

# Dealflo



## The situation

Dealflo is a fast growing, industry leading financial services (SaaS) provider. They have consistently doubled transaction volumes and values year on year. In the process, they have revolutionised the market for e-signatures and financial transaction processing. Dealflo began trading in 2010 and by 2016 were processing a total of over £10bn in transactions annually for over 50 financial services companies.

## The challenge

In 2014 Dealflo exponential growth was putting their infrastructure under adverse pressure potentially threatening the expansion plans of the business and the stability of the service. Simply scaling up existing infrastructure was no longer a sufficient strategy for improving capacity and performance. Whilst monitoring was in place, Dealflo needed more granular insight to fully analyse or predict performance and avoid component failures.

Dealflo needed an experienced partner to help architect their systems and solve existing and future issues quickly and proactively. This would ultimately mean an increase in the quality of service Dealflo could provide their customers.

“Our services are central to the daily operations of our clients and underpin a long list of major high-street and finance brands. As we grow in scale and complexity, those clients are becoming more and more demanding. Unplanned downtime or even reduced performance is not an option”

**Mike Elliott**  
Chief Operating Office, Dealflo

## The solution

LayerV was engaged to bring Dealflo's server architecture up to the required standard and to meet the ever-increasing volume of transactions and improve overall performance.

LayerV is one of the few accredited UK AWS (Amazon Web Services) Advanced Consulting Partners specialising in Financial Services, which put them in an ideal position to evaluate their existing AWS systems. Supported by a team of seasoned in-house system architects, cloud specialists and an established Managed Service team, they were rapidly able to implement best practices and offer ready-to-go improvements. The following strategy was then agreed and executed.

### Phase 1 - Evaluate & Improve Performance

- Implement ITIL best practices
- Improve Change Control with greater consistency
- Apply rigorous quality controls
- Establish monitoring systems that could quickly identify opportunities and diagnose issues.

These key steps improved understanding and improved Dealflo's ability to respond to system behaviour and incidents.

### Phase 2 - Managed Service

- Transition all environments to the LayerV Operations Centre in Vilnius Lithuania.
- Apply LayerV quality standards for administration and system documentation.
- Provide hands-on experience, skilled resources, and human insight.



This combination of advanced processes and input from experienced professionals brought about real improvements. Working closely with the development partner, LayerV were able to oversee performance testing and make a series of targeted changes to infrastructure and database tuning to improve performance and make better use of available resources. Overall system capacity improved by a factor of 10 and transaction times reduced by 50%.

### Phase 3 – Ongoing Monitoring

After a period of stability, additional monitoring was introduced to understand transactions and performance from a client perspective. These monitors enabled the operations team to observe actual behaviour and be aware of issues in real time. This included the identification of failed transactions due to bugs that would have otherwise gone unnoticed. These and other issues are now proactively resolved and has added value to Dealflo's service offering.

"LayerV gives me the confidence to spend less time on technology and more time concentrating on sales and the future direction of the company"

**Abe Smith** – CEO, Dealflo

### Project summary to date

- Outage prevention has been estimated by Dealflo to have saved up to £500k
- System availability has been improved to 100%
- System capacity and performance has been increased to handle 10 times as many transactions
- Transaction times have been halved, greatly improving the value of the service Dealflo provide their customers
- 24x7 system support is in place
- Data Protection and EU Data Directive compliance procedures improved
- Products are developed and delivered more quickly due to a more agile infrastructure
- Peak CPU utilisation has been reduced allowing cost savings through hardware reduction
- Customer confidence has been noticeably increased which has led to a measured increase of sales for many Dealflo clients

