

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



## In their own words

“

*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



## 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.

*"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.

## 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



## ✕ Get in touch

base2Services is a global leader in Cloud Delivery, Operations and Management specialising in DevOps, AWS and cloud-native computing.

We enable organisations to accelerate innovation through automated, highly secure, repeatable and scalable cloud-based solutions.

Contact us today to find out how we can help you.



### Australia

Level 21  
303 Collins St  
Melbourne VIC 3000

1300 713 559

### USA

11801 Domain Blvd  
3rd Floor  
Austin TX 78758

+1 646 586 9485

### Germany

4. OG  
Potsdamer Str. 182  
10783 Berlin

+49 30 2000 5370

[base2services.com](http://base2services.com) | [info@base2services.com](mailto:info@base2services.com)



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