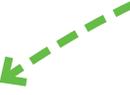


Case Study



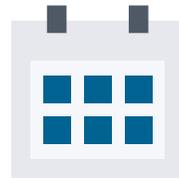
ParkMyCloud helps Avid reduce annual AWS spending by \$55k

The Challenge

The IT team at Avid, a global audio and video technology company, is responsible for a broad and essential array of systems, SaaS products, and managed services, with distributed teams spread across the globe.



Every hour
of computing
costs money



Our **schedule** saves Avid

\$55k

Avid recently migrated their enterprise environment – encompassing development, testing and production platforms – from traditional managed data centers into Amazon Web Services (AWS). A significant part of the transition included educating and changing the mindset about operating times and expenses.

“It’s been a challenge educating our team on the cloud model,” said Satnam Bains, Global Director of Infrastructure Services. “They’re learning that there’s a direct monetary impact for every hour that an idle instance is running.”

“The world of physical servers was all CapEx driven, requiring big up-front costs, and ending in systems running full time,” added Lee Blackwell, Avid’s Global IT Technical and Operations Services Manager. “Now the model is OpEx, and getting our people to see the benefits of the new cost-per-hour model has been challenging but rewarding.”

What both Bains and Blackwell needed to ensure was that their teams (both direct and indirect) would not leave non-production running 24x7, eating away at the budget hour by hour.

The Solution

Bains learned of ParkMyCloud from a cloud advisory firm that was assisting Avid with the migration to AWS. He visited the ParkMyCloud website, followed the quick start guide, and within minutes had a free trial account running and started parking instances.

Now, Avid has ParkMyCloud schedules attached to each of their non-production instances to turn off nights and weekends. As a global organization, multiple schedules are used to ensure that instances are “on” only when staff need them. As their teams are spread across many timezones, Avid uses AWS tagging to easily group instances by application and intended purpose. Since each application team operates at different times, leveraging parking schedules is flexible, straightforward and painless.

“Avid needed to ensure that their teams would not leave non-production running 24x7, eating away at the budget hour by hour.”

The Result

With ParkMyCloud, Avid is reducing their annual AWS spending by \$55,000. In addition, they use Reserved Instances to save on costs for “always on” production servers.

Bains said, “when our teams understand the AWS charging model of compute by the hour, they recognize the need to park instances and engage. Costs are attached to every hour. Then, the metaphorical penny drops.”

ABOUT PARKMYCLOUD

ParkMyCloud is a cost-effective, lightweight app that reduces cloud computing costs by 20% or more, in just 15 minutes. This app allows AWS users to pay only for the computing resources they’re actually using by scheduling on/off times (also known as “parking”) for their idle cloud computing services. ParkMyCloud is SaaS-based, so there’s nothing to download and no installation required. Customers are up and running in just three simple steps. Find more information and start a free 30-day trial at www.parkmycloud.com.

ABOUT AVID

Avid provides audio and video technology for media organizations and independent professionals. Their customers use Avid solutions to create, distribute, and monetize award-winning films, videos, music recordings, TV shows, live concerts, and news broadcasts.



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