



Unlocking Cost Efficiency for Global Content Management Solution

Industry: Media and Information Services (B2B)

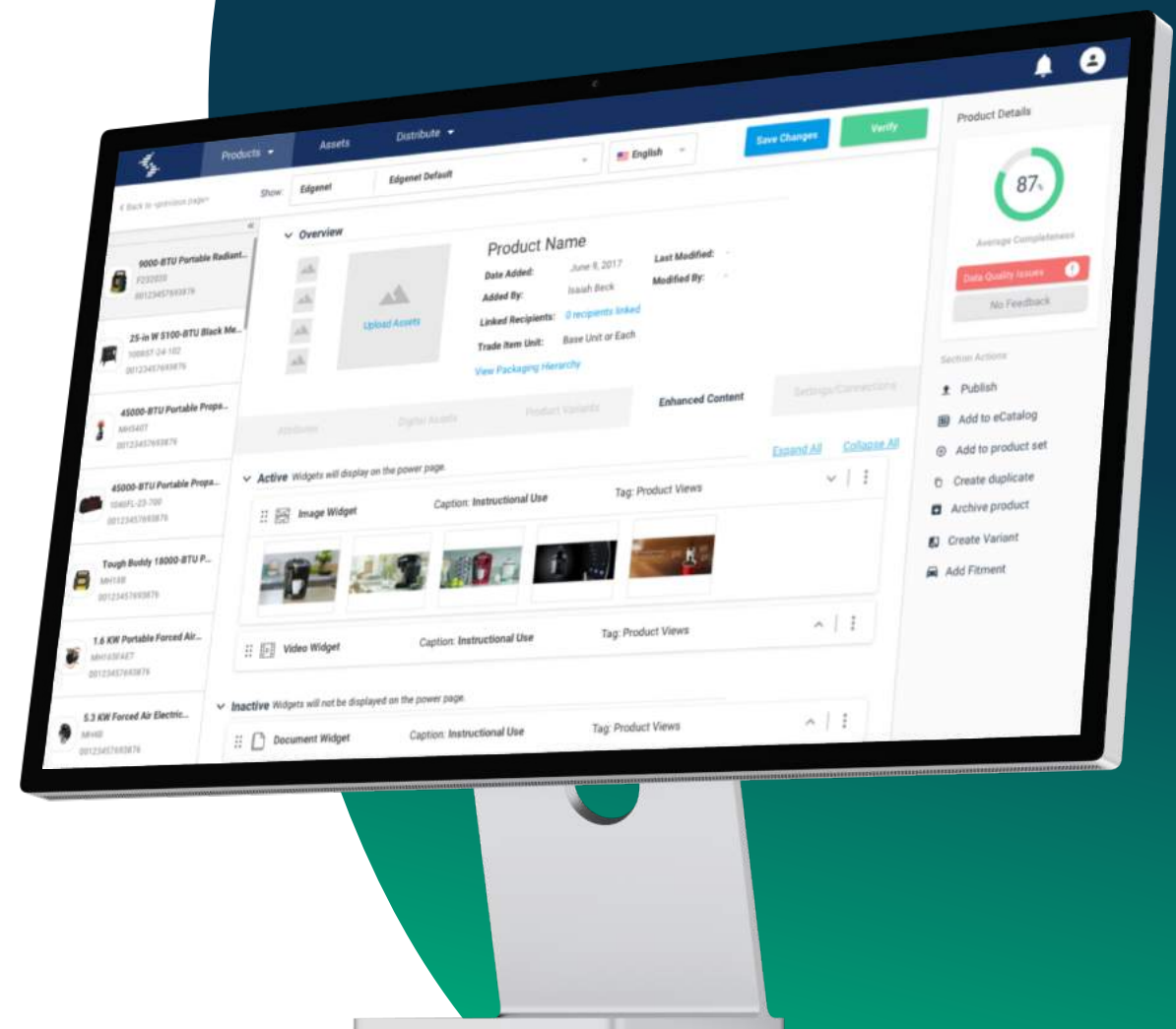
Service: DevOps-as-a-Service

Duration: 5+ years

"The OpsWorks team helped us to deconstruct all our product and infrastructure problems into separate parts and implement step-by-step solutions that would meet our requirements. Great company to collaborate with."

Sergei Bruksha

VP of Engineering at Syndigo



About Project

Syndigo is the **first-ever Active Content Engine** that unlocks the management of master data, product information, digital assets, content syndication, and analytics for **12,000+ global brands** and **50,000+ users worldwide**. Dealing with astronomical monthly **infrastructure bills of up to \$1M** for far too long, the client sought a DevOps partner to help.

50K

active users all over the world

12K

global brands & manufacturers

1M

daily data quality checks

1,8K

global recipient connections

Client's Goals

1. Reduce enormous expenses on cloud services

2. Improve the product to unlock efficient scaling

Client's Challenges

Hard Overbudgeting

For a few years in a row, the client struggled with the burden of skyrocketing infrastructure charges caused by imperfect product architecture. The platform that was initially rushed into development to test hypotheses and attract early users unexpectedly evolved into a long-term commitment even though it wasn't ready for this.

Unscalable Functionality

Despite data mining being a big part of the product core, its functionality was built in a non-scalable manner. The absence of parallel processing, along with deep-first crawl and imbalanced web scraping, posed challenges to both product expansion and infrastructure enhancement.

High Commitments

With 50K users relying on stable access to real-time data daily, Syndigo is steadfast in its commitment to providing seamless services and top-notch user experience. Fully aware that even minor errors or interruptions could result in critical data loss, the client wanted to reduce the frequency of issues and downtime to an absolute minimum.



OpsWorks^{Co.} Solution

Cost Optimization

Tweaking the product in a way that saves an impressive chunk of the budget, the OpsWorks team reimagined the whole solution. Spider bots now swiftly complete tasks within 30 seconds before seamlessly transitioning to the next one. Built that way, they can handle interruptions easily, so unlock the ability to use SPOT instances and dynamic scaling. As a result, infrastructure spending fell from \$1M/month to \$80K/month.

Scalability Boost

With new core logic and Kubernetes adoption, the product gained the ability to scale quickly and efficiently. The number of spider bots is now dynamic and can be tweaked in response to the task volume, whether scaling up or down. This flexibility enhances the product's responsiveness to varying workloads and unlocks its growth potential.

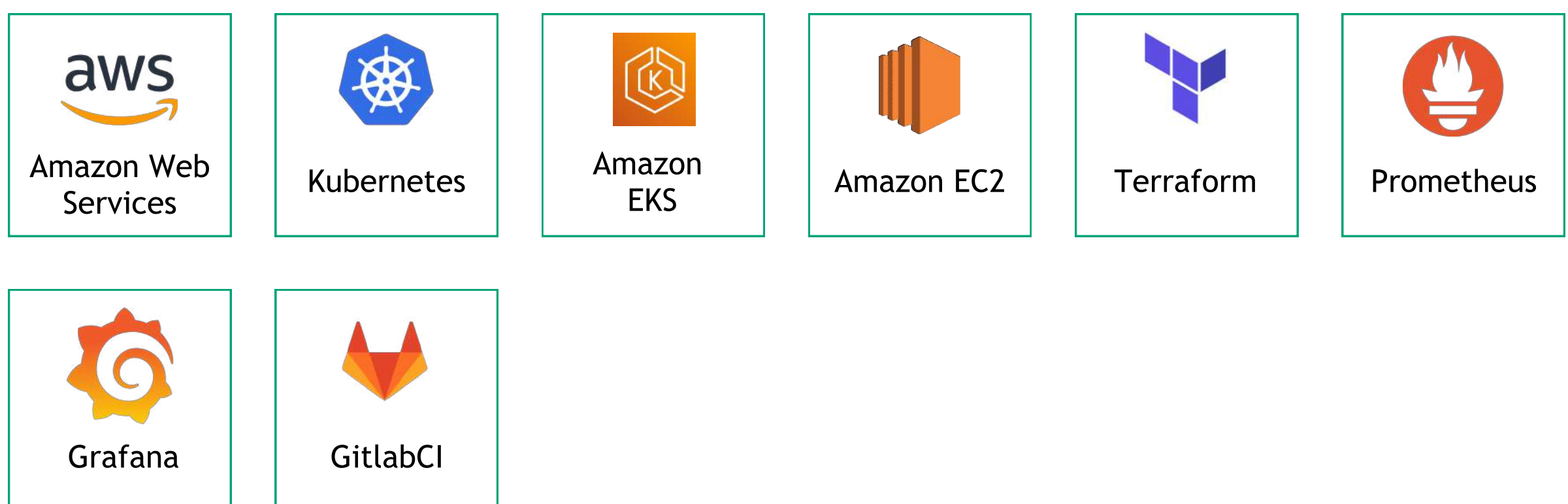
Routine Processes Automation

Empowering the client to manage the product more strategically, OpsWorks has implemented automation for routine processes in both the production and testing phases. This approach unlocks possibilities for resource optimization and budget-saving initiatives within the team. Moreover, it significantly reduces time-to-market, improving customer satisfaction level.

Results & Benefits

1. New product architecture and approaches helped to reduce the **cost of infrastructure from \$1M/month to \$80K/month**
2. Optimization and improvement of deployment scripts and processes resulted in **deployment time reduction from 30 to 5 minutes**
3. Automation and optimization of CI/CD Pipeline helped to **shorter time-to-market and improve customer satisfaction level**
4. The new core logic and Kubernetes adoption unlocked **product's growth potential**

Technology Stack



Let's chat to see how we can help you get much more out of your infrastructure!