



## Ve Global Doubles Down on Cloud Responsibility, Cost Consciousness

### Industry

Marketing and advertising

### Headquarters location

London, United Kingdom

### Employees

50–200

### VMware footprint

CloudHealth®

### Key features

Cost reports  
Perspectives  
Custom tagging policies

### Cloud

Azure

Ve Global, formerly known as Ve Interactive, is an award-winning company that dedicates their efforts to enhancing the online consumer experience. They provide tailored digital advertising, website optimization, and re-engagement (remarketing/retargeting) services. Founded in 2009, the start-up has grown exponentially and now serves 10,000 clients globally across 18 territories.

### The challenge

Ve's journey to the cloud began in 2015 with the decision to migrate their entire data center to Microsoft Azure. Once on Azure, Ve's cloud spend grew rapidly and unchecked, due to having multiple development centers and limited governance in place for spinning up new infrastructure-as-a-service (IaaS) and platform-as-a-service (PaaS) solutions.

“When developers get ahold of new fancy toys, there can be a tendency to play as much as they can, and you don't want to cut their wings, but you need to make sure you're getting value from a cost perspective,” said Bart Farrell, talent manager at Ve Global. With increasing traffic around peak periods (e.g., Black Friday) resulting in higher costs, it became clear that Ve needed a solution for managing their infrastructure.

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Bart Farrell, Talent Manager, Ve Global

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## The solution

Ve wanted a leader that could help strike the balance between freedom and responsibility, and make cost consciousness part of their culture. The company started a cost reduction initiative and named Arie van den Bos, cloud systems engineer at Ve Global, as the lead with the support of Farrell.

Van den Bos decided to go beyond cost reduction and focus on optimization, as well. After evaluating several cloud management platforms, he determined that CloudHealth would give Ve the biggest advantage in terms of functionality.

Key capabilities that set CloudHealth apart from the competition for Van den Bos included Perspectives for customizing reports by functional area, team and resource groups, and the ability to create policies to alert on tagging compliance violations and daily spikes in costs.

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Arie van den Bos, Cloud Systems Engineer, Ve Global

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## The results

Ve knows that developer time is a valuable resource. The company wanted to ensure that their engineers were as productive as possible to drive the business forward. Van den Bos created workshops to demonstrate the benefits

of CloudHealth to his colleagues. “Before CloudHealth, we spent a week on cost management reporting. At the end of the month, we would download a CSV from Microsoft, then manually divide up the data by teams across multiple geographic locations. There has been a huge payoff on what people don’t have to spend time on now,” said Van den Bos.

Ve has not only saved valuable employee time, but they have realized significant savings, as well. “The project took a year to complete, but the result is a reduction in our Azure costs by 60 percent. We are still optimizing now at a different level, and expect to drive our bill down another 10–20 percent in the coming year,” claimed Van den Bos.

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The results are twofold: Ve is now able to take the money they saved from their Azure bill and use it on more strategic initiatives, such as building company culture through employee development. In addition, employees now understand how responsibility and cost consciousness benefit the company as a whole. “From a company perspective, we’re very happy with the results we have been able to achieve with CloudHealth,” exclaimed Farrell.

Reflecting on the project, Farrell shared, “When you’re just starting out, the monitoring side of things is important from the very beginning—you shouldn’t just be thinking about what contract you’re signing with whom. We had massive infrastructure that we had to change to optimize all the workloads and data flows. Our biggest mistake was to not start right away with a platform to give us more governance and control.”

## Next steps

Looking forward, Ve is interested in containerization leveraging Mesos and Docker, and they are considering a multi-cloud strategy. “CloudHealth supports us if we add cloud providers and can add insights to cost in the container world,” said Van den Bos.