# NTT DATA

CarDekho | India | Retail & Wholesale

# CarDekho delivers superior web performance

## Client profile

CarDekho is India's leading car search venture helping users buy cars that are right for them. The company has tie-ups with auto manufacturers, more than 4,000 car dealers and numerous financial institutions to facilitate the purchase of vehicles.

CarDekho has launched many innovative features to ensure that users get an immersive experience before visiting a dealer showroom. The company also provides a rich array of tech-enabled tools to original equipment manufacturers and car dealers such as apps to manage leads and cloud-enabled services for tracking sales performance.

## Which technologies?

- Akamai Web Application Firewall

## Which services?

- Consulting Services
- Technology Infrastructure Services

## Which partners?

- Akamai

**CarDekho**

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Today, thanks to NTT, we have 100% availability across all our websites. Not only do we have 24/7 protection against security threats, we have also improved our user experience significantly.

**Naveen Gulati,** CIO, CarDekho

## Summary

Facing exponential growth in traffic CarDekho needed to ensure 100% availability of their website, improving responsiveness while ensuring the security of their data and applications.

They wanted to partner with a service provider who could ensure the robust performance of their website and security irrespective of network conditions. This needed to include guaranteed availability alongside improved support, availability and performance.
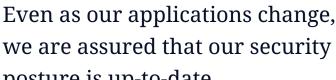
Partnering with us, their security postures are now up to date, with access to executive-level dashboards and in-depth security analytics providing them with different views into security events.

## Business need

### Accelerating the online vehicle market

India's leading auto portal, CarDekho was attracting a huge number of users. Looking at the increased traction, it became imperative that they maintain consistent performance and security. Understanding that their website is an extension of their brand, it was critical for them to remain both available and secure. They also wanted to a solution that would minimize the load on their servers.

## Solution

### Partnering for success

After evaluating a host of service providers, they selected our suite of comprehensive security solutions as a result of our ability and expertise. With a global relationship with Akamai and familiarity with the Akamai product portfolio, we suggested the Akamai Web Application Firewall guaranteeing performance and availability while safeguarding data and applications.

## Outcomes

### A secure online environment

By deploying Akamai Web Application Firewall, they have ensured robust performance for their website. The company now has 24/7 protection against security threats and an improved user experience. The cloud WAF provides a scalable platform that can be accessed globally, helping them protect themselves against multiple threats to large web applications around the world.

'Today, thanks to NTT, all our applications are now protected from the largest DDoS threats. Even as our applications change, we are assured that our security posture is up-to date,' says Naveen Gulati, CIO, CarDekho.

The company has benefitted from improved user experience and better protection. Executive-level dashboards and in-depth security analytics provide different views into security events. This gives the team the capability to proactively act and gain insights into emerging threats.

> **"**
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>
> **Naveen Gulati,** CIO, CarDekho

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