



## A Case for the Cloud: topLog

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### What was the business problem?

My colleagues and I had an idea for a cloud-based product, but it was just an idea. We needed a cloud environment that we could play around in, to explore the viability of our idea and determine if we could build an actual product around it.

### What were the potential solutions?

We could have gone to a commercial cloud provider, but we knew that many of the free commercial cloud offerings are not always free. Like most start-ups, we didn't have much money and couldn't afford to buy our own infrastructure, either.

#### Cloud Clip:

*49% of companies are using the cloud to fuel revenue generation or new product creation.<sup>1</sup>*

### What solution was chosen?

DAIR gave us the ability to explore our product idea and to learn about the cloud – all for free. We knew we needed to build a minimum viable product (MVP) as soon as possible, and DAIR allowed us to do that. We used it as a “sandbox” of sorts, where we were able to explore and test all kinds of ideas.

### What was the result?

We were able to build a minimum viable product within the first week of using DAIR, and we launched our first commercial SaaS product in late 2014. In addition to supporting our product development, using DAIR led us to some important discoveries

<sup>1</sup><http://cloudtweaks.com/2014/07/cloud-infographic-cloud-fast-facts/>  
<sup>2</sup><https://www.cloudendure.com/blog/nine-cloud-computing-infographics/>

#### Cloud Clip:

*46% of companies adopt the cloud to make faster application enhancements.<sup>2</sup>*

early on. First, we were able to learn about resource allocation in a risk-free environment. If we were using a commercial cloud, we'd have spent a lot of money learning about resource allocation, which is critical for anyone building a cloud-based product. Second, we learned the importance of building a cloud-agnostic product, one that can be spun up on any commercial service. That cloud-agnostic approach became one of our key design principles, allowing us to transition from DAIR to other providers, as well as launching a popular standalone version of our product in early 2015.

#### 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.

Find out more at  
**[canarie.ca/cloud](http://canarie.ca/cloud)**