Cloud Bridge helped Zendr — a logistics technology platform — reduce AWS costs by 9%, improve support response times by 5–6x, and build a governed, scalable cloud foundation for European expansion.

cloud bridge

CASE STUDY

ZENDR

FROM REACTIVE SUPPORT TO PROACTIVE GOVERNANCE:

How Zendr Scaled on AWS

How Cloud Bridge helped Zendr optimise its AWS environment, improve support responsiveness and build a scalable cloud foundation for growth.



CASE STUDY SNAPSHOT

Vertical	Logistics Technology
Solution	AWS Governance, FinOps Optimisation & Managed Services
Key Results	• 9% Lower AWS Costs • 5–6× Faster Support & Enhanced Cloud Governance



EXECUTIVE SUMMARY

Zendr is a European logistics technology platform that helps businesses compare shipping services from multiple carriers through a single online portal. Following rapid growth and its acquisition by a private equity firm, the company began rebuilding its platform to support international expansion.

To support this transformation, Zendr partnered with Cloud Bridge to improve cloud governance, optimise AWS costs and provide a more responsive support experience.

The partnership has already reduced AWS usage costs by **9%**, delivered support responses **around five to six times faster** than previous AWS support, strengthened cloud security and given Zendr a trusted AWS partner that understands its environment and long-term ambitions.

BENEFITS

01



9%

reduction in AWS usage costs through proactive optimisation.

02



5–6× Faster

Support responses typically 5–6× faster than previous AWS support.

03



Improved

visibility across AWS usage, governance and cloud costs.

04



24/7

Dedicated Technical Account Manager and 24/7 support from engineers who know Zendr's environment.

OVERVIEW

Governance, optimisation and a dedicated partner for growth

Zendr lets businesses compare shipping quotes from multiple logistics providers through one platform. Zendr offers deep integrations with warehouse management systems, e-commerce platforms and webshops.

After being referred by AWS, Zendr engaged Cloud Bridge to review its AWS environment and identify where it could improve governance, optimisation and support.

Cloud Bridge now provides AWS billing and governance support, quarterly optimisation reviews, a dedicated Technical Account Manager, rapid 24/7 technical support and ongoing strategic guidance as Zendr prepares to launch a new cloud-native platform across Europe.



“Teaming up with Cloud Bridge has given us a strong, reliable partner and allowed us to focus on our business.”



OPPORTUNITY

Zendr needed a partner who already understood their environment

- New engineers often had to learn Zendr's environment from scratch
- Small operations team needed expert support

- Needed better cost visibility
- Wanted confidence ahead of acquisition
- Needed a partner for the new AWS platform

Following its acquisition by Copilot, Zendr entered a new phase of growth. The company was preparing to modernise its platform, move towards a serverless AWS architecture and expand internationally, all while operating with a lean engineering and operations team.

Although AWS already underpinned the platform, managing the environment was becoming increasingly challenging. Zendr already had deep operational visibility into its AWS services, but wanted a more structured approach to reviewing cloud consumption and identifying opportunities to optimise costs.



OPPORTUNITY

- Dedicated reviews with Cloud Bridge would give the team an additional perspective on AWS usage and potential savings.
- Support was another challenge, with requests often requiring Zendr to explain its architecture from the beginning to new engineers. AWS support was technically capable, but it felt reactive, with changing contacts and limited continuity.
- Beyond solving support tickets, Zendr wanted a strategic partner that could proactively recommend improvements, strengthen cloud governance, optimise costs and help the business explore future AWS initiatives around AI and managed services.

> “As we scale, having experts who already know our environment will become even more valuable.”

SOLUTION

Adding a full suite of AWS optimisations

- Cloud Insight Review
- Security assessment
- Cost optimisation
- Technical Account Manager
- Quarterly reviews
- FinOps monitoring
- 24/7 support
- Cloud governance

Cloud Bridge began with a Cloud Insight Review, assessing Zendr's AWS estate and producing a prioritised roadmap covering optimisation opportunities, governance improvements and security recommendations. The review gave the team a much clearer understanding of where changes could deliver the greatest operational and financial value.

Cloud Bridge also became Zendr's dedicated AWS partner, providing quarterly optimisation reviews, ongoing governance guidance and a dedicated Technical Account Manager backed by 24/7 support. Instead of relying solely on ticket-based support, Zendr gained direct access to engineers who already understood its environment.

The relationship quickly became proactive rather than reactive. Cloud Bridge regularly reviewed cloud usage and identified cost-saving opportunities. It also introduced relevant AWS services and third-party partners, and helped Zendr evaluate future AI, security and managed-service initiatives.



> Cloud Bridge regularly reviewed cloud usage, identified cost-saving opportunities, introduced relevant AWS services and third-party partners, and helped Zendr evaluate future AI, security and managed-service initiatives.

SOLUTION

- **One of the most valuable early engagements was a comprehensive cloud security assessment.**

  Cloud Bridge produced a detailed report highlighting vulnerabilities and prioritising actions, enabling Zendr to further strengthen its cloud security posture.

- The assessment also supported the infrastructure elements of the company's acquisition due diligence, giving leadership additional confidence that the AWS environment was well governed. Cloud Bridge has continued to introduce Zendr to AWS specialists, security vendors and funding opportunities that could accelerate future innovation.

- One of these introductions was to cloud security provider Upwind, which Zendr subsequently selected as its CNAPP (cloud-native application protection platform) provider for the new platform. Upwind has already provided valuable security insights and visibility into the security posture of the new platform.

While Cloud Bridge does not provide the technology itself, the introduction is an example of the wider value Zendr gains from Cloud Bridge's partner ecosystem.

> **For a small engineering team focused on delivering a major replatforming programme, Cloud Bridge has effectively become an extension of the internal team, providing expertise, continuity and strategic advice whenever required.**



OUTCOME

9%

reduction in
AWS usage costs

5-6x

Support response time:

~12 hours → 1–3 hours

Improved cloud
security

Supported acquisition
due diligence

> **“They've shown that they care. Someone's actually listening to us.”**

OUTCOME

Since partnering with Cloud Bridge, Zendr has reduced its AWS usage costs by 9% while continuing to invest in a major platform transformation. Regular optimisation reviews provide greater visibility into cloud consumption and help the team make better-informed infrastructure decisions.

- Support has also become dramatically more responsive. Zendr estimates that Cloud Bridge typically responds within one to three hours, compared with around twelve hours for previous AWS support requests, representing approximately five to six times faster response times. Engineers also benefit from working with specialists who already understand Zendr's environment, avoiding the need to repeatedly explain their systems.

- Beyond measurable improvements, the partnership has given Zendr greater confidence as it prepares for European expansion. From security governance and cost optimisation to AI discussions and ongoing technical guidance, Cloud Bridge has become a trusted partner supporting the company's next stage of growth.



ABOUT ZENDR

Zendr is a Swedish logistics technology platform that enables businesses to compare shipping quotes from multiple carriers through a single online portal. By integrating directly into warehouse management systems, webshops and e-commerce platforms, Zendr simplifies shipping procurement and helps organisations access competitive delivery services. The business is currently preparing to launch a new platform designed to support international expansion across Europe.



ABOUT Cloud Bridge

Cloud Bridge is a globally recognised Premier AWS Partner and a two-time AWS Rising Star Partner of the Year (2023 EMEA, 2022 UK&I).

It provides end-to-end AWS lifecycle support, ensuring seamless migration, modernisation, and flexible managed services. Certified experts specialise in cloud governance, FinOps, security, and cutting-edge AI, machine learning, and data analytics solutions.

With a commitment to driving innovation and operational excellence, Cloud Bridge empowers businesses worldwide to unlock the full potential of AWS.

AWS SERVICES USED

- Cloud Insight Review
- AWS cost optimisation and FinOps reviews
- Dedicated Technical Account Management
- 24/7 AWS support
- Cloud governance guidance
- Security assessment
- AWS and technology partner introductions

megabuyte 50 Scale-up 2026 COMPANY

aws PARTNER Premier Tier Services



“It's the feeling that we have someone to rely on who understands our organisation.”

aws PARTNER Premier Tier Services