Adstream Optimises their Global Media Network with CloudHealth

TRUSTED BY THE WORLD’S GREATEST BRANDS, CREATIVE AGENCIES, AND PRODUCTION TEAMS, Adstream offers media delivery, analytics, and digital asset management services across a network of nearly 80,000 media destinations in 141 countries. With world-class companies such as P&G, Samsung and Sony relying on Adstream to reach billions of customers globally, the company turned to CloudHealth by VMware for their cloud management needs.

THE CHALLENGE
Catering to the marketing industry, Adstream is focused on connecting brands, agencies, and distribution channels, delivering incredible amounts of content on a regular basis. With multiple versions of video content being uploaded and streamed to numerous regions, Adstream decided to move beyond the data center and into the cloud to more efficiently support their growing network. In particular, the company migrated to Amazon Web Services (AWS) so they could begin closing down their data centres and take advantage of Amazon Simple Storage Service (S3). Once the company expanded their cloud usage, Adstream recognised the need for a cloud management solution to identify opportunities to optimise and reduce their annual AWS spend.

“CloudHealth has made it much easier for the team to do their job. We look forward to working with CloudHealth on taking the optimisation capabilities forward.”

-MARK CROWLEY
Chief Architect, Adstream
THE SOLUTION

On the recommendation of their AWS account manager, Adstream chose the CloudHealth platform for its unparalleled visibility and rightsizing capabilities. “As a rapidly growing company and significant AWS customer, we needed deep visibility into our environment and CloudHealth made that easy,” said Mark Crowley, Chief Architect. The company began by implementing a data tagging strategy, starting with compute and moving to storage and additional AWS services. CloudHealth was used to identify any untagged assets in their environment so Adstream could determine what they were being used for. Additionally, the company was interested in rightsizing assets, such as Amazon EC2 Instances, in order to improve efficiency and reduce costs.

THE RESULTS

With CloudHealth, not only is Adstream able to identify large amounts of untagged assets, they have also been able to build out new dashboards and reports with the help of their technical account manager. “Having a dedicated technical account manager is one of my favorite parts of CloudHealth. Our technical account manager has been very quick to understand our business and expedites our ability to visualise what we have in the cloud,” shared Mark. Equipped with daily snapshots into their AWS spend, Mark and his team are able to easily share information with the Finance department and realign resources for new projects. “With CloudHealth, we have been able to cut our spend by $700,000...and we are on track to achieve a total annual savings of $850,000,” stated Mark. Reflecting on Adstream’s experience thus far, Mark added, “CloudHealth has made it much easier for the team to do their job. We look forward to working with CloudHealth on taking the optimisation capabilities forward.”

“Having a dedicated technical account manager is one of my favorite parts of CloudHealth. Our technical account manager has been very quick to understand our business and expedites our ability to visualise what we have in the cloud.”

-MARK CROWLEY
Chief Architect, Adstream

With CloudHealth, we have been able to cut our spend by $700,000...and we are on track to achieve a total annual savings of $850,000.