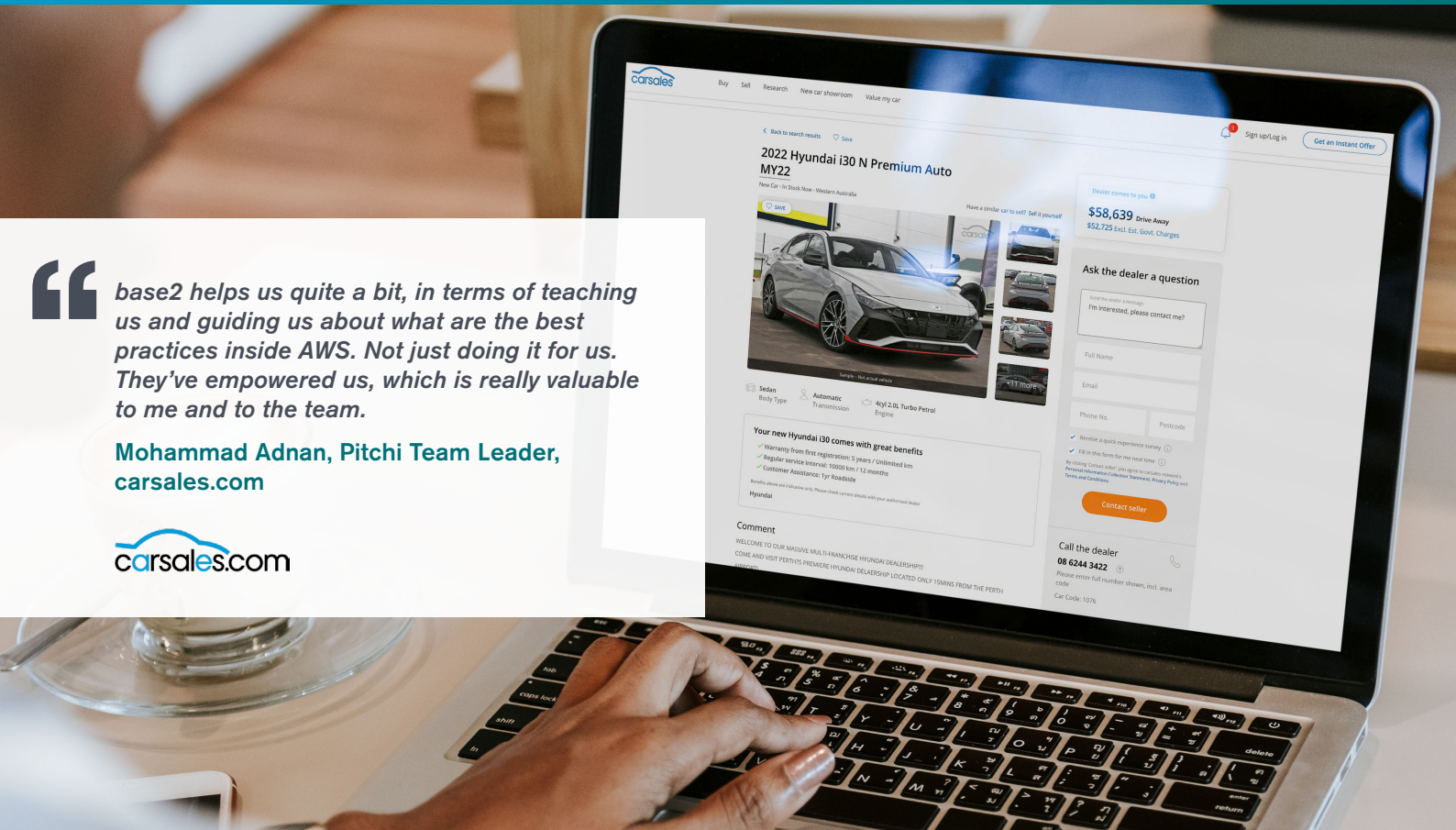


# base2Services helps carsales.com drive performance for new online selling platform



“base2 helps us quite a bit, in terms of teaching us and guiding us about what are the best practices inside AWS. Not just doing it for us. They’ve empowered us, which is really valuable to me and to the team.

Mohammad Adnan, Pitchi Team Leader, carsales.com



## See the impressive results

- Working with base2 the Pitchi/carsales team slashed monthly spend on hosting by 69%.
- Deployment time was cut from 15 minutes to 1 minute, a 93% reduction which drives and enables more agile iteration.
- Further ongoing opportunities to optimise and innovate how the Pitchi team develop and deploy



**93%**  
Reduction in deployment time



**69%**  
Reduction in monthly costs

## A bit about carsales.com

carsales.com, Australia's leading online automotive classified site, is constantly challenging its industry and pioneering new ways to search, sell and shop online. Most recently this led it to launch Pitchi, a mobile and desktop application where entrepreneurs and micro-businesses can bring products to life via video.

A huge player in the Australian classified industry, carsales.com has highly skilled developers whose daily job is to maintain and innovate the carsales.com Ltd group websites. Pitchi app's development and deployment was well within their grasp, however they needed to manage cost and time constraints to deliver. These were key to reaching their successful launch into international markets, with USA, UK, NZ, Canada and Ireland being added in the second half of 2015.

## What carsales.com needed

Changing the classifieds industry isn't easy. The transition to internet based listings is the only real major disruption we've seen, but Pitchi may just open the floodgates to a new way people use classifieds.

To successfully engage on a deployment of this scale, carsales.com will work with base2Services to build on the significant benefits provided by the AWS platform to reduce costs and increase agility. This will enable carsales.com to remain focused on iteration and the agile deployment of updates. security expertise in order to make the transition smoothly.

*"base2Services weren't just a formula, they weren't just a contract. They actually wanted a relationship and wanted to make sure that our products were successful."*

Michael Ridgway, carsales.com Ltd, Ryvuss Team

## What base2Services delivered

*base2Services engineers worked closely with carsales.com.au to resolve issues surrounding deployment and cost.*

The base2 team of engineers worked in close collaboration as an extension of carsales team to identify and solve issues to deliver success for Pitchi.

More importantly though, base2Services passed on its knowledge, enabling the carsales team to emulate and repeat the processes and achieve the same results down the track.



The Cloud Services People

## About base2Services

base2Services is a globally recognized leader in Cloud Delivery, Operations and Management, specializing in DevOps, Amazon Web Services (AWS) and cloud-native computing. Since 2005, base2Services has delivered successful cloud deployments to countless customers across a wide variety of industries. Our expertise in cloud technology and implementation allow us to provide our clients' businesses with premium services at the highest standards.

As an AWS Advanced Consulting Partner with certified DevOps and SaaS competency, our team members are skilled in the implementation, management, operations, maintenance and support of leading cloud systems with a focus on providing our clients with security, automation, scalability and recovery features. Our extensive knowledge and experience with cloud applications and their development make deployments an easy and affordable process for our clients. Our methodology, demonstrated results and commitment to data security have made us a trusted partner for our numerous international customers.

base2Services is ISO/IEC 27001:2013 certified for its information security management system (ISMS) for cloud development and operations, and is CPS 234 compliant.



## The Cloud Services People

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