



# How Business Growth Drove a Strategic Move from On Premise to the Cloud

# Agenda

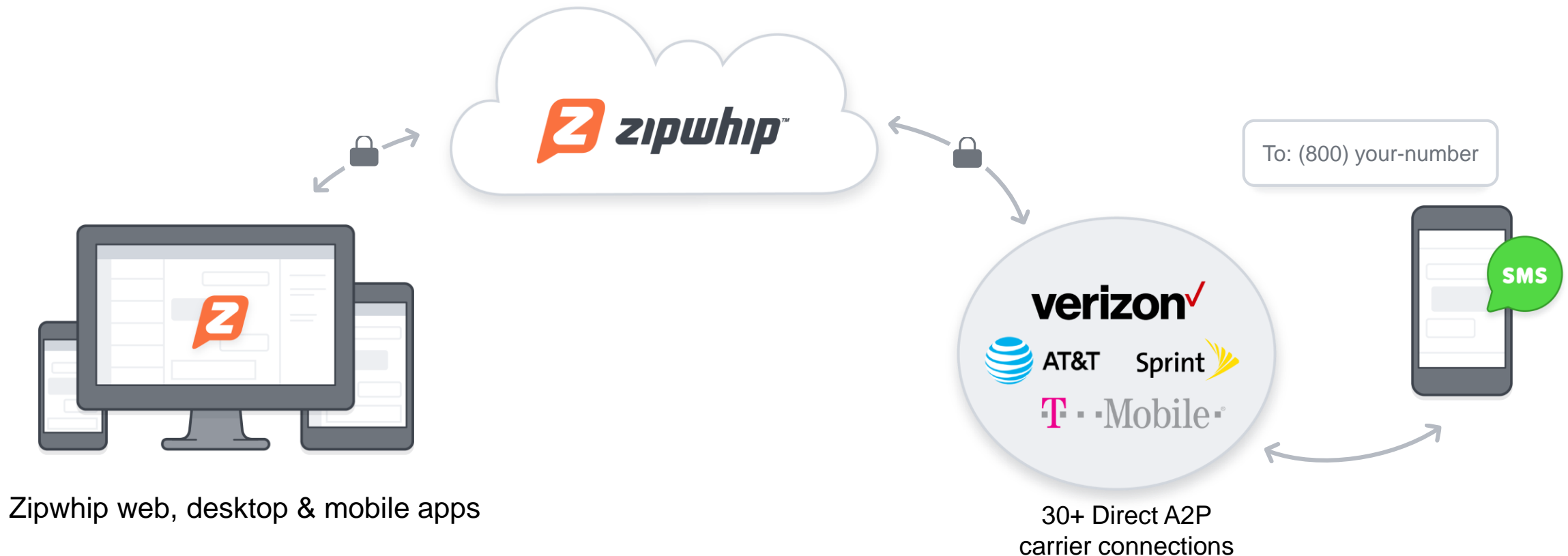


- What does Zipwhip do?
- Managing growth and adapting under pressure
- Building a team quickly
- What does operational success look like?

# What is Zipwhip?



Zipwhip is a texting-for-business software and API provider that enables businesses to send and receive texts from their computer using their existing business landlines, toll-free numbers or VoIP phone numbers.



# Cloud Software and a Flexible, Scalable API



## Cloud Software

Enables texting for business on computer, tablet or phone (no equipment necessary)



## Texting-for-business API

Enables businesses to integrate Zipwhip platform into their software





# We're Growing Too Fast!



Extreme growth in A2P and Toll-Free business texting



Platform message volume increased 300% in 3 months

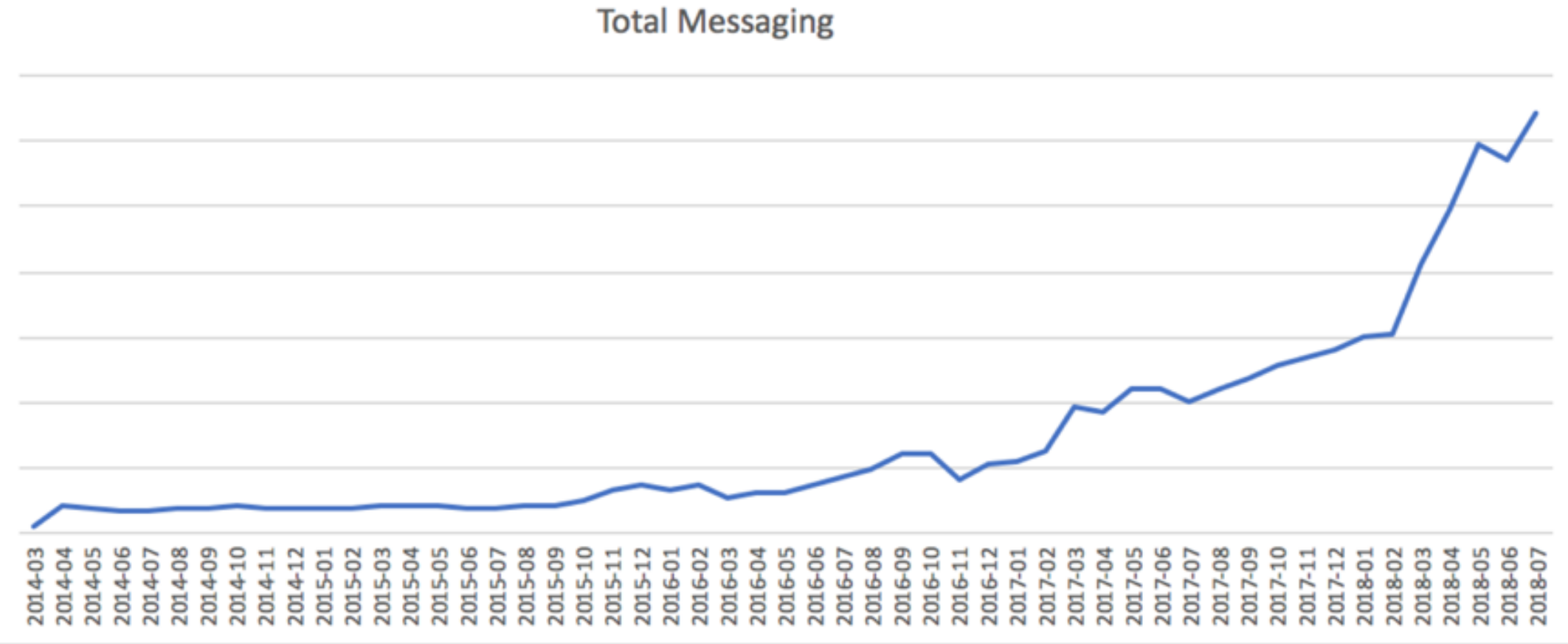


Capacity challenges in primary Midwest data center



24 hours of service interruption in Q2 2018

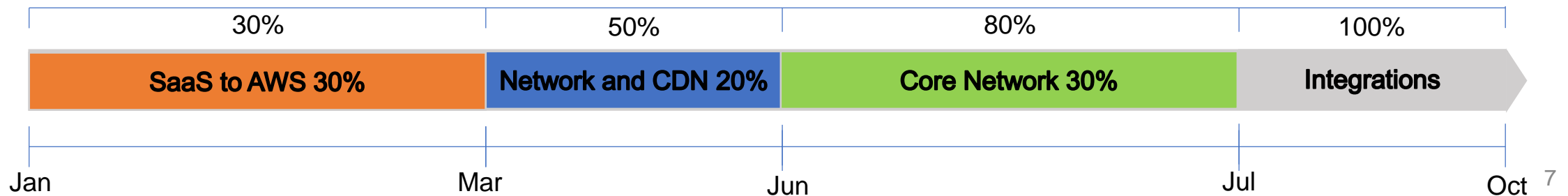
# Message Volume by Month



# “Replace the Engine While Still Flying”



- Emphasis on monitoring and alerting
- Don't settle for easy – Build for scale
- Expect upset customers
- Involve support, success, and sales teams





# Building a Successful Team



- Curiosity/Innovation > mastery of specific skills
- People that enjoy challenges
- Find a leader
- Background in support

# How Much Stuff Do We Run?



- 4 Data Centers in US/Canada
- 8 Palo Alto firewalls, 8 F5 Big-IP LB's, 54 VMWare VM's
- 22 AWS Accounts – 450+ EC2, 80 RDS instances
- 13 Kubernetes clusters – 1200+ Docker containers

# Operational Success



- Platform Stability and Reliability
- Managing Scale
- Security First Approach
- Embracing DevOps

