CASE STUDY

Quali | TORQUE

Scaling & Optimizing Demo Environments for a Global Software Vendor

Overview

A New York based cybersecurity company needed to accelerate their sales cycles. They wanted a scalable, fast and easy solution for their sales engineers to launch demo environments on demand..

2.2K+
Employees

7K+
Customers

600+
Sales-Engineering Team

Stack

The Challenge

Software demos are critical to acquiring, onboarding, and retaining new customers.

Complexity of software demo environments and limited staff with the skills and expertise to orchestrate them created operational bottlenecks for the teams responsible for executing customer-facing demos.

These delays resulted in slower sales cycles and limited customer growth as go-to-market teams struggled to demonstrate product functionality at scale.

The Solution

Infrastructure Producer & Operator

Demo Environment

Infrastructure Consumer

Reusable Demo Environments

Creating reusable definitions of demo environments, eliminating redundant provisioning of environments every time they're needed.

Easy-to-Use Self-Service Catalog

Providing a secure, self-service catalog where go-to-market teams can access and launch environments on-demand.

Monitor and Debug Live Demos

Continuously monitoring demo environments to detect and reconcile infrastructure errors, configuration drift, and bugs that could disrupt demo quality.

Improve Cost Governance

Track activity and enforce governance policies to improve collaboration and cost-efficiency of cloud resources needed to support demo environments.

Results

15x↗

Faster to start a customized POC environment for product demo

Ease of use

No need for cloud knowledge or any sensitive keys to the cloud.

Live demo environments in minutes

Since all environments are based on a single definition managed via Quali Torque, go-to-market teams no longer need to wait on lengthy provisioning processes in order to support a demo.

Using Torque's self-service portal, go-to-market teams can browse and launch demo environments with a single click and can access the environment to perform a demo in a matter of minutes.

This eliminates a bottleneck and enables the team to execute demos as needed.

Results

80%↗

Reduction cloud cost in the first month, via collaboration & efficiency

50%↘

Reduction in new support tickets for demo environments

Guardrails

Pre-configured automation for common environment operations

Best Practice

Automatic cloud resource optimization and waste detection, followed by **alerts** about idle/ unused cloud resources

80% cloud cost reduction via collaboration & efficiency

Once the team began running demo environments via Quali Torque, the platform tracked all activity and expected cloud costs for these deployments continuously.

This provided visibility into opportunities to improve efficiency, including:

- **Concurrent environments**
  Simultaneous deployments of identical demo environments by multiple users
- **Idle cloud resources**
  Environments that were deployed but which are not being used to support an active demo.
- **Unnecessary cloud runtimes**
  Environments that are left running for hours after a demo has concluded.

Since these operations were unnecessary, eliminating them represented a significant opportunity to reduce costs without inhibiting productivity.

In the first month, these measures reduced cloud costs by more than 80%. After the initial three months, cloud cost savings amounted to 50%.