Prione Case Study

Company Profile

A joint venture between Catamaran Ventures and Amazon, Prione Business Services' primary mission is to enable Indian small and medium businesses (SMBs) to thrive in the fast-growing e-commerce industry in India. Started in 2014 with a handful of employees, today Prione has a workforce that tops 800 people across India. The company offers a variety of services that is tailored to help SMBs run their online businesses profitably

Prione gains agility and enhance productivity with cloud solutions

Prione Business Services, an SMB-focused business service, was in a rapid growth phase; adding customers and employees at a fast pace. This growth brought forth a set of challenges, primarily associated with collaboration, mobility, and security. The company had to address these challenges efficiently in a timely fashion, before they affected the business growth. These called for an effective collaboration and communication solution as well as an enterprise mobility security platform. The search for which brought Prione to Microsoft.

Business Needs

A joint venture between Catamaran Ventures and Amazon, Prione Business Services' primary mission is to enable Indian small and medium businesses (SMBs) to thrive in the fast-growing digital economy. The company offers a variety of services that would help SMBs run their e-commerce businesses profitably. "E-commerce is a volatile industry at the best of times, and collaboration within team and cross team securely is highest priority for IT services for any e-commerce company," says Kiran Joshi, Head of IT Services at Prione. The business need for enabling BYOD (bring your own device) was clear: the more employees can use any devices to access and share corporate resources from anywhere at any time, the better they can collaborate at target time period. What the company had to do was address security challenges, and ensure that they will not stop employees across level from performing their duties.

Taking Steps to Promote Mobility

What Prione needed were solutions that could provide access to email, data files and intranet applications on any device, from anywhere. A solution that could ensure that corporate data is secure. Additionally, the solutions must be affordable; a heavy initial investment or infrastructural upgradation would have put enormous strain on the company. It was also not possible to start a retraining project for their entire staff to use a new platform; therefore, it needs to have a user-friendly interface and must be easy to start working with. Microsoft Office 365 and Enterprise Mobility + Security (EMS) solutions complied with all these requirements.

Improved Security Boosts Competitive Advantage

Second biggest concern to address was the existence of mobile devices in the work network. As employees increasingly started using mobile devices for work and BYOD became the norm, the task of corporate data protection posed a huge concern. "What if a user lost his mobile or laptop device and it contained sensitive product information which we could not retrieve? Or a user damaged his laptop and was without critical presentation for the client? All these concerns started getting increasingly louder internally," says Head of IT from Prione. The company found it difficult to enrol employee devices and manage them efficiently. The need for a good enterprise mobility and security solution was very visible. Another important area that needed a fix was its software distribution. The existing process was complicated and time consuming.

Microsoft

Prione Case Study

Prione Group found the cloud-based mobility solution that it needed: the Microsoft Enterprise Mobility Suite. IT services team using the complete Microsoft O365 and EMS suite's cloud-based services—Office 365, Windows Intune, Azure Rights Management and Mobile Device Management —for user identity and access management, mobile device management, and file and data protection capabilities. "The Enterprise Mobility Suite offered everything we needed in one, cost-effective package," says Kiran Joshi heading IT services. "We spent less on 1000+ licenses for the entire suite than it would have cost for one third-party mobile device management solution."

Benefits

Prione group adopted approach of 100% cloud orientated organization. "By off-loading non-core applications to the cloud, our IT team has freed up resources on our virtualized on-premises infrastructure for mission-critical core production apps, thereby resulting in faster database queries, improved reliability and better utilization of storage space," says Kiran Joshi.

Reduced costs

Through cloud solution approach, Prione IT team achieved its goal of lower operating costs through improved efficiency and company likewise able to eliminate manual work and errors while enhancing proactive IT management services.

Improved reliability

With the built-in knowledge base in KB, the IT team can learn and gain insights into the environment and acquire better proficiency in restoring services in a shorter amount of time. And by identifying variances from established baselines early on, SCCM is able to automatically remediate non-compliant servers and applications. The IT team also has access to built-in capabilities like tabs and toolbars to interact with SCCM, as well as organize administrative tasks by business role.

Improved performance in core applications

By cloud adoption for email and productivity applications to Office 365, Prione has reduced the load on its on-premises infrastructure, thereby freeing up resources for core applications. "This has resulted in rapid business application implementation," says Rahul. "In addition, we no longer have to worry about dwindling storage space."

Reduced management and maintenance needs.

"Email and productivity are commoditized services that Office 365 can do better than on-premises tools," says Lim. "With our prior on-premises email setup, we had to spend for manpower and maintenance. With our Office 365 subscription, we no longer have to worry about security patches, upgrades and server maintenance."

Improved productivity and mobility

As an added value, Prione has gained productivity office applications E3 level, SharePoint along with email. "Fifteen to 20 percent of our workforce is usually mobile, and being able to access documents, spreadsheets and presentations while on-the-go is an added benefit of our Office 365 subscription," says Kiran Joshi.

Reduced risks

With email and productivity apps in the cloud, ADEKA has reduced the risk of overloading its on-premises infrastructure, thereby ensuring smooth operations of its mission-critical core applications. In addition, Office 365 ensures reliable service to the customer with an optimum uptime of 99.9% backed by a service level agreement (SLA)".

Reduced physical requirements

Space has been a limitation in running an on-premises infrastructure. "While we have space at our facility, it is not always easy to request for additional rooms for our equipment," says Kiran. With email and productivity applications on Office 365, usage can scale without the need to allocate for additional space or infrastructure.

Microsoft