



# The Business Value of Aiven Data Cloud

IDC's research demonstrates the value for interviewed organizations of supporting open-source data solutions with Aiven Data Cloud. Interviewed Aiven customers reported **reducing the overall cost of using these solutions through substantial staff efficiencies**, while also increasing the value of their use through **much-enhanced agility and scalability** to support their businesses.

## KEY RESULTS



**37%**  
lower 3-year  
cost of operations



**340%**  
3-year ROI



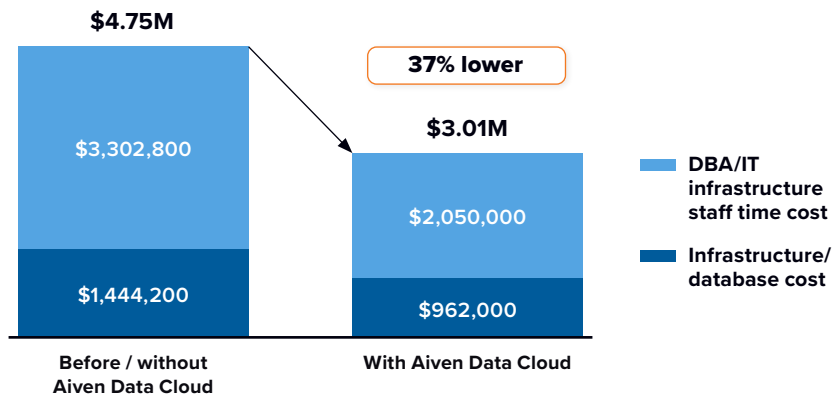
**5 months**  
payback period

### EMEA CONSUMER SERVICES COMPANY:

“With Aiven, we've decided we're going to go all the way to 80% utilization because if we need another node, it's just one click. With our on-premise environment, we had to keep the utilization under 40%. ”

## Cost of Operations Benefits

### THREE-YEAR COST PER ORGANIZATION (\$)



**48% more**  
efficient DBAs

**95% more**  
databases per DBA

**29% more**  
efficient IT infrastructure teams

**29% more**  
efficient security teams

**\$1.44 million**  
in hardware costs avoided per  
organization, three years

### U.S. TELECOMMUNICATIONS COMPANY:

“We're able to release six new applications per day with Aiven, as to previously four per week. We were unable to do anything in the type of timeframe that we're seeing now. It's a significant impact. ”

## Agility, Scalability, and Business Impact

**81% faster**  
to create and deploy  
a new database

**78% less**  
staff time required to  
deploy a new database

**13% higher**  
development team  
productivity

**\$1.29 million**  
higher revenue per  
organization per year