

Ubq Technologies Unified its Sales Network and Supported a 15x Distributor Scale-Up with Zero Downtime



Overview

Ubq Technologies delivers cloud-based distribution solutions across India and the APAC region. To partner with a major food product conglomerate, they needed to consolidate a fragmented database setup to handle heavy transactional workloads. Mydbops collaborated onsite to implement a highly scalable MySQL InnoDB Cluster and ProxySQL with automated failover. The resulting system unified their distribution network, ensuring stable, continuous sales operations backed by proactive monitoring.

15X
Distributor Scale-Up
Grew active distributor network endpoints from 200 to 3,000.

15X
Database Capacity
Successfully accommodated rapid business data expansion.

Zero
Data Loss
Completed data migration and final cutover with absolute data integrity.

100%
Continuous Sales
Avoided single points of failure using automated failover.

MySQL InnoDB Cluster

Consulting Services

About

Ubq Technologies is an enterprise cloud and software-as-a-service (SaaS) provider specializing in platforms for healthcare and supply chain/distribution verticals across the Indian subcontinent and APAC region. Ubq Technologies serves as a critical operational backbone for major distribution networks, running multi-terabyte transactional database workloads 24/7. Their distribution software manages high-volume sales transactions across thousands of active distributor endpoints, coordinating the movement of massive volumes of consumer and food products throughout India and the APAC region.

I observe that two teams (Mydbops and Ubq) work together as a single unit and resolve issues promptly anytime in the day or night. This results in a trouble free experience for our end users.

Dr. Anjan Basu

Director / COO Ubq technologies

Deployment Type	Database Stack / Services Used	Objective / Outcome
Cloud-Based Deployment	MySQL InnoDB Cluster	15x Sales Network Growth & 24/7 Operations Continuity

Business Challenges

Overview

Ubq Technologies was tasked with onboarding the vast distributor network of India's leading food product enterprise. To secure and execute this major business contract, they needed to demonstrate an ability to handle extreme transactional volumes, maintain database availability, and provide reliable system access to thousands of regional distributors.

- Network Fragmentation:** Regional distributors were managed across multiple fragmented systems, making it difficult to maintain a single source of truth for inventory, sales, and logistics.
- Downtime and Revenue Risks:** The lack of an automated failover system meant any hardware or network failure could halt regional sales operations, risking direct revenue loss and impacting distributor trust.
- Unpredictable Demand Spikes:** Sudden workload spikes from thousands of distributors placing concurrent orders threatened system stability, risking slow order processing and lost sales during peak business hours.

Operations & Sales Continuity

Segmented Operations	Unified Sales Platform
ORDER COORDINATION Dispersed regional order queues, complicating national inventory tracking and operations. REVENUE VULNERABILITY Absence of failover protections, risking distributor blockouts and sudden sales downtime. PARTNER INTEGRATION Infrastructure constraints that restrict the rapid onboarding of new commercial distributors.	ORDER COORDINATION Integrated pipeline yielding real-time national sales tracking and complete supply chain transparency. REVENUE VULNERABILITY Continuous failover systems securing 24/7 ordering and preventing transaction blockouts. PARTNER INTEGRATION Elastic, reliable ecosystem prepared to onboard thousands of active distributor hubs.

Goals

- **Unify the Sales Network:** Consolidate regional distribution channels from disjointed systems into a single, cohesive operational pipeline.
- **Support Rapid Distributor Onboarding:** Establish an enterprise-ready system capable of onboarding 2,000+ distributors (with an initial trial milestone of 200).
- **Ensure 24/7 Supply Chain Continuity:** Maintain constant system availability to allow distributors across different regions to place orders at any time.
- **Zero-Risk System Failover:** Build automatic disaster recovery capabilities to prevent transactional errors or data loss in the event of hardware failures.

Solution Provided by Mydbops

Mydbops joined forces with Ubq's internal team as an onsite partner, shifting the database strategy toward high availability and business continuity.

- Collaborative Onsite Optimization:**
Mydbops worked closely with Ubq engineers to optimize the core application's database interactions, preparing the system to handle heavy transactional volume without performance degradation.
- Zero-Loss Data Consolidation:**
Planned and executed a highly secure transition of historical data, uniting disjointed platforms into a modern database environment with absolute data safety and minimal business interruption.
- Automated Business Protection:**
Implemented an intelligent traffic routing and automatic failover system. This setup ensures that if a primary database node experiences issues, backup systems take over automatically, keeping order processing online without manual delay.

Secure Sales Fulfillment Architecture

```
graph TD; A[FMCG Sales Applications  
Where Distributors Place Daily Orders] -.-> B[Order Routing Gateway  
Balancing Peak Transaction Spikes]; B -.-> C[UNIFIED FULFILLMENT CLUSTER]; subgraph C [UNIFIED FULFILLMENT CLUSTER]; C1[Active Sales Engine  
Securing Orders]; C2[Active Replica Hub 1  
Continuous Standby]; C3[Active Replica Hub 2  
Continuous Standby]; end; C -.-> D[Disaster Recovery Sales Vault  
Automated Failover System to Prevent Sales Disruption];
```

Results & Impact

Key Outcomes

- Unified Supply Chain Pipeline:**
Consolidated all regional distribution data, giving the business and its distributors real-time, reliable visibility into inventory and sales.
- Exceeded Customer Growth Targets:**
Surpassed the client's original goal of supporting 2,000 distributors by scaling the platform to support 3,000 active distributor endpoints within a year.
- Supported Substantial Business Expansion:**
Successfully accommodated rapid data growth from 200GB to 3TB, ensuring the system remained fast and reliable as transaction volume multiplied.
- Protected Annual Contract Value:**
Kept regional distribution lines open 24/7, eliminating single points of failure to prevent costly sales blackouts and secure critical enterprise partnerships.
- Proactive Operational Security:**
Established continuous monitoring from database experts, preventing system lags and ensuring distributors have a fast, trouble-free order placement experience.

Scale & Reach Expansion

FMCG Distributor Partner Reach

Expanding regional partner base: 200 to 3,000

200 Base3,000 Distributors Supported (15x Expansion)

Daily Order Volume Capacity

Transactional bandwidth: 15x Scale-Up

Base Load15x Business Data Expansion Accommodated

Conclusion
To scale an enterprise supply chain platform, the underlying technology must protect real-world business operations. For Ubq Technologies, partnering with India's largest food product company was a major milestone—but it came with the responsibility of keeping thousands of daily sales pipelines active. A single system delay could hold up deliveries, disrupt local stores, and impact the livelihood of regional distributors.

Through a tight, collaborative partnership with Mydbops, Ubq moved away from a fragmented, high-risk network and established a resilient, unified operational database. This change gave Ubq the capability to promote and deliver continuous uptime to its enterprise clients. By aligning database reliability with commercial goals, Ubq did not just meet their client's milestones—they grew past them, converting a complex operational challenge into a platform for massive regional growth.

Your business cannot afford to let database bottlenecks disrupt your distribution networks, slow down sales, or harm client relationships. Whether you are scaling to onboard thousands of new business partners, consolidating disjointed database systems, or protecting your operations from costly downtime, having a dedicated database partner makes all the difference. Mydbops brings the focus, expertise, and collaborative support needed to build robust database setups that safeguard your business continuity.

[Consult with a Certified Database Expert –](#)

Mydbops

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