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Infinite Datacenter

NDTV
CASE
STUDY

Brief Overview

New Delhi Television is, and has been for more than a quarter-century, a pioneer in India's news television and digital journalism. Founded in 1988 by Radhika Roy and Prannoy Roy, NDTV is today the most-watched, credible and respected news network in India and a leader on the Internet. From the path-breaking "The World This Week" (nominated as one of India's 5 best television programmes since Independence), the first private news on Doordarshan "The News Tonight", producing India's first 24-hour news channel "Star News" and the country's first-ever 2-in-1 channel Profit-Prime, NDTV has been at the forefront of every single news revolution. NDTV is now primarily an internet company with the flagship website - ndtv.com - India's number 1 destination for general news.

Business Challenge

- NDTV hosted its infra on-prem and ran their entire production site from On-Prem only.

- In a day to day activity, multiple challenges have come to manage the services, and there is a possibility to face downtime. As NDTV is a media agency, each of the data is crucial and cannot afford a lot of latency nor the services to be face downtime for a moment.

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- Nowadays, there is a lot of risk of ransomware attack/security attack or even another possibility to have technical glitches also due to which we may lose the data.

- Hence, we thought to have the DR solution, which can help us have up & running service at the time of any disaster.

Solution(s) offered

- DRaaS has enabled our organization to continue functioning during a disaster.

- DRaaS system can kick in automatically when our system is down, providing us with zero downtime or can be turned on manually, which will take a bit longer.

- Cloud-based solutions have helped our organization to run off the cloud or restore our crucial data and systems to any location.

- DRaaS solutions are reliable, provide flexibility and reduce downtime.

- The solutions provided are efficient, simplified and cost-effective.

- Ease of deployment.

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Testimonial

> You can make a good product, but the sometimes good product comes with a good service, and that's what NxtGen is all about

We have been associated with NxtGen for the past two years and have never considered NxtGen as a vendor but a true partner. The multi-tasking people at NxtGen have always driven qualitative insights to enable us to leverage the right solutions that have fulfilled our business requirements. Undoubtedly, the customer service is commendable with the prompt response towards problem-solving. NxtGen is an organization that excels in in-depth knowledge about technology and provides a sense of comfort and belongingness to the customer. The team is young, versatile and ever ready for experimentation.

Dinesh Singh
CTO
NDTV Ltd.

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