

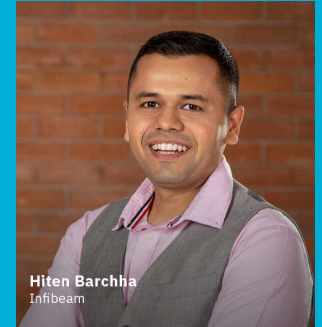


Business challenge

Infibeam needs to build a scalable, customizable, modular, robust and high-performance infrastructure platform to accelerate its business model transformation.

Transformation

IBM's end to end capabilities in Intel and Linux One Mainframe servers and Storage, coupled with Services capabilities in the implementation of Public Cloud features like Orchestration, Chargeback and SDN, made the infrastructure scalable and HW platform agnostic.



Hiten Barchha
Infibeam

-Hiten Barchha
Vice President Technology,
Infibeam

Results

A modern Software Defined Data Center

combines best of LinuxOne and Open technologies

Integrated e-Commerce platform as a Service business model

provides the best in breed of technologies

First of its kind infrastructure in India

enables clients to build Blockchain applications

Infibeam Avenues Limited Accelerates Journey to Cloud to transform business

Infibeam Avenues is India's leading e-commerce and payment solutions provider to businesses and the government. It is the only profitable and publicly-listed ecommerce company in India.

The company has over 500,000 merchants across its web services (e-commerce solutions and payment solutions) offerings, including reputed brands such as Amul, Adani, Nilkamal @Home, Saudi Telecom, Jumbo Electronics, Spykar, Esbeda, Panasonic, Blackberry, EsselWorld, Imagica, Idea Cellular, Emaar, Government of India, Taj Hotels, Oberoi Hotels, ITC Hotels, Hilton, MakeMyTrip, ClearTrip, Shopclues, Myntra, McDonalds, Starbucks, Airtel, DishTV, Go Daddy, BookMyShow, Vistara, Indigo, Vivo, GAIL gas, among many others.

"Our ambition is to build a software defined cloud data center that is futuristic and scalable to compete in the future Fintech landscape."

- Hiten Barchha
Vice President - Technology,
Infibeam

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Business model transformation leveraging Cloud, Blockchain and Automation

The payment gateway business that Infibeam has in India and Middle-east opens door to the Fintech space where there is currently no dominant player in the fields of analytics, blockchain and automation.

With the Fintech space in India governed by regulatory guidelines, Infibeam sees the business potential of having a custom Fintech cloud coupled with value added services that can be offered to end customers.

A partner with end to end capabilities in emerging technologies

IBM provides a custom Fintech cloud platform that integrates blockchain and AI.

Linux One Mainframe servers are deployed for blockchain and AI activities and Intel servers are utilised to enable processing of BAU

workloads. The entire hardware stack is delivered through a self-service portal with orchestration and charge-back capabilities. The solution also integrates best in breed of technologies like VMware Vrealise Suite with CISCO Software Defined Network. This provides a platform agnostic solution and delivers scalability.

This will be a first of its kind in India on LinuxONE. Infibeam will utilize this opportunity for delivering multiple services across industry verticals on its upcoming state of the art cloud datacenter in GIFT City, Gandhinagar.

Transforming business model with a custom Fintech cloud to offer Value Added Services (VAS) to its clients

Software Defined Data Centre (SDDC) combines the best of Linux and open technology with the best of enterprise computing in ONE platform.

Built on high-resiliency, high-speed processors, it is designed to be the backbone of the interconnected data-driven era, setting new standards in

transaction volume, speed, and trust.

The SDDC will also host India's first Linux One Mainframe Server which will be an integral offering in providing Blockchain based services on the Linux One platform.

The state of art Cloud data center will provide self service provisioning, orchestration and charge-back capabilities to customers of Infibeam Avenues who will be hosted out of the new data center.

Solution components

- [Managed Cloud Services](#)
- [LinuxOne](#)
- [Software Defined Networking](#)

Take the next step

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