

# CASE STUDY



A global leader in computer software for the restaurant industry

**ORGANIZATION:**

Tillster offers digital ordering and customer engagement programs for the quick service restaurant and casual dining industries.

**CHALLENGE:**

Ensuring the company remained operationally efficient while pacing the growth of its IT environments appropriately

**SOLUTION:**

Datapipe's expertise in analyzing, assessing, and modeling an optimized infrastructure and strategy



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# BEST PRACTICE TO OPTIMIZE AWS ENVIRONMENTS

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## SNAPSHOT

It's no secret that consumers are tech-savvy. They are well aware that technology can deliver products and services when they want it, on the device they prefer, and in a way that's most useful to them. Particularly in a restaurant setting, customers expect their digital orders to not only be correct, but to provide a rewarding experience.

Enter Tillster, a company focused on transforming commerce in restaurants to deliver personalized consumer experiences and making the till grow for their customers. Operating within the AWS cloud platform, Tillster is an award-winning trailblazer in customer engagement programs and self-service ordering for the quick service restaurant and casual dining industries. With a strong understanding of customer desires, the company provides a single scalable, enterprise-class solution for ordering, payment, loyalty, and lifecycle management that integrates across online, mobile, tablet, kiosk, and call center platforms.

## THE CHALLENGE

Tillster was rapidly growing as a result of steadily increasing demand. While this momentum was great for the company in general, Tillster's IT department wanted to ensure it was pacing the growth of its IT environments appropriately while remaining operationally efficient.

The company wanted to maximize their efficiency with their AWS resources while maintaining reasonable cost and time commitments. Tillster knew strong process and automation rules to control their AWS environment would ensure the company's ability to scale with its rapid growth. To help with this, Tillster looked to partner with someone with deep AWS experience that could provide another set of eyes on their AWS environment.

"While it's thrilling to have such rapid growth, a good company needs to continually audit and baseline their existing technology footprint and cost model to ensure they're maximizing efficiency," said Scott Sullivan, Chief Customer Success Officer, Tillster. "We needed to step back and say, 'are we doing this right? Can we do this better? We could have done this ourselves, but we wanted to be smart about it and we knew it would be helpful to have a third party with a different perspective to bounce ideas off of."

## ENTER DATAPIPE

Though Tillster had looked into a number of recommended third party tools, the company wanted a partner who would work with its own internal experts to better understand their baseline infrastructure use and develop a comprehensive plan around system utilization and scalability. With years of experience analyzing, organizing, optimizing, and automating AWS environments, Datapipe stepped in to assist.

“We liked their background,” said Sullivan. “We had actually worked with Matthew Scott, VP Public Cloud & Professional Services at Datapipe, before and knew what his team was capable of. They are professional, focused, and dedicated. Working with Datapipe, I knew I would get what I needed.”

First on the docket: a detailed audit of Tillster’s existing IT infrastructure. The best way to ensure efficiency is to figure out what is working and what is not currently working as well as it could. Datapipe, working alongside Tillster’s Development Operations team, assessed all environment parameters in order to develop a comprehensive baseline strategy.

“During Tillster’s audit, we looked at a number of important application and infrastructure metrics such as CPU, memory, network and disk IO utilization,” said Parviz Deyhim, Big Data Practice Manager at Datapipe. “But we also went one step further and tried to correlate those metrics and their rate of change with the time of day. Such correlation enabled us to get a better understanding of Tillster’s traffic patterns and how they impact their AWS resource utilization at any given time, which was the foundation to our instance sizing and auto-scaling configuration recommendations.”

Confirming this helped Tillster become more efficient, as they were able to optimize their AWS environment in terms of both cost and scale.

# OPERATIONAL IMPACT

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## RESULTS & BENEFITS

- The audit of Tillster's infrastructure, alongside Tillster's DevOps team, assessed all environment parameters to develop a baseline strategy
- Tillster was able to optimize their AWS environment in terms of both cost and scale.
- Thanks to the trust and rapport built with Datapipe during this project, Tillster has a plan in place to ensure operational efficiency for the flourishing company

Leveraging Datapipe's cloud expertise, Tillster was able to develop a plan to easily deploy applications, code, and tools to decrease cost and increase performance. With their workloads optimized to run even more efficiently, Tillster can continue to hone their focus on improving products and services for their customers.

Having an extra set of eyes to ensure maximum efficiency is never a bad thing. For Tillster, working with Datapipe was a three-step process: the initial audit, the ratification of the infrastructure, and a plan based on the audit findings, which Tillster could then use to optimize their infrastructure.

"Everything from initial engagement to driving deliverables, it was all spot on," said Sullivan. "Everyone was on the ball, providing good customer care. I knew I would get what I needed, and I liked that it wasn't just cookie cutter general engagement. We weren't just slotted in—they developed a solution that was specific to us."

Thanks to the trust and rapport built with Datapipe during this project, Tillster has a plan in place to ensure operational efficiency for the flourishing company and an experienced partner they can call upon for any future AWS projects.

# ***DATAPIPE***

A next generation MSP, Datapipe is recognized as the pioneer of managed services for public cloud platforms. Datapipe has unique expertise in architecting, migrating, managing and securing public cloud, private cloud, hybrid IT and traditional IT. The world's most trusted brands partner with Datapipe to optimize mission-critical and day-to-day enterprise IT operations, enabling them to transform, innovate, and scale. Backed by a global team of experienced professionals and world-class interconnected data centers, Datapipe provides comprehensive cloud, compliance, security, governance, automation and DevOps solutions. Gartner named Datapipe a leader in the Magic Quadrant for Cloud-Enabled Managed Hosting.

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