

Case Study

InsideSales: Cost savings through DB Consolidation

THE CUSTOMER:

InsideSales, based in Houston (TX), creates software designed for enterprise sales and account management. With Playbooks™ from InsideSales, sales professionals increase productivity, optimize customer interactions, and connect to the right buyers.

Playbooks manages lead follow-up and prospecting cadences, automates administrative tasks, and uses data to predict who, when, and how to engage buyers for the best outcome.

THE CHALLENGE:

Due to their success, InsideSales experienced a fast growth of their customer base, along with a steady development of new features, which ultimately led to a large number of databases. Initially, there were 874 databases running on a total of 175 RDS instances. The main challenge was to reduce maintenance and operational costs without redesigning the entire application suite.

All 874 databases were consolidated into a single AWS Aurora cluster, greatly reducing the maintenance effort.

THE SOLUTION:

We provide DB consolidation and other professional services for selected customers. For this customer, we helped them consolidate their databases, and also used the CloudFix finders and fixers to cut costs.

DB Consolidation with AWS Aurora

Cloud native managed databases like AWS Aurora have changed the way we think about database deployment architectures. AWS Aurora provides managed load balancers, multi-AZ writes, backups, failover, failure detection and recovery. The larger the AWS Aurora instance size, the more performance you get;

not just CPU and memory, but also network IO and disk IOPS. These features allow us to combine great workloads and run multi-tenant database instances as a cost-reduction solution.

The migration and consolidation process is streamlined and automated wherever possible to achieve the quality bar of zero outages. After gathering all the required data and identifying all database references, we perform thorough checks to make sure there are no applications tending to monopolize shared resources, thus affecting overall performance, availability and stability.

62%

operational cost reduction for all InsideSales databases

We perform extensive checks before, during, and after the migration with AWS Database Migration Service to ensure data integrity and that there are no problems during the cutover from the old to the new database cluster.

CloudFix finder and fixer

CloudFix aims at easy automatable cost-fixes which are risk-free and don't require downtime. Taken singularly, these cost-fixes often don't seem worth the effort, but when applied to all resources across all customer accounts, the cost savings become significant.

The CloudFix AWS advisory team tracks all AWS advisories released each week to identify such cost saving opportunities.

For each opportunity, the team implements a fully-compliant finder and fixer function. The finder scans the connected accounts for the cost saving opportunity, and the fixer creates change templates to be approved and executed by the customer in AWS Change manager. As both these functions are built and fully vetted with technical experts inside AWS prior to release, they are 100% safe.

Once a cost-fix is approved by the customer, CloudFix will automatically apply the same cost-fix on a regular basis, no further user interaction required. CloudFix customers benefit from an ever growing set of finders to reduce their AWS spend, so they can focus on their core business.

RESULTS AND BENEFITS:

Cost savings through DB Consolidation

All 874 databases were consolidated into a single AWS Aurora cluster, greatly reducing the maintenance effort.

The operational costs for all InsideSale databases were reduced from \$641K to \$244K, resulting in a 61.93% cost reduction. At the time of writing we are still monitoring the AWS Aurora cluster we used for the DB consolidation. The performance metrics will allow

us to perform further fine-tuning and create reserved instances for additional savings.

Cost savings with CloudFix finder and fixer

CloudFix managed to cut AWS EBS costs by 23.40% by re-typing gp2 volumes to gp3 and 22.19% by enabling S3 Intelligent tiering on all suitable buckets.

ABOUT THE PARTNER:

CloudFix scans, automates, and executes 100% safe, AWS-recommended account fixes for optimal cloud hygiene. With AWS issuing 50+ recommendations each week for performance and cost, CloudFix continually adds new fixes to its growing library to ensure you stay compliant with AWS recommendations. Each fix that enters CloudFix's library must meet two criteria: 1) it is zero risk and (2) it offers no downtime. Reduce complexity and boost efficiency with CloudFix.