

Apollo optimizes its Google Cloud services with SADA

Google Cloud introduced Apollo to SADA to help with its expanding GCP needs and strategic business growth. Apollo engaged SADA, a three-time Google Cloud Partner of the Year, to scale its platform and optimize resources.

The challenge

In six years, Apollo has amassed over 7,000 clients ranging from startups to Fortune 500 companies. Customers use Apollo's platform to improve outbound sales efforts and identify and acquire prospects. As they increase their customer base, the scale of prospects grows really fast and causes a huge burden on infrastructure. They also needed to cut costs from their original hosting on Azure.

The solution

To ensure Apollo services have a reliable presence in customers' lives, the architecture was revamped to scale to meet increased demand. They chose Google Cloud Platform (GCP) for a few reasons, such as it offers the best performance for the same cost across all providers, especially for I/O-intensive operations like BigQuery. Google Cloud introduced Apollo to SADA to help with expanding GCP needs.

The results

Moving from Azure to GCP, Apollo has been able to increase its customers, scaling from 500 to 7K+. SADA structured how they consume GCP services for more cost effectiveness and helps expedite their SLA. Overall, SADA and Google Cloud provided Apollo: (1) a scalable platform to grow from 500 to 7K+ clients, (2) 47% savings through GCP optimization, (3) expedited support with response time <15 min.

“SADA has been very helpful. SADA has established connections and introduced us to resources that allowed us to scale those technologies to cater to more traffic. We've also benefited from how SADA structured how we consume Google Cloud services to make them more cost effective. It really has made a difference. SADA also helps our SLA with Google Cloud especially when we need to escalate issues.

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Ray Li, Co-Founder and CTO, Apollo.io



About Apollo

Apollo.io is an engagement acceleration platform that gives sales representatives the ability to dramatically increase their number of quality conversations and opportunities. Users are empowered to do more than just conduct outreach—they learn who to target, how to reach out, and what to say at speed and scale.

Industry: Software & Internet

Primary project location: United States



About SADA Systems

SADA is a global leader in providing business & tech consulting services that transform organizations by leveraging the entire Google Cloud portfolio.



Products

Google Cloud Platform