



India | Media & Communications

Onboarding a platform for performance, flexibility, and innovation for Interactive Avenues

Client profile

Interactive Avenues, a Reprise network company, is India's leading full-service digital agency. They offer a comprehensive range of cutting-edge services including media, programmatic, data & analytics, e-commerce, paid search, social media, SEO, ORM, creative and web development under one roof with multidisciplinary teams.

The digital arm of Mediabrands India, Interactive Avenues employs 750+ digital specialists across Mumbai, Gurugram, Bengaluru, Kolkata, and Chennai.

Launched in April 2006, Interactive Avenues employs over 350 marketing professionals today. Their clientele includes leading brands from diverse industry verticals.

Summary

A fast-growing company that fuels innovation in the digital marketing space, Interactive Avenues was looking to transition their infrastructure consisting of web, application, and database environments on to Google Cloud Platform (GCP) to strengthen performance parameters, like scalability, accessibility, flexibility, security, and compliance. By partnering with NTT, they were able to deploy their workloads seamlessly with minimum downtime and business disruption.

Vision

Preparing for the digital future

Interactive Avenues has always endeavored to change the way businesses approach "digital." They offer consistently successful, unique, and forward-thinking digital marketing solutions that take into account the specific requirements and unique demands of each client. The passion and excellence they bring to the table have helped them create a diverse client base that spans industry verticals.

Given their fast-paced growth and evolving scalability and performance requirements, they wanted to transition their infrastructure consisting of web, application, and database environments to GCP.

Reducing the overall cost of setup by using PaaS services, like Cloud SQL, was one of the reasons behind the move.

Which technologies?

- Google Cloud Platform
- OS
- Application
- Database
- Caching

Which services?

- GCP Cloud
- Managed Services – OS, GCP
- Infrastructure, Application & DB Monitoring

“Post full-scale implementation, we are confident in NTT’s ability to manage and maintain the existing cloud landscape’s efficiency and high performance.”

Vijay Lad,
Director (Technology),
Interactive Avenues

Technology plays a crucial role in driving business outcomes, which is why 85% of the Fortune 500 companies come to us. Find out how our full range of capabilities will empower your people, strategy, operations and technology to achieve your business modernization and transformation goals.

[Explore our services](#)

Transformation

Moving critical workloads to GCP to accelerate growth and performance

Working with us, Interactive Avenues deployed their mission-critical production system workloads on the GCP, along with web, application, and database services.

Re-architecting and re-platforming existing systems helped strengthen compliance and security standards, delivering high availability and scalability.

They leveraged our services to host their database in Google Cloud SQL. Memory store for Redis was also implemented for caching to improve application performance. Our managed services for GCP as well as the applications – including application and database monitoring and infrastructure management – helped Interactive Avenues focus on their business better.

Results

All-round optimization, availability, and high-performance

Interactive Avenues achieved a seamless transition to GCP with minimal downtime. The resulting ecosystem delivered high performance and availability, along with the ability to auto-scale. They were able to optimize costs and operations significantly.

The fully managed infrastructure, application and database service for Google Cloud contributed to improving the performance of their business-critical applications.