

CASE STUDY

Unleashing Scalability and Reliability

“

We needed uninterrupted service delivery”

Yitz Dancziger, CTO, Fastback



fastback

KEY DETAILS

- ✓ Unified Multi-Cloud Management
- ✓ Seamless integration with CI/CD
- ✓ SLA of 99.999% Availability
- ✓ Dynamic Resource Scaling

INSTITUTION

Fastback

LOCATION

USA

INDUSTRY

FinTech

INSTITUTION SNAPSHOT

Fastback is a tech-driven company focused on revolutionizing the retail industry. Specializing in offering instant refunds on returned merchandise, Fastback streamlines the customer experience and enhances brand loyalty in a competitive market.

CHALLENGES LEADING TO CONTROL PLANE EXPLORATION:

Fastback's primary challenge was ensuring uninterrupted service to match their goal of providing "Instant Refunds." They needed a robust solution to manage their multi-cloud infrastructure efficiently.



PROBLEM

Struggle to Ensure Instant Refunds

In the recent past, Fastback encountered several challenges while navigating the complexities of managing resources across multiple cloud platforms. These challenges posed significant hurdles for the company, particularly as it strived to maintain its commitment to providing instant refunds and ensuring seamless service delivery. The potential consequences of these challenges were tangible, including decreased customer satisfaction, increased operational costs, and a risk to its competitive edge.

High Availability Demands:

Fastback's ability to deliver instant refunds depended heavily on maintaining uninterrupted service availability. Any disruptions could lead to dissatisfaction among customers and damage to the company's reputation.

Scalability Requirements:

Operating in a dynamic environment, Fastback faced rapid fluctuations in demand. Meeting these changing needs required a flexible and scalable infrastructure, which traditional solutions struggled to provide effectively..

Operational Complexity:

Managing resources across various cloud platforms introduced numerous operational complexities for Fastback. From coordinating deployments to ensuring robust security measures, the company grappled with the intricacies of maintaining operational efficiency.

Cost Optimization:

Striking the right balance between performance and cost efficiency remained an ongoing challenge. Without effective resource management strategies, Fastback risked overspending on cloud resources or compromising service quality to cut costs.

In summary, Fastback had to confront these inherent challenges of multi-cloud management to safeguard its reputation, control costs, and maintain its competitive position. Addressing these issues directly was crucial for the company's continued success in the market.

YITZ DANCZIGER, CTO



“Maintaining seamless service delivery, especially for instant refunds, was paramount. Any disruptions could directly impact customer satisfaction and our brand reputation.”

Enhancing Scalability and Performance

Fastback's engineering team sought to overcome the challenges of managing resources across multiple cloud environments while ensuring optimal performance and cost-efficiency. Control Plane emerged as a solution, offering a comprehensive set of tools and features designed to streamline operations and enhance scalability.

Unified Cloud Management and Optimization:

Control Plane provided Fastback with a single-pane-of-glass solution to manage and optimize resources across multiple cloud environments. As an internal developer platform offering instant cloud-native maturity, Control Plane helped Fastback simplify resource provisioning across AWS and GCP. Additionally, Control Plane streamlined monitoring processes by centralizing logging, metrics, and tracing capabilities, providing Fastback's engineering team with comprehensive insights into system performance and health. This holistic approach allowed Fastback to efficiently oversee the entire infrastructure, identify and resolve issues proactively, and ensure optimal resource utilization across their multi-cloud environment.

Dynamic Scaling for Performance and Cost-Efficiency:

By leveraging Control Plane's Capacity AI™, Fastback was able to achieve automatic adjustment of resources in response to real-time demand. This capability allowed Fastback to dynamically scale resources up or down as needed, ensuring optimal performance and cost-efficiency without requiring manual intervention. As a result, Fastback could respond swiftly to fluctuations in workload demands, allocating resources efficiently to maintain service levels while minimizing unnecessary expenditure. This proactive approach to resource management not only enhanced the reliability and scalability of Fastback's infrastructure but also contributed to significant cost savings over time.

24/7 Technical Support:

Control Plane offered Fastback 24/7 support availability, ensuring prompt assistance and resolution of any issues. Dedicated support channels staffed by knowledgeable experts contributed to a smooth implementation process and ongoing operational excellence.

"Control Plane streamlined our multi-cloud operations, optimizing performance and costs seamlessly. With its support and insights, we've achieved enhanced reliability and scalability."



Yitz Dancziger, CTO

Summary

Control Plane revolutionized Fastback's cloud management strategy, offering a seamless, unified platform to optimize resources across multiple environments. With Capacity AI™ auto-scaling, Fastback could dynamically adjust resources in real-time, ensuring peak performance and cost-efficiency without manual intervention. This streamlined approach to resource provisioning and centralized monitoring provided Fastback with actionable insights to optimize spending and enhance operational efficiency. By leveraging Control Plane, Fastback achieved unprecedented scalability, reliability, and cost savings, cementing its position as a leader in the digital landscape.

About Control Plane

Control Plane is an Internal Developer Platform (IDP) delivering instant cloud-native maturity without extensive time and financial investment.

www.controlplane.com



CONTROL
PLANE



**CONTROL
PLANE**