



A Case for the Cloud: Echucha

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What was the business problem?

Echucha is a crowdsourcing platform that enables online trading of electronic components. It provides capabilities for auctions and reverse auctions, together with a comprehensive monitoring system that supports a high level of trust between buyers and sellers. Echucha needed a high-performance, high-speed computing platform to enable final testing of its platform and beta testing with potential clients.

What were the potential solutions?

Commercial solutions were available to us, but we needed very high-performance, high-reliability resources to test our platform in a close-to-production environment. As a startup, we are extremely conscious about cost, and needed to show our investors that we were developing our product in the most cost-efficient way.

Cloud Clip:

One quarter of small and medium-sized companies surveyed reported that using the cloud saw profits increase by at least 25%, and as much as 75%.¹

What solution was chosen?

DAIR was a great solution for us, as it delivered on both of our key requirements: performance and low cost.

What was the result?

In our business, clients typically need a 5 - 10x increase in profit in order to move from one system to another – so we needed to demonstrate the speed, performance and capacity of our system to convince them to switch. By demonstrating our platform on DAIR, we could show them that they can complete many more transactions in the same amount of time, and do so at a price that increases their margins. Through our use of DAIR, we are now in a position to negotiate the terms and conditions of our beta test, and move forward towards a commercial launch.

Digital Accelerator for Innovation and Research - DAIR Program

Designed to give Canadian entrepreneurs a competitive edge, DAIR provides free access to high performance cloud resources without hidden costs. DAIR enables small businesses to accelerate product development while reducing cost by leveraging the scale, speed and agility of cloud resources.

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¹University of Manchester Business School/Rackforce Survey 2012. 1500 companies surveyed in the US and UK.