LOKA. + aws

OpenAI Migration Case Study

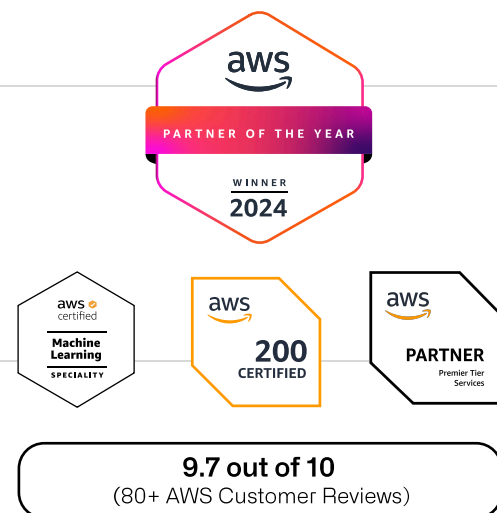OpenAI to AWS: How a Chatbot Marketplace
is Planning for Future Growth

A startup offering a chatbot marketplace currently hosted on OpenAI boasts 25,000 monthly active users and a total of 200,000 users. Experiencing rapid growth, they anticipate a tenfold increase in their user base by Q4 2024, with a linear growth rate.

The company is considering migrating from OpenAI to AWS to enhance chatbot reliability, become more platform agnostic and reduce overhead by consolidating their technology stack onto one platform—AWS. The startup is also interested in fine-tuning models on AWS using Amazon SageMaker.

The startup partnered with Loka to accelerate their cloud migration to AWS by leveraging the Migration Acceleration Program (MAP) Assess Phase. As an AWS Advanced Tier Partner, Loka conducted a thorough discovery and analysis, equipping the technical leaders with key information on potential costs, recommended migration strategies and technologies to transition from OpenAI to AWS Cloud. This analysis culminated in a detailed business and technical case, arming the leaders with the necessary data to make well-informed decisions about AWS cloud migration and modernization.

Post-MAP Assess Phase, the startup's interest in migrating to AWS was driven by three main factors: a potential cost savings of around 10%, the efficiency of centralizing their technology on AWS and, most notably, the advanced features of Amazon SageMaker. Unlike OpenAI, SageMaker's extensive capabilities in model fine-tuning, MLOps and custom model deployment present a compelling case for both immediate and long-term development plans.

Following the MAP Assess Phase, the startup is now collaborating with Loka to plan an efficient migration to AWS.

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Reasons for Migrating

Amazon SageMaker's extensive capabilities and ecosystem

Centralizing all their technology on AWS

10% monthly cost savings

↳ Learn about the OpenAI Migration Assessment at
loka.com/openai-migration or email **ai@loka.com**