

# Building the Perfect Platform

Kato improves customer satisfaction by migrating their business communication service from a cloud provider to their own servers, built by Pogo



**Pogo has played a key role in the deployment of hardware for cloud infrastructures in several organizations.** However, scaling out a production application in a public cloud is not always the best fit. As Kato began developing their new team collaboration platform, they relied on the services of cloud providers. This made it easy for them to get started, since there were no up-front costs related to setting up the infrastructure. They could get right down to the business of building their application. However, as the number of customers increased and Kato moved beyond the proof-of-concept stage, the limitations of the cloud solutions became apparent.

## Total Cost of Ownership

Kato has seen significant cost benefits after moving their collaborative software platform from the cloud to their own servers.

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*-Peter Hizalev, CTO*



As the platform continued to scale, cloud vendors could not meet the network requirements, or the uptime needs of Kato's customers, without being prohibitively expensive. After one episode in which their service went offline for a number of hours because of an unexpected outage at their cloud provider, they knew they needed to move on. They needed the reliability, flexibility, and cost savings that come with building their own infrastructure.

Kato CTO Peter Hizalev realized their best bet was to bring in a more affordable solution that they could manage in-house. Hizalev has extensive experience managing colocated servers in his past roles, so he was confident that by managing their own hardware, Kato could get the network QOS (Quality of Service) their application demanded and have their technical needs met, while significantly reducing their overall costs and TCO.

## Prior Experience Proved Pogo had the Expertise

After Kato decided to bring their systems in-house, the next step was finding a reliable hardware partner with Linux expertise. Luckily, that step was easy as Hizalev had already worked with Pogo Linux in a past role. "From my research at the time, I knew that Pogo Linux had a good build process and a good testing process in place, so we ordered several Pogo servers. We decided to go with a route that already provided a good degree of success." The Pogo sales team helped configure the ideal hardware solution and was able to install and pre-configure the systems with just the right Linux packages and versions that were required to meet Kato's needs.

## Getting the Hardware Right

In order to meet Kato's unique workload and storage requirements, Pogo recommended the implementation of solid state drives. Kato's application generates an enormous amount of incoming messages, so their servers need to be optimized for writing. Using SSDs instead of hard drives (HDDs) as their main data store enabled a much higher rate of sustained throughput, as necessitated by their workload.

## Effortless Deployment Lets Kato Focus on Customers

Another key objective was to reduce install times by making sure systems arrived in a pre-configured state. Kato had very specific OS and file system mandates, and knew they could trust Pogo Linux to ensure that these provisions were met. "We made our requirements pretty clear on how things should be set up on those machines, like which partitions we expected, etc. This was all done very accurately on the Pogo side," said Hizalev.

Pogo implemented Kato's specified configuration on their new servers exactly as requested, which made deployment incredibly easy. Using a differential script that installs and configures the necessary software allowed Kato to plug in a brand new Pogo machine and have it ready to be provisioned as a part of their live cluster with just a few keystrokes. This saved them a great deal of time, and made deployments refreshingly simple.

After getting their new Pogo servers up and running quickly, Kato immediately capitalized on the advantages of owning their own systems. Having the peace of mind that comes from running a reliable hardware back-end, created with their exact needs in mind, they were able to spend their time concentrating on the needs of their customers. "Because we are free to focus on the product itself, we can spend our time making our product better for our end users. The improvements are visible to them, which gives us a competitive advantage," Hizalev explained.

## Lowering TCO by 75%, High Quality

In deciding to avoid dependence on cloud services providers, the founders of Kato are taking a different approach than that of their competitors. "They're all spending four to five times more on hardware than we are. We feel that gives us the financial freedom to do other things, such as hiring more developers, which is great," said Andrei Soroker, CEO, Kato.

By their own calculations, Kato is enjoying a savings of nearly 75% by utilizing their own servers from Pogo Linux, rather than paying for cloud services. "If we tried to maintain the same capacity from a cloud provider, it would be three or four times the cost. So within several months of paying for a single cloud instance, we could buy a server. This is pretty incredible!" said Hizalev. In addition, Soroker emphasized that cost is not the only consideration -- "The quality of service is arguably more important than cost. It comes down to the quality of the product."

## Bottom Line

Kato plans to continue scaling out their application using servers from Pogo Linux. They appreciate being able to focus their attention where it is most important, developing their product and serving the needs of their clients. Implementing additional Pogo servers as their customer base continues to grow will be a simple, effortless process. Soroker said, "With Pogo Linux, we get great value, great support, and great products. Their Linux expertise and transparency of operations give us the confidence to devote our resources to improving our product and serving our customers, rather than worrying about high costs and unexpected downtime."

## About Kato

As developers working on distributed projects, the founders of Kato longed for a platform that would let teammates collaborate seamlessly with text, voice, and video — explicitly searchable, accessible, and useable from anywhere. With the belief that persistent, searchable, real-time chat fits the way people work much more effectively than exchanging documents and managing threads of email, they founded the Kato platform ([www.kato.im](http://www.kato.im)).

### Quality of Service

Pogo's track record of proven expertise gives Kato the peace of mind to focus on their business goals instead of the reliability of their infrastructure.

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*-Andrei Soroker, CEO*

