

Case Study

Mobility: Advanced mobile lifecycle solutions

THE CUSTOMER:

Mobility is a mobile solutions company that offers advanced mobile lifecycle solutions. It enables operators, retailers, buyback vendors and enterprises to enhance customer experience, increase revenue, improve productivity, strengthen security, and reduce cost.

With delivery channels in-store and online, customers can take advantage of Mobility's full suite of mobile lifecycle solutions:

diagnostics, phone-to-phone content transfer, AppLoader and wipe. In addition, Mobility offers monitoring, statistics, and analysis of all activities.

Mobility's global leadership is demonstrated through its deployment of over 75,000 units at more than 100 mobile operators and retailers globally, representing well over 50,000 outlets handling hundreds of millions of transactions per year.

THE CHALLENGE:

Mobility's growing customer base resulted in increased costs to run their services on the cloud. Although the cost of compute and networking resources was elastic based on the traffic, the storage cost was growing steadily. Mobility looked to CloudFix to reduce storage costs without degradation of performance and service availability.

THE SOLUTION:

Mobility storage costs were predominantly driven by S3 and EC2 EBS volumes. By using CloudFix, Mobility discovered that:

Most data stored in the S3 Standard Tier was seldom accessed and could be easily moved to the Infrequent Access Tier.

CloudFix found potential cost savings from enabling S3 Intelligent-Tiering on the S3 buckets.

In 2020, AWS introduced the next-generation general purpose SSD volumes for EBS called gp3. EBS gp3 volumes are cheaper

and offer higher maximum throughput rates while maintaining the same high levels of durability and availability.

CloudFix uncovered opportunities to convert gp2 volumes to gp3 for which peak IOPS was less than 3K and peak throughput was less than 125 MiB/s.

CloudFix also created recommendations for converting io1/io2 volumes to gp3 that require 16K or less in provisioned IOPS and do not exceed peak throughput of 1,000 MiB/s.

25% estimated savings on
S3 buckets and EBS volumes

RESULTS AND BENEFITS:

When Mobility's IT operations team reviewed CloudFix's recommended changes, they understood the total cost and potential savings at the resource level. Further, CloudFix automatically applied the recommendations based on the schedule chosen by the IT team.

There was no service disruption or performance degradation during or after the fixes were applied. Mobility saved approximately 25% on the cost of the S3 buckets and EBS volumes recommended by CloudFix.

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.