

Mateverse, a subsidiary of Mate Labs, reduced the cost of its infrastructure by 80% and thereby reduced the customer acquisition cost through Zypher's Library Solutions

Mateverse is an online platform that makes machine learning a cakewalk for everyone and makes it accessible for anyone to apply machine learning techniques to build, train and/or deploy models that could be applied to their own businesses. It offers an effortless application that brings down what otherwise might have been 8 weeks of extensive work, to a mere 5 minutes of minimal input through a handy interface.

Challenge

Mateverse used AWS (Amazon Web Services) as its infrastructure platform heavily and with their constant growth, the costs grew. To sort this, Mateverse needed a relevant channel to reduce the constantly increasing infrastructure costs.

Solution

Zypher's Library Solutions co-incidentally became the ideal channel for Mateverse to sort their infrastructure issues. 91Springboard, a co-working space based out of Bengaluru, had subscribed to Zypher's plan and during one of the book swaps, Zypher curated a couple of books aimed at Data Scientists from machine learning and AI backdrop.

'CUDA Programming: A Developer's Guide to Parallel Programming with GPUs' by Shane Cook was one among them, which literally transformed their ideology of GPUs for processing. The technical insights from the book helped Mateverse to pull off a feat, that previously they didn't know was possible.

Results

Zypher's library solutions and its curated books proved to be an effective solution for Mate Labs and Mateverse. Earlier, the team of Mateverse were using the Amazon Web Services (AWS) CPUs to train their machine learning models inside the CPUs and their infrastructure costs were just skyrocketing. Based upon the insights from the book, once they transformed to GPUs for processing,

- Their infrastructure costs reduced by nearly **80%**
- Their customer acquisition costs reduced by almost **30%**
- Their 'give-to-get' ratio reduced considerably by nearly **20%**

Campaign Screenshots

Through Zypher's Library Solutions, a single piece of technical insight from a book has literally transformed a company in three different dimensions.

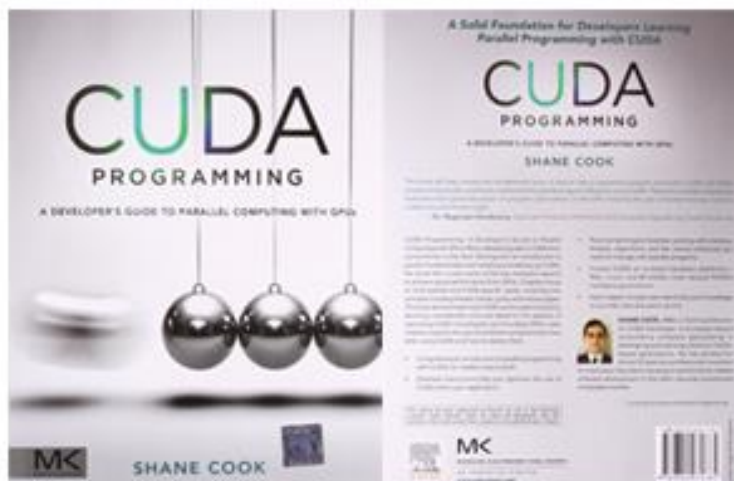


Rahul Vishwakarma

Co-Founder & CEO at Mate Labs

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CUDA Programming by Shane Cook is that one book I personally recommended to all the fellow machine learning enthusiasts out there if they are looking to reduce their infrastructure costs. Earlier in **Mate Labs** we were using AWS CPUs to train our ML models inside the CPU, but the bill was just skyrocketing. This book made us shift towards GPU processing (which is optimised for ML purposes). It reduced our infrastructure costs by nearly 80%. Literally changed our perception towards GPUs!



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“Through a book from Zypher’s library, we were able to identify a key spoiler of our overall company cash flow – infrastructure and processing costs. The book enabled us to not only identify the problem, but also helped us prevent it at the source rather than the destination. But, we never expected solving this single problem, would improve the company’s output on three different dimensions, which is a great learning curve for all of us.”

Kailash Ahirwar

Co-founder

Mate Labs

Methodology: Results are based on direct approvals and real-life experiences of the specified company, including its key members. The scenario is based on a real-time book swap done at a legal client venue of Zypher and/or its parent company.

Visit zypher.co/blogs or medium.com/@zypher to discover how Zypher’s Library Solutions can drive results for your business.