cloudability

How Cimpress Saved on AWS and Gained Critical Cloud Spending Visibility

LEARN HOW Cimpress gained valuable insight into their organization-wide AWS spending to solve critical business questions and identify both immediate and future opportunities for savings.

THE CHALLENGE

Striving for Better Allocation and Visibility

Cimpress is an international company located in the Netherlands that employs over 10,000 people worldwide. It produces custom promotional products for businesses, including printed materials, signage, photo products and embroidered apparel.

Under the Cimpress parent brand, there are 28 different business units using AWS. Like many organizations of this size, Cimpress ran into challenges when it came to getting an accurate picture of their cloud spending and usage on AWS. So when they first approached Cloudability, it was with the main goal of addressing the lack of transparency and visibility into AWS spending at an organizational level.

THE SOLUTION

Unearthing Answers from a Mountain of Data

Default billing and usage data access alone fell short of delivering the specific insights that Cimpress needed to optimize their AWS spending. Attempting to wrangle their cloud costs and usage in-house meant they had way too much data, and were managing too many access requirements — something they had neither the time nor the resources to manage — and they still were not getting the answers they needed.

Ideally, cost management tools need to help people understand the AWS Detailed Billing Report (DBR) and use this insight to make effective decisions about their cloud infrastructure. Before using Cloudability, there were no channels to give engineering teams the data they need to make critical decisions. A valuable report shouldn't deliver all of the data — just enough of the right data to the right teams to make confident, effective cloud decisions.

Cimpress' one must-have capability in a cloud cost management tool was to be able to natively overlay data to deliver deeper cost and usage insights without heavy development costs. Of all of the cloud cost management tools Cimpress evaluated, Cloudability was the only one capable of this.

‹•› cimpress™

cimpress.com

1995
Founded

2016
Customer Since

10,000
Company Size

Cimpress makes customized print, signage, apparel, gifts, identity merchandise, packaging and other products accessible and affordable to everyone.

TAKING ACTION ON IMPROVING CLOUD EFFICIENCY

Once they started working with Cloudabilty, members of Cimpress' engineering and operations teams were able to quickly solve for issues related to visibility and uncover the data they so desperately needed.

"The Cloudability account management team took our top use cases and turned them into immediate, actionable steps," said Paul Forte, Director of Technology, Cimpress. "They did this without any hefty setup fees or development time. In fact, after using a few waste reports and EC2 recommendations, we paid for Cloudability within months and continued to save on AWS with their guidance."

Cloudability helped the team turn AWS billing data into usable insights to help save money immediately. Within a few months, the combination of the Cloudability team's analysis and recommendations allowed Cimpress to capture significant savings on a monthly basis.

"Our teams appreciate how cost and usage dashboards evolve using our feedback. As our cost management needs and challenges change, we can rely on Cloudability to deliver new solutions, analysis and ideas."

The extensibility of the dashboards, along with the ability to create custom views to surface role-centric data sets was a defining feature of Cloudability for Cimpress. The fact that the cost and usage dashboards adjust and evolve based on their feedback given to account managers was a critical differentiating factor.

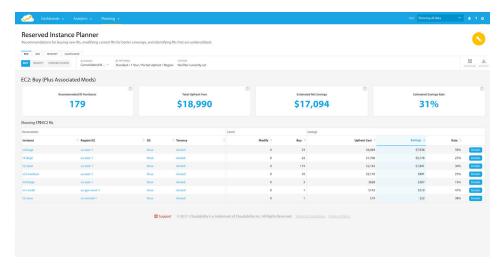## ROI: FLEXIBLE SOLUTIONS AND SUPPORT AS BUSINESSES SCALE

The iterative nature of both Cloudability's product and their support services makes it possible for companies like Cimpress to rely on it to deliver new solutions and ideas as their cost management needs and challenges change.

Although their savings thus far have been significant, the opportunity for even greater savings and efficiency going forward is huge. Cimpress' Cloudability account management team recently identified six figures per month in potential savings available to them if they choose to follow the recommendations. No matter where Cimpress is headed, Cloudability will be there to support them.

"Cloudability does more than talk about cost management best practices," said Forte. "They deliver actionable results and insights that help us make our AWS infrastructure as efficient as possible."

If you're interested in creating more visibility into your company's cloud spending, reach out today to talk to an account manager or get started on a free trial of Cloudability.
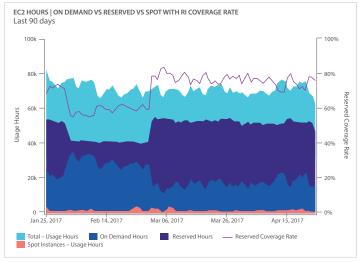

Figure 1 (above)
Cloudability empowers better RI decisions. Plan, buy, modify and identify underutilized RIs from one tool — the RI Planner.

Figure 2 (left) *Once cost, usage and RI data is ingested, Cloudability makes it easy to track and greatly improve user visibility around usage hour consumption and RI coverage.*