



bb *instant*

BBInstant by BigBasket CASE STUDY

Delivery of seamless connectivity for
easing business operations.

Organization Overview:

bbinstant is a part of BigBasket. It is a business unit which operates smart vending machines for dispersing food items and beverages with contactless and cashless delivery. The smart vending machine connects to a smartphone through WiFi or bluetooth. BigBasket is an online grocery & household items retailer owned by the Tata Group.

Bigbasket was founded in October 2011. Since then, bigbasket has managed to scale its operations to all over India, making it India's biggest e-grocer.

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Problem Statement

Bigbasket wanted a connectivity solution for the smart vending machine bbinstant.

The key requirements were:

- Aggregate broadband connectivity over WiFi
- 4G backhaul for remote connectivity
- Failover mechanism in case of broadband loss
- Swift mitigation of disruptive events
- Ease of management of all locations where the routers are deployed

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Key Challenges

The key implementation challenges for this project were:

- Centralising management of all WiFi Routers
- Support for 4G backhaul in remote areas with lack of cabled infrastructure
- Ensuring high availability with failover mechanism
- Network slicing for access control
- Restricting wifi access for app-only use

Solutioning Approach

Indio Networks was chosen for its rich experience in delivery of connectivity solutions.

The salient points of the approach are:

- We decided to deploy Indio's MobiMax 4G Routers — MobiMax 705N is an enterprise-grade WiFi router that delivers WiFi connectivity through a broadband line with support for LTE failover.
- With an LTE modem, MobiMax delivered seamless remote connectivity.
- MobiMax Routers were integrated with the smart vending machine which allowed users to connect to the WiFi and utilise the service provided by bbinstant.
- For centralising management of all routers, we deployed Indio Cloud.
- Indio Cloud is our cloud-native WiFi hotspot controller software. All MobiMax Routers integrate seamlessly with Indio Cloud.

- Integration of Indio Cloud and MobiMax Routers allowed bbinstant to centrally manage, monitor and operator all MobiMax devices.
- To divide public and private networks, we sliced the networks into logical VLANs.
- Over WiFi, the access was restricted only to the bbinstant mobile application to ensure proper allocation of WiFi resource.

BBInstant smart vending machine



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CASE STUDY

MobiMax 705N 4G Router



Business Impact

The solution delivery was swift and all installations were completed ahead of schedule.

The highlights of the impact are:

- Completion of over 1000 installations till date
- Business operations were eased due to centralised management of MobiMax devices
- Seamless connectivity delivered across all locations without any disruption
- Sentiment regarding the service from users remains positive
- 4G backhaul helped bigbasket deploy the vending machine at any location without fearing loss of connectivity

About Indio Networks

Indio Networks facilitates unforgettable digital experiences through resilient networking solutions.

With over two decades of experience, we have worked closely in the wireless space essentially serving over 25+ million users till date. At Indio, we have seen disruptions in the tech sphere and worked alongside them.

We solve problems where we see them; we evolve, innovate and adapt. That's why, we constantly craft newer products and solutions to make your life easier.

We align with the idea of Vocal for Local, our latest range of products are indigenously engineered and manufactured. We also aim to be the impetus of enabling an ecosystem of networking and telecommunications manufacturers in India, for the world.

Indio Networks offers a complete range of WiFi access points, network controllers, IoT products for telecom, and network switches. We also offer a SaaS for remote management, visibility and control of WiFi deployments all over the world.