

Sevalla Case Study

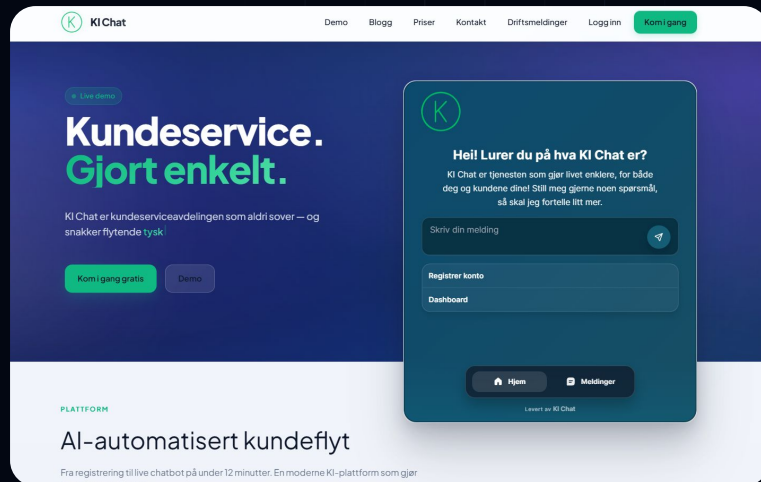
From wasted hours to seamless scaling:
The CTO's relief after moving **Ki Chat** to Sevalla





KI Chat

KI Chat simplified its entire infrastructure with Sevalla, cutting server complexity, improving stability, and accelerating development with effortless deployments.





Biggest wins with Sevalla

- Simplified server management and eliminated manual setup
- Automated deployments directly from GitHub
- Dynamic scaling without Kubernetes complexity
- Cleaner development workflow that saves engineering hours
- Exceptional customer support that feels personal and hands-on





KI Chat

KI Chat is a dynamic chat service that integrates with CRM, ERP, and back-office platforms to create real-time, two-way information flow.

The platform also features a fully customizable dashboard, enabling businesses to design chat flows visually and use MCP tools to interact with existing systems, all within a single, intuitive interface.

CASE STUDY

What sets us apart is that we enjoy collaborating with other businesses to develop our product and establish robust, functional integrations between systems.



Marius Berg Lindegård
CTO, KI Chat



The challenge

Marius Berg Lindegård, the CTO, explained that before Sevalla, KI Chat originally hosted their systems on Linode. The entire setup was initially stable, but it became increasingly difficult to manage as they grew.

Every server was manually created, manually configured, and manually scaled, with no automation or orchestration to support growth.

CASE STUDY

We previously used Linode due to its well-known reputation. Our problem with Linode was that as our server stack grew, it became increasingly messy, with little dynamic mechanics to manage and differentiate our development stack from our live stack.



Marius Berg Lindegård
CTO, KI Chat

“We had manually set up each server for its specific purpose, with no plan for scaling beyond manually setting up new servers. The cluster system is complicated, and it feels like you need a PhD degree to adapt your code and set it up to work properly, not to mention the horrible experience of managing network flows inside the clusters and outside. We reached a turning point when we realized that all this server mess was costly.”

Marius Berg Lindegård

CTO, KI Chat



The solution





The solution

When KI Chat discovered Sevalla, the difference was immediate. Sevalla checked every box they had:

- A modern, intuitive [dashboard](#)
- [Automatic deployment pipelines](#)
- [Built-in scaling](#)
- Simple network and permission management
- [Predictable, low-cost pricing](#)

CASE STUDY

We needed something that would not only make server hosting easier, but also simplify and solidify our entire development approach. Sevalla truly transformed our approach to server management, from managing each VPS separately, and routing traffic between the manually deployed servers with confusing and complicated DNS servers and traffic balancing. I was truly mind-blown when I realized how easy it was to deploy a server stack in Sevalla.



Marius Berg Lindegård
CTO, KI Chat

“Working inside your database applications is extremely easy. You get a 'studio' page, with a much more pleasing UI than other database interfaces we've worked with before. You get full control, and never have to leave your browser to make changes inside your databases.”

Marius Berg Lindegård

CTO, KI Chat



Features that made the difference

The engineering team immediately felt the
impact of Sevala's tooling.



“We have definitely valued the deployment and network management systems the highest.”

Marius Berg Lindegård

CTO, KI Chat





The solution

When KI Chat discovered Sevalla, the difference was immediate. Sevalla checked every box they had:

- Apps are deployed directly from GitHub
- Environment variables are preconfigured
- Every push automatically triggers a fresh build
- No extra setup, no custom scripts, no patchwork

CASE STUDY

This alone was game-changing compared to our previous setup.



Marius Berg Lindegård
CTO, KI Chat

The results

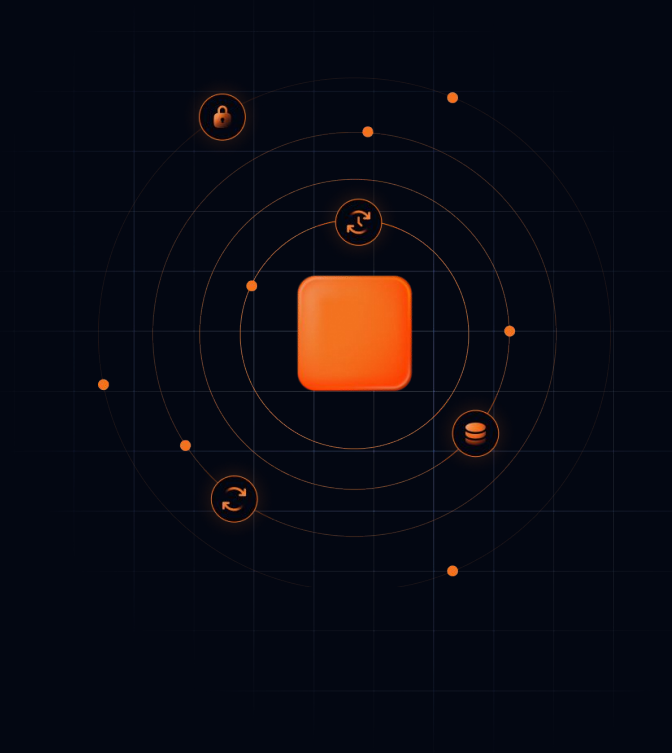
Simpler workflow, faster deployments





The results

By simplifying server management and giving the team a clean, unified way to deploy and scale their applications, Sevalla transformed KI Chat infrastructure and their day-to-day development practices.





A more efficient development workflow

With Sevalla, KI Chat now manages a single application that can hold multiple instances, rather than juggling dozens of manually created servers.

Native GitHub-based deployments also eliminated the friction of their previous setup, allowing the team to ship updates much faster.

CASE STUDY

We have acquired more stable servers, implemented better internal practices, and saved a significant amount of time by managing a single application that can contain multiple instances, rather than implementing manual solutions for this purpose.



Marius Berg Lindegård
CTO, KI Chat



Stress-free scaling and stability

Before Sevalla, scaling was one of the team's biggest concerns. KI Chat had no dynamic scaling, and load balancing required manual server setup, higher costs, and added instability.

Now, scaling happens automatically with no engineering overhead.

CASE STUDY

For us, scaling our servers was a big concern. We had no dynamic scaling, and we manually set up additional servers for load balancing, which increased costs when they were not used, and added a lot of instability and complexity to our stack. We attempted to set up Kubernetes solutions and explore other methods to prepare for higher loads, but we didn't make progress until we discovered Sevalla, which solves this issue for us with minimal effort.



Marius Berg Lindegård
CTO, KI Chat



A migration worth celebrating

Migrating to Sevalla reshaped how KI Chat thinks about hosting and infrastructure. The transition revealed just how much complexity they were carrying and how quickly Sevalla could remove it.

CASE STUDY

Transitioning to Sevalla, honestly, almost made me feel like I had wasted many, many hours on learning outdated systems for nothing. When I realized how much Sevalla does for you under the hood, I immediately saw how this would improve our efficiency at every level.

To be honest, Sevalla's hosting solution made us rethink our entire stack. We've rebuilt a lot of systems to improve performance, costs, and availability, and we are really proud of where we are today and our customer growth.



Marius Berg Lindegård
CTO, KI Chat

“I realized we could scrap about half of the servers we had running, and could save a lot of money by that alone.”

Marius Berg Lindegård

CTO, KI Chat



Conclusion

“Sevalla has changed the way we think about server hosting, and we are not looking back.”

Marius Berg Lindegård

CTO, KI Chat





Conclusion

For KI Chat, Sevalla became a key enabler of growth.

CASE STUDY

I would deeply recommend Sevalla for hosting your services. They are a stable and fast provider with time-saving processes, which makes hosting your application truly enjoyable, and I mean it when I say that. Whether you are a large-scale business or just starting out, Sevalla has a place for you, and I promise you they will give you a warm welcome.



Marius Berg Lindegård
CTO, KI Chat



Sevalla.com