

Case Study:

AWS & transACT delivers cloud optimisation and 20% reduction in costs for Dialectica

The Customer

Dialectica is a leading B2B information services firm that serves the world's top consulting, investment and corporate businesses by enabling them to gather real-time information and insights from industry experts across various markets, industries, and regions. Driven by its mission to achieve unparalleled customer recognition, the company is developing the most trusted and innovative knowledge-sharing platform in the world. Dialectica has been recognised as one of Europe's fastest-growing companies by the Financial Times for four years in a row.

Our Relationship

transACT and Dialectica have been working together since the end of 2021, with transACT becoming Dialectica's pivotal AWS partner. This partnership marks a significant milestone in Dialectica's journey towards cloud innovation, providing them with support and a strategic roadmap for leveraging cloud technologies. As a strategic AWS partner, transACT has played a crucial role in Dialectica's cloud adoption and ongoing strategy, offering a blend of hands-on project support, strategic best practice insights, comprehensive training, and more.



“ Working with AWS & transACT bolsters our commitment to cloud-native excellence ”

Sokratis Galiatsis,
Cloud Architect and Head of Cloud Engineering

 **Dialectica**

Business Challenges

Dialectica was experiencing exponential growth, and as the business continued to expand, so did the breadth, intricacy, and magnitude of the solutions they needed to provide to their clients. Within this evolving landscape, Dialectica's Data Science, Data Engineering, and Product Development teams each possessed unique requirements for their Kubernetes workloads.

A significant part of Dialectica's monthly AWS expenses was allocated to AWS EC2 services, especially after moving the majority of their compute workloads to an AWS EKS Kubernetes environment.

In the early stages, Dialectica utilised a set of third-party tools to implement horizontal scaling to the underlying infrastructure. It dynamically scales out during business hours and scales in during off-working hours to optimise costs and reduce their carbon footprint.

However, as business expanded and diverse compute workloads were integrated into the Kubernetes environment, Dialectica encountered limitations with the existing tooling.

The complexity of their Infrastructure as Code (IaC) setup grew, exacerbated by the mixture of On-Demand and Spot EC2 instances, rendering management nearly unmanageable.

It became imperative for Dialectica to accommodate these diverse needs without compromising the efficiency of its cost-efficient operational model.

The Solutions

The initial phase was to provide Dialectica with a comprehensive view of their cloud estate. transACT's Cloud Management Portal (TCMP) was deployed enabling them to fully understand their AWS utilisation and implement immediate governance measures to manage billing and cost efficiency. Additionally, an AWS Well-Architected Review (WAR) was conducted in alignment with AWS's comprehensive 6-pillar Framework to pinpoint potential areas for improvement and optimisation across the AWS estate.

A discovery and training session with AWS was implemented to help Dialectica explore new technologies and services. Additionally, transACT provided a dedicated Solutions Architect to ensure direct communication for technical inquiries or issues.

After a thorough internal investigation by the Dialectica Engineering team, AWS Karpenter was quickly identified as the next step in managing the EKS EC2 worker instances. Its ability to effortlessly set up a diverse set of EC2 compute resources for AWS EKS clusters while simplifying the IaC setup was key to its selection. The Dialectica Engineering team collaborated closely with transACT and the AWS supporting teams to validate initial findings and clear up any misconceptions before moving ahead with the migration. Throughout the migration period, which took almost a month, all teams worked closely, exchanging vital information on the tool's best practices and configuration options to cover real business needs for optimal use of AWS infrastructure.

Karpenter's capabilities enhance the flexibility and cost-effectiveness of managing Kubernetes clusters, laying a solid

groundwork for sustained innovation and growth. Its vibrant open-source community, followed by AWS' support of the project, has proven to be its biggest strength so far. For Dialectica Engineering team, it plays a huge part in their Cloud cost optimisation journey, and the cross-team effort put into this tool started paying off from the first days of its use.

Amazon CloudWatch was also integrated to complete the ecosystem. It offers Dialectica deep visibility into application performance and operational health, fortifying its ability to maintain operational excellence in a cloud-native environment.

"Working with AWS & transACT bolsters our commitment to cloud-native excellence." stated Sokratis Galiatsis, Cloud Architect and Head of Cloud Engineering.

Why Amazon Web Services?

AWS offers a broad set of cloud services and expertise to help companies innovate quickly while optimising costs. Dialectica chose AWS for its reliability, security, and pace of innovation. By engaging AWS Strategic Consulting Partner transACT Technology Solutions, Dialectica gained access to AWS technical expertise to optimise its cloud architecture.

- ▶ **Karpenter**
- ▶ **Amazon Elastic Kubernetes Service (EKS)**
- ▶ **Amazon Relational Database Service (RDS)**
- ▶ **AWS Well-Architected**
- ▶ **Amazon CloudWatch**

Business Outcomes

Dialectica was committed to maximising the efficiency of its AWS Cloud workloads without impacting business operations. It turned to AWS and consulting partner transACT for expertise in refining its cloud architecture and operational workflows to achieve cloud optimisation.

Working with Dialectica's technology team, it was clear that an integration of AWS Karpenter across all their EKS clusters would achieve the required business outcomes; Dialectica achieved seamless support for their diverse array of EKS Kubernetes workloads, ensuring smooth operation even as the business continues to expand. Thanks to its intuitive setup, comprehensive documentation, and support for mixing diverse families of On-Demand and Spot EC2 instances with minimal interruption, Dialectica are in the position to confidently scale production workloads while minimising disruptions, paving the way for future growth with assurance and reliability.

Reduced Costs:

Dialectica's cloud expenses were reduced by 20%, aligning with their growth objectives.

Streamlined Operations:

Implementing best practices resulted in a more cohesive and efficient cloud infrastructure.

Innovation and Agility:

Automation empowered Dialectica to innovate rapidly and respond to market demands with unprecedented agility.

With AWS's robust platform and the strategic insights from transACT, Dialectica is now adeptly positioned for rapid growth, maintaining a keen emphasis on optimising costs and ensuring smooth operations even as its business continues to expand.

"Thanks to AWS technology and support provided by transACT, we can confidently continue this transformative cloud journey. With a steadfast commitment to optimisation and reliability, we are poised to embrace future growth with assurance and resilience." noted Stefanos Platonis, VP of Engineering at Dialectica.

About the Partner

transACT Technology Solutions is a strategic AWS Partner that helps businesses of all sizes deliver transformative business solutions through innovative technologies, including digital workspaces, cloud, and infrastructure. As a global cloud migration and modernisation expert, it helps businesses seamlessly transition and optimise their cloud environments. transACT has a comprehensive suite of AWS-validated services and a team of certified experts that allow organisations to unlock the full potential of the cloud, driving efficiency, scalability, and business growth.



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