

Netmagic unveils its largest data centre in India

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'Captive or third-party data centres have become the heart of organisations to meet global competition, faster pace of business and changing customer dynamics,' Netmagic founder and CEO Sharad Sanghi told IANS here Wednesday.

With two other data centres in Mumbai and one in Bangalore and a virtual site at Sunnyvale near California in the US, Netmagic offers mission critical support to about 650 customers in network operations and remote infrastructure management, with channel and alliance partners.

'Several enterprises are upgrading their IT infrastructure to be agile, energy-efficient and cost-effective to drive their business growth. CIOs (chief information officers) are under pressure to deliver more services at lower cost, while their data centres face limits of energy, cooling and space resources,' Sanghi said at a preview of the high-tech facility.

The decade-old firm recently raised \$20 million (Rs.800 million) as private equity funding from Fidelity International and Nexus India Capital to finance its growth plans, including the 40,000 sq.feet data centre and new centres in Chennai and Delhi during this fiscal (2008-09).

A study by IT industry research agency IDC India found the third-party data centre market has been growing at double the rate of the captive market, as enterprises across verticals find managing and operating them complex, capital intensive and challenging for want of expertise.

'Technology convergence and lower bandwidth costs have made third-party data centres economical, secure and safe to handle the traffic density across intranets and Internet. Many Indian and overseas enterprise have been migrating their operations to servers hosted in the subcontinent from the US and other countries,' Sanghi noted.

With a cumulative average growth rate (CAGR) of 39 percent, IDC has estimated the size of the third-party data centres in the domestic market at about \$150 million (Rs.6 billion) during the last fiscal (2007-08).

As a carrier-neutral data centre, Netmagic allows its third-party and dedicated customers to chose bandwidth (last mile) from Reliance Infocom, Bharti Airtel, VSNL broadband (VBL), TTML (Tata Teleservices Maharashtra Ltd) and state-run MTNL (Mahanagar Telephone Nigam Ltd).

Similarly, as server-neutral, the data centre gives a choice of standard and blade servers from IBM, HP, Sun and Dell to customers for hosting their mission-critical applications.

The facility will meet the growing needs of enterprises and small-and-medium business

organisations for data centre space, ample power, connectivity and world class infrastructure on 24x7 basis.' Sanghi affirmed.

- *Fakir Balaji*