CLOUD4C
A CtrlS Company

TradeTron saves 40% Costs with Highly Scalable and Optimized AWS Infrastructure

Introduction

Being a fast-growing player in the domain, TradeTron required a highly scalable and cost-optimized IT architecture to support its daily operations without affecting performance or customer experience. Cloud4C transitioned the firm's daily trading activities to AWS cloud, ensuring unprecedented infra agility and uninterrupted continuity at 40% cost savings.

About the Client

20,000+ Algos

55,000+ Daily Live Trades

80,000+ Sign-ups

TradeTron is a multi-asset, multi-currency, multi exchange Algo Strategy marketplace which allows people to create algo strategies using state of the art, unique, web-based strategy builder and other cutting-edge features that allow users to point and click to create conditions and positions which form the building blocks of an algo strategy. With TradeTron, algo trading strategy creators, investors, and traders are empowered to make automated, intelligent decisions without writing a single piece of code, at optimum pricing.

Key Challenges

Scalability

TradeTron's ambitious growth plans and nature of operations required highly scalable servers and computing infra. The existing arrangement lacked these attributes, necessitating an immediate transition.

Performance Lags

The necessity for cost optimization raised concerns on the backend output. The client needed an IT architecture that could deliver ultra-agile performances without skyrocketing operational costs on the cloud.

Rising Costs

The client's live trading workflows ran on a mix of permanent and temporary instances with the latter needed to be operational for specific hours of the day. Moreover, the number of VMs required was dependent on the number of algos executing daily. Such a volatile arrangement shot up expenses requiring more cost-efficient VMs.

Lack of an ideal MSP

TradeTron existing cloud and IT vendor could not meet the revamped expectations. The client team evaluated multiple providers but all fell short on the custom attributes needed until Cloud4C came along.

Operational Continuity Issues

Continuity remained a cause of concern. The architecture lacked the necessary flexibility to support the high-end, frictionless user experiences live algo trading demanded. A single disruption could lead to immense losses for strategy creators, investors, and traders.

Solutions Offered

In-depth Consultations and Discovery Workshops

Lack of proper blueprinting had contributed to the expectations gap. Cloud4C completed multiple discovery workshops and consultations on the client's existing architecture, workloads, and growth needs. A fail-safe POC was developed with an aggressive delivery timeline.

Fail-proof Infra Migration and Management AWS

After in-depth deliberations, client selected AWS cloud as the foundational platform. All infra and workloads were migrated onto a tailored well-architected AWS architecture without any data loss or disruption to core operations. Cloud4C was responsible for the entire infra management on the cloud.

AWS EC2 Graviton Instances for High-fidelity Performance

Performance agility was one of the most critical requirements in purview of the client's growth and cost optimization plans. AWS EC2 Instances powered by Graviton processors were selected as the fixed VMs to handle core operations. The setup delivered the necessary firepower without incurring extra expenses.

Temporary AWS EC2 Spot Instances

AWS Spot Instances are renowned for their smart capabilities to identify and utilize underutilized EC2 capacities on the AWS cloud. The volatile live trading operations executing temporarily for fixed periods daily were deployed on these instances for maximum impact and uninterrupted continuity. The VMs shut down during non-operational periods and fired back when needed.

Smart Optimization

Intelligent optimization of assets, resources, and workloads decorate Cloud4C's fame as an MSP. A renewed AWS architecture powered by Graviton and Spot Instances helped deliver hyper-performance at super-optimized costs. TradeTron's monthly IT expenses was reduced by a flat 50% without affecting operational output at any point of time.

Key Accelerators

Mature and Trusted AWS MSP since the last decade

End-to-end AIOps-driven Managed Operations

Fail-proof Migration using fully-automated Factory-based Approach

Super-agile Delivery from POC to final Implementation Stages

24/7 Support and Consulting by certified AWS Experts

The Results

40% IT cost savings

12000 algos deployed and seamlessly run on **600+** VMs

Highly scalable infra supporting agile performance

Fail-proof transition of critical processes on AWS Graviton and Spot Instances