



eG Innovations is a leading enterprise class solution provider in the space of monitoring and performance management for IT infrastructures. The 100% web-based eG solution suite is especially suited for mission-critical infrastructures, where proactive monitoring, rapid diagnosis, and instant recovery are critical. The eG Suite of software products delivers 100% real-time response time measurement information with historical analysis for integrated fault and performance management across systems, applications, and networks.

eG Enterprise Solutions

eG's key business benefits for BlinkMobile:

- **Increase Productivity:** BlinkMobile no longer needs to hire dedicated staff to monitor their infrastructure 24/7 in-house. Through dedicated SMS and email alerts sent to their IT staff, they now have the luxury of administering and monitoring their infrastructure via a remote web interface. Thus, eG offers 24/7 real-time, proactive monitoring in the most cost-efficient way.
- **Quick ROI:** With eG's built-in correlation and monitoring technologies, BlinkMobile's IT staff can now diagnose and troubleshoot the root-cause of a failure within minutes, thus effectively reducing downtime and minimizing the risk of losing business revenues and credibility.
- **Improve Service Quality:** By having a holistic view of their infrastructure and being proactively alerted of potential problems, BlinkMobile can now work towards enhancing their infrastructural performance and delivering quality services to their customers.

BlinkMobile Adopts eG Enterprise for its Infrastructure Management

Background

BlinkMobile (<http://www.blinkmobile.com>) is a leading provider of mobile payment solutions and services in Asia and is envisioned to be an innovator in the mobile applications and solutions space. Besides mobile payment solutions, BlinkMobile is also working towards bringing to market new and value-added mobile applications in collaboration with financial institutions, telecommunication providers, and content/information providers. Some of their key strategic partners include Citibank, Singapore Technologies, Master Card, Starhub, etc.

Business Challenge

In early July 2002, BlinkMobile commissioned its first Internet data center to support its mission critical payment services. Their infrastructure, which is co-located in an IDC hosting facility, includes a heterogeneous mix of servers from Sun Fire and Enterprise servers running Solaris 8, to Dell PowerEdge servers running Red Hat Linux 7, to HP Net Servers running Windows 2000. The software infrastructure includes mainly commercial applications such as the WebLogic server, MTouche wireless gateway, Oracle 9i database, IBM MQ Series, etc. In addition, they also have their in-house developed critical mobile applications that operate on top of the software infrastructure.

Since their data center operator mainly provides basic network monitoring in terms of determining the up/down status of the routers and firewalls, BlinkMobile felt the need to look for an end-to-end monitoring solution for their entire infrastructure to enhance their service management capabilities to their customers.

"We have a focused but limited team of IT staff who has to support a complex infrastructure that delivers quality services to our customers. Adding to the complexity are the mission-critical in-house developed applications supplied by different vendors that need to be managed too. We needed a solution that can identify problems within the infrastructure in the shortest period of time. The solution had to also be easy to install and manage. We evaluated many system management companies out there and finally found the eG suite of service management solutions to be the most compelling and suitable to meet all of our requirements." said Mr. Tay Huey En, CTO, BlinkMobile.

The eG Suite of Solutions

In early August 2002, BlinkMobile decided to adopt eG Innovations' service management solution. The eG suite of solutions were chosen keeping in mind its advanced root cause analysis, its ability to monitor across firewalls, its scalability, and personalized monitoring feature.

The eG solution was installed on a Windows 2000 server and the agents were configured to monitor the software infrastructure including WebLogic, Apache, Oracle 9i database, SMS console and Mtouché gateways, Tomcat server, Orion server, network routers, firewalls, etc. The entire installation was extremely quick – from the requirements study phase to the installation and configuration took just a week. "The eG manager and agents have been running in our environment for several months now and we are very happy with their capabilities. The agents are extremely light-weight and we can be notified of abnormal events immediately through SMS to our mobile phones", said Mr. Tay Huey En, CTO, BlinkMobile.

"Our ability to monitor the in-house mission-critical applications of customers in addition to the industry standard applications and the capability to notify their IT staff of the root-cause of problems via SMS and emails allows our customers to manage the quality of their services anytime, anywhere." said Mr. Srinivas Ramanathan, President and CTO, eG Innovations.

Enabling Pro-Active Service Excellence

"The eG professional services team understands the challenges of end-to-end service management and how they will impact our customer's business. Our goal is to ensure that we provide the right technology and expertise to help our customer's achieve their services goals on time, on target, and on budget, and to bring high ROI to improve their bottom line. With the combination of our novel correlation technology and our unique process mapping methodology, we were able to monitor BlinkMobile's mission critical business process within a few days of installation. We also managed to proactively alert them on a memory problem with one of their third-party vendor applications. Our engineers worked with the development staff at BlinkMobile to fine-tune their applications for optimal performance. This example goes to show how eG has helped our customer deliver proactive service excellence both during pre-production and in production", said Mr. Winston Tay, CEO, eG Innovations.

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