IMR × shaadi.com
by Xurrent

# How Shaadi.com
# Reduced Downtime

# Meet Shaadi.com

People Interactive is a renowned consumer internet company in India, best known for its flagship brand, Shaadi.com, the world's largest matrimonial service.

With over 35 million users globally and a reputation for reliability and innovation, People Interactive operates in a dynamic and demanding environment.

As a company that connects millions of people seeking love and companionship, maintaining a seamless user experience and minimizing downtime is paramount.

To achieve this goal, Shaadi.com relies on IMR, a centralized incident management platform that helps them effectively handle critical alerts, ensuring prompt resolution of any technical issues.

# Reliability Issues Before Xurrent IMR

## High Traffic and Alert Prioritization

Shaadi.com has lots of website visits & user actions everyday. Not organizing alerts properly makes it harder, as important alerts get ignored among less important ones.

## Manual Alert Monitoring and Routing

The team manually monitored and routed alerts to a third party for monitoring, leading to delays in response and potential escalation of issues.

## Uncoordinated Alert Routing

Alerts were often sent or called out to anyone available, regardless of their expertise or relevance to the issue. This resulted in unnecessary interruptions and confusion among team.

## Limited Visibility into Incident Resolution

The lack of a centralized incident management platform made it difficult to track incident progress and identify recurring patterns.

## High Alert Volume and Overload

With over 400 alerts per day, managing the sheer volume of alerts from both business and infrastructure units was a significant challenge.

"

Xurrent IMR turned our alert chaos into a streamlined system. No more missed critical alerts, no more alert overload.

Now, the right people get the right alerts at the right time.

**Durgesh Singh**
Team Lead, Site Reliability

# Xurrent IMR's Role in Product Reliability

## Intelligent Alert Routing

IMR's smart routing capabilities ensure critical alerts reach the right people at the right time.

## Advanced Analytics for Incident Trends

The dashboard not only tracks incidents but also provides analytical insights into trends, allowing the identification of recurring issues for proactive resolution.

## Automated Escalations

Escalation rules automatically alert senior personnel when incidents exceed set time thresholds, preventing fatigue and ensuring timely resolution.

## Improved Alert Routing & Response

Alerts are now directed to the relevant team members without unnecessary interruptions, leading to an enhanced incident response.

## Comprehensive Incident Tracking

Electrum tracks incident metrics like MTTA and MTTR, enabling the team to identify areas for improvement.

## Enhancing Visibility and Accountability

Real-time visibility into incident status, allowed managers and team members to track the progress of incident resolution.

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## Facilitating Root Cause Analysis

Shaadi.com utilizes incident tracking and postmortem analysis features to pinpoint root causes of recurring incidents and implement preventive measures.

## Driving Continuous Improvement

Analytics and reporting empowers teams with insights into incident trends, fostering continuous improvement in incident management practices.

**"**

Our MTTA has improved by more than 80%, which means we can fix problems more quickly and prevent them from causing major disruptions.
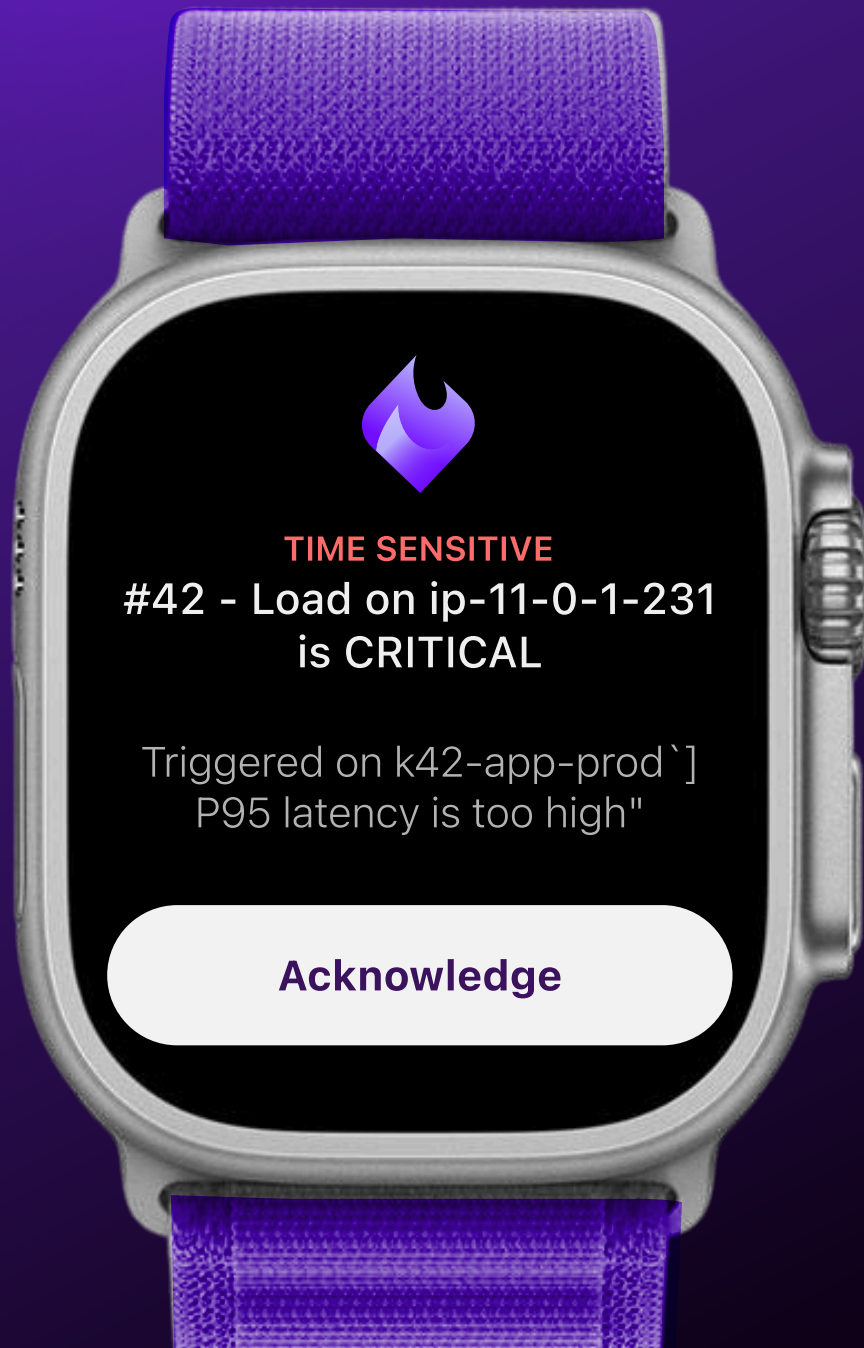
*Durgesh Singh*
Team Lead, Site Reliability

# How We Work

Shaadi.com's SRE team has adopted a comprehensive monitoring strategy that utilizes IMR to aggregate alerts from all sources, including business-related metrics, AWS infrastructure, and any other relevant systems.

This centralized approach ensures that no critical alerts are missed, enabling the team to respond promptly and effectively to any issues.

The SRE team has established clear ownership and responsibilities for monitoring different aspects of the infrastructure, with the team itself responsible for integrating IMR with the infrastructure components. This clear division of responsibility ensures efficient monitoring and incident response.

# Why Xurrent IMR

Xurrent IMR is an all-in-one incident management and on-call alerting platform that helps businesses streamline their incident response processes.

**150+**

Application integrations

It provides system-wide visibility and advanced analytics for effective postmortems.

**60%**

Reduction in time to resolution

**80%**

Reduction in time to detect

**50%**

Fewer SLA breaches

**99.9%**

Availability

**TIME SENSITIVE**
#42 - Load on ip-11-0-1-231 is CRITICAL

Triggered on k42-app-prod`]
P95 latency is too high"

Acknowledge

# Industry leaders trust Xurrent IMR for their reliability needs.

**Rakuten Viber**    **Razorpay**    **navi**    **bookmyshow**    **[24]7.ai**

# Build your success, get started today

**IMR**
by Xurrent™