

PARTNER INSIGHTS

Magnamious Systems Pvt Ltd

Country	India
Partner Level	Platinum Citrix Solution Advisor (CSA)
Citrix Specialist Certified In	Networking for Data Center
Employees	160 IT Professionals
Website	www.magnamious.com

Deepak Jhaveri
Co-Founder
and Director,
Magnamious
Systems



Company Profile: Magnamious Systems

Magnamious Systems is a system integrator dedicated to supporting thousands of clients and their needs to transform their IT infrastructure. As a 30-year veteran and influencer within the vibrant Indian IT sector, today the organisation operates from five offices, including its Mumbai headquarters. Its expertise revolves around the design, implementation and management of IT infrastructure programs across a broad range of industries and applications – and during the most dynamic period of change the technology sector has experienced.

Almost two decades ago a co-founder of Magnamious Systems picked up a book on Citrix technologies during a regular commute – reading it from cover to cover in one sitting. Inspired by the opportunities the Citrix solution could offer the directors then rolled out a program to implement Citrix solutions across its broad client base to solve a range of pain points.

Co-founder and Director, Deepak Jhaveri realised Citrix solutions would resolve the key infrastructure challenges its client base was experiencing, even before clients themselves were aware any issues existed.

“With the understanding of what Citrix solutions could deliver, we were able to strategically forecast the needs of our clients. Over the years this has seen us implement every Citrix solution imaginable in thousands of client sites and it has provided a sound confidence in our capabilities and the benefits of Citrix innovation.”

Today as a ‘Focus Partner’ for Citrix in India – and operating at a Platinum level,

Magnamious fields a highly skilled Citrix specialist team of 15 software engineers and additional pre-sales, support and customer service staff to foster the growing client demands for the modern workspace.

Over the last two years it has experienced significant demand for Citrix solutions as it helps its clients navigate the demands of virtualisation, mobility and networking.

Its dedication and commitment led to the successful award, “Citrix-India Networking Partner of the Year” for 2016. This win recognised Magnamious as the best performing regional networking partner based on overall networking revenue, year-on-year growth, strategic deals won and technical certification capability.

How Citrix solutions helps build a high calibre client base

The impact of Citrix solutions on the overall growth of Magnamious can be directly linked to its high calibre client base.

“Citrix solutions are the ideal offering for us to build relationships with many new and existing clients,” outlined Jhaveri. “Many of our clients are responding to the opportunities enterprise mobility can deliver for productivity and efficiency outcomes. Many are transforming their IT infrastructure and addressing cloud and mobility trends with technologies such as Microsoft Azure and Office 365.

The Citrix solutions team has grown consistently over the past 17 years, training its experts in regional and in-country training programs provided by Citrix, plus via its internal Self-Learning Program. This in-house hands-on development course is supported by the Magnamious Lab facilities.

“We ensure our Citrix specialists are up to date in our fully supported environment – the Self-Learning Program. Essentially, we have our software engineers build and implement a task in a controlled environment. We stress test a potential issue into that environment and the additional skills our team learns by trouble shooting means they understand technologies prior to implementing them in the field. There is no learning at our client’s expense and this is something that we have built our reputation on.”

Innovative deployments with Citrix solutions

The transformation benefits of Citrix technologies can be seen across a range of complex and complicated implementations. These include:

Financial services –

One of India's leading banking and financial services groups has deployed NetScaler ADC for 3,000 branches to deliver a new level of business agility via an IT infrastructure capable of responding to market changes.

The bank's ATM network benefited from NetScaler, resolving earlier issues with the ATM switch failing during disaster recovery scenarios. Now with NetScaler there is 100 percent uptime in any scenario, producing greater customer service outcomes, much higher customer satisfaction levels – all contributing to better brand loyalty.

Pharmaceutical – A leading Indian pharmaceutical company with global operations, engaged in the development, manufacture and sale of pharmaceutical and nutraceutical products needed to roll out new collaborative technologies for video conferencing. Existing video conferencing solutions were failing continuously due to extreme network challenges. As a result of this, the 42 global locations, encompassing offices and research laboratories need a secure, high-performance network for participants. The first large scale implementation for NetScaler SD-WAN, the 42-licence deal was implemented within a 2- month timeframe, delivering an ideal outcome for the company and its staff to connect more reliably and effectively. With a 100 percent enhancement over the previous network, the results were classified as a showcase implementation, and directly contributed to Magnamious win as the "Citrix-India Networking Partner of the Year" for 2016. The implementation has influenced further implementations of NetScaler SD-WAN as a best practice outcome.

Financial services – One of India's largest private-sector banks with a comprehensive suite of financial products, including wealth management and investments has implemented NetScaler and XenMobile to transform its approach to enterprise mobility and security. With the distribution of iPads to the bank's executives the aspect of data leakage and need for new security levels was apparent.

Today XenMobile has become the bank's core mobility management solution for almost 1,000 corporate mobile devices, without compromising security.

An extremely popular implementation, NetScaler provides network functionality on top of the XenMobile deployment, delivering a stable performance.

Citrix supports industry pioneers

With such a long history with Citrix, the relationship today has crafted a highly supportive team capable of ground-breaking implementations. "Citrix has a very good tradition of supporting partners who are capable of pitching solutions to the early adopter clients. They have supported our vision to transform our client's IT infrastructure over the years and this has paid off for everyone," said Jhaveri.

Magnamious is also looking forward to being of better service to its enterprise client base with the establishment of a 24/7 customer support initiative. "We are aiming to better leverage our manpower support across the country and this will differentiate our offering even further," commented Jhaveri.

"We operate a highly skilled Citrix solutions team and are planning for continued success in India and abroad."



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