



BrillioOne.ai FinOps Case Studies (Cloud Analytics)



Cost Optimization on Cloud Infrastructure

CLIENT PROFILE

One of India's leading new-age media institutions, the publication has reporters all over the country who have won some of the most prestigious journalism awards in India. Other than English, it has recently branched out into Hindi, Urdu, and Marathi, and aims to use new media technologies to change the way stories are told.

BUSINESS IMPACT



80% COST SAVINGS
on AWS Compute Instances



30% SAVINGS
on AWS RDS expenses



25% SAVINGS
on AWS EC2 costs



21% SAVINGS
on AWS DB Instances costs



15% COST SAVINGS
on total cloud infrastructure expenses

CHALLENGES	SOLUTIONS	OUTCOME
<ul style="list-style-type: none"> • Sprawling cloud expenditures and cost leaks • Inability to comprehend the complex catalogue of cloud provider • Lack of cloud related expertise • Decentralized control of cloud environment • Overall mismanagement of cloud infrastructure • Wastage of resources in cloud environment 	<ul style="list-style-type: none"> • After thorough study of their current architecture, costing and utilization, custom reports were created for areas of improvement • Implemented the wastage tracker by Identifying multiple orphaned resources • Implemented rightsizing for EC2 and RDS resources • The new solution was tested for every scenario over 2 weeks • Once the team was comfortable with changes, customized RI recommendations was provided for Infra resources 	<ul style="list-style-type: none"> • Complete cost optimization for entire AWS cloud infrastructure • Availability of qualified cloud expertise for infrastructure management • AWS Resource optimization without any impact on business processes • Drastic reduction in overall cloud infrastructure costs



Reduced Total Cloud Expenditure

CLIENT PROFILE

Based out of United States, specializes in advising and educating organizations about ethics and regulatory compliance as well as corporate culture, governance and leadership. Their services include analyzing corporate cultures, rewriting their codes of conduct, and providing ethical-compliance education and training with about 500 courses in 50 different languages available across online education platform

BUSINESS IMPACT



20% Of TOTAL CLOUD EXPENDITURE

Reduced in first 3 months



100% COST CENTRE MAPPING

Attained with advanced reporting features




CHALLENGES	SOLUTIONS	OUTCOME
<ul style="list-style-type: none"> Lacked clarity in their cloud expenses and granular level of visibility was much needed Optimizing cloud spend with attribution of cloud resources. Impossible to keep entire infrastructure complaint without some level of automation for resource and cost allocation 	<ul style="list-style-type: none"> BrillioOne.ai FinOps platform helped them identify 50+ unattached EBS volumes which were going unnoticed and added unnecessary costs With “Cost Allocation” checks, they were able to track untagged resources and break down costs by their projects, environments, etc. 500+ unique reports helped them split their resources based on their actual cost centers 	<ul style="list-style-type: none"> Eliminated unassociated elastic IPs of terminated instances and cut down superfluous cost from their bills through monthly assessments Cost center mapping with advanced reporting features enabled to act on untagged or mis-tagged resources



Centilytics Implementation on Multi-Cloud environment

CLIENT PROFILE

A UK based utilities organization owns, operates, and maintains largest gas distribution network. The organization has \$1 million per month of cloud consumption with about 150+ applications across SAP and non-SAP workloads. The customer wanted to design a strategy to effectively engineer cost optimization and cloud spending with clearly defined optimization thresholds, chargeback mechanisms and policy enforcement.

BUSINESS IMPACT	CHALLENGES	SOLUTIONS	OUTCOME
 <p>\$148K MONTHLY SAVINGS Using Centilytics recommendations</p>  <p>60% IMPROVEMENT In Cost attribution through Tagging</p>  <p>99% REDUCTION In unaccounted cost on AWS</p>	<ul style="list-style-type: none"> • Increasing costs on public cloud • Underutilization of resources and abandoned resources adding to wastage • Budget overruns • Less or no response from account owners on saving suggestions • Poor tag management process with no uniformity in tagging nomenclature and presence of large proportion of untagged resources • No single point of contact for approvals • Single account with multiple application owners 	<ul style="list-style-type: none"> • Successfully enabled customized views for various stakeholders • Provided real time status for tag compliance and recommended mandatory tags as best practices • Recommended commercial, business, and operational/functional KPIs based on user/persona motivation to the client • Successfully enabled role-based user views for CIO, application owner, Service area owner etc. for facilitating transparency across multi accounts • Provided in-depth reporting & analytics capability with detail-level data • Defined a standardized approach for identifying and executing cloud cost optimization recommendations 	<ul style="list-style-type: none"> • Real time view of tagging compliance and intelligent tagging enforcement policies ensured improvement in cost attribution • The client realized approximately \$58K monthly savings with rightsizing • Empowered application and account owners with actionable insights and real-time decision-making ability • Attribution of compute savings plan to various applications/ projects resulted in accurate and complete show back to the client • The team built a set of monitoring and control routines to drive agility and cost transparency • Centilytics enabled visibility into cloud waste

CLIENT PROFILE

One of the largest U.S. based high-tech commercial banks and provides a full range of financial services and expertise to companies of all sizes in innovation centers around the world

BUSINESS IMPACT



35% COST SAVING

On Cloud Expenses



99% REDUCTION

In unaccounted cost on AWS



95%+ Accurate

Projection of monthly expenses on AWS

CHALLENGES	SOLUTIONS	OUTCOME
<ul style="list-style-type: none"> • Frequent cloud budget overruns • Low level of Control, Standardization, & Governance for resources on AWS • Recurrent and unexpected spikes in cloud cost • Over-provisioning of cloud resources resulting in higher costs • Lack of traceability of resources being created on AWS • Delay in identifying when cloud expense exceeds the planned budget 	<ul style="list-style-type: none"> • Introduced Centilytics to assess, optimize and operate on AWS • Performed detailed analysis of client's AWS footprint to analyze cloud cost, resource requirement, tagging mechanism etc. • Suggested provisioning of Reserved Instances based on workload analysis to save cost • Built guardrails and enforced proper tagging of resources to increase traceability and control • Setup mechanism to Scan resources to find the violations per compliance rules & Jail those resources, if necessary • Setup alerting and reporting mechanism when cost forecast exceeded the budget 	<ul style="list-style-type: none"> • End to end Cloud Cost management through real time analysis and forecast • Accurate resource cost projections as un-accounted cost was reduced drastically • Unified and persona-based dashboards giving detailed analysis of cloud expenses • Faster response to scenarios when forecasted cost exceeded the budget • Enabled IT Leadership to efficiently plan cloud budgets • Savings from cloud cost could be invested in R&D activities using machine learning services on AWS



Optimized Cloud Spend in Multi cloud environment

CLIENT PROFILE

The company is one of the world’s leading manufacturer of recyclable products that are made of responsibly sourced, renewable raw materials. They are one of the global providers of sustainable and safe solutions for the forest-based bio industry. They have over 18,000 employees in 12+ countries, with annual revenue over \$8.6 billion dollars.

BUSINESS IMPACT



31% MONTHLY SAVINGS

Through continuous cost optimization and governance programs



REDUCTION IN CLOUD COST WASTAGE

with the right set of recommendations and rightsizing

CHALLENGES	SOLUTIONS	OUTCOME
<ul style="list-style-type: none"> Lack of real time cost visibility to account and business owners Poor tagging management process with no uniformity in tagging nomenclature, presence of large proportion of untagged resources and no tags denoting portfolios or service areas Inefficient KPI monitoring and multi cloud dashboarding. Unavailability of show back reports to various portfolios and service areas. Underutilization of resources and abandonment resources adding to wastage resulting in budget overrun. 	<ul style="list-style-type: none"> Brillio successfully enabled real time visibility and cost monitoring using FinOps framework through customized dashboard. Defined their standard tagging nomenclature across AWS and Azure accounts and enforced tagging policy for efficient tag management. Recommended commercial, business, and operational/functional KPIs based on user/persona motivation to the client. Served as a single pane of glass for viewing and managing their multi cloud interfaces using the dashboard. Efficient account – portfolio mapping was done to identify which accounts contributed to which portfolios and policies were created to segregate cost between different service areas and portfolios. 	<ul style="list-style-type: none"> By leveraging BrillioOne.ai FinOps module, client achieved better visibility and transparency of their cloud spend across the distributed system and teams Empowered the application and account owners with actionable insights and real-time decision-making ability. Enabled role-based user views for CIO, application owner, Service area owner etc. for facilitating transparency across multi accounts. In-depth reporting and analytics capability with detail-level data Standardized approach to identifying and executing cloud cost optimization recommendations

Thank you

