messangi

Industry
Telecommunications

Headquarters location
Miami, Florida

Employees
50–200

VMware footprint
CloudHealth®

Key features
Cost management
Policy automation
RI management

Cloud
AWS

Key benefits
• 35 percent cost reduction

• 97 percent reservations

• Streamlined tagging

Messangi Gains Visibility and Control with CloudHealth

"Before CloudHealth, we mostly had no idea about our cost—no way to predict what it would be, or to explain why it was increasing," says Julio Ortega, operations manager at Messangi, a leading provider of mobile engagement solutions for driving customer loyalty. "Once we started using the platform, that all changed."

Messangi's cloud challenges

In Ortega's daily job, he deals with platform support, DevOps, cap analysis, and Amazon Web Services (AWS) cloud billing. The latter was the primary driver for purchasing CloudHealth: getting cost under control. Ortega wanted to improve Messangi's cloud cost management program: "I wanted to be able to conduct better cost analysis, and implement a more formal process for dealing with cost in the cloud."

First, he needed to get the right visibility.

An AWS customer that's "all in on the cloud," Messangi supports clients across multiple countries. Being a global organization forces them to maintain a high level of service and support at all hours. The cloud makes this business model attainable; it enables the company to leverage availability across various zones. Ortega and his team, however, were starting to feel the limits of AWS Trusted Advisor. "We had just undergone a full migration, moving workloads to the cloud, and wanted to go beyond the capabilities of AWS Trusted Advisor before costs began to spike. I knew it was only a matter of time, but I didn't have the right level of visibility, so I set out to fix that. I didn't want the company to spend a lot of money without having proper control over my environment."

> "Setting up alerts for when a new service is added was an example of something we automated. That's a simple enough thing, but before CloudHealth, we wouldn't have had the visibility to know that it was added."
>
> Julio Ortega, Operations Manager, Messangi

CloudHealth by vmware®

Finding a solution

"With respect to just billing and cost management, CloudHealth has helped us immensely," says Ortega. But he and Messangi exemplify the mentality that cost is about more than just dollars and cents.

Rather than exclusively relying on CloudHealth to drive down cloud costs and help forecast spend more accurately, Ortega also used the platform to automate certain processes, simplify day-to-day operations, and boost efficiency. Even automating minor actions had an impact.

The results

Once Messangi was up and running with the CloudHealth platform, they began to see results almost immediately.

By using the CloudHealth platform, Messangi is able to run 97 percent of their Amazon Elastic Compute Cloud (EC2) Instance hours under reservations, leaving only 3 percent running on demand. This saves the company thousands of dollars every month.

CloudHealth ameliorated their visibility challenges, as well, consolidating information from various data streams. "That helped us a lot," says Ortega. "The tagging process went from being very cumbersome to extremely streamlined."

Messangi also takes advantage of the CloudHealth rightsizing capabilities. Using CPU, memory, network and disk metrics from New Relic, Ortega gets recommendations on where they can downgrade oversized EC2 instances, and how much money that would save them. Cloud adoption can be a long, arduous process for companies that don't conduct proper upfront planning. Messangi is the exception in that their transition to the cloud went smoothly, without major stumbling blocks.

There are many reasons for this, one of which was Ortega's foresight. "My advice to someone else in my position would be to get control of your spend from the very start. That should be the first thing you do on the day you decide to adopt the cloud. Cost in the cloud is very different to on-premises. Then, once you've managed cost, you can move on to optimizing all aspects of your cloud," says Ortega.

Learn how CloudHealth can transform the way your organization operates in the cloud.