

Graylark Scales AI Innovation and Streamlines API Management with Zuplo

Graylark chose Zuplo to tackle rapid growth and rising enterprise demand. With automated onboarding, global scalability, and simplified payment integrations, Zuplo streamlined API management and freed Graylark to focus on advancing their AI technology.

Challenges

- › **Scaling Struggles:** Rapid growth created operational challenges
- › **Onboarding Issues:** Manual API key processes were unsustainable
- › **Rising Demand:** Enterprise interest added pressure
- › **Complex Setups:** Gateways like Tyk and Apigee added complexity and strained resources
- › **Limited Capacity:** Small team struggled to scale

Zuplo Solution

- › Automation enabled a self-service customer model for faster onboarding
- › Edge deployment ensured reliable and region-agnostic traffic handling
- › Payment integration supported enterprise contracts and subscription transitions
- › The platform streamlined API deployments and updates, improving efficiency

Key Results

Reduced onboarding time leading to increased conversions	Unlocked new revenue streams using direct integration with Stripe
Improved customer experience with enhanced APIs	Streamlined API management saved time and resources

About Graylark

Graylark is an AI-driven platform specializing in advanced cyber intelligence and all-source intelligence gathering, analysis, and processing. It offers next-generation photo geolocation through its GeoSpy AI technology, which leverages pixel data to accurately infer geographical locations.

The Journey To Zuplo

Graylark's rapid growth and the viral success of their GeoSpy AI models created an urgent need for scalable API management.

Their manual process for API key generation and onboarding was unsustainable, especially as enterprise interest grew. Gateways like Tyk and Apigee added complexity and strained Graylark's small team, hindering scalability.

Zuplo offered the ideal solution with an intuitive API management platform that reduced setup time from weeks to days. Its seamless integration with Stripe simplified payments, while pre-built policies for rate limiting and authentication streamlined management.

By replacing Tyk and Apigee with Zuplo, Graylark scaled quickly and freed resources to focus on their core AI innovations.

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We would not be able to do what we're trying to do without Zuplo... the amount of man hours it took to send people trials for our API was insane. Now, we just say, 'Here's our API, go check it out,' and we save countless hours.

Daniel Heinen

CO-FOUNDER, GRAYLARK

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