IMR
by Xurrent™

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indiamart®

Indiamart Reduced MTTR By 60%

Meet IndiaMart
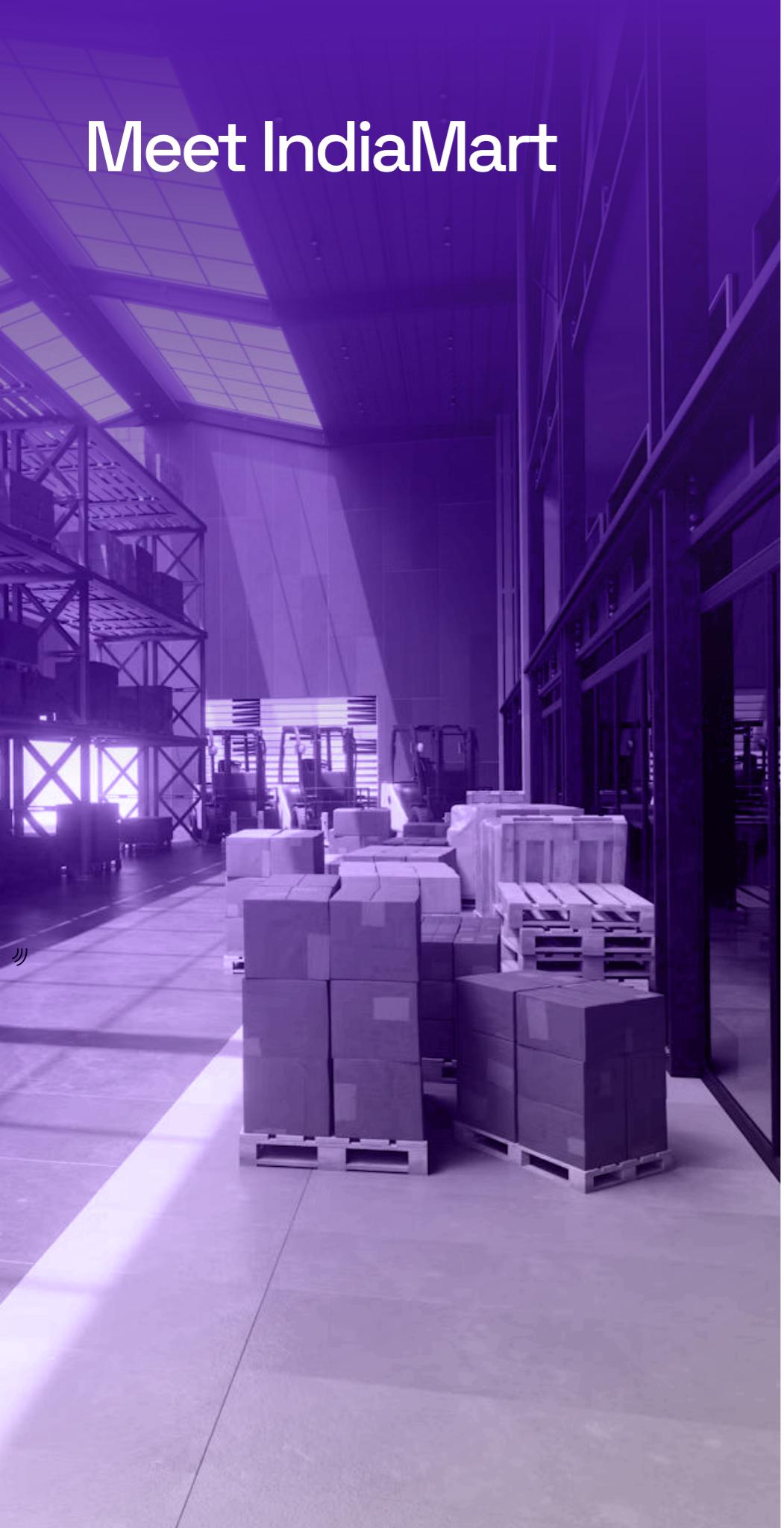
According to the Indian Brand Equity Foundation (IBEF), the Indian E-commerce industry will surpass the United States to become the second-largest eCommerce market in the world by 2034, currently expanding at 19.24% CAGR.

The role of India's largest digital B2B marketplace, IndiaMart, becomes highly significant in the growth trajectory of the Indian E-commerce market. And to achieve this, the company needed stellar technology to attract suppliers and buyers to its platform.

In FY 2020-21, the company drew total traffic of over 960 million users on its website, up from 748 million users last year. In addition, the company recorded 19.4 million mobile application downloads.

The total traffic of IndiaMart has grown by over 30% in the last 5-years. To ensure this growth rate in the future with high uptime and best-in-class experience, IndiaMart partnered with Xurrent IMR

Prior to IMR, IndiaMart faced a number of challenges that required immediate attention, given that **IndiaMart is the largest B2B marketplace in India, with about 100 million visitors on their platform every month.**

✦ One service for different escalation wasn't possible

✦ Critical alerts getting lost in alert noise

✦ Lack of customization, specifically dashboard customization

✦ Cost was way too high

✦ Time-consuming and complicated set-up

"

Whenever I need it, instant support is available "

Vinay Singh

DevOps Manager, IndiaMart

The IndiaMart team has a production environment with 700+ servers, monitored by Nagios which they have integrated with Xurrent IMR.

Post-adoption of Xurrent IMR, IndiaMart was able to strengthen its escalation policies by creating multiple escalation policies under a single service, sending the right alerts to the right person in charge.

Critical alerts were never missed, as Xurrent IMR's alert rules functionality and escalation policies helped IndiaMart cut additional noise.

With IMR's active support team responding in less than 5 mins, Indiamart was able to get active guidance on customizing alert rules and dashboards.

Alert rules let you create complex conditions for integration, by matching fields like alert_type, summary, description of the alert, and payload sent by the alert. Alert Rules also lets you take custom actions like assigning a custom EP or a user to integrations.

Due to the competitive pricing that Xurrent IMR gives for more nuanced features, Indiamart significantly reduced its costs and make the engineering team more cost-efficient.

IMR's user-friendly platform allows the IndiaMart team to set up with ease, the tech support team helped set up the entire process, i.e. teams, roles, escalation policy, alert rules, integrations within an hour for the system to achieve the flow for a successful alerting and incident management tool.

The team found the platform to be very instinctive and easy to navigate

> "
> Our most important KPI is to ensure uptime of our all production websites and without Xurrent IMR, we can not do this. Xurrent IMR plays a vital role in maintaining uptime of our websites by providing alerts timely. "
>
> Vinay Singh
> DevOps Manager, IndiaMart

IndiaMart currently has over 152,000 paying subscribers who make up 95% of the revenue. This makes it very important for the company to deliver an uninterrupted online experience as it directly impacts the subscriber experience and thence the revenue.

It is essential for engineering production teams to identify production issues on time and resolve them as soon as possible before it impacts the customer making up 95% of the revenue stream.

Cumulatively over the last 24 months, IndiaMart's engineering team has used Xurrent IMR to monitor the health of their key pieces of infrastructure, including databases, APIs, and networks.

The Cost of Downtime

In the world of digital commerce, downtime is equivalent to turning customers away at the door of a brick-and-mortar store. There is nothing stopping customers from navigating away from the site or visiting a different online storefront, costing a lost sale and worse – potentially a lost customer. When income depends on the availability of the site, measures need to be in place to ensure businesses run smoothly and continuously.

Just to put that in perspective, Amazon loses about $220,000 per minute of downtime.

In the case of IndiaMart, which has about 100% organic traffic that enquires and buys on the platform, the cost of downtime becomes even higher. For example, The listing page of a water pump goes down; This impacts the sale of a product, the relationship with the supplier, SEO of the page, and brand perception.

Now there is no such thing as 100% uptime but with the help of Xurrent IMR, IndiaMart has not had downtime in the last 2 years, since the adoption by identifying the critical issues prior to the customer experiencing it.

Balancing Communication and Focus in the Engineering Team

All engineering teams rely on good communication to ensure success. Teams need to be able to share responsibilities quickly and conveniently, particularly in high-pressure, site-reliability teams where agility and remaining calm is key.

Unfortunately, the IndiaMart team was experiencing some issues with keeping teams well connected before using Xurrent IMR

The teams were using Pagerduty before IMR, which allowed pretty much the same functionalities, but there was a vast difference in the user experience of the platforms.

To fix the issues, Indiamart decided to invest in a more robust, complete solution that enabled and empowered their engineering teams. Vinay Singh, Manager DevOps at Indiamart, oversees and manages the team that takes care of infrastructure automation using configuration management systems, and builds alerting systems using IMR to ensure high availability and reliability of e-commerce applications.

How We Work

IndiaMart's SRE Practices

- Alerts are set on conditions that require attention.

- Alerts are divided into multiple categories, notification flows, and suppress functionalities.

- Visual representation of system information.

- Gain insights into system health and resource usage for long-term planning.

Xurrent IMR's Contribution

- Responsible for design, system architecture, configuration, and deployment processes.

- Responsible for the day-to-day functioning of the systems that the engineering team focuses.

- Incident Management & Response.

- The Stakeholder Communication.

IndiaMart holds transparency and customer-centricity in high regard, and understands the value of communicating to all stakeholders effectively, but how do you prioritize between communication and incident management?

When most of your time goes into resolving incidents within a stipulated time and high-pressure environment to avoid any customer-facing issues, every second becomes important.

This is where Xurrent IMR has helped IndiaMart's engineering team communicate post-incident reports, timelines, and complete action flow of incident resolution with a click of a button.

The engineering team at Indiamart does not have to compromise on either of their principles, transparency, and customer satisfaction any more.

Delivering High Uptime

As IndiaMart simplifies business for its suppliers and buyers alike by providing a top-notch experience via website and application, the system behind this ease of doing business becomes more and more complex.

To maintain high uptime and ensure everything from listing to purchasing works without a hiccup, Xurrent IMR becomes essential to the engineering team.

Suppliers providing COVID-19 related products shot up during the pandemic, with over 200,000 free suppliers listed in the last six months. High impact critical issues while scaling the product were identified and resolved using Xurrent IMR's prompt alerts.

What Does the Future Hold?

In recent news, the company acquired a substantial stake in a cloud-based accounting software product for businesses, RealBooks, to enable businesses to create customized invoices, manage inventory and attach files to vouchers.

With more and more functionalities of a complete B2B eCommerce experience moving to the cloud, maintaining a high uptime via monitoring and effectively fixing production issues becomes important.

As IndiaMart pushes to get more features and functionalities based on cloud solutions, Xurrent IMR tends to become a more integral part of the whole process.

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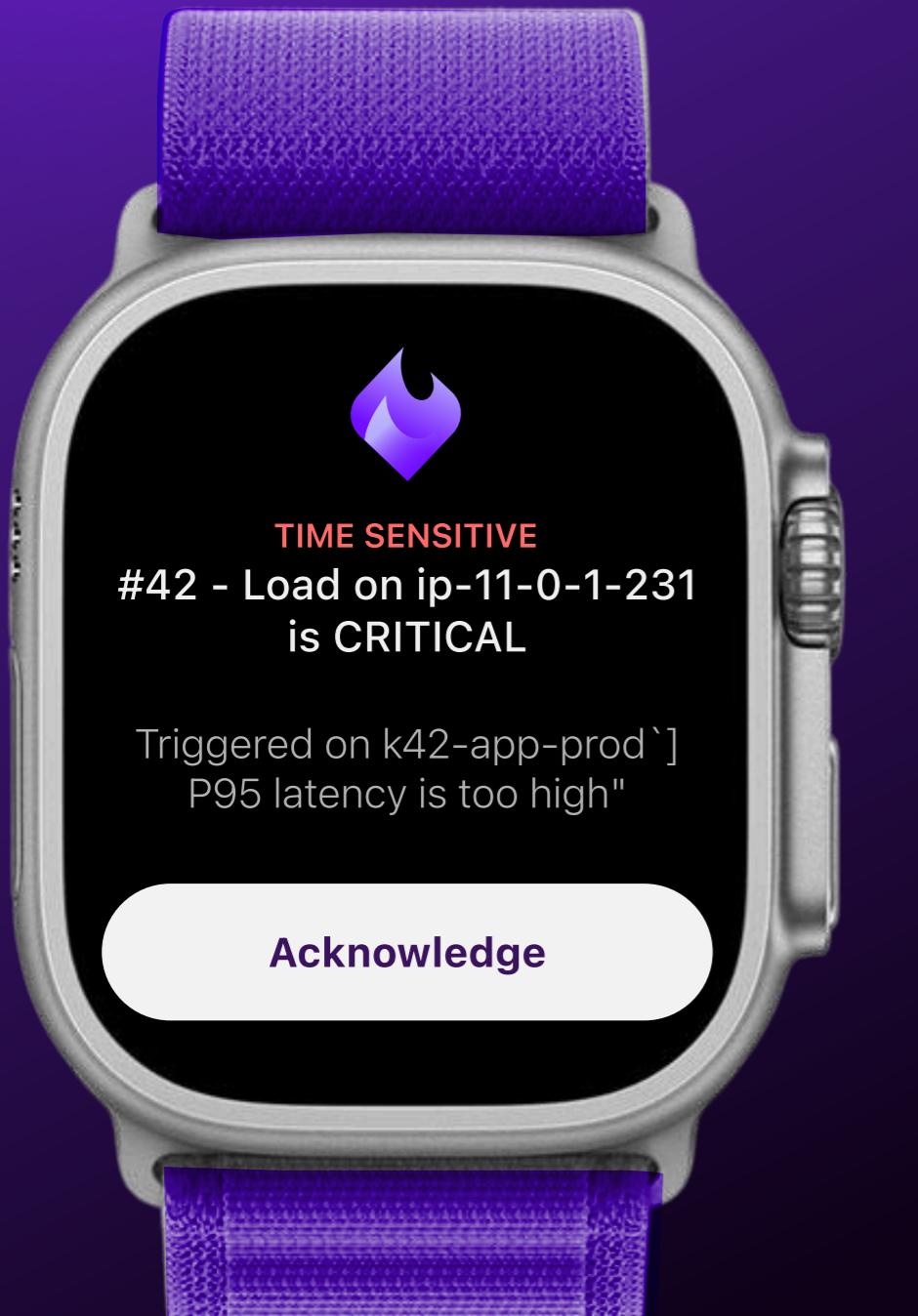
Xurrent IMR is an all-in-one incident management and on-call alerting platform that helps businesses streamline their incident response processes.

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

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

Acknowledge

150+
Application integrations

60%
Reduction in time to resolution

50%
Fewer SLA breaches

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

80%
Reduction in time to detect

99.9%
Availability

Industry leaders trust Xurrent IMR for their reliability needs.

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Build your success, get started today

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