

# Hearsay, a Yext Company, Reduces API Management Burden With Zuplo

Hearsay, a Yext company, scaled up with Zuplo, enhancing API security and management while maintaining seamless parity with existing architecture.

## Challenges

- › **High overhead:** Maintenance complexity with homegrown API proxy
- › **Lacked robustness:** Needed better performance, scalability, and flexibility
- › **Security limitations:** Poor traffic control, authentication, and observability
- › **AuthNZ middleware:** Needed to integrate with high-performance API gateway

## Zuplo Solution

- › Fully managed cloud portal with fast deployments
- › Developer experience removed configuration headaches
- › Instant deploys — seconds, not minutes
- › Edge-native speed, instantly scalable to millions of requests
- › Granular security policies and monitoring

## Key Results

<b>Increased productivity</b> resulted in faster time to market	<b>2-3 week rollout</b> for development and onboarding
<b>AuthNZ migration</b> from legacy infrastructure was painless	<b>Instant scalability</b> without compromising performance

## About Hearsay, a Yext Company

Hearsay, acquired by Yext in August 2024, is a leader in digital client engagement for financial services. The company provides compliance-driven solutions across social media, websites, text, and voice platforms, helping financial institutions maintain regulatory compliance while effectively engaging with customers. Their technology is trusted by top financial firms to enable secure, compliant communication in a heavily regulated industry.

## The Journey To Zuplo

Hearsay's homegrown API proxy couldn't scale to meet its growing demand of 60 million+ requests per month, leading to high maintenance overhead. As a communication application operating in the financial industry, they also needed strict authentication to meet stringent regulations.

After evaluating commercial and open-source solutions, Hearsay chose Zuplo for its performance, flexibility, and seamless integration. Its developer-friendly CI/CD approach via GitHub, edge-native speed, and ability to scale were key factors.

Within a month, Hearsay migrated, improving security, reliability, and performance across North America and Europe while ensuring compliance. Rapid route deployments and automated security policies ensured long-term scalability with minimal complexity.

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Zuplo gives us the flexibility to scale efficiently, ensures security and compliance, and reduces operational complexity so we can focus on building new capabilities.

Daryl Benzel

STAFF SOFTWARE ENGINEER, YEXT

