



INDIA'S OLDEST MUSIC LABEL QUERIED, "HOW CAN WE MAKE CERTAIN OF SUPERB WEBSITE EXPERIENCES?"

TATA COMMUNICATIONS CDN ASSURED FASTEST
RESPONSES AND THE HIGHEST IMAGE QUALITY.

"Tata Communications CDN infrastructure dramatically improved our customers' web experiences, bringing you're-actually-there excitement to the virtual environment."

Yazad Anklesaria, Deputy General Manager, Technology and IT, Saregama India

CHALLENGE

Accessed by users virtually anywhere in the world, Indian music and films from Saregama are hugely popular. With demand rising continuously, the company sought a new service provider to combat excessive cost and keep latency low.

SOLUTION

Saregama chose the Tata Communications' content delivery network (CDN) offering super-dense nodes globally. AI-powered image optimisation maintains visual quality across devices; whole-site acceleration ensures faster page loads on its website.

RESULTS

Enlivening customer experiences are assured, made even better by image optimisation. Distributed storage ensured smooth and fast migration of 11TB of audio files. A 35 per cent cost saving is complemented by stronger service and support.



2-second website
response assured



4-week transition
with zero disruption



11TB of audio
faultlessly transferred



35% saving
compared to legacy infrastructure

CULTURE VULTURES, EVERYWHERE, DEMAND EXCITING VIRTUAL EXPERIENCES

“Apart from fantastic service and scalability, the Tata Communications’ CDN infrastructure offered 35 per cent cost savings compared to our legacy network.”

Yazad Anklesaria, Deputy General Manager, Technology and IT, Saregama India

SPEED AND SCALABILITY CRUCIAL TO SUCCESS

Making the most of digital adventures

A mixed indigenous and ex-patriate audience has a voracious appetite for the many thousands of Indian music tracks and feature films available from <https://www.saregama.com>. Those culture vultures can be anywhere in the world. Excessive latency and slow website load times would ruin their digital adventures.

You’re-actually-there excitement

With global demand for its products rising and a reputation to protect, Saregama went looking for an alternative to its incumbent service provider that would offer easy scalability and more positive online customer experience to increase audience loyalty to the company’s products and brands.

The old arrangement:

X NOT efficient

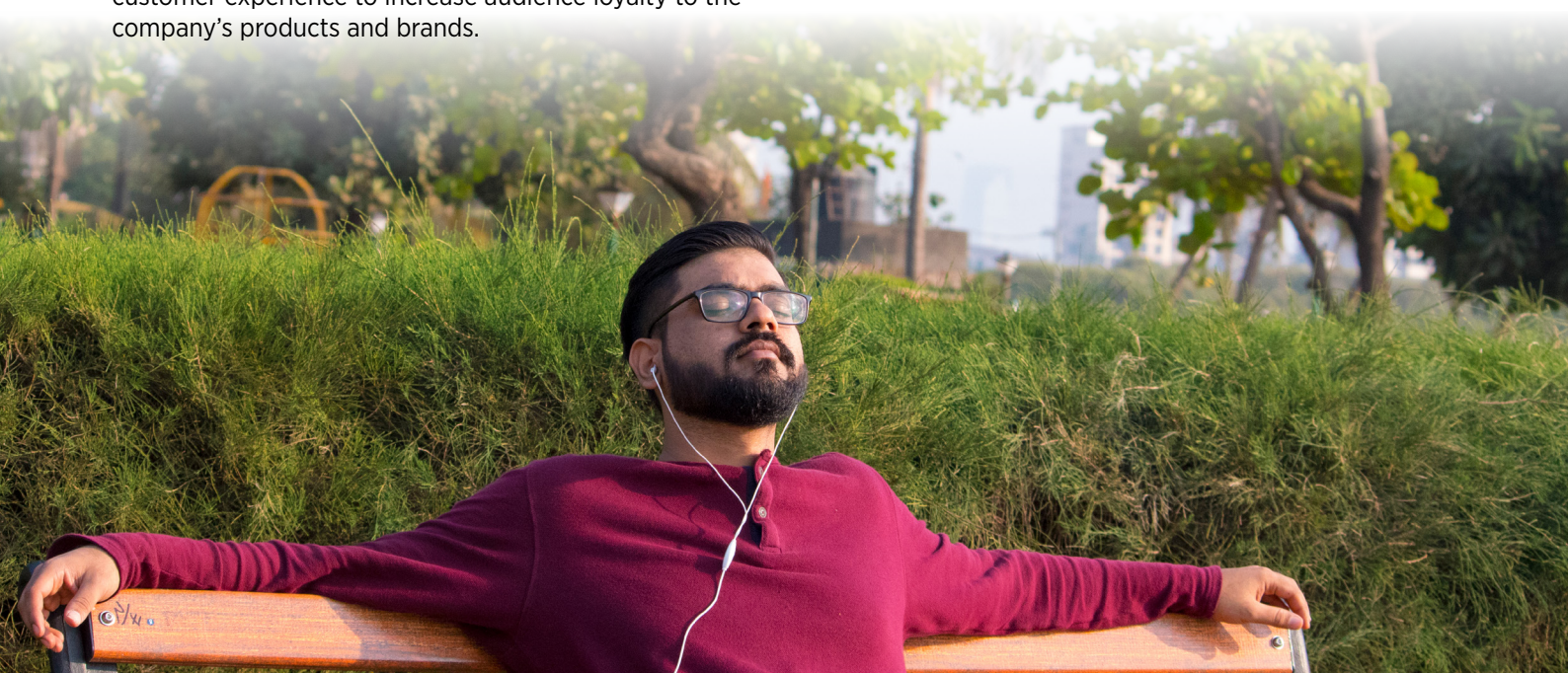
X NOT scalable

X NOT cost effective

X NOT customer-experience conducive



PLEASE WAIT



Faster website responses a must-have for audience stickiness



CACHING IN SUPER-DENSE NODES BRINGS CONTENT CLOSER TO CONSUMERS' DOORSTEPS

“The Saregama website uses lots of images and videos to help sell our physical products. In such a scenario, Tata Communications’ on-the-fly image optimisation technology puts our audience in the picture.”

Yazad Anklesaria, Deputy General Manager, Technology and IT, Saregama India

TWO-SECOND IMPROVEMENT IN WEBSITE RESPONSE TIMES ACHIEVES CONVINCINGLY LOCAL EFFECT

Seemingly just-around-the-corner

Saregama chose the Tata Communications CDN platform. Riding on the world’s largest Tier 1 network infrastructure, super-dense nodes around the globe make content appear local and virtually immediately available. That just-around-the-corner effect uses a multi-layered caching architecture. Offloading content from the source, the CDN can differentiate between origins to avoid overstressing infrastructures. Meanwhile, intelligent website caching can serve content tailored to specific customer groups.

Powerful image optimisation

The Tata Communications CDN platform offers industry leading AI-powered image optimisation. Image file sizes are reduced by between 30 and 90 per cent with no loss of visual quality, while IT workloads are massively lowered. Predictive dynamic caching enables rapid high-viewership page loading. The CDN prevents unsustainable concurrent hits on a single origin, even for dynamic pages. Along with whole-site acceleration (WSA), the result is faster page-load times and



Content localised for worldwide audiences



WSA with predictive dynamic caching loads high-viewership pages fast

ENLIVENING CUSTOMER EXPERIENCES ASSURED

“The thought of moving our content to another service provider was, frankly, a scary prospect. But the Tata Communications team took care of everything and the transition was smooth and trouble-free. In fact, our customers simply didn’t realise a massive transition had taken place.”

Yazad Anklesaria, Deputy General Manager, Technology and IT, Saregama India

Best service quality at reduced cost

A shift in corporate strategy saw the launch of Carvaan, a portable digital player with built in hi-fi speakers loaded with 5,000 evergreen Hindi songs. The accent moved from streaming and downloading to online sales. The Tata Communications CDN team took the upload of 11TB of audio files in its stride.

Now, content being close to users ensures the best speed and highest resolution. Enlivening customer experiences are assured while image optimisation delivers best-quality pictures to all devices. With the CDN infrastructure, better service and support complements a cost saving of 35 per cent compared to the previous service provider. A regular review with the Tata Communications team ensures SLAs are met and issues are unfailingly dealt with.

- Image optimisation for best-quality pictures
- 1-month faultless migration
- Regular service reviews
- Cast-iron SLA assurance

About Saregama

Headquartered in Kolkata, with offices in Mumbai, Delhi and Chennai, Saregama is at once India’s oldest music label, its youngest film studio and a multi-language TV content producer. Releasing its first studio-recorded song in 1902, the company is now the largest in-perpetuity owner of sound recordings and copyrights of Indian music in 14 languages – retailed on media like CDs, iOS-based and Android-based apps, and USB cards. In 2017, the company launched two unique initiatives: Carvaan and Yoodlee Films, a movie production venture.

EXPLORE OTHER WAYS WE CAN HELP



LEARN ABOUT
Tata Communications CDN



SEE
Other Tata Communications case studies like this



DISCOVER
The Tata Communications Spotlight Programme



SOCIALISE

Follow us on leading social networks. Keep up with business and technology news and views. Join in the conversation.