Cost Optimising and Scaling Growth with Crystal Delta

Industry	**Company size**	**Location**	**Use Case**
Media – Video on Demand (VOD)	700 employees, 25 million active users	Asia-Pacific (APAC)	Cloud services – Cost Optimisation

About

Our client in the video-on-demand (VOD) industry is a free and subscription-based provider focused on emerging markets. They serve as a digital hosting distribution platform for Western and Asian-Regional TV shows and movies in collaboration with over 150 studios and content distributors globally.

Challenge

As the video-on-demand platform experienced significant growth, it was necessary to expand the team and technology used. From a team of 100 scaling to 750, they needed to grow quickly and required an experienced partner with expert knowledge in cloud computing to support a high-level strategy. This included efficient service utilisation reporting to enable decommissioning, right-sizing, and reserved instances. The challenge was finding a solution that was scalable with their growth and the cost of resources associated.

"We started with 70 thousand subscribers and this increased to over 20 million in a 2-year period. We needed a solution that could keep up with the ever-growing subscribers."
– Chief Technology Officer

The video-on-demand platform was receiving over 100 thousand transaction requests per minute and needed to support this volume effectively. They were wary of the costs involved with supporting a large-scale high growth product and needed a solution to efficiently manage cloud expenditure within budget restrictions.

Solution

The video-on-demand platform reviewed a number of engineering consultancies and re-engaged Crystal Delta to take on a free cost optimisation assessment to reduce spend and improve efficiency.

Our customer agreed to follow through with the recommendations from their free cost optimisation assessment, and Crystal Delta worked over a month to support the customer in building a solid framework. The initial pass at optimisation successfully enabled decommissioning, right-sizing, and reserved instances.

"Within the first year, costs were contained and savings were above expectations. The following two years we empowered the internal team with the Cost Optimisation pillar and ROI was achieved within the following four months."
– Nick Gray, Chief Engineer, Crystal Delta

Results

Our customer saw an overall saving of 40% on estimated costs. This included the service costs from Crystal Delta.

40% savings on estimated costs

On average, 30% of your cloud annual spending is wasted due to lack of optimisation.

Receive a Cloud Optimisation assessment at no cost. Our expert engineers perform an analysis of your entire cloud footprint to identify improvements and recommend best practices.

Visit www.solutions.crystaldelta.com

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Crystal Delta is a global software engineering practice. Our services support organisations through cloud computing, DevOps & engineering, A.I. & machine learning, and data & analytics.

Founded in 2014 and headquartered in Melbourne, Crystal Delta has enabled organisations to modernise digital technology. For more information, please visit www.solutions.crystaldelta.com.