

CASE STUDY

Cloud Optimization



CHALLENGE

UrbanEater was operating its production platform on a major hyperscale cloud provider. While the infrastructure delivered the required functionality, cloud costs had steadily increased over time due to inefficient resource allocation, over-provisioning, and sub-optimal service configurations.

OBJECTIVES

- ▶ Significantly reduce ongoing cloud infrastructure costs
- ▶ Maintain or improve performance, reliability, and security
- ▶ Establish a long-term cloud strategy aligned with business growth and cost control

SOLUTION

Review and optimization of hyperscale cloud environment and subsequent migration to SquidSpark Cloud.

PHASE 1: HYPERSCALER OPTIMIZATION

SquidSpark conducted a deep assessment of UrbanEater's existing hyperscale cloud environment. We identified opportunities across compute sizing, storage usage, networking, caching strategies, and service configurations.

Through targeted optimizations and right-sizing, SquidSpark reduced UrbanEater's cloud spend by 50%, while maintaining full functionality and platform stability.

PHASE 2: MIGRATION TO SQUIDSPARK CLOUD

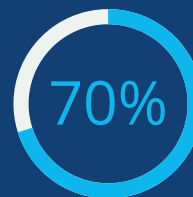
In the following year, UrbanEater made the strategic decision to migrate to SquidSpark Cloud, a purpose-built hosting platform designed for cost efficiency, performance, and security.

The migration resulted in:

- An additional 50% reduction in cloud costs compared to the already-optimized hyperscaler setup
- Improved application performance through a streamlined, workload-specific architecture
- Enhanced resilience using alternative CDN providers, reducing exposure to single-vendor CDN outages

- Maintained enterprise-grade security controls without added complexity

Notably, these improvements were achieved without sacrificing functionality—UrbanEater gained measurable performance benefits while lowering total cost of ownership.



Total Cost Reduction

A 70% total reduction in hosting cost

“ SquidSpark helped us take control of our cloud costs without compromising performance or security. After optimizing our hyperscaler environment, we cut our spend in half—and moving to SquidSpark Cloud reduced it by another 50% while actually improving performance. ”

Managing Partner
UrbanEater