

# Porch Goes from “Complex” to “Competitive” with Google Cloud

By adopting a consolidated approach with Google Cloud, the home services company has been able to reduce unnecessary complexity, find cost efficiencies, simplify network management, and minimize potential points of failure.

## Overview

Seattle-based Porch Group Inc. (Porch) offers a moving concierge service designed to assist homebuyers during the often-overwhelming relocation process. By bridging the gap between homebuyers and essential services, Porch helps clients make well-informed decisions about the crucial facets of their move, such as insurance, security, TV/internet provisions, home repairs, and home improvements. The company has a roster of more than 28,500 customers, from home inspectors, real estate agencies, and moving companies to utility providers and warranty companies.

## The challenge

Founded in 2011, Seattle-based Porch has matured through several generations of cloud products and services. From 2011 to 2017, its services were hosted with Amazon Web Services (AWS) and Microsoft Azure, so over the years it matured through several generations of cloud products and services. As a result, it had a complex multi-cloud environment that undermined efficient operations.

Porch wanted to consolidate its cloud environment to simplify management, enhance security, and provide a more holistic view of its operations to enable faster response times. In 2017, the company decided to begin the process of consolidating its environment with an initial lift-and-shift migration to Google Cloud.

At the time, certain compromises were made to expedite the transition, such as adding a route for a virtual private network (VPN) to Google Cloud. Content Delivery Network (CDN) assets weren't part of the initial migration, due to deployment complexity. Porch was also continuing to run an AWS vSRX Router, which required expertise in Juniper virtual routers—a skillset its current team didn't have.

## Industry

Home and moving services

## Location(s)

U.S.

## Technologies

- Google Cloud
- Cloud CDN (Content Delivery Network)
- Cloud Load Balancing
- Cloud Storage (GCS)
- Compute Engine (GCE)
- VPN Connection
- Virtual Private Cloud
- Azure
- AWS
- Juniper vSRX Router

## Overview

Pythian helps Porch reduce cost and complexity with a Google Cloud migration, transitioning from a complex multi-cloud environment to a streamlined, competitive solution.

The company was looking for a partner to migrate its remnant AWS services and CDN assets to Google Cloud, as well as evaluate and migrate its AWS vSRX Router. "We chose Pythian for their depth of expertise in databases, their proven track record in cloud migrations, and for their well-architected mindset in solution design," said Khan Klatt, Senior Director of Software Engineering at Porch.

## The solution

Porch decided to go "all in" on Google Cloud to streamline operations and reduce management overhead, as well as leverage the platform's innovative integration opportunities such as advanced data analytics and AI-driven insights.

But remnant services were undermining efficient operations. For example, its previous routing process involved multiple steps and platforms, posing a risk of misdirected traffic and adding unnecessary complexity to trouble-shooting and maintenance.

This, in turn, posed a risk to personal data. Porch wanted a single cloud solution with a smaller attack surface, which would be easier to administer and monitor, while also reducing risk to consumer data. To consolidate and clean up the company's cloud and security posture, Pythian assisted Porch's IT team with the following tasks:

- Eliminate the company's reliance on Azure and AWS in the current VPN setup and simplify network routing.
- Migrate the Content Delivery Network (CDN) platform on AWS Cloud to Google Cloud, including the movement of origin and assets.

Porch also made a three-year commitment to Google Cloud, which opened up discounts and Partner Services Funding (PSF), allowing the IT team to spend on Premium Support. This investment helped to augment their small IT team and gave them priority access to technical experts, personalized assistance, and faster response times.

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**"This project is the start of an ambitious plan to modernize our cloud infrastructure, unlocking capacity to modernize our data platform to cloud-native services. In turn, it facilitates shorter cycle times to put the right data in the right hands for Gen AI applications and use cases."**

– Khan Klatt, Senior Director of Software Engineering, Porch.com

## Business need

Porch wanted to simplify its multi-cloud environment, enhance security, and gain a holistic view of operations to respond faster. They needed to consolidate their cloud services, previously spread across AWS and Azure, to Google Cloud to reduce complexity and management overhead.

## Solution/What Pythian did

Porch decided to fully migrate to Google Cloud, leveraging its advanced data analytics and AI-driven insights. Pythian assisted by eliminating reliance on AWS and Azure, migrating CDN assets to Google Cloud, and simplifying network routing. They also helped Porch secure Premium Support from Google Cloud for enhanced technical assistance.

## Result/Key outcomes

Porch reduced complexity, found cost efficiencies, and simplified network management. Premium Support enabled better IT management, while centralizing operations minimized security vulnerabilities. The migration reduced the need for specialized skills, allowing the team to focus on core services and modernize their data platform for faster innovation and data-driven decisions.

Learn more about Pythian's experience and expertise in marketing analytics [here](#).

## Business outcome

By adopting a consolidated approach with Google Cloud, Porch has been able to reduce unnecessary complexity, find cost efficiencies, simplify network management, and minimize potential points of failure. Premium Support allows the IT team to get the help they need, when they need it—so they can manage more, with less.

By centralizing operations, they're also able to minimize potential security vulnerabilities, ensuring data and operations are securely managed within a trusted and reliable cloud environment—with reduced management overhead. Migrating its CDN assets also helped consolidate and clean up its security posture.

The company has also reduced the need for highly specialized Juniper SME skills, so the operations team can focus on broader capabilities that directly align with core business services. This not only enhances team proficiency, but also provides greater flexibility in achieving operational excellence.

Pythian helped Porch unlock capacity to modernize the company's data platform with cloud-native services. In turn, this is facilitating shorter cycle times to put the right data in the right hands for Generative AI applications and use cases—serving as a starting point to modernize the company's entire cloud infrastructure and data estate. This paves the way for Porch to innovate faster, make datadriven decisions, and deliver superior services to its clientele.

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## Want to see similar results for your company?

[Get in touch with a Pythian Google Cloud](#) expert to see how our team can help.

### About Pythian

Founded in 1997, Pythian is a data and analytics services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions, and products. From cloud automation to machine learning, Pythian designs, implements, and supports customized solutions to the toughest data challenges.

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