ecs
a GlobalLogic company

Cloud spend reduced by 20% with Cost Optimisation

Overview.

An award winning media technology company has been in the process of migrating its applications estate to the on-demand, cloud computing platform Amazon Web Services (AWS). They approached ECS with an ask to assist them in identifying and optimising their Cloud spend.

The Challenge.

The company has seen a significant increase in their Cloud spend over a period of three months. This was partly due to moving additional applications to the Cloud, partly because they felt they were paying for resources and services that they weren't using or didn't require.

ECS's team of Cloud Cost Analysts used the six step ECS Cloud Cost Optimisation Process to carry out a deep dive of its client's Cloud spend. With this process, ECS identified if there were any costs that could be removed as well as providing a list of recommendations to enable the company to self-manage their Cloud spend moving forward.

The Solution.

1 Understood the cloud account structure: ECS carried out an assessment of all the Cloud accounts held by the client to get a complete picture of its spend. As per best practice, all accounts were already sitting within a master payer account however, the team verified this by cross referencing the AWS bills with the client's finance department.

2 Identified suitable tools to assist: ECS assessed the tools which were limited to the cloud provider tools and recommended the client adopt ECS's preferred cloud neutral, cost management software platform. We then worked with our client's engineers to get all of their Cloud accounts added to the tool. This allowed us to continue working with the engineering teams to identify which resources and services were not being fully utilised.

3 Produced a single view of cost across all Cloud providers: While the client utilised just a single cloud provider, the fully loaded costs were not always fully understood. ECS worked with the client to develop easy to consume reports and dashboards from complex billing data. This gave the client clear and measurable KPIs with which to track against.

4 Mapped Cloud costs to consumers: As per the client's requirements, we developed a strategy to ensure costs were mapped to the individual end clients consuming cloud technologies and could easily be broken down by deloyment environment. This was achieved through building filters within the tool which made use of the client's account naming conventions.

5 Reviewed the Cloud consumption:

- An award winning media technology company has been in the process of migrating its applications estate to the on-demand, cloud computing platform Amazon Web Services (AWS). They approached ECS with an ask to assist them in identifying and optimising their Cloud spend.

- We identified a number of Dev & Staging environments that were outside of the current release cycle but were still running. All of these environments were shut down immediately, providing quick wins and cost savings to the client.

- Our client's set up includes Cassandra databases. We found that all the Cassandra databases had been set up to replicate across a number of Availability Zones for resilience, this was leading to a considerable data transfer cost. While this was essential for the production environment, we advised that this wasn't needed for the dev & staging environments. These changes were immediately implemented resulting in cost savings and a change to how dev & staging environments were built in the future.

6 Reviewed the Cloud purchasing stratgey:

- Due to our client's complex global Cloud footprint, we spent time identifying suitable resources for Reserved Instance purchase. Even given this complex environment we were able to identify savings of over 20% in their compute usage.

- Technical discussions were instigated around the use of 'Spot Instances' due to the incredibly high potential savings. The client took this on board and its architecture teams are now looking into how it can utilise 'Spot Instances' to drive down its AWS spend

- The client was introduced to an independent 3rd party who specialised in Reserved Instance recommendations to validate that the savings we could provide were the optimal options available.

- After completing the initial review, AWS launched a new cost saving offering of 'Savings Plans'. This plan was presented back to the client, as well as actionable steps about how it could be utilised within their environments to secure long term benefits.

What value did ECS bring?

By partnering with ECS, our client gained access to a specialist team with extensive experience enabling highly technical companies to achieve Cloud cost optimisation. This breadth of experience enabled us to adopt a data-driven, pragmatic approach that helped identify costs savings at pace and provide clear ROI.

The introduction of the Savings Plan has also given the client the opportunity to secure 15%-55% of savings depending on the term of its commitment. This Plan and associated recommendations were supported by in-depth, technical knowledge, ensuring successful discussions with Architecture & Engineering teams and recognised cost savings for our client.

The benefits.

The ECS approach to Cloud Cost Optimisation identified savings in excess of 20% of its client's current Cloud spend. The recommendations included purchasing Reserved Instances, Savings Plans, as well as enhanced management of all running instances and environments to ensure underutilised resources are managed efficiently.

ECS quickly identified a number of client environments that were running but not being utilised. This resulted in quick wins for the client in their drive to optimise their AWS spend. Advise was also given to the client to make small regular purchases which will help minimise its risk profile. Finally, ECS looked to embed a process for the client to monitor its Cloud spend & utilisation levels through the use of a Cloud Cost Management tool. This tool secured the longlevity and sustainability of Cost Optimisation practices within the enterprise, making sure process efficiencies and cost savings could continue being achieved long after ECS's involvement.