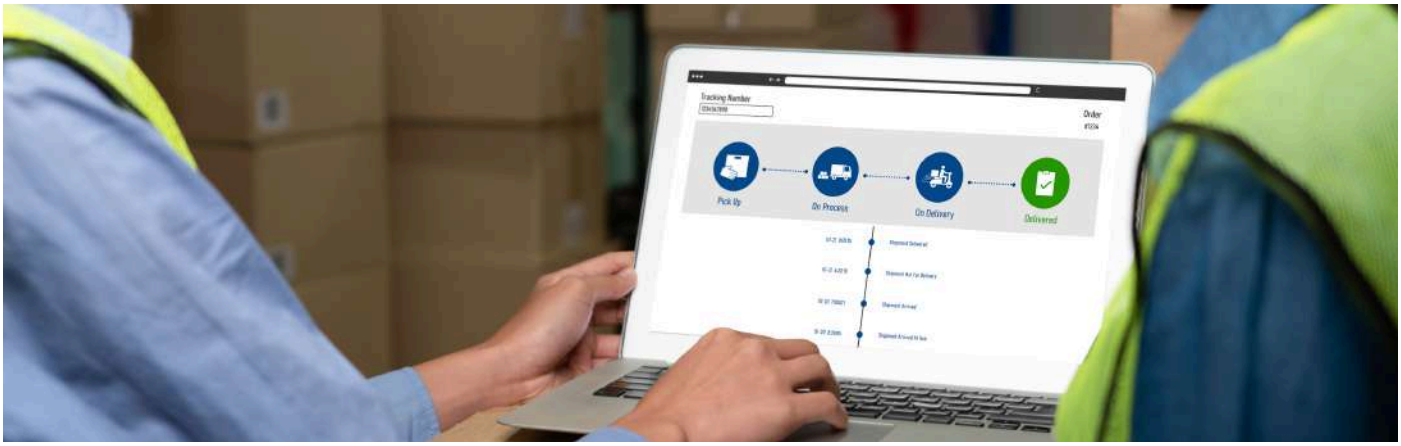
INTECH's 24/7 Application Support Services Reduced Downtime by 98% for a Leading Retailer



Summary

A leading Indian retailer was facing frequent system outages and delays in order processing, especially during peak shopping periods. INTECH provided round-the-clock Application Support to bring stability and improve response times. Within a short period, the client reduced downtime by 98 percent, saw faster resolution of technical issues, and gained better control over its order processing systems.

About the Client

The client is a well-known retail and eCommerce brand in India, operating a wide network of physical stores alongside a fast-growing online platform. They offer a broad range of daily essentials, including groceries, personal care, and household products. With a presence across multiple states, the client serves thousands of customers daily.

As their digital business scaled, they began experiencing frequent issues with their backend applications. Core systems struggled to keep up with growing traffic, especially during weekends and festive seasons. These disruptions started affecting order fulfillment, internal productivity, and customer satisfaction.

To overcome these challenges, the client was looking for a solution that could bring stability and streamline day-to-day operations.

Client Challenges: Frequent Disruptions and Reactive Support

The client's application landscape had grown complex over time, with multiple systems and third-party tools operating in silos. As traffic and transaction volumes increased, so did the pressure on their backend systems.

Key challenges included:

Order processing delays

System errors and unreliable integrations between platforms often led to failed or stalled transactions. This slowed down fulfillment and created friction across the sales and logistics teams.

System slowdowns and outages

System slowdowns and outages spiked during weekends and festive seasons, exactly when demand was at its highest. The pressure on internal teams increased, and customer dissatisfaction grew with every delayed delivery or app crash.

Unstructured upgrade cycles

Routine software updates and patches frequently caused disruptions in live environments due to the lack of staging, rollback protocols, or dedicated support during deployments.

Inventory mismatches

The eCommerce platform frequently displayed items as available, but backend systems were out of sync, showing incorrect stock levels. As a result, customers would place orders for products that weren't actually in stock, leading to order cancellations and refunds. This misalignment put unnecessary strain on the support team.

These compounding issues affected the client's ability to deliver a consistent customer experience. The client now needed more than just break-fix support.

Then INTECH came in to provide round-the-clock support and improve visibility across systems.

INTECH's Solution: End-to-End Application Support

To help the client overcome the operational bottlenecks and improve overall system stability, INTECH implemented a comprehensive 24/7 Application Support Service. We addressed immediate pain points and built a proactive support structure.

Key features of the solution include:

Centralized Application Support

- INTECH consolidated the client's application support into a single, reliable point of contact. This streamlined the resolution of issues and significantly reduced the time spent managing multiple vendors or support channels.

24/7 Monitoring & Issue Resolution

- INTECH deployed round-the-clock monitoring to ensure real-time system health visibility. This proactive approach allowed the team to quickly identify and resolve issues before they impacted operations.

Enhanced Order Management Systems

- INTECH optimized integrations between the client's eCommerce platform and backend systems to ensure smooth, real-time data synchronization. This resolved issues with inventory mismatches and helped prevent order fulfillment delays.

Proactive System Maintenance & Upgrades

- INTECH implemented structured processes for software updates, including dedicated staging environments and rollback protocols to reduce disruptions in live environments.

This solution addressed the root causes of the challenges. Now, INTECH's next step was to ensure a seamless and efficient deployment.

Implementation Process

The implementation of the Application Support Service was carefully planned to minimize disruption to the client's operations. INTECH's team worked closely with the client at each stage of the process to ensure a smooth and rapid rollout of the solution.

Here's how INTECH implemented the solution:

1. **Initial Assessment & Planning**
   INTECH began the project by assessing the client's current systems, infrastructure, and support workflows. By understanding the specific pain points, the team created a tailored application support strategy designed to address performance issues, streamline data integration, and improve support workflows.
2. **Centralized Support Setup**
   To simplify operations and reduce complexity, INTECH centralized the application support system. The team consolidated support channels and created a dedicated team to handle all application-related issues. This streamlined approach ensured quicker identification and resolution of problems.
3. **24/7 Monitoring & Detection Tools**
   INTECH set up OPManager to enable real-time system monitoring. This tool proactively identified potential issues before they impacted performance. Automated alerts notified the support team of any slowdowns or errors, which helped minimize downtime and ensure the system ran smoothly.
4. **Data Synchronization**
   INTECH worked on optimizing integrations between the client's eCommerce platform and backend systems. By using MQ and Kafka, the team improved data flow, ensuring smooth and reliable exchanges. This minimized inventory mismatches and order processing delays.
5. **Structured Upgrade Protocols**
   To avoid disruptions caused by updates, INTECH introduced a structured upgrade protocol. The team set up staging environments for testing, performed performance checks using JMeter, and established rollback procedures. This process ensured that updates went smoothly without risking system stability.
6. **Scalability & Ongoing Optimization**
   We used Datalake System to continuously monitor performance, especially during high-traffic periods like weekends and festive seasons. By using advanced analytics, they provided actionable insights that helped keep the system running at peak performance.

With a collaborative approach, INTECH successfully implemented a seamless and efficient application support system for the client.

Key Outcomes

INTECH's tailored application support services deliver significant, measurable results for the client. These outcomes improve both operational efficiency and customer satisfaction:

Here are the key outcomes:

98% Reduction in Downtime: The client significantly reduces system downtime, keeping operations running smoothly even during peak times.

85% Improvement in Operational Efficiency: The team resolves issues faster with streamlined processes, improving overall efficiency.

92% Improvement in On-Time Order Fulfillment: Accurate inventory data leads to a substantial increase in on-time deliveries, fewer cancellations, and a much better customer experience.

Leveraging the right tools and strategy improved the client's operational performance, paving the way for long-term success.

Tools and Technologies Used

To power the client's application support transformation, INTECH deployed a robust mix of monitoring, messaging, analytics, and performance tools:

- **OPManager:** Enables real-time system monitoring and performance tracking to ensure uptime and reliability.
- **MQ and Kafka:** Manage data communication and ensure seamless message exchanges across systems.
- **ELK Stack:Used for debugging and log analysis, helping the team quickly identify and resolve issues.**
- **JMeter:** Supports performance testing and optimization during upgrades and changes.
- **Datalake System:** Provides advanced analytics and reporting to monitor trends and continuously improve performance.