

Cloud Cost Optimizer

Case Study

WESTERN DIGITAL RELIES ON CLOUD TECHNOLOGY TO ACCELERATE GROWTH

THE CHALLENGE

Western Digital continues to revolutionize how it operates to take advantage of new growth opportunities created by digital transformation initiatives happening from edge to cloud. With more than 40% of the world's data stored on its products, Western Digital is a leading data storage provider. Its storage platforms power innovation at every level, from the devices we use every day at the edge, and as the foundation of the cloud.

As part of the company's transformation initiatives, Western Digital relies on cloud technology to accelerate growth while reducing cost. CIO Jahid Khandakar and his team embraced the cloud to drive agility, scalability, and innovation, but also needed a way to manage its complexity and expense. And while they were able to realize savings through their own initiatives, they were eager to explore additional ways to optimize their cloud investment.

"[The Cloud Cost Optimizer] has exceeded my expectations," Khandakar shared. "Simply put, we are always pursuing better ways to run our business — and [it] has helped us do precisely that."

JAHID KHANDAKAR - CIO, WESTERN DIGITAL



THE SOLUTION

IgniteTech customers enjoy access to every product in the IgniteTech Software Library at no additional cost through the company's unique Unlimited program. Included in that program, the Cloud Cost Optimizer is built to manage cloud costs, enabling organizations like Western Digital to save as much as 20% on their spend in as little as five clicks. Western Digital initially deployed the Cloud Cost Optimizer in just 30 minutes.

"We started small to see how the product worked," explained David Sunarta, Sr. Manager, Cloud Computing at Western Digital. "Very quickly, it became clear that our business stakeholders were comfortable with the security, ease, and reliability of [the Cloud Cost Optimizer]. The outcome was that we were saving money with no impact on our day-to-day operations."

UP TO \$1M IN EXPECTED ANNUAL SAVINGS

RESULTS

Starting from a trial of just one Cloud Cost Optimizer recommendation type in one dev account, the Western Digital IT team soon adopted all of the Cloud Cost Optimizer recommendations across one of their cloud vendor accounts.

The team expects to realize up to a **million dollars in annual savings**, a significant contribution to their cost optimization goal. In addition, they now see that with the ongoing scale of innovation at its CSP, the Cloud

Cost Optimizer could continue to deliver new savings each quarter — regularly and automatically.

“[The Cloud Cost Optimizer] has exceeded my expectations,” Khandakar shared. “Not only have we seen significant savings, but we have also implemented a repeatable, scalable process that is simple to institutionalize and expand. Simply put, we are always pursuing better ways to run our business and [it] has helped us do precisely that.”

ABOUT THE CLOUD COST OPTIMIZER

CLOUD WASTE IS A BUDGET-KILLER.

- 80% of organizations are over-budget
- 82% say managing cloud spend is a challenge
- 35% of cloud spending is estimated to be unnecessary

The challenges are real.

Even if you have a cloud optimization expert on your team, cloud optimization still:

- Takes a lot of time/effort
- Is difficult to scale over large numbers of accounts
- Tends to get pushed behind other priorities
- Tends to follow a “don’t break it” mentality

But not anymore...

EASY PEASY.

Only simple, nondisruptive best practice fixes.

For example:

- In just 5 clicks, you can save 10% on your AWS bill
- Save 20% by moving from gp2 to gp3 volumes
- Save 15% on your S3 storage by turning on Intelligent Tiering
- Save 60% on your io1/2 storage by switching to gp3

Rid complex, tedious and time-consuming cost-savings efforts.

No expensive consultants. No multi-month projects.

GET STARTED