

PrologMobile Sees Vast Cost Savings on Infrastructure Using Ingram Micro Cloud's IaaS Professional Services



As PrologMobile has learned, growth is a double-edged sword.

The company provides processors of used mobile devices, such as original equipment manufacturers (OEMs) and smartphone carriers, with innovative, cloud-based data-as-a-service (DaaS) and reporting-as-a-service (RaaS) platforms that help decrease risks for the mobile device resale industry. They do this through technology that analyzes each device from multiple risk perspectives—from device acquisition through processing, repair and resale. PrologMobile's data and analytics system helps their customers remain profitable while reselling millions of used mobile devices worth billions of dollars every year.

At any given time, the PrologMobile platform is busy analyzing nearly 100 devices a second, 24 hours a day, supporting processing operations on four continents. According to Zach Vorwaller, the company's CTO, the business saw double-digit growth over the past year, and will likely experience similar growth again.

Experiencing such stratospheric growth in such a short time means the cost of operations goes up very quickly. "One of the biggest challenges we are currently facing is just how fast our system usage is increasing," Vorwaller said. "We are always striving to provide the best service for our customers while still managing our costs."



Industry

Information Technology and Services

Headquarters

Boulder, Colorado

Employees

5

Choosing the right partner

PrologMobile chose Ingram Micro Cloud based on its reputation in the mobile device space and Ingram Micro's standing as the world's largest Microsoft distributor. The goal was to help reduce its operating costs by moving from Amazon Web Services (AWS), which previously served its infrastructure needs, to Microsoft Azure. The company also chose to get its SaaS services, including email and Office 365 subscriptions, through Ingram Micro Cloud.

"This simplification and consolidation helps us prepare for the future and better understand our growth from a cost perspective," Vorwaller said.

Seeking to reduce their costs by leveraging the Azure ecosystem, PrologMobile opted for Ingram Micro Cloud's IaaS Professional Services. By helping the company analyze its services and configurations, Ingram Micro Cloud found areas where they could optimize efficiency and costs.

Implementing the solution

PrologMobile had to work through some technical issues while preparing for the migration to Azure. Being able to connect with professionals at Ingram Micro Cloud who are skilled in Azure allowed them to proceed, knowing they would get the best configuration for their business.

"I feel more confident in making technical decisions after being armed with the knowledge and understanding of the options in front of me," Vorwaller said.

The company has successfully migrated from AWS to Azure and has started to migrate its internal email services as well.

PrologMobile can now achieve its service goals at a lower cost, allowing the company to spend more on growing its business while staying ahead of demand. The company is now on track to perform detailed analytics on 100 to 200 million devices in 2020.

Vorwaller says his company has been empowered by having a direct link to Ingram Micro Cloud's resources to expand its capabilities, so they can focus more on the moving parts of their business.

"As a rapidly growing company, every dollar we save on IT infrastructure allows us to invest more aggressively in software coding and support staff," Vorwaller said.

Future collaboration

PrologMobile is working with Ingram Micro Cloud's Cost Optimization Service, which allows the company to track, manage and optimize its infrastructure as well as receive assistance from Ingram Micro Cloud's Azure experts. This helps PrologMobile achieve profitability, and as demand rapidly increases, helps the company stay on top of ongoing growth and the support it requires.



Zach Vorwaller
▶ CTO, PrologMobile

"We are already seeing cost savings, even as we are growing rapidly. We have never been busier, but our costs are down substantially."