



## USE CASE

# CLOUD TRANSFORMATION – AWS COST OPTIMIZATION

## CLIENT PROFILE

---

Global hotel solutions provider, ranking among the top three hotel portals in Europe and as a market leader in the global business travel sector, faced challenges with escalating AWS costs and had to define and implement a comprehensive cost optimization strategy.

## CHALLENGE

---

- Need for a 15% cost reduction by the end of 2024
- Gradual month-by-month cost increases in AWS infrastructure
- Lack of a structured cost-saving culture across teams
- Inefficient use of AWS resources leading to unnecessary expenses

## SOLUTION: CLOUD TRANSFORMATION SERVICE

---

Our Cloud Transformation Service provided to the Client with a tailored cost optimization strategy, focusing on:

### Strategic Planning

Developed a phased approach to cost optimization, aligning with business goals and timelines.

*The action plan included:*

Phase 0	Completed Sep 2023	Each team created and implemented a cost optimization plan
Phase 1	Due Mar 2024	Identifying and implementing cost quick wins
Phase 2	Completed Nov 2023	Cost optimization and cost management training
Phase 3	Due Feb 2024	Implementing cost monitoring tooling
Phase 4	Due Q4 2024	Ongoing FinOps auditing
Phase 5	Due Mar 2024	Cleanup of unused AWS accounts
Phase 6	Completed Nov 2023	Implementing EC2 reserved instance strategy
Phase 7	Due Q1 2024	Purchasing non-EC2 reserved instances
Phase 8	Due Q1 2024	Implementing budgeting processes
Phase 9	Due Q1-Q2 2024	Implementing cost management automation
Phase 10	Due Q3-Q4 2024	Migrating EC2 to Graviton instances
Phase 11	Due 2024-2025	Migrating part of the workload to spot instances
Phase 12	Due 2024-2025	Migrating part of the workload to serverless architecture

### Team Engagement

Facilitated collaboration between FinOps, AWS Technical Account Manager, and individual teams to create and implement cost-saving plans.

### Quick Wins Identification

Worked with AWS TAM to pinpoint immediate cost-saving opportunities with minimal effort.

### Training and Culture Building

Conducted cost optimization training sessions for teams and project leaders, fostering a cost-conscious culture.

### Tooling and Monitoring

Implemented cost monitoring tools like AWS Cost Explorer and CUDOS dashboard for better visibility.

### Resource Optimization

Identified and removed idle resources, unused AWS accounts, and optimized EC2 instances.

### Reserved Instance Strategy

Developed a new strategy for EC2 Reserved Instances, resulting in significant monthly savings.

### Budgeting Process

Introduced a structured budgeting process with alerts for better cost control.

### Automation

Implemented cost management automation for proactive responses to cost spikes.

### Advanced Optimization Techniques

Planned migration to Graviton instances, spot instances, and serverless architectures for long-term savings.

## RESULTS

- ☑ Immediate savings of **5-10% monthly** from quick wins in Multiple teams
- ☑ Projected **15-20% monthly** savings from optimized Reserved Instance strategy
- ☑ Elimination of **1-2% monthly** costs per unused AWS account
- ☑ On track to achieve the **15% cost reduction** goal by end of 2024
- ☑ Established a sustainable cost optimization culture and process across the organization

## VALUE PROPOSITION

---

Our Cloud Transformation Service empowers organizations to:

- Rapidly identify and implement cost-saving measures
- Build a cost-conscious culture across all teams
- Gain visibility and control over cloud spending
- Optimize resource utilization and eliminate waste
- Leverage advanced cloud technologies for long-term savings
- Achieve significant cost reductions while maintaining operational efficiency

**Ready to take the next step?**

**Reach us today at [info@brightgrove.com](mailto:info@brightgrove.com)**