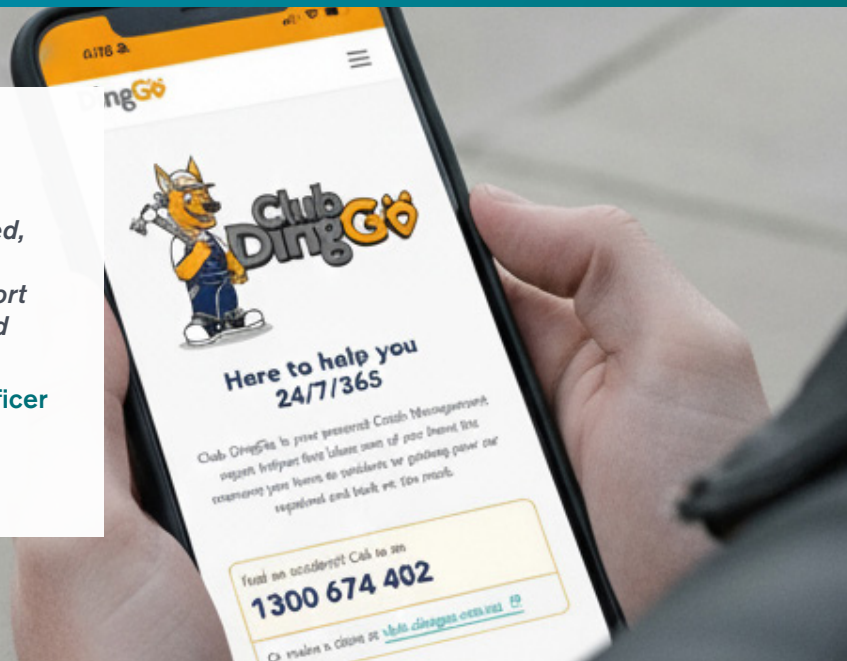


Accelerating Growth and Innovation: DingGo's Journey to a Scalable, Automated, and AI-Driven Cloud Platform

“ *base2Services are true industry experts with deep AWS knowledge and accreditation. They've helped us maximize our AWS setup and efficiency while transforming our environment into a fully automated, scalable platform. Today, we deploy faster and innovate quicker including AI-features. Their support has been instrumental in growing our business and they remain a trusted partner.*

Josh Sandford, Co-Founder and Chief Product Officer



See the impressive results

- › Deployments that once took hours now happen in minutes, increasing from 1–2 per month to 8+ per month with zero downtime
- › Site performance improved with response times cut by two-thirds and throughput doubled
- › Market expansion enabled by rapid AU environment replication, provisioning a dedicated NZ stack using Infrastructure-as-Code
- › Enabled them to scale from 1,000 to 80,000 cars under management, fuelling rapid growth and expansion
- › Automation of infrastructure and AI model deployments ensured consistent releases and reduced manual effort by 100%
- › Real-time monitoring provides proactive alerts of system health and AI model performance
- › Accelerated speed to market for new features and AI technologies
- › Instrumental in DingGo achieving ISO 27001



300%
Increase in Deployment Frequency



80x
Increase in cars under management



ISO 27001
Certification achieved

A bit about DingGo

DingGo is a market-leading digital car crash repair marketplace redefining fleet accident and repair management. Managing over 75,000 vehicles across Australia and New Zealand, DingGo eliminates outdated and manual processes by connecting drivers, repairers, insurers, and fleet managers in a single, intelligent ecosystem.

Designed to disrupt a traditionally fragmented industry, DingGo's cutting-edge platform delivers end-to-end crash management, leveraging automation, real-time data, and one of the largest independent repair networks to provide speed, transparency, and control at every stage.

What DingGo needed

When DingGo engaged base2Services, the company was growing rapidly but faced significant operational challenges. Their existing AWS environment relied on 1-2 manual deployments per month which caused downtime and lacked pre-production validation and testing. There was no infrastructure-as-code, no CI/CD pipelines, and no automation, making releases slow.

This manual approach limited scalability and agility. Expanding into new regions, such as New Zealand, was also a key goal, requiring the ability to quickly replicate their infrastructure with minimal manual effort and cost. DingGo needed a modern, automated cloud foundation to support their rapid growth through dynamic scaling, reduce operational overhead, and enable continuous delivery. Improving performance and resilience was also critical, including disaster recovery and business continuity processes.

Beyond stability, DingGo wanted to innovate. With plans to introduce AI-powered features like Crash Intelligence for instant image-based repair quotes, they needed a partner who could not only stabilise and modernise their environment but also help them adopt cutting-edge solutions that would keep them competitive in a fast-evolving market.



The Cloud Services People

What base2Services delivered

base2Services transformed DingGo's manually managed AWS environment into a scalable, automated, and resilient cloud foundation. We re-engineered the architecture following AWS best practices, implementing Infrastructure-as-Code for repeatability, consistency, and rapid environment creation. This enabled DingGo to launch new environments quickly, including a dedicated New Zealand stack, and positioned them for future expansion.

A critical improvement was introducing CI/CD pipelines to automate builds and deployments. Workloads were containerized and deployed to Amazon ECS Fargate, and application state was externalized using Amazon Elastic File System (EFS), allowing multiple containers to share files and scale dynamically behind a load balancer. This approach improved performance, reduced costs during off-peak hours, and created a self-healing environment.

Beyond infrastructure, base2Services enhanced user experience and market reach by implementing Gatsby for SEO optimization, pre-rendering thousands of static pages to improve speed and search rankings. Resilience and security were strengthened through Business Continuity Planning (BCP) and Disaster Recovery (DR) processes, including automated snapshots, secure offsite backups, and regular recovery drills.

To ensure visibility and proactive management, monitoring and observability were implemented using Amazon CloudWatch and Amazon GuardDuty, providing real-time insights into system health, performance, and application behavior.

In later iterations, base2Services supported DingGo's AI-powered Crash Intelligence initiative through our AI Factory, including AI/ML infrastructure support and integrating MLOps best practices, building pipelines for model retraining and securing the AI environment. The trained model was deployed to Amazon ECS Fargate exposed via Amazon API Gateway.

base2Services also played a critical role in DingGo achieving ISO 27001 certification in 2025 by providing AWS environment evidence and detailed explanations of security controls, logging, and compliance measures aligned with ISO requirements.

Throughout the ongoing engagement, our DevOps as a Service approach focused heavily on early automation, freeing both teams from repetitive maintenance and enabling continuous improvement. This allowed DingGo to steadily expand capabilities, from multi-region deployments to disaster recovery readiness and cutting-edge AI solutions. The result is a robust, scalable, and innovative environment that not only meets current needs but is also ready to adapt to future opportunities.

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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