



Entering the data era with a trusted network

Info Edge (India) builds a network to drive innovation with Dell EMC software-defined networking solution

infoedge

Internet Classifieds

India

Business needs

Info Edge was looking to increase the capabilities of its network to support its ongoing IT transformation. The company looked to adopt a software-defined networking solution that would enable it to move away from managing individual network switches to a zero-touch switch control through a server-based console.

Solutions at a glance

- [Dell EMC Networking](#)

Business results

- Removes risk of bottlenecks from data-intensive workloads, machine-learning and artificial intelligence applications
- 200% increase in back-end network performance
- Reduces time for routine tasks like operating system upgrades.
- Ensures zero downtime across the network

“By transforming our network with Dell EMC and Big Switch, we can enter the data era with a greater level of confidence and drive innovation.”

Jai Prakash Sharma
Executive Vice President, Technology Operations,
Info Edge (India)

Info Edge operates an online-classifieds business covering four domains: recruitment, matrimony, real estate and education. The company has approximately 4,500 employees and operates 80 offices in 47 cities across India.

Info Edge has already transformed its IT operations and delivers IT services through a private-cloud platform. The hybrid infrastructure is helping Info Edge integrate machine-learning (ML) and artificial intelligence (AI) applications into its application stack to deliver more personalized levels of service to customers.

Delivering IT transformation through a hybrid cloud

As part of the transformation process, Info Edge adopted OpenStack for software-defined management of its private cloud's compute resources and Ceph for virtual storage. To improve reliability, the company also migrated to software-defined networking (SDN), implemented higher capacity switches and upgraded the network to a 100-gigabit (Gb) backbone with 25-Gb links at the edge.

Finds open solution from trusted IT advisor

Info Edge is a long-standing Dell EMC customer, investing in Dell EMC PowerEdge servers to run its applications. The company looked at Dell EMC Open Networking technology running Big Switch network virtualization software to support the expansion. The combination of the two would create an SDN that separated management control from the underlying switching hardware. "We would be able to administer and monitor all switches through a single, server-based console," says Jai Prakash Sharma, executive vice president, Technology Operations, at Info Edge (India).

"We've had full uptime since expanding our network with Open Networking technology and Big Switch."

Jai Prakash Sharma
Executive Vice President,
Technology Operations, Info Edge (India)



Around 200% greater network performance

By upgrading the network to a 100-Gb backbone with 25-Gb links at the edge, Info Edge avoids data bottlenecks caused by data-intensive workloads, and ML and AI applications. Indeed, network performance has increased around 200 percent as a result of the upgrade, and Info Edge can increase its use of data-driven technologies. Typically, data loads on the network increase approximately 20 percent a year, but with ML and AI that increase has jumped to approximately 40 percent. Says Jai, “By transforming our network with Dell EMC and Big Switch, we can enter the data era with a greater level of confidence and drive innovation.”

Better use of IT management resources

Info Edge has simplified network management through the zero-touch SDN solution. For example, it no longer needs to worry about an operating system on single switches. With the Switch Light Operating System running across Open Networking switches and managed through a single console, the IT team manages upgrades centrally. “It could take around 20 minutes to upgrade the operating system on a single switch, but we’ve reduced that time to virtually nil,” says Jai. “I can keep my team focused on development projects instead of routine management.”

Zero downtime across the network

The company has maintained maximum uptime since implementing the solution. Says Jai, “We’ve had full uptime since expanding our network with Open Networking technology and Big Switch. We’re in a much stronger position to embrace the data era.”



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