India | Financial Services

Park+ acheives 2x traffic and 60% faster load times with GCP

Client profile

Park+ is a leading digital smart parking service provider with over 700 employees and $35 million in funding, and runs India's largest car owner community, serving 60+ lakh vehicles through its automotive super app. Their services span FASTag recharges, car maintenance, fuel price comparisons, insurance and more.

To support rapid growth and 10x scalability, Park+ needed a more robust cloud setup. Their microservices-based platform on Amazon Web Services (AWS) faced latency and scaling issues. NTT DATA recommended migrating to Google Cloud Platform (GCP), leveraging Google Kubernetes Engine (GKE) for managed microservices, Cloud Load Balancer for traffic spikes and BigQuery for real-time, personalized analytics, improving performance and scalability.

> "Alongside the NTT DATA team, the supportive experience the Google Cloud has given us truly exceptional, and something I've never seen on any other platform. They stayed up with us all night of the D-Day of migration, showing a strong partnership model that helped the complex migration go with seamless perfection."

Hitesh Gupta, Co-founder and CTO, Park+

60%	2x	14%	5x	900+
reduction in home page load time	growth in traffic every three months	reduced latency	boost in speed of new product launches	engineering hours saved per year

Business need

Scaling to meet rapid user growth

- The platform, built using microservices and open source technologies, struggled to keep up with rapid user growth.
- Increased demand led to latency issues, impacting app performance and user satisfaction.
- Scalability limitations hindered the platform's ability to support business expansion.

Solution

Building a faster, more scalable cloud foundation

NTT DATA executed a complex cloud migration to Google Cloud Platform in under two months, laying a faster, more scalable foundation for the client's evolving super app. GKE streamlined service deployment, cutting feature rollout times from up to five minutes to just one to three minutes, regardless of load size. User requests were routed via Cloud DNS to the Application Layer within a GKE cluster, supported by multiple worker nodes and an external load balancer aligned with the landing-zone architecture.

Cloud NAT handled secure external communication, while Anthos Service Mesh provided robust service management, observability and security across microservices. The Application Layer was also connected to a Logging Layer comprising a Kafka cluster and ElasticSearch hosted on Google's Compute Engine. Additionally, Cloud VPN enabled seamless integration with the client's existing AWS infrastructure.

Outcomes

Driving performance, agility and future growth

In this collaboration, NTT DATA brought deep cloud expertise, strong engineering capabilities and a strategic understanding of scalable digital transformation. With a track record in complex migrations and cloud-native architecture, NTT DATA offered more than technical execution — we delivered a partnership rooted in innovation, agility and precision. Our ability to align cloud strategies with business goals ensured Park+ could confidently scale their platform while staying focused on their mission.

Highlights:

- 60% reduction in home-page load time, enhancing user experience
- 2x growth in traffic every three months, driving business expansion
- 14% lower Latency, improving platform responsiveness
- 5x faster new product launches, accelerating time to market
- 900+ engineering hours saved annually through automation and optimized workflows technical excellence with a consultative approach to drive long-term success.