



ALGOSHRED TECHNOLOGIES



CLOUD & INFRASTRUCTURE · BUILT TO BREATHE

Infrastructure that breathes with the crowd.

We help you write down how the computers behind your app are set up, as one plan, so they grow when customers rush in, shrink when it's quiet, replace a part that fails, and can be built again the same way in another city or country.

Write it down once. Build it again, the same way.

Start with a Cloud health check: email contact@algoshred.com with what you run today, and we'll suggest where to start.

Cloud & infrastructure engineering as a service

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The problem, and the idea.

The site slowed down or fell over on our busiest day.

The bill keeps surprising us.

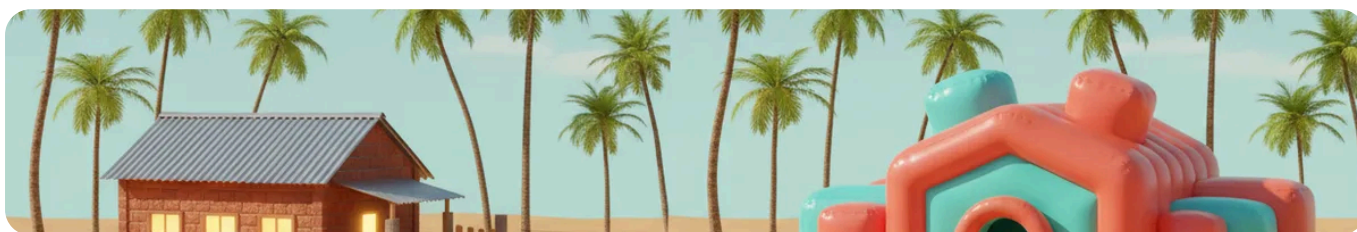
Only one person knows how the servers are set up.

A small change took everything down.

It worked in testing, then broke for customers.

We moved to the cloud, but nothing really got better.

The computers behind your app, set up and run the smart way: written down once as a plan, growing and shrinking with the crowd, and rebuilt from that plan when needed.



01 Grows and shrinks with the crowd

Extra room opens when customers rush in and folds away when it's quiet, so you pay closer to what you use.

Experts call this: automatic scaling, pay-as-you-go cloud

Worth knowing Pay-as-you-go saves money only when usage is watched.

02 Written down as one plan

Every server, network and setting is written down, so anyone on the team can build it again from the plan instead of from memory.

Experts call this: infrastructure as code

Worth knowing The plan rebuilds the setup; backups bring back the data. You need both.

03 The plan is the boss

Changes are reviewed and recorded before they happen, and the pump (the tools that build from the plan) quietly lets the air out of anything nobody planned.

Experts call this: GitOps, drift correction

Worth knowing Changes still need someone to review them; the pump puts back the plan, not good judgement.

04 Rooms that bring their own kit

Each part of the app is packed with what it needs, so it runs the same in the next place, and a broken one can be swapped for a fresh copy.

Experts call this: containers, self-healing

Worth knowing The same plan can rebuild the same setup in another place (another city or country). Moving between providers still takes planning.



A busy day at the guesthouse: one fixed house, one that breathes.

The story, decoded. In our short film, Leela's guesthouse is the computers behind your app, the guests are your customers, the rooms are servers, the air company across the bay is the cloud, the meter is your bill, and the pump is the tools that build and repair everything from the written plan.

MOMENT	BRICK HOUSE: ONE FIXED SIZE	BREATHING HOUSE: GROWS AND SHRINKS
Quiet morning	Most rooms sit empty, and you still pay for all of them.	Just the lobby is up. The rest is folded away.
Lunch rush	Getting full. One more group and the door closes.	Two rooms puff up as people arrive.
The bus arrives	FULL. Guests are turned away at the gate.	A whole wing puffs up. Room for everyone on the bus.
Evening	A few rooms fill. The rest sit empty, still on the bill.	Guests head out; rooms shrink back.
Midnight train	Late arrivals find the door shut.	Rooms puff up right by the station, close to the guests.
Quiet Monday	Empty rooms, full bill.	Almost everything folds away. Someone still checks the meter.

An illustration, not a measurement. Pay-as-you-go saves money only when usage is watched.

The goat ate the plan. Now what?

From memory

1. Lobby, somewhere here?
2. Was the aqua room left or right?
3. Who knows the wiring?

What comes back: It comes back different: two rooms swapped, one missing and the wiring guessed.

From the written plan

1. Lobby
2. Coral room, left
3. Aqua room, right
4. Sunshine room, up top
5. Locks and backups

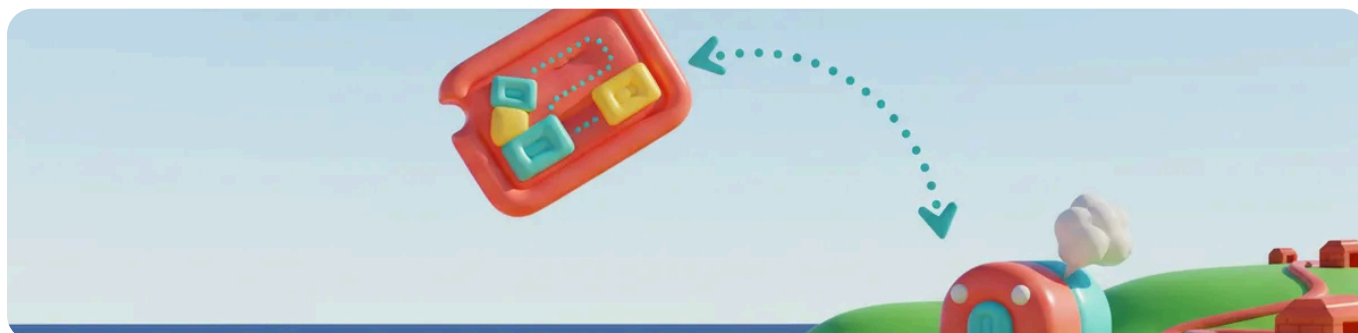
What comes back: It comes back the same, step by step, because the plan was kept safe with every change.



Purple room removed · Leela · Tue · reviewed

Every change is reviewed and recorded, so you can see who changed what and, in most cases, roll it back.

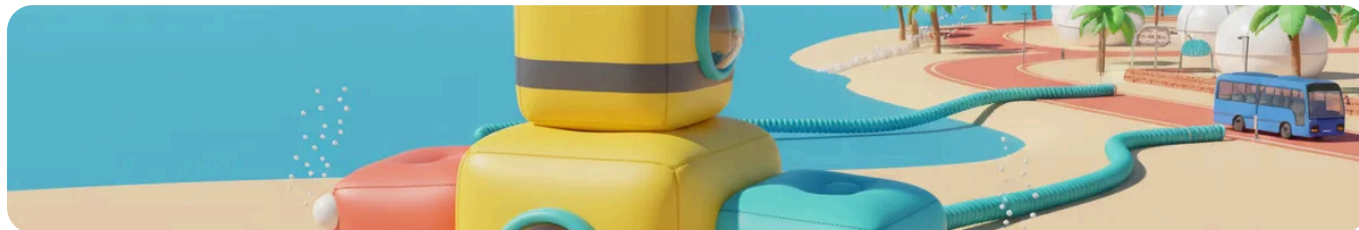
Worth knowing The plan rebuilds the setup; backups bring back the data. You need both.





What we help with.

Choose a focused starting point, or bring the pieces together into one plan for the whole setup.



Cloud health check

A plain-language review of what you run today: where it lives, who knows how it works, what it costs and where the risks are, checked against the cloud providers' published good-practice checklists.

A clear picture of where you stand and a ranked list of where to start.

Experts call this: cloud assessment, well-architected review

Cloud foundations

Accounts, access rules, networks, logging (a record of who did what, and when), backups and safety rules (limits that stop risky set-ups before they happen), set up from the written plan before anything moves in.

A safe, ready base with access rules and backups in place, for new projects to start on.

Experts call this: landing zone, guardrails

Packed apps that grow and shrink

Packing each app with what it needs, so it runs the same way in the next place, plus the pump (tools that place the packs, grow and shrink them, and can replace one that fails). Small jobs can run only when they are called, and are paid per use.

Systems that can stretch with demand and recover faster when a part fails.

Experts call this: containers, Kubernetes, serverless

Networks, and computers near your customers

Private roads and gates between your systems, links to your own offices and sites, and computers placed near customers or machines where speed matters.

Far-away users can get faster answers, and fewer doors into your systems are left open.

Experts call this: networking, edge computing

Deciding what runs where

Deciding which of your apps should run in rented cloud space, in your own building, close to your customers, or switched on only when someone uses it, and whether you need more than one provider or must keep data in one country.

Each app placed for a stated reason, with a way out planned early, so moving later is easier.

Experts call this: cloud strategy, hybrid and multi-cloud, data residency

Moving and upgrading, in steps

Moving your apps in planned waves. For each one we decide whether to move it as it is, upgrade it, replace it or retire it, and we plan a way back in case a move goes wrong.

Moves planned to fix old problems, not carry them to a new address.

Experts call this: migration and modernisation

Your setup, written down as a plan

Reusable templates that describe your servers, networks and settings, and a routine where every change is reviewed, recorded and applied from the plan, then moved from testing to live, step by step.

Testing and live setups built from the same plan, and a history of every change made through the plan.

Experts call this: infrastructure as code, GitOps

Cloud bill care and team training

An owner for every line of the bill, choosing the right size of machine, switching off idle ones and seeing what any AI features cost to run, plus step-by-step guides for your team, training and handover.

Fewer bill surprises, and a team ready to run it day to day.

Experts call this: FinOps, right-sizing, runbooks

For your tech team, the tools we use where they fit: AWS, Microsoft Azure and Google Cloud, your own data centre, Kubernetes, OpenTofu or Terraform, Pulumi, and Argo CD or Flux.

Capabilities, from where things run to how they're checked.

From where things run, to the base they stand on, to the parts that grow and shrink, to the plan that keeps them honest: where your data is kept, how changes are checked, how your systems connect, and computers placed near customers.

Plan and place

Decide what runs where, and why, before anything moves.

- A check of how ready you are for the cloud
- Using more than one provider, or the cloud plus your own building (hybrid and multi-cloud)
- Designs that keep data where your sector rules, contracts or customers need it, with India's Digital Personal Data Protection (DPDP) Act and Europe's GDPR in mind; not legal advice
- An app-by-app moving plan

Build the foundations

A safe, written-down base that every project starts on.

- A ready-made base, set up from the written plan (landing zones)
- Who can reach what, and the safety rules, written down as part of the plan
- Network design with links to your own offices and sites

Run apps that grow and shrink

Packed, movable parts that grow and shrink with the crowd.

- Packed apps and the tools that run them (containers and Kubernetes)
- Code that runs only when it is called, paid per use (serverless)
- Computers placed near customers and machines (edge computing)

Automate and keep it honest

The plan stays the boss, and the bill stays understood.

- Reusable building blocks for your written plans
- Changes moved from testing to live, step by step, from the plan (GitOps)
- Automatic rule checks before changes go live
- A clear view of the bill, an owner for each part, and regular clean-ups

WHERE IT BECOMES REAL · ILLUSTRATIVE EXAMPLES

Retail and e-commerce

The checkout can stay open through a festival sale by adding room during the rush and folding it away after.

Healthcare

Patient records can be designed to stay inside the country, and every change to the systems holding them is reviewed and recorded.

Manufacturing

Small computers on the factory floor can react to sensors on the spot, without waiting on a far-away data centre.

Financial services

Test and live environments built from the same written plan, so what passed testing is built the same way as what customers use.

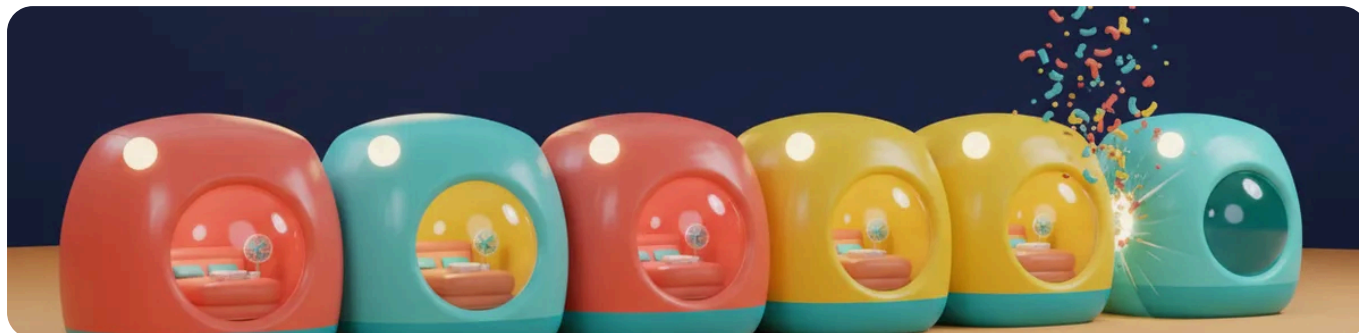
Education and online learning

Exam and admission days get extra room, and it folds away again in the quiet months.

Media and events

A live stream or ticket launch spreads its crowd across copies placed near the people watching.

One step at a time, with a way back planned for each move.



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- 01** **LOOK**
Look closely
Take stock of what runs today, who knows it, what it costs and where the risks are. Agree what ‘better’ means for you.
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- 02** **PLAN**
Draw the plan
A target design, a decision on where each app should run and a step-by-step roadmap, all in plain words.
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- 03** **LOCKS & BACKUPS**
Foundations: access rules, safety rules and backups
Build the safe, ready base from the written plan: accounts, access rules, networks, logging, backups and safety rules.
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- 04** **MOVE IN STEPS**
Move and upgrade in waves
Start with low-risk apps, rehearse every move, plan a way back, then upgrade what needs it.
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- 05** **RUN & TEACH**
Run, tune and hand over
Bill care, automation, step-by-step guides and training, so your team can run it day to day, and we can stay on afterwards if you want.
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Ways to start

Cloud health check. A plain-language look at what you run today, and a ranked list of where to start.

Foundations sprint. A safe, written-down base (accounts, access rules, safety rules, logging and backups) that new projects can start on.

What you get

- A plain-language picture of what you run today and where the risks are
- A target design and a step-by-step roadmap
- Written plans for your setup, kept with every change
- Step-by-step guides for your team (runbooks), dashboards and alerts
- An owner for every line of the bill
- Hands-on training for your team



Questions, myths and the next step.

What does “cloud and infrastructure engineering” mean in plain words?

Setting up the computers, networks and storage your apps run on so they grow and shrink with demand, can replace a part that fails and can be rebuilt from a written plan instead of from someone’s memory.

We’re a small business. Is this for us?

Often, yes. Pay-as-you-go lets smaller teams use the same kind of tools as large ones, though pay-as-you-go saves money only when usage is watched. We start with a health check and suggest only what fits your size.

Is the cloud cheaper than our own servers?

It depends. Renting pays off when you switch off what you aren’t using and choose sensible sizes. For some apps that run steadily all day, your own machines make more sense, and we’ll say so.

Do we have to move everything at once?

No. We move in planned waves, starting with low-risk apps, and we plan a way back for each move.

Which cloud or tools do you use?

We are tool-neutral. We work with the big public clouds, such as AWS, Microsoft Azure and Google Cloud, your own data centre, or a mix. We prefer widely used tools, open-source where it fits (for example OpenTofu), so your plans are easier to take elsewhere. Moving between providers still takes planning.

Can you help keep our data in India, or in another country?

Yes. We design for where data must live and who can reach it, and we work alongside your legal advisers on what the rules require.

What happens after the project ends?

The written plans, step-by-step guides and dashboards are part of the handover, and we train your team. We can stay on to run things alongside your team if you prefer.

MYTHS, ANSWERED

“Cloud is cheaper, full stop.”

Renting saves money only when you switch off what you aren’t using. Left alone, the meter keeps running: pay-as-you-go saves money only when usage is watched.

“Just move it as it is and you’re done.”

Moving the brick house to the big company’s shore doesn’t untangle the wiring. You get the same problems at a new address, sometimes with a bigger bill.

“Once it’s in the cloud, it runs itself.”

The cloud gives you tools to run things automatically. Someone still has to write the plan, set the rules and check the meter.

“Cloud is just someone else’s computer.”

Partly. In the guesthouse story, the air company across the bay looks after the air; Leela still locks the doors and watches the meter. The provider looks after its buildings; you look after what you put inside.

“It’s only for big companies.”

Pay-as-you-go lets a two-person business use the same kind of tools as a large one and pay for what it uses, as long as someone watches the meter.

“Once you move in, you can’t leave.”

That depends on how it’s built. Plan the way out early, keep the plans in widely used tools (open-source where it fits), and know what moving data out costs.

Want your app to breathe with the crowd?

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WATCH THE FILM

algoshred.com/cloud-infrastructure