

COUNTRY CLUB

Case Study



About Country Club

Country Club (India) is India's biggest chain of Family Clubs, recognized by the Limca Book of World Records, and is one of the fastest-growing entertainment and leisure conglomerates in India. A multi-million dollar entity and a listed company on the Bombay Stock Exchange (BSE), Country Club is a pioneer in the concept of family clubbing in the country. The company has established 205 properties, of which over 55 are owned and 175 are franchised properties; plus a global gateway via country vacations and RCI affiliation of 4,000 resorts for its members.

Country Club aims to reinvent the way India holidays, with their innovative vision of participatory clubbing that hinges on community living and holiday homes with clubbing pleasures. Besides prominent citizens from all walks of life, they also cater to around 600 corporate members.

The Company is engaged in selling vacation ownerships and other related services. It provides holiday facilities, guest accommodation, training/coaching in recreational activities relating to art, culture and sports, fitness training and clubbing to its members. It also offers room rentals, and food and beverages services. Its network consists of social clubs in urban hotspots, wellness rejuvenation hubs, beachfront resorts, hilltop vacation homes, wildlife lodges and water amusement parks. It offers a mobile application and a web portal for holiday reservation, payment transfer, customer grievance and membership data updating facilities.

Summary

Business Challenge

Country Club, operating multiple properties, needed to move their backend functions on to the cloud. Having tried a local provider in Hyderabad, they had grown quite dissatisfied with the quality of service, and faced huge latency issues leading to customer dissatisfaction. They then chose AWS, but, in the three-month trial period, the expected improvement in performance did not materialize.

Addressed by NxtGen

Country Club considered 6 other service providers including NxtGen. They soon discovered that NxtGen provided 10X more IOPS than the premium IOPS option given by AWS; at no extra cost! They also received tremendous support from NxtGen's services team during transition and implementation. This gave Country Club the assurance that they had found a stable and reliable provider of quality Cloud Services.

The Challenge

Since Country Club operates multiple properties, they had made a conscious effort to move the backend for reservations, room booking, customer service and membership data updating facility, along with their HR functions, on to the cloud. They had already done so through a local provider in Hyderabad, India. But over time, they had grown quite dissatisfied with the quality of service provided, as they were facing huge latency issues and their services remained unreachable for long periods of time leading to customer dissatisfaction.

The Company then searched for a new service provider and they chose AWS, who promised to solve the performance, latency, query response and uptime issues they were facing. But, in the three-month trial period with AWS, the expected improvement in performance did not materialize. This meant that Country Club was back to the drawing board in their quest for a reliable provider of quality cloud services.

Solution through NxtGen

Country Club drew up a consideration list with 6 different service providers including NxtGen. During the POC with NxtGen, it became quite clear that NxtGen's performance exceeded that of every other service provider.

In fact, when the partnership between NxtGen and Country Club went live, it soon became undeniably evident to the Country Club team that NxtGen's performance far exceeded what they had at AWS. They were looking at 10X more IOPS than the premium IOPS option given by AWS. What's more, all this came at no extra cost from NxtGen. The team at Country Club also received tremendous support from NxtGen's services team during transition and implementation.

The sheer strength and versatility of performance, coupled with the fact that there were no hidden charges, and the kind of technical support offered at NxtGen, gave Country Club the confidence that they had indeed found the stable and reliable Cloud Services provider they had been seeking.



We can now deliver solutions to our clients in a more relevant manner because we are able to provide a customer-centric approach. What was awe-inspiring about NxtGen is that they were perfectly aligned to our needs and compliances, and delivered a seamless, scalable and futuristic solution that is sure to revolutionize rural India to a digitalized geography.

Bharath D Reddy
Country Club