



# Case Study

Ntirety Optimizes AWS Costs for Direct Marketing Firm

## OVERVIEW

In the ever-evolving business landscape, this national direct marketing firm recognized the importance of technology to not only stay in front of their customers but to continually optimize internally for their business as well. After many years working with the Ntirety team, the direct marketing firm knew they would get the insights and recommendations to keep the firm competitive and cost-effective.

### Challenges

The direct marketing firm quickly adapted and learned to harness technology to keep up with their customer needs, but their cloud costs were not scaling with their operations. Although they found reliable performance and availability putting their workloads on Amazon Web Services (AWS), deciphering the AWS invoices left the firm lost on where, how, and why the company was bill was so high.

For a company always aiming to grow, runaway cloud costs could easily derail their progress and drain resources without the firm even realizing it.

### Solution

Giving their AWS invoice and usage an expert set of eyes, Ntirety's spend management services started reviewing and providing quarterly insight for the direct marketing firm on the optimal ways to leverage AWS services to meet their desired business goals and budgets. Always staying at the forefront of the latest AWS products and services, Ntirety helped the firm a step further into cost optimization with the introduction of the AWS Savings Plans, released in November 2019.

This new AWS purchasing model covered the direct marketing firm's diverse workloads in a more flexible and cost-effective way than more traditional methods like purchasing Reserved Instances that can lock-in the user to particular instance types or platforms.

Through years of analyzing their AWS infrastructure and usage trends and forecasting, Ntirety's close understanding of the firm's long-term strategy enabled the team to align the AWS Savings Plan to meet the business needs. Ntirety alleviated the cloud cost confusion with AWS Savings Plans helping reduce overall costs.

INDUSTRY  
Marketing

SOLUTIONS  
Managed AWS Cloud  
AWS Savings Plan  
Cloud Cost Optimization

## RESULTS

Ntirety's optimization recommendations helped the direct marketing firm see a 30% reduction in compute costs. With Ntirety's AWS knowledge and expertise, the firm was able to optimize costs by using the AWS Savings Plans as well as implementing other recommendations:

- Upgrade older instances to current generation instance types
- Implementing Amazon EC2 Auto Scaling to grow or shrink capacity with demand
- Rightsizing over-provisioned and under-utilized resources
- Prevented the purchase of unnecessary Reserved Instances
- Resource tagging and grouping to align costs against projects and departments

From the long-time partnership, Ntirety knows the business well enough to confidently make recommendations and implement changes efficiently. For the direct marketing firm, Ntirety's spend management services resulted in reductions in both cost and confusion.



With over two decades of successfully operating, managing, and securing private, public, and hybrid cloud environments, Ntirety has led enterprises across industries through the volatile early days of data hosting into the world of 24x7 managed security with our premier Compliant Security solutions. Through cost effective and scalable solutions tailored to business-specific needs, Ntirety eliminates gaps in both security posture and compliance documentation by delivering solutions that cover the entire application, the entire compliance and security process, the entire time.

Schedule a consultation to see how compliant security will protect and optimize your business by visiting [ntirety.com/get-started](https://ntirety.com/get-started) today.