

Enabling real-time customer communications with the cloud

How Yup Chat solved scalability and availability with Vultr Cloud Compute and Bare Metal

When it comes to your tech stack, remaining current often feels like a trade-off between resource availability and cost-effectiveness. Add in modern communications platforms' usually complex infrastructure requirements, and you may feel cornered into compromise. Yup Chat Business Communications refused to compromise.

Yup Chat is a Brazil-based organization that offers a full-fledged Omni Channel communication platform. They have evolved to provide and enhance customer service in a practical, accessible, and creative way.

Yup Chat facilitates their clients' communication with customers and helps automate sales processes. In addition to an SMS notification channel, Yup Chat supports several other channels like WhatsApp, Rich Communication Services (RCS), email, and voice calls. Moreover, with clients like Samsung, Spotify, Booking.com, and Google, their services span numerous industries worldwide.

But with such ubiquity comes increased demands on performance and reliability—demands that Yup Chat could not meet if they were to compromise on vital infrastructure.

More volume

As the number of Yup Chat customers grew, handling large volumes of messages became more challenging. Additionally, there's an increase in the variety of data formats to handle, ranging from simple text messages to multimedia message formats and rich communication service messages with images, audio, video clips, PDFs, and spreadsheets. For Yup Chat, high-performance processing nodes and high availability have always been essential and non-negotiable.

"We needed a scalable and high availability environment for our services," said Infrastructure Analyst Lucas Lima. "Our main product, an Omni Channel platform, involves dealing with a great amount of messages and a high data input/output rate, and we needed servers that could handle this need with the lowest downtime and an affordable cost."

Yup Chat requires an environment that can handle high input and output data transfer rates with no message loss. Equally important is the ability to dynamically scale its cluster nodes based on the platform load. Additionally, Yup Chat guarantees its customers a 100-percent reliable uptime Service Level Agreement (SLA) – meeting all challenges to serve present and future demands and use cases at an affordable cost.

This means that most options were either too costly, too unreliable, or too rigid to scale efficiently.



Industry

Telecommunications

About Yup Chat

Yup Chat is a Brazil-based organization that offers a full-fledged Omni Channel communication platform. They help facilitate their clients' communication with customers by automating sales processes.

yup.chat

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Bare Metal to the rescue

The Yup Chat application relies on a microservices architecture with both physical and virtual compute resources to support an array of components, including Apache web server software, PostgreSQL and Redis®-compatible databases, RabbitMQ for message queuing, and Zabbix for environment monitoring.

With sights set on infrastructure resources, including bare metal servers, load balancers, block storage, and private networks, Yup Chat began searching for a cloud solution. They were particularly interested in finding dedicated servers to complete tasks without sharing computing resources with other tenants or organizations. The company also needed a provider that could offer these resources within an estimated budget and in the desired location.

They soon realized Vultr was the answer.

"Working with Vultr is a great experience. Their products helped improve the quality of our company's services. Their staff are also very fast and helpful, and every time we needed their help, they always solved our problems quickly," Lima said.

As the largest independent cloud platform, Vultr aims to enable its customers – developers and businesses – to deploy the required infrastructure resources quickly and cost-effectively via its data centers or cloud platform.

With Vultr, Yup Chat can host its central business platform using bare metal machines and VMs, load balancers, and block storage. Their optimal configuration comprises 130 GB RAM and 2 x 2000 GB NVMe SSD, with an Intel Xeon CPU featuring 8 cores and 16 threads.

Plus, Vultr was able to provide Yup Chat with dedicated, single-tenant physical hardware. The result was an incomparably reliable, low-latency solution that scales effortlessly with Yup Chat's needs.

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– Lucas Lima, Infrastructure Analyst, Yup Chat

Quality for less

By entering into a partnership with Vultr, Yup Chat reduced its budget for infrastructure resources by one-third. Furthermore, due to the reliable, scalable, and highly available environment that Vultr provided, the company noted an increase in growth, trust, and quality of Yup Chat business operations.

Additionally, Vultr's cost-effective offerings enabled Yup Chat to spend less while receiving unparalleled service, whose quality is comparable to – and at times has exceeded – that of other major cloud players, like AWS, Azure, and Google Cloud Platform (GCP).

For Yup Chat, connecting with Vultr means having the availability, reliability, and infrastructure support to ensure their customers' continued satisfaction and trust in their services. And for a company focusing on communications, that says it all.

Get started with your own Vultr success story.

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