

Quick Heal®

Challenges

- Needed a scalable solution to deliver large software files to global clients spread across different geographies
- Sustainable and robust delivery platform which could handle spikes during peak times

Tata Communications' Solution Benefits

- Distributed nodes across India, APAC, North America and Europe make up what is one of the world's farthest reaching Content Delivery Network, ensuring an optimal experience regardless of the end user's location
- Global Tier-1 network provides higher throughput, reducing download time
- Scale globally, when and as needed, without the cost of upgrading infrastructure
- Efficient solution that enables customer to focus on software development, instead of distribution
- Reduced Total Cost of Ownership

CASE STUDY – Quick Heal Technologies

Quick Heal delivers software files and patches globally using Tata Communications' CDN

Quick Heal Technologies is India's leading provider of Internet security tools and anti-virus technology. The global organization uses both traditional and online distribution for effective, efficient distribution of its software and patches.

The Challenge

Quick Heal started with a few servers to deliver software downloads and frequent patch upgrades to clients. However as their customer base and business geography expanded, the latency and time taken to download the file increased, having a direct impact on the distribution and business. As a short term solution, Quick Heal had to increase the number of servers and bandwidth. Investing in more IT infrastructure every year to cater to the increased demand was not a scalable, sustainable, or cost effective solution. Realizing that the majority of their end users were from India, Quick Heal knew that the only way to reduce latency would be to have downloads take place from servers located in India.

The Solution: Global Content Delivery Network

Tata Communications proposed its global Content Delivery Network (CDN), powered by BitGravity, as a worldwide distribution platform for Quick Heal's software and patch upgrade files. Quick Heal conducted a trial run for online distribution, and released several of the upgrades to test the latency, throughput, scalability and user experience. After a successful monthlong demo, Quick Heal shifted all of its software distribution to Tata Communications' Content Delivery Network.

“The multifold growth in our customer base and the patch downloads required a scalable platform to cater to millions of requests concurrently and efficiently. Tata Communications' CDN platform helped us achieve scalability, reliability and faster downloads, which are the backbones of our business. The Distributed Origin architecture stores our content globally in all of the CDN nodes instead of caching, ensuring 100% content availability and faster delivery for every request”

Sanjay Katkar, CTO

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Faster Downloads, Worldwide

Once uploaded, all the downloads happen from the nearest CDN node to the end user, resulting in less latency and effective load balancing during traffic spikes. Tata Communications' Tier-1 global IP network ensures at least 10 times higher throughput versus traditional store and delivery platforms, enabling Quick Heal to do more patch downloads in the same amount of time.



Greater Scale and Capacity

Quick Heal selected Tata Communications because of the worldwide reach of the wholly-owned, centrally-managed, scalable and global network, providing an optimum end-user experience. Providing the highest possible performance and reliability in the industry, Tata Communications' CDN, powered by BitGravity, is scalable, regardless of network provisioning for downloads spikes.

Reduced Cost of Distribution

With Tata Communications Content Delivery Network, Quick Heal pays per data transfer, avoiding investing in equipment that is only needed to meet temporary download demand spikes. This has significantly lowered the cost of distribution.



Better Analytics, Reporting and Better Insight

To help Quick Heal develop an effective content strategy, Tata Communications provided a precise, real-time web analytics dashboard. Tata Communications' Web Analytics dashboard measures the traffic volume, regional bandwidth utilization, status of connections made to downloads, and other key analytics, enabling Quick Heal to gain better insight into their online distribution.

About Tata Communications

Tata Communications, a member of the \$62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national and Indian enterprises, service providers, and Indian consumers.

Tata Communications' range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration, and business transformation for global enterprises and service providers, as well as Internet, retail broadband, and content services for Indian consumers.

For more information please visit CDN.TataCommunications.com or email CDN.Solution@tatacommunications.com.