



COMPANY CAPABILITIES | 2026

Senior engineering for the software, cloud and AI your business runs on

Ampity designs, builds and runs business-critical products and platforms, and stays accountable for them after they ship.



Google Cloud
partner

AWS Advanced Tier Services Partner | Google Cloud partner

FOUR CONNECTED AREAS

01 Software and product engineering

Web, mobile, backends, APIs and integrations; modernization of live products.

02 Cloud platforms on AWS and Google Cloud

Architecture, migration, infrastructure as code, releases, reliability and cost.

03 Production AI engineering

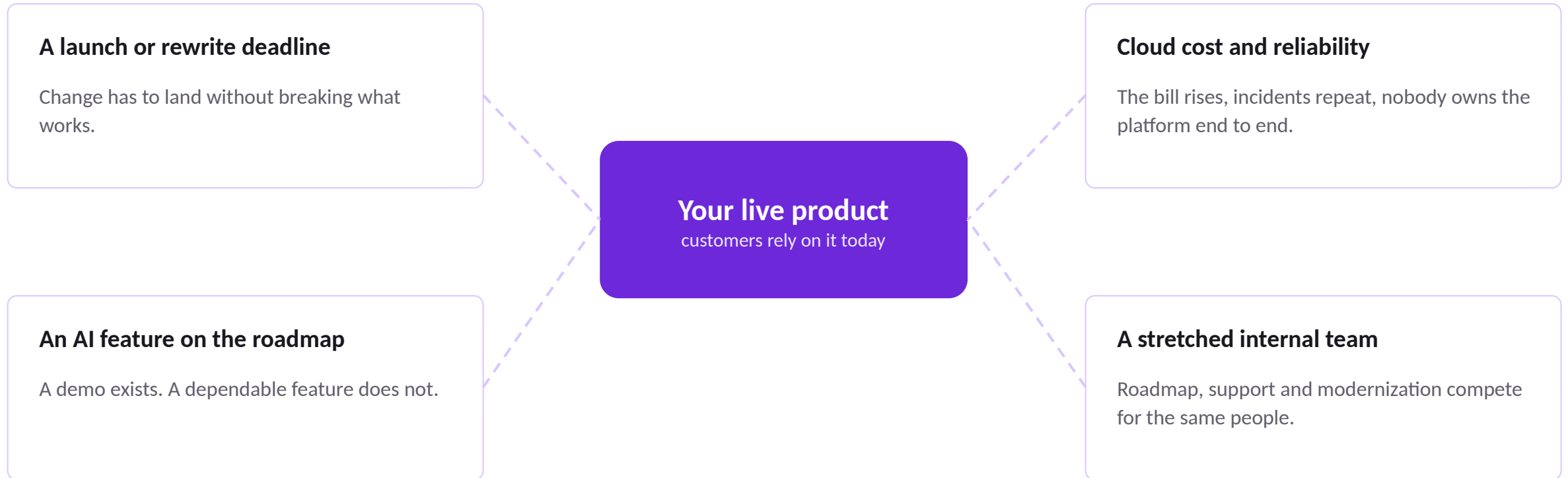
From feasibility and data readiness to evaluation and operations.

04 Architecture and decision support

Constraints, economics, scope and acceptance before anything is built.

THE SITUATION

The product has to keep running while it changes

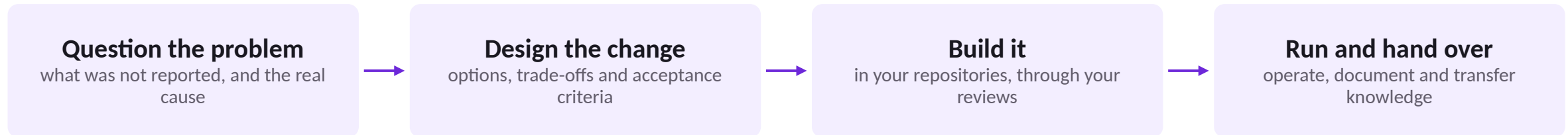


In our experience, most technology failures are decision failures, not coding failures.

HOW WE WORK

Engineering judgment kept close to the implementation

Ampity is a senior-led engineering company. Senior engineering leadership stays close to the build, continuity is planned, and named roles are agreed for each engagement.



Senior-led delivery, responsible for the agreed scope from the first decision to production

We question the ticket.

A request usually describes a symptom. We look for what was not reported before agreeing the fix.

We say when the smaller change is right.

Sometimes improving what exists beats rebuilding it. We make that case openly.

We stay responsible for what we build.

Delivery includes the release, the runbook and the people who will run it after us.

WHAT WE DO

Four connected areas, one delivery lifecycle

Most engagements draw on more than one area, connected by the decision work underneath and carried by one team from the first decision to production.

Software and product engineering

- Web and mobile applications
- Backends, APIs and integrations
- SaaS and modernization of live products
- Engineering pods inside your team

Cloud platforms: AWS and Google Cloud

- AWS Advanced Tier Services Partner
- Architecture and migration
- Infrastructure as code, CI/CD, DevOps and SRE
- Reliability, security and cost governance

Production AI engineering

- Feasibility and data readiness
- AI features, retrieval (RAG) and integrations
- Evaluation and guardrails
- Monitoring, quality and cost in operation

Architecture and decision support

Constraints and economics assessed, scope and acceptance agreed before implementation; operational ownership and handover afterwards.

SOFTWARE, MOBILE AND WEB

Built inside your product, not beside it

01 Modernize an existing application

Improve in place or rewrite parts of it while people keep using it.

02 Deliver a new feature or module

Built in your repositories, through your reviews, to agreed acceptance criteria.

03 Connect mobile, web and backend

APIs, integrations and data contracts that let each side change safely.

04 Make releases routine

Environments, pipelines, test gates and an agreed recovery path.

PROJECT EXPERIENCE

**Clovemind**

Mobile and web application development for an emotional-wellbeing product.

FanSpace**FanSpace**

React Native engineering under the client's product team, gaming and esports (fanspace.gg). Historical.

**Mahindra First Choice**

Customer-led PHP, Laravel and .NET workstreams and critical rollout support; an engineering pod for around a year.

DeepDil**DeepDil**

Product engineering for questionnaires, assessments and evidence on Next.js, May 2024 to April 2025.

**Artflow / TGS**

.NET frontend, backend, integration and support; the customer kept QA and release control. Historical.

Each line is Ampity's contribution, not ownership of the whole product. Historical work is marked; no current relationship is implied.

CLOUD PLATFORMS

Platform engineering on AWS and Google Cloud

AWS

SERVICE DELIVERY DESIGNATIONS



Advanced Tier
Services Partner



Amazon ECS
Service Delivery



Amazon RDS
Service Delivery



AWS Transfer Family
Service Delivery

[See AWS credentials and delivery depth](#)

Google Cloud

Google Cloud partner

THE SAME ENGINEERING ON EITHER CLOUD

Architecture

Migration

Infrastructure as code

CI/CD and release automation

DevOps and SRE

Observability

Reliability and recovery

Security and cost governance

AWS Advanced Tier Services Partner, with AWS Service Delivery designations for Amazon ECS, Amazon RDS and AWS Transfer Family.

CUSTOMER STORY | TEAM SPORTS ENTERPRISES

Recover the live platform first, then take on more



A registration, payments and communications platform for youth sports organizations. When Ampity took it on, it was live and struggling.

Slow pages

Sign-up failures

Duplicate charges

Payments without
matching records

Fix what customers feel
Customer-facing failures first



Trace to the cause
Not only the symptom



Keep improving
A more dependable product

Direct the work Product and project management

Build and change Frontend and backend engineering, QA, integrations

Run the platform AWS, DevOps and operations

More than five years, growing from two engineers into broader technical responsibility.

Source: original TSE case study (serverless registration platform on AWS), scoped to that platform; relationship history confirmed by Ampity.

ORIGINAL CASE STUDY

55-60%

lower infrastructure total cost of ownership

For the serverless registration platform on AWS, as reported in the original case study.

“I couldn’t be more satisfied with Ampity’s quality control, speed of implementation and, most importantly, the professionalism of all their employees.”

Tyler Sorensen, CEO, Team Sports Enterprises

AWS PLATFORM RESULTS

Platform results, each from its own case



COTO | MEDIA PLATFORM | AMAZON EKS

- Amazon EKS across multiple Availability Zones
- GitOps releases and one observability layer
- MongoDB hosted separately, connected by VPC peering

35%

lower total cost of ownership

As reported in the original coto case study



DEMAND CHAIN AI | THREE SEPARATE AWS ENGAGEMENTS

Application runtime

Amazon ECS with Fargate

50% faster response times; 40% less infrastructure upkeep**Forecasting pipeline**

Weekly run, about 1,155 product and channel combinations

Runs itself every week; no accuracy claim**Partner file exchange**

Central cross-account AWS Transfer Family SFTP

About 50% lower TCO for that platform

Each result is reported in its own original case study and applies only to that platform or workstream. Results are never combined.

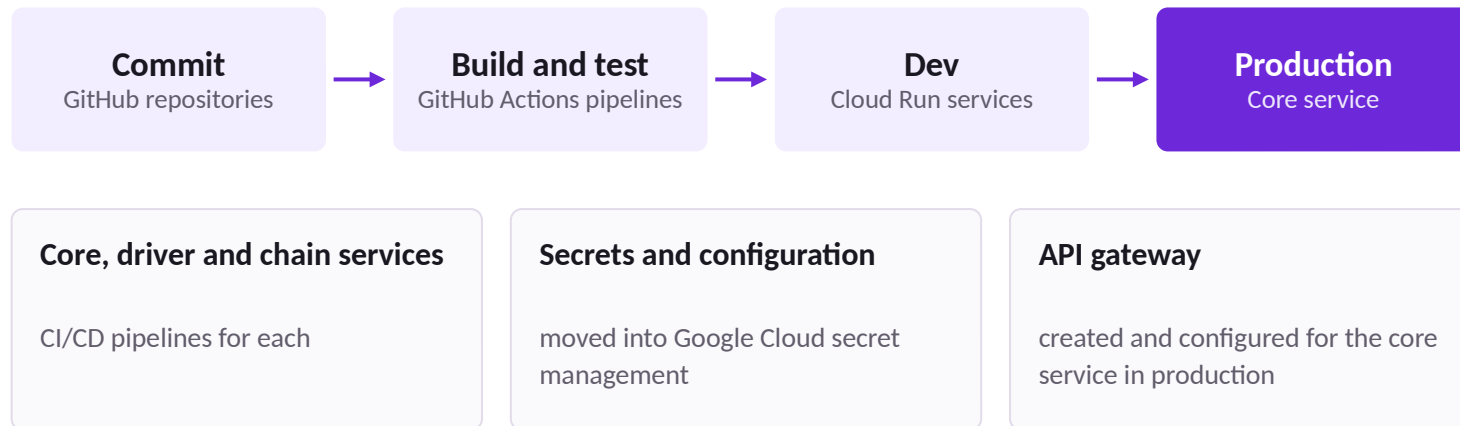
GOOGLE CLOUD

Release engineering on Google Cloud

DRIFE

DRIFE | HISTORICAL | APRIL 2024

Ampity set up the release path for a mobility platform's application services on Google Cloud.



Scope: bounded, historical release engineering. Not the full mobile app, any blockchain protocol work or current infrastructure ownership.

Source: DRIFE engineering activity record, April 2024. Mobility platform context as described by the client.

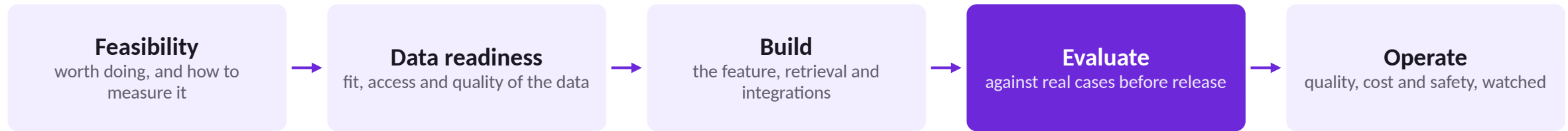
WHAT WE OFFER ON GOOGLE CLOUD

- Cloud Run and GKE architecture
- Release automation and environments
- Infrastructure as code
- Observability with Cloud Monitoring and Logging
- Migration, security and cost governance

These are services we offer. DRIFE is the named Google Cloud delivery shown here.

PRODUCTION AI

From a working demo to a feature people rely on



Each stage ends in a decision: continue, change course or stop.

What we build

- AI features and modules inside your product
- Retrieval (RAG) over your documents and data
- Integrations into existing workflows and systems

Boundaries we design in

- Data stays within agreed boundaries
- Access control, logging and review points
- Guardrails and human review where outcomes matter

Model and provider choice

- Chosen per use case: hosted model APIs, Amazon Bedrock, Vertex AI or open models
- Code and prompts versioned and tested like any other release

Models and providers are chosen per use case. Related work: Demand Chain AI forecasting pipeline; DeepDil product engineering.

ARCHITECTURE AND DECISION SUPPORT

Decide before you build

AN ASSESSMENT ANSWERS

- 01 What is actually failing, and why?
- 02 What does each option cost, risk and return?
- 03 What is the smallest change that works?
- 04 What will we accept as done?

YOU RECEIVE

- Severity-ranked findings
- Options compared on the same terms
- A proposed first milestone with acceptance tests

ILLUSTRATIVE COMPARISON FOR ONE EXAMPLE SITUATION

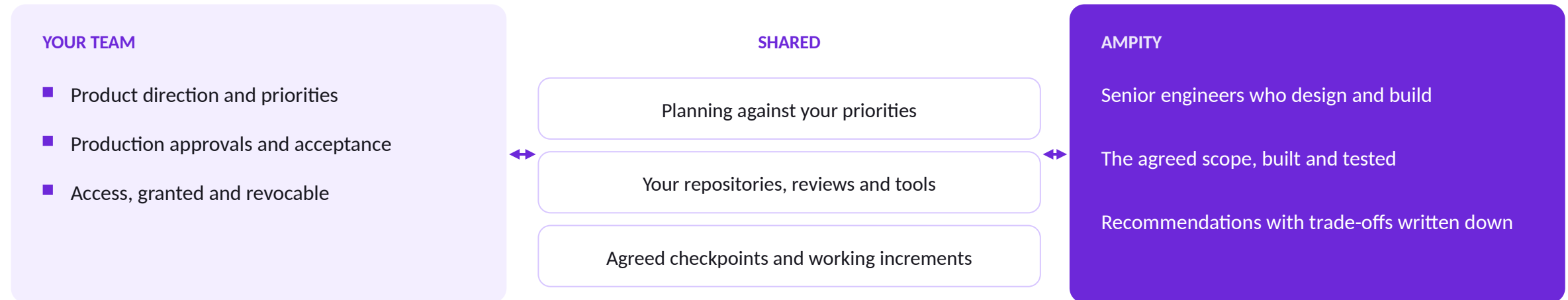
	Improve what exists	Move it	Rebuild it
Cost to change	Low	Medium	High
Delivery risk	Low	Medium	High
Time to value	Short	Medium	Long
Reversibility	High	Medium	Low

Sometimes the smaller change is the right answer. We say so, and the decision is yours.

Illustrative comparison. A real assessment uses your own evidence; see the sample architecture assessment for a completed fictional example.

WORKING WITH YOUR TEAM

Inside your team, with clear lines of responsibility



MODEL	BEST WHEN	WHO LEADS DELIVERY	WHAT YOU GET
Assessment	You are not yet sure what to change first	Shared: you decide, Ampity recommends	Findings, options and a first milestone
Scoped implementation	The outcome and acceptance criteria are clear	Ampity, for the agreed scope	The agreed outcome, tested and handed over
Engineering pod	Ongoing roadmap work where continuity matters	Your team, with the pod planning against your priorities	Senior capacity, continuity and engineering judgment

OWNERSHIP, ACCEPTANCE AND HANDOVER

What is agreed before work starts, and what you keep



Ownership. Under the agreed engagement terms, the code, infrastructure and documentation produced for your project belong to your company and live in your systems.

Continuity: we work to keep engineers who know your system close to it, so context is not lost every time something changes.

NAMED CUSTOMER EXPERIENCE

Ten named customer experiences

CUSTOMER	WHAT AMPITY DID	PLATFORM	EVIDENCE
Team Sports Enterprises	Recovered a live registration and payments platform; more than five years, growing from two engineers into broader technical responsibility	AWS	55-60% infrastructure TCO, serverless platform (original case)
coto	Media platform on Amazon EKS, multi-AZ, GitOps and observability	AWS	35% lower TCO (original case)
Demand Chain AI	Three separate engagements: ECS runtime, forecasting pipeline, Transfer Family exchange	AWS	A separate result per engagement
Sandip University	Website and ERP applications plus AWS right-sizing, security, performance and backups	AWS	Qualitative: smoother admissions operations
Mahindra First Choice	Customer-led PHP, Laravel and .NET workstreams and critical rollout support	Applications	Qualitative; around a year
Artflow / TGS	.NET frontend, backend, integration and support (also known as FLOW, Hybrid Software)	Applications	Historical, qualitative
DeepDil	Product engineering for questionnaires, assessments and evidence on Next.js	Applications	Historical, May 2024 to April 2025
Clovemind	Mobile and web application development, emotional-wellbeing product	Mobile and web	Project experience
FanSpace	React Native engineering under the client's product team (fanspace.gg)	Mobile	Historical project experience
DRIFE	Release engineering for application services: pipelines, secrets, API gateway	Google Cloud	Historical, April 2024

First four: AWS-delivered work. Last six: application, mobile and other-cloud work. Historical work is marked; no current relationship is implied.

CHOOSING A DELIVERY MODEL

Each way of getting engineering done is right for something

Choose by the work you need done and who will carry it, not by the rate card. Delivery models vary a lot between providers, so check the actual proposal.

In-house hiring

STRONG CHOICE WHEN

The work is continuous and core to your product, and you can recruit, lead and keep the people.

CHECK BEFORE YOU SIGN

Time to hire and ramp up, and who carries the work in the meantime.

Staff augmentation

STRONG CHOICE WHEN

The roles are known and your own managers can direct, review and integrate the work.

CHECK BEFORE YOU SIGN

Coordination, quality and the outcome stay with you.

Agency or dev shop

STRONG CHOICE WHEN

A well-specified build with clear boundaries and a defined handover.

CHECK BEFORE YOU SIGN

Who operates it after launch, and how change requests are handled.

Advisory consulting

STRONG CHOICE WHEN

You need a broad, independent view of strategy, organization or vendor choice.

CHECK BEFORE YOU SIGN

Who implements the recommendation, and how its results will be tested.

Ampity

STRONG CHOICE WHEN

Defined specialist work where decisions and implementation must stay connected: AWS recovery, modernization or a product module.

CHECK BEFORE YOU SIGN

You keep direction and approvals. We are not the lowest-cost way to add hours.

Compare real proposals on the same questions: who owns the result, who coordinates, what gets tested and accepted, the total effort beyond the rate card, and what you keep at exit.

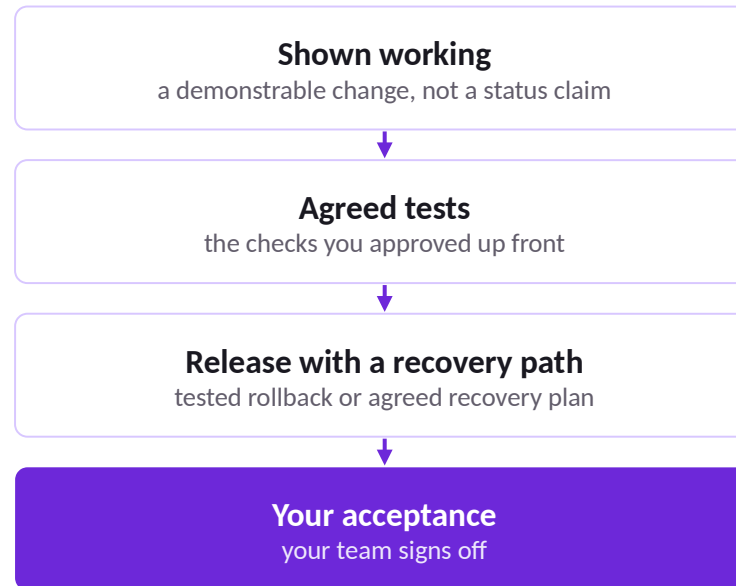
[Choosing your engineering partner: the full comparison guide](#)

HOW YOU STAY IN CONTROL

You keep authority over your product. We carry the delivery.

YOU DECIDE

- Product direction and priorities
- Scope, and every change to it
- What goes to production, and when
- Access: granted by you, revocable by you

EVERY CHANGE PASSES**YOU KEEP**

- Code and infrastructure in your repositories and accounts
- Runbooks, decision records and test evidence
- Named owners on both sides and an agreed escalation path
- A planned handover if the engagement ends

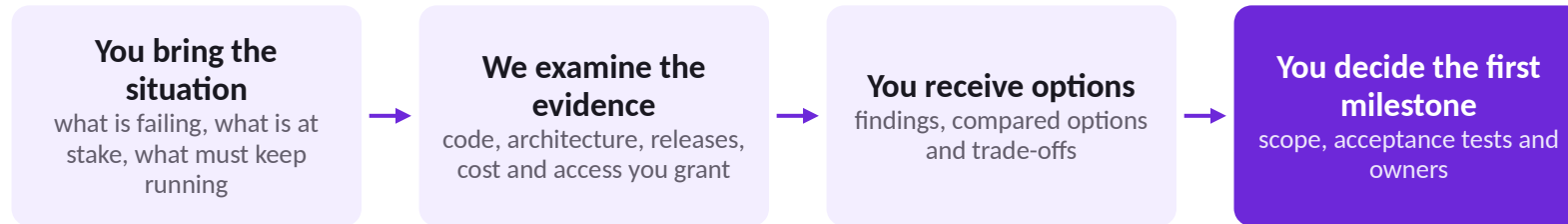
The specific controls, owners and access are agreed for each engagement before work starts.

[How you stay in control: the 4-slide brief](#)

[Taking over from another vendor: a safe transition plan](#)

A PRACTICAL FIRST ENGAGEMENT

Start with the problem worth solving first



THREE WAYS TO START

Assessment

When the problem is not yet scoped.

Scoped implementation

When the outcome and acceptance criteria are clear.

Engineering pod

For ongoing roadmap work inside your team.

Pricing is scope-based and confirmed after discovery, before work starts.

WHERE AWS PROGRAMS CAN HELP

- **Usage credits** can offset eligible AWS consumption.
- **Partner project funding** can support specific approved project activities.
- **Conditional.** Eligibility and approval depend on AWS; nothing is automatic.
- **Separate from fees.** Engineering fees cover the agreed scope.



A PRACTICAL NEXT STEP

Bring us the problem as you see it today.

We will help you find the one worth solving first, and suggest how to start.

Talk to Ampity

ampity.io | hello@ampity.io



Google Cloud

partner

AWS Advanced Tier Services Partner | Google Cloud partner

GO DEEPER

01 [AWS credentials and delivery depth](#)

[Advanced Tier, ECS, RDS and Transfer Family.](#)

02 [Choosing your engineering partner](#)

[Compare delivery models on ownership and exit.](#)

03 [How you stay in control](#)

[Your authority, the gates and what you keep.](#)

04 [Google Cloud platform engineering](#)

[The platform engineering brief.](#)

05 [Production AI engineering](#)

[From feasibility to operations.](#)