lenskart.com

Log on, play on.

NxtGen Infinite Datacenter Case Study

About the Organization

Lenskart is India's largest and fastest-growing eyewear company online. Co-founded by Mr. Peyush Bansal, Mr. Amit Chaudhary, and Mr. Sumeet Kapahi in 2010, was built with a mission to sell glasses within India to reduce the massive need for eyesight in what they deem 'the blind capital of the world'.

Amidst the process of accomplishing this mission, Lenskart has sprinted to be India's fastest-growing eyewear business. What set them apart was their ability to build and leverage tech to create a unique customer experience across physical stores, online applications, and home eye check-up services.

Lenskart has a young and passionate team of around 3000 employees, with a PAN India presence. Lenskart is backed by investments from IDG Ventures, Unilazer Ventures, and TPG Capital. With a growing chain of offline stores across all cities in India, Lenskart has also rolled out its unique Home Eye Check-up service which takes expert optometrists to customer's homes/offices for an eye test. Lenskart's products range from prescription eyewear, branded contact lenses, and sunglasses, all equipped with the customers' eye power

Problem Statement

From the beginning, the Lenskart team set out to build a great technology company. As a growing e-commerce company facing nearly 5 million visitors every month, the technical team faced many challenges; despite a powerful in-house tech team, scaling infrastructure was never easy, but when you grow as fast as Lenskart has, the challenges tend to pile up faster than anticipated. Some of them are listed below.

~ Lenskart was looking for a turnkey solution that would help them optimize their infrastructure spends and also be more agile with their developmental requirements i.e., host their Dev and QA workloads.

~ Further, the company's ERP and internal applications were deployed on their in-house IT infrastructure, and thus were also seeking a co-location facility in the Delhi NCR region.

~ The e-commerce business was also facing latency issues in accessing the servers as their Dev, QA, and Production were being hosted in Singapore. The development team at Lenskart was looking to deploy their Dev and QA workloads in India.

~ Being a tech-savvy company, their focus has been majorly around open-source technologies as well as the Cloud. Lenskart team was heading to host their entire infrastructure on an open stack environment to cut down on license costs.

~ Although the Lenskart team was availing spot instances to optimize costs but faced frequent availability issues.

~ Lenskart has an internal DevOps team that manages all of their production workloads. The team was looking for a solution that is fully automated and retains features like third-party integration with tools such as Chef, Terraform, Jenkins, etc.

Solution Rendered by NxtGen

To cope with the above challenges, Lenskart was seeking a Cloud Service Provider which can offer Datacenter services of managed colocation along with a turnkey platform that can support the agility of deployment on the cloud. Here are some of the key solutions rendered by NxtGen for Lenskart.

~ NxtGen offered a managed colocation facility at its Faridabad DC for Lenskart's IT infrastructure to help them host various internal applications.

~ Having an internal DevOps team facilitated the e-commerce business to leverage NxtGen's platform where today most of their Dev and QA workloads have been hosted. The team also built automation over NxtGen Cloud with platforms like Terraform to ease the overall workload deployment efforts.

~ Further, Lenskart could now optimize their DevOps and Test environments along with creating and removing VMs instances on the go and as per business needs on NxtGen Cloud offering virtual machines and container services.

~ NxtGen's managed cloud service offerings facilitate proactive monitoring & alerts for the deployment, further providing visibility into the infrastructure utilization.

Benefits

Here's how Lenskart benefitted from the deployment of the above-mentioned cost-effective solutions. The results are promising and fulfill Lenskart's objectives.

~ Post-migration from the existing CSP to NxtGen Cloud, Lenskart was able to reduce the cost of their infrastructure spend by almost 25%.

~ The game-changing advantage of utilizing this AI-ready cloud platform was flexibility and scalability..

~ Deploying a pre-production environment on the NxtGen platform enabled Lenskart to scale its resources up & down, consequently speeding up any product launches or releases in the coming future.

~ Lenskart is leveraging NxtGen's Kubernetes PaaS platform to utilize containerized workloads for edge-based deployments, the hybrid solution between the cloud and container instances providing agility and integration of different technologies with ease.

NxtGen has been a key success partner for Lenskart. We were looking for a solution to help us optimize our infrastructure cost, NxtGen has been really helpful in that. We have moved our partial workload on NxtGen. We have also started leveraging their Kubernetes service platform where we are moving all our integration workloads.

Rajdeep Bhattacharya, Head of DevOps, Lenskart

NxtGen partnered with Lenskart and helped them to build an IT infrastructure that is future-ready so that it can keep pace with the changing business needs and support future business requirements. NxtGen team also charted a roadmap that aided Lenskart to simplify and consolidate infrastructure to drive a reduction in costs, increase speed to market and ensure an always-on available infrastructure. Lenskart is adopting NxtGen's solution approach to build more technology solutions to become future-ready.

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