

Web Application Migration Case Study

innovectra
» The *Find* in Local Search.

dinoct's ITIL-
aligned
Remote
Managed
Services saves
Innovectra
time, money
and a lot of
headaches...

Background

Innovectra provides "world class" web, mobile and social network based local search solutions for Yellow Pages Publishers. One of the first companies to create electronic directories, Innovectra currently publishes over 800 Internet Yellow Pages directories. Innovectra provides a complete suite of interactive online media products and services that "optimize" and "monetize" local search, including ActivImpact, ActivDirectory and a full suite of advertiser solutions.

The Problem

In order to address customer demands and meet projected volume increases, Innovectra planned to realign the existing infrastructure including a complex legacy migration of 3-Tier web applications across multiple servers. The initial attempt failed due to complexity and time constraints, so dinoct was asked to demonstrate our abilities and selected to perform the migration.

Challenge and Requirements

The complex legacy migration included consolidating many 3-tier legacy applications across multiple servers, minimizing downtime and migrating huge volumes of data, all within a specific time frame. The very nature of Innovectra's online media products required that the entire migration be completed with zero down time.

Approach and Solution

Our first step was to divide the seemingly complex tasks into smaller, manageable components and develop automated migration scripts to achieve the availability and timeframe goals. The comprehensive data migration included;

- Loadbalanced architecture for high availability
- DNS restructuring to improve performance
- Directory optimization for better utilization of disk space
- Rollback for business continuity
- Backup and restore for recovery
- Archiving for compliance

"dinoct's solution resulted in 3x storage and 5x processing capability. Their skills and innovative solutions are highly appreciated."

*Tom Lewis, CEO
Innovectra Inc.*

Our ITIL-aligned Remote Infrastructure Management Services provide a cost effective set of solutions including:

- ✓ *Remote Operations*
- ✓ *Remote DBA*
- ✓ *Extended Services*
- ✓ *Analytics & BI*
- ✓ *Service Desk*

Benefits

dinoct's efficient data migration strategy achieved all of Innovectra's goals and resulted in many business and operational benefits including:

- Reduced hosting fee
- Increased service availability
- Decommission 6 older servers
- Improved data integrity and reliability
- Better understanding of application components
- Increased customer satisfaction due to availability
- Lower total cost of migration

Why dinoct?

In today's world of aggressive competition, companies are confronted with greater challenges than ever before. dinoct is the partner for businesses that value the availability and performance of mission-critical, time-sensitive business systems.

We help SMBs and Nonprofits manage mission-critical IT operations more efficiently and cost effectively, and can help Enterprise organizations extend their IT operations services. Our primary services include Monitoring Services, Application Services and Business Analytics.

Headquartered in the U.S. with delivery centers in India, our global delivery model provides a scalable, secure and cost effective framework to deliver IT services. Time zone differences work to your advantage to provide round-the-clock network support and services.

Our Global Ops Center (GOC) is located at Infopark Kochi, a state-of-the-art IT campus developed by the Government of Kerala.

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Email: sales@dinoct.com | www.dinoct.com

"In a short span of 30 days dinoct audited, documented and enabled remote monitoring - and established a 24x7 Service Desk!"

*Tom Lewis, CEO
Innovectra Inc.*

Whether you run dedicated, hosted or cloud computing infrastructure, our flexible solutions provide many benefits including:

- ✓ Reduce cost
- ✓ Achieve uptime goals
- ✓ Increase availability
- ✓ Improve performance
- ✓ Extend support hours
- ✓ Free-up resources
- ✓ Define metrics