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Case study:

AuctionSoftware Finds Developer Nivrana with ZeroStack

A web-based hosting and web development company based in Farmers Branch, Texas, AuctionSoftware has a team of 25 developers in the US and India who build web sites for the company's customers. AuctionSoftware specializes in auction-type websites such as Housebolo.com, Outsource.com, and Weddings.com, whose sites require high performance for fast-action bidding and high resiliency. When the company went looking for a cloud solution to host its development efforts, it initially got sticker shock, but then found ZeroStack.

Seeking a Solution

AuctionSoftware needed to run a continuous, 24-hour development cycle and a way to create workspaces for its customers' development, staging, and production sites. The company initially chose Amazon Web Services (AWS), but by the second month of deployment the bill was too high to be sustainable. In addition, AWS lacked some features AuctionSoftware needed.

"The load balancer, active standby, and high availability (HA) configuration is pretty complicated on AWS," says Rajesh Rajaram, founder and CEO at AuctionSoftware. "We need to support sites that do a million or more bids per day, and we wanted something simpler and easier to maintain."

AuctionSoftware began seeking a private cloud solution, but hoped to minimize the pain of the transition by selecting a product with a similar user interface and features.

"We needed a solution that could import our workloads from AWS and deliver all of AWS' features, and ZeroStack was the only system that met those criteria," said Rajaram. "That way, our developers could continue using a familiar environment while we reigned in costs."

"I had known about ZeroStack before they came out of stealth mode," said Mahesh Neelakanta, director of IT for the College of Engineering and Computer Science at FAU. "We had been in touch as they finalized their product, and we received a hardware unit to test out. The ZeroStack appliance has worked really well – it has done exactly what we hoped it would do."

Hands-Off Deployment

AuctionSoftware is a web-based company, so it doesn't manage any physical data center assets. Rather than hosting their ZeroStack cloud on-premises, the company hosted ZeroStack's software on SuperMicro hyperconverged hardware in a Dallas colocation facility.

"ZeroStack has a nice migration tool. It took about an hour for our team to start using the system, transfer AWS workloads, and give the developers access to the new, hosted private cloud," said Rajaram. "Our time to deployment was similar to AWS and we got a better feature set, and at a substantially reduced cost."

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Developer Productivity on Tap

With ZeroStack, just as with AWS, each AuctionSoftware developer gets his or her own workspace. In addition, there are workspaces for development, staging, and production websites for each customer.

Create your own Forward Auction, Reverse Auction, Penny Auction, or Silent Auction website with our software. The software is optimized for all devices. After licensing, you own the code and we are contract for hire.

Your Marketplace

- » Forward Auction
- » Reverse Auction
- » Penny Auction
- » Silent Auction



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The hosted ZeroStack cloud means that AuctionSoftware can run its entire development operation on an OpEx model – it doesn't have to invest in on-premises hardware or pay to maintain it.

"As a web-based company providing web development and hosting services, we are strong believers in the cloud model for doing business," said Rajaram. "We have found ZeroStack to be the ideal solution because it offers transparent workload migration from AWS, it supports HA features, and it runs with self-monitoring, self-healing software so we never have to spend money to maintain it."

"ZeroStack works well and solved our problem, so we are very happy," said Rajaram.

As AuctionSoftware ramps up its customer base, the company plans to expand its ZeroStack footprint. "ZeroStack works well and solved our problem, so we are very happy," said Rajaram.

