R910 and R610 servers, which contributes to the bottom line. Kharb says, "We can run 30 percent more virtual machines on the Dell servers, while achieving 20 percent savings in power consumption and rack space within the data center."

Management reduces by 50 percent through centralized view of the data center

With three data centers located across India responsible for running MakeMyTrip's e-commerce site, visibility and automation are improving Kharb and his team's ability to innovate the online travel business. The company is using Dell OpenManage Essentials systems management console to provide discovery, inventory and management services for the Dell PowerEdge servers. Kharb says, "With a single view of all three data centers and centralized inventory management, I know the exact status of each piece of equipment and so do the Dell engineers. Through automating management with Dell OpenManage Essentials, the maintenance effort has reduced by 50 percent."

To ensure the e-commerce site remains highly available and provides a consistently reliable user experience, the company selected Dell ProSupport with Mission Critical 4-Hour Onsite Response. "Dell has been very open to our business initiatives and has demonstrated a real willingness to help us. In moments of urgent need, Dell has been efficient in providing the support we need," concludes Kharb.

"With a single view of all three data centers and centralized inventory management, I know the exact status of each piece of equipment and so do the Dell engineers. Through automating management with Dell OpenManage Essentials, the maintenance effort has reduced by 50 percent."

*Sanjay Kharb, Vice President of IT,
MakeMyTrip.com*



View all Dell case studies at dell.com/casestudies

