



## APV SERIES CASE STUDY

# TechProcess

**Array load balancing and SSL acceleration play an integral role in providing merchants with secure, high-performance transaction services around the clock.**

### Background

TechProcess is an industry leader in electronic payment processing. With an emphasis on excellence and innovation, they have helped more than 1600 of India's leading blue-chip and eCommerce institutions grow, increase efficiency and improve profitability. TechProcess is a unique company in the markets it serves, representing an unmatched confluence of three crucial areas of expertise – payments, processing and technology.

- *Payment Solutions* – The most comprehensive payment processing platform in India, with online or offline ticketing for any size transaction with the widest possible geographical coverage
- *Payment Support Services* – Customer lifecycle management that benefits from a multi-location presence, deep technology expertise, short implementation timeframes, proven scalability and unmatched quality and security standards

### Industry:

eCommerce

### Challenges:

Enhance payment gateway services to keep up with rapid business growth

Improve performance at peak usage, such as during festive seasons

### Solution:

Array APV Series Application Delivery Controllers

Intelligent load balancing and 2048-bit SSL acceleration

### Benefits:

New business opportunities and improved merchant and customer satisfaction

Improved transaction success rates and increased revenues

4x performance improvement and 70% reduction in server CPU utilization

PCI DSS compliance for 128-bit cipher usage

Handled 3x usage increase over 1.5 years

- **Software Solutions** – A full suite of consulting, development, implementation and maintenance services with solution sets built specifically for the Indian banking and financial services industry

## Challenges

India is seeing significant growth in electronic transactions, fueled by a strong economic outlook as well as exponential growth in public utility and eCommerce market segments.

TechProcess needed an application delivery architecture that would simultaneously scale with growing business demands, improve service availability, support 2048-bit SSL transaction processing and maintain PCI DSS (Payment Card Industry Data Security Standard) compliance.

## Solution

TechProcess selected Array's APV Series Application Delivery Controllers to provide load balancing, hardware-accelerated 2048-bit SSL encryption processing and the ability to intelligently route traffic based on URLs.

## Benefits

The combination of high-performance load balancing, SSL acceleration and advanced features enabled TechProcess to significantly scale their payment gateway solution. By deploying APV Series to meet their application delivery requirements, the company was able to maintain a near flawless success rate for eCommerce transactions and a superior end-user experience during periods of peak demand and rapid growth. As a result, productivity and revenues for the company have grown at a steady pace.

- Proper load distribution increased transaction success rates, creating a competitive advantage for TechProcess and higher levels of satisfaction among its merchants and customers

- Revenues and business opportunities have increased as more merchants and franchises enroll to use TechProcess payment processing applications
- A 4x improvement in application performance – from 12-second payment redirection times to less than 3 seconds
- A 70% reduction in server CPU utilization by offloading 2048-bit SSL encryption to Array APV Series Application Delivery Controllers
- Maintained PCI DSS compliance requirements for 128-bit cipher usage

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*“We recognized the need for a next-generation application delivery solution to support exponential growth in electronic payments in India. Our clients demand 24x7 availability and secured solutions that allow them to provide their customers a consistent, quality experience. We needed a partner who could help achieve this objective. We selected Array based on cost effectiveness, reliability, usability and demonstrated ability to ensure application availability and support next-generation security such as 2048-bit SSL encryption and PCI DSS compliant cipher control.”*

**Mr. Kumar Karpe, CEO, TechProcess**

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## Summary

At present, the TechProcess APV Series solution has scaled to 8 server instances without any performance degradation – delivering better performance and enhancing business for merchants on an ongoing basis. APV Series Application Delivery Controllers provide TechProcess with secure connections between their data center and eCommerce portals without compromising performance, a critical requirement for the new solution. Moreover, security was enhanced, moving

from 1024- to 2048-bit SSL certificate handling while at the same time maintaining PCI DSS compliance with 128-bit SSLv3 cipher control. TechProcess servers handle more than 2000 requests per minute within a high availability environment that delivers 75% faster response times versus previous solutions. In addition, the Array solution has enabled a range of new backend capabilities that greatly improved efficiency for IT operations within the TechProcess data center.

