



About Customer

Euronet Services India is the Indian subsidiary of Euronet Worldwide, a global financial technology solutions and payments provider. Euronet operates across three segments: electronic fund transfers, epay, and fast payments.

www.euronetworldwide.com

Geo

India

Industry

Financial Services

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage FlashArray//X™
Evergreen//Forever™

Euronet Services India Supports a Growing Digital Economy With Pure

Euronet Services India needed to quickly scale up its infrastructure during the pandemic as digital transactions spiked due to lockdowns. The company wanted to not only support a growing number of transactions, but also improve the speed of each individual transaction.

Adopting Pure Storage allowed Euronet to accelerate its business processes, completing transactions much faster. This has allowed the company to take on more clients and support the growing digital economy in India.

“Being a service-driven business, our objective is to exceed customer expectations. Adopting Pure helps us reach our goals, leading to more happy customers and higher client stickiness.”

PRANAY JHAVERI, MD,
INDIA AND SOUTH ASIA,
EURONET WORLDWIDE

Impact on Euronet Services India



Exceeds customer expectations with faster transactions



Supports growing business with new customers



Meets carbon goals with reduced power consumption

Challenges



Scaling up operations to meet growing demands



Boosting transactions with agile platforms



Grow business with high customer satisfaction

Results



Processes twice the number of transactions with the same performance



Data centre footprint reduction



Migrated customer to Pure environment in just 5 days

Scaling Fast for a Changing Digital Economy

Euronet Services India processes 7.5 billion transactions annually across three major segments: electronic fund transfers, epay, and fast payments. When the pandemic confined many to their homes, the digital economy exploded and Euronet Services India saw demand for services, particularly epay, increase dramatically.

Euronet needed to scale up its back-end IT platform to process more transactions faster. At the same time, the company wanted more insights into the data being processed. That meant faster storage to support optimized data sets across multiple processing platforms.

Supporting 15 Million Transactions per Day

Euronet chose Pure Storage FlashArray to support faster, larger-scale operations. The Evergreen//Forever Subscription model set Pure apart from the competition, as it eliminates time-consuming migration and upgrades in favor of long-term scalability. FlashArray also reduces the data centre footprint, helping Euronet meet carbon goals through reduced power consumption.

Pranay Jhaveri, MD India and South Asia at Euronet Worldwide shared, "Adopting Pure enhanced our scalability, allowing us to scale any line of businesses as needed without putting pressure on other businesses."

"Adoption of private cloud architecture along with the all-flash technology from Pure helped us differentiate from our competition, enabling us to deliver scale, reliability, and speed to manage our current and future growing transaction volumes and deliver an amazing experience to our customers' customer," added Jhaveri.

Delivering Stronger Customer Experience

One of Euronet's banking customers, a newly established bank in India, had demanded a nearly 100% increase in processing capacity on its core unified payments interface (UPI) platform ahead of a new campaign. Euronet migrated the customer to the Pure Storage environment in just five days, readying the customer for an expected surge in traffic.

"Being a service-driven business, our objective is to exceed customer expectations," says Jhaveri. "Adopting Pure helps us reach our goals, leading to more happy customers and higher client stickiness."

purestorage.com

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