



Case Study

Empowering Flipkart's E-Commerce Network Expansion.

Customer Profile



Customer Name: Flipkart



Location: PAN India



Industry: Retail (E-Commerce)

Products Used

TP-Link TL-SL1218MP PoE switches and TP-Link TL-SF1009P PoE switches

Customer Background

Flipkart Private Limited, an iconic name in the Indian e-commerce realm, stands as a testament to innovation and success. Headquartered in Bengaluru and incorporated in Singapore, Flipkart competes with Amazon India and domestic contender Snapdeal. The company's journey to the apex accelerated after the acquisition of Myntra, and its prominent position in electronic and mobile phone sales have solidified its reputation. In a significant development, retail giant Walmart secured a 77% controlling stake in Flipkart in 2018, propelling Flipkart's value to around \$37.6 billion as of 2022.

Challenges Faced by the Customer

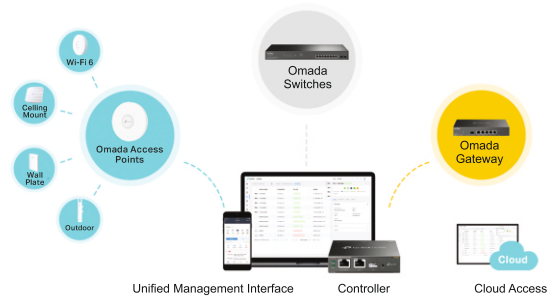
As Flipkart's reach expanded across the e-commerce landscape, it encountered the challenge of managing a growing number of network-connected devices and users. This surge in activity necessitated a robust network infrastructure that could accommodate the demands of modern networking. Upgrading Power over Ethernet (PoE) switches emerged as a critical step to provide scalability required for seamlessly integrating new devices and expanding the network.

Solution Provided

TP-Link, recognizing the unique requirements of Flipkart's ever-evolving network, devised a solution that would empower them to navigate their growth trajectory with ease. The implementation involved TP-Link TL-SL1218MP PoE switches, totaling 486 units, and TP-Link TL-SF1009P PoE switches amounting to 80 units. These PoE switches were strategically deployed across the Flipkart offices and warehouses spanning the entire country, forming the backbone of their network infrastructure.



Software Defined Networking (SDN) with Cloud Access



Result and Customer Comments

The implementation of PoE switches across Flipkart's organizational landscape yielded remarkable results, marking a significant leap forward in their networking capabilities. With the deployment of TP-Link PoE switches, Flipkart was not only able to effectively manage their ever-expanding network-connected devices but also ensure the scalability required for future growth.

In the words of Flipkart's management,

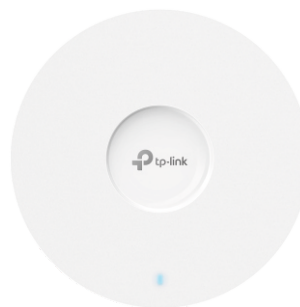
"The implementation of PoE switches across all branches of our organization has proven to be a highly successful endeavor. Our organization is better equipped to meet the evolving demands of modern networking and position ourselves for continued growth and success."

As Flipkart continues to redefine the e-commerce landscape and shape the digital shopping experience, TP-Link remains steadfast in its commitment to providing innovative solutions that empower their endeavors. This partnership exemplifies the synergy between technology and business, and how strategic networking solutions can contribute to an organization's sustained success in the digital age.

Related Recommended Products

EAP650

Ceiling Mount WiFi 6 Access Point



OC3000

Omada Hardware Controller

