

Sevalla Case Study

Stepler cuts costs by 78% and gains peace of mind with Sevalla





Stepler saves over \$2,300 monthly after migrating to Sevalla, gaining peace of mind and freedom from infrastructure worries.

The screenshot shows the Stepler website with a dark blue header. The navigation bar includes links for 'App', 'Coach', 'Workplace', 'Brand Partners', 'Our Mission', 'Blog', 'Help', and a 'Get the app' button. The main content area features a large blue banner with the headline 'Use your Wellness Allowance to walk and earn with Coach.' Below the headline is a paragraph: 'Have you ever bought a gym membership for your wellness allowance, but end up never going to the gym? With Coach you can finally use your wellness to something that is good for your health, easily accessible and rewarding – walking.' A secondary section titled 'Turn wellness allowance into steps and gift cards.' is accompanied by a list of five steps: 1. Set your step goal, 2. Walk to reach your goal, 3. Get rewarded with a gift card, 4. Your AI Coach keeps you motivated, and 5. Repeat to earn a gift card every month! To the right of the list is an illustration of a woman pointing at a smartphone displaying the Coach app interface, which shows a 'Presented to you' screen with a goal of 10,000 steps and a reward of 1,000 points.



Biggest wins with Sevalla

- 78% reduction in infrastructure costs (saving over \$2,300 every month)
- Zero worries about uptime, scaling, or DevOps maintenance
- Seamless migration from GKE with minimal downtime
- PR builds, analytics, and API tools that empower both developers and non-technical staff





Stepler is a health app on a mission to inspire people to walk more and live healthier lives. Users earn points for every step they take and can redeem them for rewards or even cash payouts.

With a growing global audience and a gamified approach to wellness, Stepler turns something as simple as walking into a rewarding lifestyle habit.

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Our mission is simple: to inspire people to walk more, stay active, and enjoy the benefits of a healthier lifestyle — while being rewarded along the way.



Jorik Kraaikamp Mulder
Lead Backend Developer, **Stepler**



The challenge

Jorik Kraaikamp Mulder, Lead Backend Developer at Stepler, explained that the company originally ran its application on Google Cloud Platform's GKE, supported by Cloudflare Pages and additional DDoS protection.

While effective, the setup relied on consultants for building and maintenance. When Stepler's backend team took over, the problem became clear.

CASE STUDY

The infrastructure worked, but maintaining it took too much time, expertise, and focus away from building new features. So, we started exploring alternatives where we are no longer directly responsible for managing the infrastructure layer.



Jorik Kraaikamp Mulder
Lead Backend Developer, Stepler



The challenge

Some of these alternatives include Google Cloud Run, Scaleway, Railway, and Fly.io. However, most lacked critical features such as background process support or forced them to stitch multiple services together.

After a closer look at their features and pricing models, Sevalla proved to be the better fit with:

- Transparent, predictable pricing
- Same stack they were already familiar with (GKE + Cloudflare)
- Full infrastructure layer without piecemeal solutions

“This left us with two strong candidates: Railway and Sevilla.”

Jorik Kraaikamp Mulder

Lead Backend Developer, Stepler



The solution



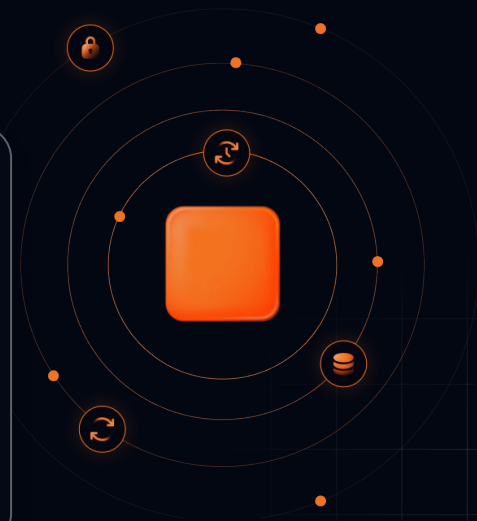


The solution

To minimize disruption, Stepler rolled out migration in carefully planned stages:

- The team first migrated its React-based admin panel to Sevalla's static sites, and it worked flawlessly.
- Cron jobs and background processes were then deployed in staging and tested with PR builds.
- The team migrated services one by one, tested them internally, and released them gradually to users through mobile app redirects.
- After user validation, the team switched the main URL over with only a few minutes of downtime.

The team ported the entire app to Sevalla in a single day, compared to the three months it originally took to set up on GKE.



“I was able to port our entire application to Sevalla in just a single day. By comparison, setting everything up on GKE originally took us around three months, largely due to the steep learning curve of the tools involved.

With Sevalla, the migration process was straightforward and intuitive, allowing us to move everything over directly. Their platform has significantly simplified our infrastructure management.”

Jorik Kraaikamp Mulder

Lead Backend Developer, Stepler



Features that made the difference





Features that made the difference

Stepler's team highlights several Sevalla features that changed the way they work:

- PR builds that automatically rebuilt staging environments
- Built-in analytics for clear performance monitoring
- Powerful yet simple UI for quick changes
- Flexible API that supports automation and a companion mobile app for non-technical staff
- Responsive support and rapid feature requests (Sevalla increased instance scaling limits and added time zone support for cron jobs within weeks)



The results



“We achieved a 100% success rate in meeting our primary goal: no longer having to worry about infrastructure. Even with just this outcome, we would have considered the migration a success.”

Jorik Kraaikamp Mulder

Lead Backend Developer, Stepler





Monthly hosting costs dropped from nearly \$3K to just \$650

Since switching to Sevala, Stepler has reduced their monthly infrastructure costs by 78%, cutting expenses from nearly \$3,000 down to just \$650 without sacrificing performance.

- Production costs dropped from **\$1,900 to \$380**.
- Staging costs fell from **\$636 to \$100**.
- Dev/PR environments went from **\$424 to only \$20**.

Despite this dramatic reduction, Stepler's performance didn't regress at all. Every service ran as smoothly as before, but at a fraction of the cost.



Peace of mind

Even more valuable than the savings was the peace of mind. With Sevalla handling the infrastructure layer, the development team no longer worries about uptime or maintenance.

CASE STUDY

My main concern used to be infrastructure maintenance. With Sevalla, I don't have to worry about that at all. I can focus entirely on development.



Jorik Kraaikamp Mulder
Lead Backend Developer, **Stepler**

Conclusion





Conclusion

With Sevalla, Stepler has transformed the way it manages its applications. Instead of spending time on DevOps and infrastructure issues, the team can now focus on building new features, improving the user experience, and growing their community.



“With Sevalla, you no longer need to worry about uptime or managing infrastructure — it simply works. If I were to start a new project today, I would choose Sevalla from the very beginning.”

Jorik Kraaikamp Mulder

Lead Backend Developer, Stepler





Sevalla.com