

Helped a media giant based out of India with Cost Allocation

ABOUT THE CUSTOMER

The customer is the largest aggregator, developer and publishers of Mobile and Digital Entertainment in India. It has a digital distribution network across 32 countries with over 150 direct networks such as Mobile Operators, Internet/Broadband publishers, Cable on Demand and IPTV networks.

CLIENT'S HOT BUTTONS

- o With very little visibility into their huge IT infrastructure hosted on AWS, it became a challenge for the customer to keep track of their incurred costs by resources, services, regions and other attributes contributing to their large cloud expenses.
- o The customer lacked an apt tagging process, making it very difficult to allocate costs to various teams, departments or projects.
- o Spiky surprises in their cloud bills and tangled reports barred them from gleaning what or who caused them to consider migrating out of AWS.
- o They had no system or process to rightsize or reserve resources in order to bring down the cost.

SOLUTION

- o Centilytics' all-in-one console gave them deep actionable insights on their cloud usage and costs incurred by each service in each region.
- o Cost Allocation helped them setup a tagging nomenclature and tag their entire infrastructure..
- o Our advanced reports helped them split their costs at the tag-level associated with independent or multiple accounts.
- o Anomaly Detection – Custom Spend Alerts by Services, Regions, Account(s), Resource Tags on a monthly, weekly, or on a custom recurrence basis.
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PERKS OF USING CENTILYTICS

- o The customer identified 4 AWS accounts that were running without approvals or assigned budgets.
- o The customer was able to tag over \$70, 000 worth of un-tagged/incorrectly tagged resources
- o They were able to reduce the man hour in curating the reports for their stakeholders and various departments with automated reporting customizable by resource tags, regions, services, blended and unblended costs.
- o The customer was able to identify 7 reserved instances that were not being used. Another 4 were under 30% utilized. Some have now been put to use while others were put up on AWS marketplace to sell.

About Centilytics

Centilytics is a cloud management platform, which helps you to manage, secure, and optimize your cloud infrastructure within a single pane of glass. Currently, our platform supports AWS and Azure with a plan of introducing Google in near future. We are a Silicon Valley-based company, managing over 10 million dollars of consumption for all our customers so far.

Centilytics has been rolled up to StartX, a tier-1 Stanford-affiliated startup accelerator.

#CloudMadeEasy

For more information visit www.centilytics.com You can also email us at hello@centilytics.com