



# Hive

## Migrates from AWS to Nexaa

### About Hive

Hive is a Dutch software startup founded by entrepreneurs Job and Leander de Nooijer. The company develops a smart, digital family planner that allows families to link calendars, manage tasks, and create more structure in their home via an app or a central display in the house. Behind this user-friendly application runs a scalable software platform that must be continuously available and handle user data securely.

### The challenge:

#### From Complexity to Overview

For Hive, hosting is therefore not a side issue, but a fundamental part of their product. In the initial phase, they used AWS, a powerful platform but, in practice, also complex and time-consuming to manage. As the product continued to grow, the need arose for more overview, simplicity, and control over the infrastructure and costs.

That search led Job de Nooijer to the cloud application platform Nexaa.

*“AWS worked fine, but Nexaa turned out to be a whole lot easier.”*

**Job de Nooijer, Owner, Hive**

## Getting started with Nexaa immediately

Hive came into contact with Nexaa at an early stage and was therefore able to participate in one of the first betas. What stood out immediately back then was the simplicity of the platform. While AWS often requires in-depth cloud knowledge and extensive configurations, Nexaa offers a clear and intuitive environment in which developers can work quickly.

**The result: less time spent on infrastructure, more focus on product development.**

## Less management, more focus

A key advantage of Nexaa is its greatly simplified management. Deployments, environments, and resources are quickly visible and easy to manage, without the technical overhead often associated with hyperscalers.

For Hive, this concretely means:

- Faster development and testing;
- Less dependence on complex cloud configurations;
- More stability and predictability in the infrastructure;

This aligns well with the way Hive wants to build and scale its product.

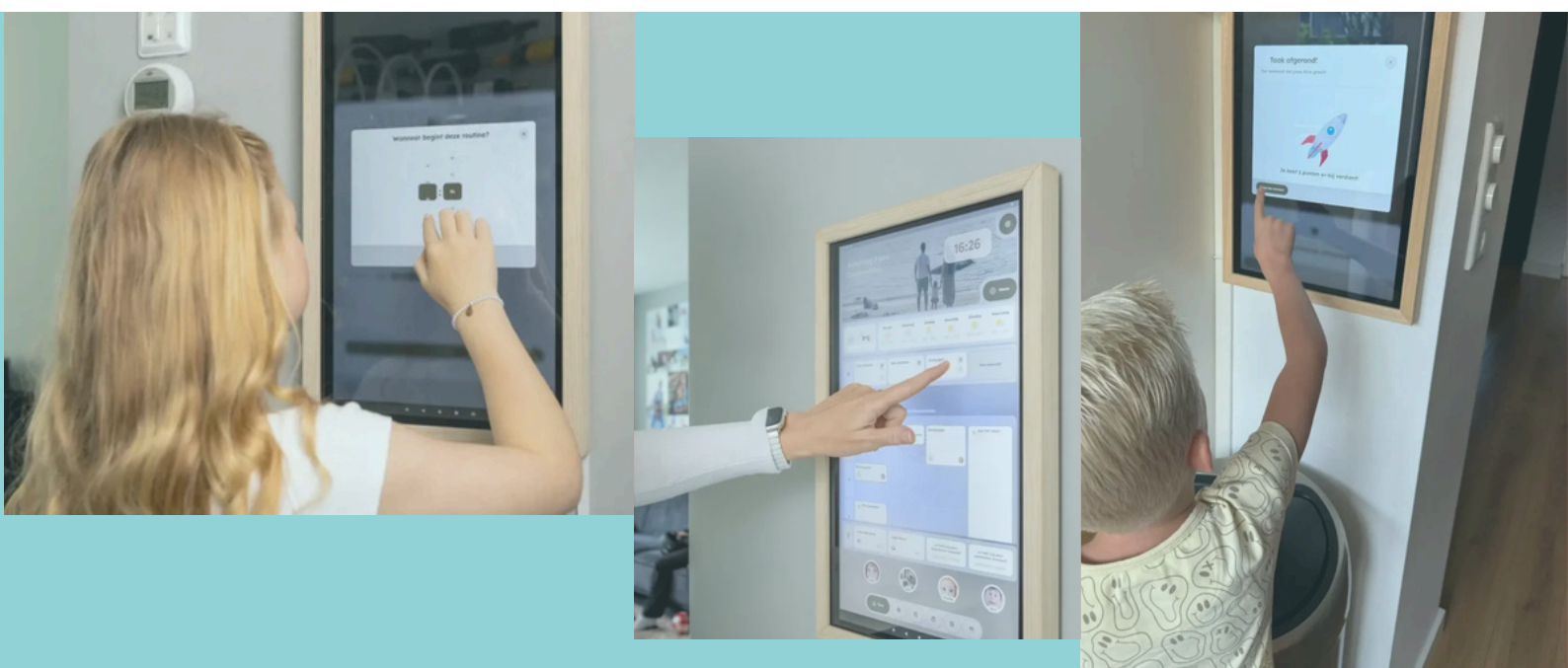
## Fully European as a strategic advantage

In addition to ease of use, data location also played a decisive role. Hive works with sensitive data and places great value on transparency towards customers.

With Nexaa, Hive can explicitly communicate that data is hosted within Europe, without being dependent on non-European hyperscalers. This now constitutes a clear added value in conversations with customers, according to Job de Nooijer.

**“Everything at Nexaa runs within Europe. That is an important reassurance for both us and our customers.”**

**Job de Nooijer, Owner, Hive**



## Phased migration away from AWS

Hive consciously opted for a phased transition. Nexaa has now become the permanent hosting partner, and the goal is to completely part ways with AWS in the short term. The transition is proceeding in a controlled manner and without disruption for end users, partly thanks to Nexaa's clear structure.

## Nexaa as a foundation for further growth

For Hive, Nexaa is more than just a hosting platform. It forms a stable and future-proof basis upon which the product can continue to grow. Due to Nexaa's simplicity, the infrastructure remains supportive rather than leading. Why Hive chooses Nexaa

- ✓ Demonstrably simpler than AWS
- ✓ Less management, more focus on product development
- ✓ Dutch company with European infrastructure
- ✓ Transparent and suitable for sensitive data
- ✓ Fast onboarding and intuitive interface

### Experience Nexaa

Deploy and scale your applications 100% developer focused, 100% European.

We simplified infrastructure with an intuitive, developer-focused application platform.

Nexaa takes your pain out of running applications in the cloud, with guaranteed privacy due to our exclusively European data centers. Visit [Nexaa.io](https://Nexaa.io)

