Cloudamize Case Study

nimblecommerce

46% identified cost reduction

79% of instances with optimal performance

85% reduction in time to plan infrastructure

The Challenge

Following a review of their annual budget, NimbleCommerce's infrastructure team, led by Umang Gopani, Sr. Systems Administrator, needed to cut their AWS deployment cost significantly. With over 100,000 active merchants and over 23 million subscribers, sacrificing performance in the name of cost reduction was not an option. Their challenges were the following:

→ Reduce cost while simultaneously keeping to the company's strict adherence to top levels of performance on production servers

→ Provide visibility into ongoing cost data without creating significant overhead for the team
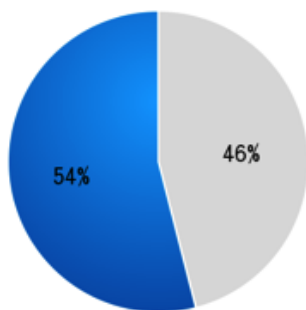

Recommendations and Actions

NimbleCommerce was able to quickly configure an environment on Cloudamize. A week following implementation, they had a set of actionable recommendations to optimize their AWS deployment. The prioritized recommendations included both the steps and supporting economics to:

→ **Reduce specific servers where they were over-provisioned**

→ **Utilize optimal pricing plans across assets**

→ **Increase the size of individual servers to meet established performance goals**
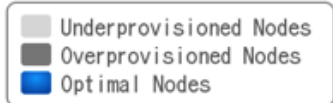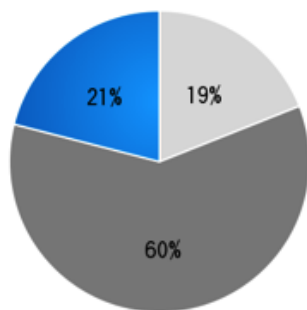
The analysis extended to the instance level and was supported with detailed historical performance data. This provided NimbleCommerce with a high degree of certainty to act on the recommended changes.

Cost Savings

54% 46%

Legend:
- Savings (light grey)
- Optimal (blue)

Improve Performance

21% 19%

60%

Legend:
- Underprovisioned Nodes
- Overprovisioned Nodes
- Optimal Nodes

About NimbleCommerce

NimbleCommerce works with some of the largest global publishers to create shopping experiences for their audience that matches the brand and monetizes their content. Between our flexible platform, our network of offers and products from leading suppliers and the most knowledgeable team in the business, NimbleCommerce has everything you need to succeed in e-commerce. Come work with us, experience our agility and we'll help you transform your business. NimbleCommerce is a privately held company, headquartered in Santa Clara, CA with offices in New York City, and London. We are backed by SK Telecom, Spark Capital, Carmel Ventures, and Jafco Ventures

About Cloudamize

Cloudamize provides companies powerful tools for optimization and capacity planning for their cloud infrastructure. Customers have experienced significant monthly savings, while simultaneously increasing performance. Using predictive analytics, the Cloudamize platform suggests optimal strategies to right-size and right-price cloud infrastructure. The application provides fast and trustworthy recommendations that are actionable in runtime environments or future configurations. Cloudamize also provides comprehensive monitoring to receive targeted alerts, view detailed system metrics, and examine root cause of issues.

To ensure their infrastructure kept pace with the company's exponential growth, the NimbleCommerce team leveraged Cloudamize's planning tool. As a result, they can now rapidly construct scenarios for their future platform. The tool has eliminated the need to perform load tests, thus reducing planning cycles from days to minutes.

The Results

With the Cloudamize platform, NimbleCommerce identified critical actions to realize a 46% reduction in their AWS spend, developed a roadmap to bring all instances into an optimal performance range, and reduced the time spent planning for future scenarios to minutes.

"With Cloudamize, we've optimized our current AWS deployment and we're now able to make confident planning decisions to support our business needs"

Umang Gopani, Sr. Systems Administrator