

# Hindware Case Study

**Customer:** Hindware

**Website:** <https://www.hindwarehomes.com/>

**Company Size:** 3600+ Employees

**Country or Region:** India

## Company Profile

Set up in 1960 as Hindustan Twyford's Ltd, with a technological collaboration with Twyford's UK, the company was renamed to Hindustan Sanitaryware & Industries Limited in 1969. HSIL Limited is a company driven by innovation. Its complete focus on crafting unforgettable bathing experiences, developing contemporary bathroom solutions for over five decades with products that make life better has set new trends each year. HSIL Limited is among India's top 500 companies as listed in the 'Fortune India 500' 2014 list. Superlative design, stylish flair and unbeatable quality is at the heart of HSIL's business philosophy.

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## HINDWARE'S game-changing tryst with Augmented Reality; aided by Microsoft Azure

Hindware, as a leader of the Indian sanitary ware market, was in search for a better experience for their end users. This search led them to the augmented reality space. In this direction, the DreamBath system was developed. It provided Hindware consumers the ability to visually gauge how a product would fit into their bathroom. But, to get the optimum performance out of DreamBath, they needed to upgrade their IT infrastructure. This is where Microsoft Azure came into play. Let us know more.

## Business Needs

Over the years, Hindware's array of products exponentially increased and their customers also evolved. "Today's consumers are well travelled and aware of what they want. Their needs have shifted, bathrooms can no longer be just functional, they must be aesthetically driven as well. This is where the consumers need consultancy and choices to build their dream bathroom," says Manish Bhatia, President (BPD) & CEO (EVOK). Due to the enormous catalogue of products, showcasing all of them became an impossible task. As their customers desired to see how a product would look in their bathroom before deciding to buy it, the company sought to overcome these limitations, and was looking at options for the same. Hindware wanted to create a platform where customers could digitally look at each product in detail, their price quotations, technical specifications, etc. as well as digitally 'see' Hindware products come alive in their bathroom without having to leave their homes.

In order to bring this vision to reality, Hindware selected FutureSoft's "Trumpet" software, white-labelled as

"DreamBath". It helped bring-in the Augmented Reality technology to address Hindware's business needs.

"A key consumer insight is consumers love their bathroom as their most intimate space; however, they shy away from investing in bringing their dreams alive due to inherent risk of experimentation going wrong. Dream bath helps them visualise products and bathroom themes virtually without actually running the risk of getting it wrong once done" says Manish Bhatia.

Since DreamBath extensively used images, videos, 3D models to provide a delightful customer experience, there was a requirement for the hosting platform to allow efficient and cost effective repository for images and 3D media. It required a hosting partner which would allow easy scalability and ramp-up on temporary volume spurts during online TV campaigns or during dealer or customer events.

Hindware's search for the perfect hosting partner for DreamBath ended with Microsoft's Azure cloud platform.

## Solution

Microsoft Azure cloud platform proved to be an ideal hosting platform choice for Hindware's DreamBath application as it has provided easy scalability, flexibility and an optimum performance for DreamBath. Azure has provided customers, partners and prospects of Hindware across India 24 by 7 access to the DreamBath App.

As Mandeep Singh Puri, Director - FutureSoft puts it "Microsoft Azure is a winner all the way by helping applications to be frugal on resources without compromising performance. Azure Platform as a Service (PaaS) for Hindware DreamBath on Central India based servers has been an excellent choice. Microsoft support and uptime has been best amongst all other cloud offerings in the industry."

Hindware DreamBath is accessed by dealers and customers who have a pan-India presence. The Azure Platform is supported by Microsoft-managed datacentres in India. This ensures data resides in India. It also ensures high performance and very low data latency. The DreamBath application is media heavy, hence an excellent response time is critical to providing a good user experience. Azure has lived up to expectations and has ensured a swift response time to users.

Azure provides Hindware the capability to scale applications quickly to map exactly as per business needs. For example, during digital and promotional campaigns there is an exponential spurt in volumes. Azure allows for easy scaling-up during these times. Similarly, Azure allows flexibility to scale down Infrastructure when business needs are low. Essentially, Azure has proved to be a very cost-effective solution for Hindware and has reversed all costs pertaining to

Infrastructure and new hardware purchases.

"Leveraging Microsoft platform helped us in addressing the three S - Simplicity in use, Scalability as we continuously upgrade, and Speed of processing - especially given heavy picture lead content, and all this without compromising experience" says Manish Bhatia.

## Benefits

Hindware witnessed several benefits after picking Microsoft's Azure Cloud solution as DreamBath's hosting platform. Some of these benefits are:

**Data Residency:** Hindware DreamBath is accessed by dealers and customers across India. The presence of Azure datacentres in India establishes data residency within India. This also ensures a reduction in data latency.

**Response time:** Hindware DreamBath has received exceptionally positive feedback and acceptance from management, employees, dealers and customers specially with regard to response time. Since the application is media heavy, an excellent response time is essential for providing a good user experience. Azure has lived up to expectations and has ensured a swift response time to users.

**Scalability:** Azure allows the advantage of not needing to buy/pre-provision IT infrastructure in advance instead it provides Hindware the flexibility to scale applications as per business needs.

**Easy Maintenance:** Azure PaaS AppService and SQL Azure are self-managed platforms and require negligible administrative intervention. With Azure's inbuilt guarantee of uptime and backups for PaaS deployments, the management is hands-off and simple. Microsoft Azure support is swift and responsive and Hindware has an excellent working relationship with the Microsoft Team.