



## CASE STUDY



# How Cloudways helps Tallyfy focus on Enhancing Business Processes



**W**ith a clear vision to revamp the business processes, and after acquiring funding worth millions, [Tallyfy](#) was moving at a fast pace since 2013.

The man behind Tallyfy is a dedicated person ‘Amit Kothari,’ who has spent a decade in managing and optimizing business processes for top multinationals like CocaCola, Bank of America, and Vodafone. He always stays at the cutting edge of collaboration, technologies and process improvement. With his startup, Tallyfy, he is trying to revamp all the ‘boring’ business processes and making them swift and productive using the new method his team has engineered.

**“In this era. ugly, boring software is unacceptable,” Kothari says while discussing the current state of processes in multinationals. ”**

Tallyfy that automates tasks through business automation and tasks distribution.



# Switching to a Cloud Solution

After the team scaled to more than 1000 customers, Tallyfy started experiencing hosting bottlenecks. At that time, it was hosting its software on vanilla servers provided by RackSpace.

The startup was growing fast and Amit had a remote team working on the product's backend. The servers required excessive maintenance, alongwith WordPress optimization. They had to set up everything from scratch, which was a time-consuming process. This was obviously slowing down their progress and hurting their business. Hence, Tallyfy decided to look for alternative hosting options that provided a WordPress-optimized setup - the preferred choice of Tallyfy.

While searching for hosting options, their first priority was to use a managed cloud hosting service that could take away the hassle of managing a server from scratch. At the same time, they wanted a reliable service that offered consistent support at all times.

Amit had already tried [AWS](#) and [DigitalOcean](#) clouds but they required active management of the servers. This meant that Tallyfy had to hire a server administrator who could handle migration, monitoring, and upgrading of apps installed on the server.

## Managed Solution for AWS, DO and Other Cloud Hosts

Mitigate Risks, Reduce Technicalities of Server Management

START FOR FREE



But since Tallyfy is a remote-first organization, hiring a system administrator for managing servers wasn't feasible, also they incurred more overhead.



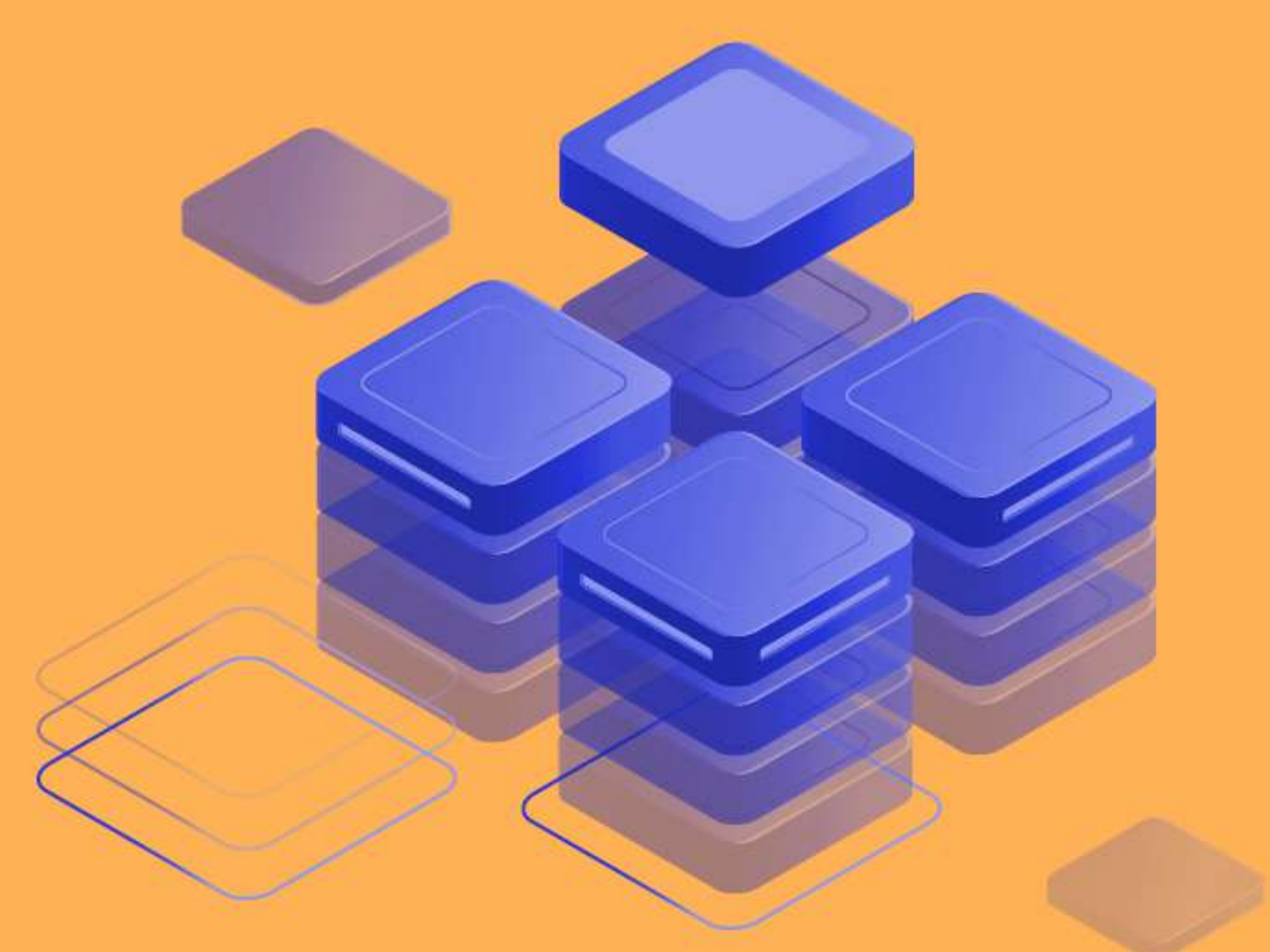


On the other hand, a managed cloud hosting solution could offer everything they needed to stay focused on achieving their business goals, without worrying about server hassles. This meant they could make the business scale without impacting performance and that was the reason, Amit wanted a managed solution in the first place.

# Super-fast, Scalable Cloud Solution for Your Needs

Grow your business with the complete peace of mind

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Explaining the server dilemma, Amit said

We wanted to skip past the setup and maintenance of a vanilla server, to arrive at a solution that was ready for an optimal WordPress setup from day one.

## They Found the Perfect Fit - Cloudways

*“With simple infrastructure services, like AWS or Digital Ocean you are on your own. Reliability with fast and smart support is critical to us,” says Amit.*

During the search for a suitable option, Amit stumbled upon Cloudways, a managed hosting service that’s known for [managing WordPress](#) and other [PHP apps](#). Since Tallyfy wanted a WordPress integrated cloud solution, this was a perfect fit. Coincidentally, Tallyfy was already seeking an option that offers both AWS and DigitalOcean. Cloudways had both.

Also, Cloudways had many [positive reviews](#), a ton of features that could help Tallyfy scale, and the choice of multiple cloud providers - all at once. So, Amit decided to test it, and see if the company can do what it claims.



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While talking about their expectations, Amit said,  
**We wanted a fully managed service for WordPress, with people who actually understood root cause issues and Cloudways met our expectations.**

Cloudways offered them with a full stack solution with [advanced cache](#), [free SSL](#), [CDN](#), and also took care of the whole migration process for free.



Tallyfy loved the team collaboration feature because it granted their team control of the whole server, allowing them to manage it remotely. It also allowed them to integrate the app with third parties like Git and Slack.

And, finally, their much needed demand - to have 24/7 support - was resolved with the prolific support provided by Cloudways team to enhance Tallyfy's workflow.

## Caring Support that Won't Let You Down

24/7 Support to Keep Your Business Ever-Running

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# Moving Tallyfy Forward

After migrating to Cloudways, Amit feels that they have an extended team working with them that takes care of the overall infrastructure so that they can have complete peace of mind, and focus on their business round the clock.

*“We are happy with the Cloudways service. It has helped us focus on core business while removing the infrastructure hassles,” he adds.*

Tallyfy is already a part of top startup accelerators like 500 Startups and Alchemist Accelerator. When Cloudways launched its Startup Program, Tallyfy joined it instantly because it was an interesting initiative and offered mentorship from top business experts.

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Cloudways Startup Program differentiates Cloudways from fostering community. It's also a good incentive for startups to get involved with, *Amit says*

The startup program has added more value to Amit's company and has given them a winning experience that beats all other startup programs.

## Helping You Turn Your Business Idea Into Success

Get Hosting, Growth Tools, & Resources for Your Startup

APPLY NOW





Amit is satisfied and says,

“ Cloudways has fulfilled our expectations. It is a great service and keeps our website up and running nicely. ”

Learn more about how Cloudways is helping companies become successful.

## Fewer Worries, More Freedom

Double Your Revenue With Super Fast  
Managed Cloud

GET STARTED







# About Cloudways

A Managed Cloud Hosting Platform Where Teams Can  
Build, Deploy, Scale & Manage Phenomenal Web  
Applications

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