



## Who are DIY Surveys?

DIY Surveys is an innovative SaaS-based survey platform designed to help businesses create, distribute, and analyse surveys on a global scale. Users can use expert templates or create their own custom surveys, upload respondent lists, purchase panels, or automate their respondent data feeds for import and export delivering surveys seamlessly through SMS, email, or WhatsApp to any device.

### Key Users:

1. Small and Medium-sized Businesses – Looking for a license free solution for gathering customer insights.
2. Market Research & Brand Insight Teams – Relying on advanced functionality and access to diverse panels of respondents.
3. Enterprise CX, EX, and VoC Platforms – Leveraging DIY Surveys' unique capabilities for specialist global SMS and WhatsApp survey distribution, integrating their own surveys with ease.

DIY Surveys stands out by providing the ability to send surveys to any device, in any language, and to any country, delivering millions of surveys into 212 countries and administrative regions every month giving users unmatched flexibility and global reach.

## The Challenge

DIY Surveys faced a new opportunity with a large enterprise customer in Singapore, but there were several challenges:

**Geographical Data Requirements:** The customer required data to be stored locally within Singapore, while DIY Surveys' data centres were based in Amsterdam and Chicago

**Business Growth Strains:** With a rapidly growing customer base, there was pressure to optimise their infrastructure to scale effectively.

**Rising Costs:** Increased costs for Microsoft licensing and VMware necessitated finding a more cost-effective, scalable solution.

## The Solution

DIY Surveys partnered with Digital Space Cloud Centre of Excellence to implement a tailored cloud migration and modernisation strategy. Here is how the project unfolded:

### 1. Cloud Discovery Lite

A funded cloud workshop was conducted to identify the best migration and modernisation strategies, focusing on a cost-effective and scalable cloud approach.

### 2. Business Case Development

DIY Surveys worked collaboratively with Digital Space to develop a compelling business case for the transition to the cloud, justifying investment and partner funding.

### Get in touch:

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### 3. Leverage Partner Funding

By utilising AWS and partner resources, DIY Surveys was able to significantly reduce migration costs, making the project viable.

### 4. Test Environment Creation

Within days, Digital Space built a test environment in AWS Singapore, allowing DIY Surveys to validate the solution with their team before scaling.

### 5. Migration & Modernisation

Following successful testing, the environment was replicated in Singapore, modernising their infrastructure with DevOps deployment pipelines and reducing dependence on legacy systems.

### 6. Full Data Centre Migration

Due to the successful migration of the Singapore environment, DIY Surveys took the decision to fully migrate their SaaS solution from the Amsterdam data centre to AWS, ensuring better performance, scalability, and cost-efficiency.

## The Results

The migration and modernisation efforts provided significant benefits:

**Geographical Expansion:** DIY Surveys successfully expanded into the Singapore market, meeting the customer's local data requirements, and accelerating business growth.

**Optimised Infrastructure:** The modernisation reduced their reliance on a traditional SQL server, lowering their infrastructure complexity.

**Cost Savings:** DIY Surveys saw a reduction in Microsoft licensing fees and other infrastructure costs through AWS.

**Improved Scalability:** With a cloud-native approach, DIY Surveys can now scale more easily to accommodate future growth, particularly as they expand into new regions.

## What's Next?

1. **Managed Service** – Digital Space continues to provide managed services, ensuring the smooth operation of the AWS environment.
2. **Cloud FinOps Review** – A proactive financial operations review is underway to optimise cloud spend, identifying further opportunities for cost reduction and performance improvements.

### Tim Snaith, Chief Product Officer, DIY Surveys

“Our greatest fear in migration was the potential for impact on our clients’ Banking, Telco and Automotive clients’ whose businesses depend on real-time customer service insight and feedback. Our clients reported zero impact and were hugely complimentary of our approach in choosing to use Digital Space.”

### Doug Morris, Chief Technology Officer, DIY Surveys

“The migration to AWS gives us the increase in speed and agility for long-term growth and success, and without Digital Space would not have been possible.”

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