**BASE2**
SERVICES

# BASE2 Helps Carsales.com achieve a 93% reduction in deployment time for their new online selling space, Pitchi

*BASE2 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, Ryvuss Team, carsales.com Ltd**

carsales.com

## The Results

Working with BASE2 the Pitchi/carsales.com team slashed monthly spend on hosting by 69%

Further ongoing opportunities to optimise and innovate how the Pitchi team develop and deploy

Deployment time was cut from 15 minutes to 1 minute, a 93% reduction which drives and enables more agile iteration

## 93%
**REDUCTION IN DEPLOYMENT TIME**

## 69%
**REDUCTION IN MONTHLY COSTS**

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## A bit about carsales.com Ltd

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 they 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 BASE2 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.

## What BASE2 delivered

BASE2 engineers worked closely with carsales.com to resolve issues surrounding deployment and cost.

The BASE2 team of engineers worked in close collaboration as an extension of carsales.com team to identify and solve issues to deliver success for Pitchi.

More importantly though, BASE2 passed on its knowledge, enabling the carsales.com team to emulate and repeat the processes and achieve the same results down the track.

# About Us

*BASE2 has been at the forefront of cloud-native solutions for almost 20 years, delivering hundreds of innovative and successful cloud deployments across a broad range of industries. We believe in agile, scalable and secure solutions that adapt and evolve with your business needs.*

**Your ongoing success is our success.**

As an AWS Advanced Consulting Partner with certified DevOps and SaaS competency, our team members are skilled in the implementation, management, operations, maintenance and support of leading cloud systems with a focus on providing our clients with security, automation, scalability and recovery features. Our extensive knowledge and experience with cloud applications and their development make deployments an easy and affordable process for our clients. Our methodology, demonstrated results and commitment to data security have made us a trusted partner for our numerous international customers.

BASE2 is ISO/IEC 27001:2013 certified for its information security management system (ISMS) for cloud development and operations, and is CPS 234 compliant.

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