CloudHealth®
TECHNOLOGIES

Jaunt Saves Thousands Per Month with CloudHealth

JAUNT is in the business of virtual reality. The company records and distributes cinematic, high-quality immersive virtual reality (VR) experiences that focus on everything from jaw-dropping travel adventures to scripted narratives and sports events shot with such detail that viewers feel like they're in the scene and on the field.

"We saw immediate value in the CloudHealth platform — we were up and running very quickly. Even better: it paid for itself within the first month."

–SIMON WYNN
VP Tech Operations, Jaunt

THE CHALLENGE

Jaunt's business model hinges on providing consumers with VR content, and helping the creators who are making that content.

So where does the cloud come in? Simon Wynn, VP of Technical Operations at Jaunt, explains, "cloud is very central to our business. Our web infrastructure is cloud-based. Post-production companies and filmmakers use our SaaS-based Jaunt Cloud Services to take recordings from the Jaunt One camera, and stitch separate video streams together to make a contiguous VR image. Computationally, that's intensive. For each job, we spin up thousands of EC2 instances globally. When the stitching finishes, we shut them all down."

There's a second cloud use case: "Our web applications must support multiple VR platforms such as Google Cardboard, Gear VR and Oculus Rift — it's a multi-format media website. So we're a big Amazon user; we have a lot of data in S3 — more than 1 petabyte of object storage, with typical data transfers of more than 500 gigabytes daily. It's a very dynamic environment that is constantly shifting."

$3,000

THE SOLUTION

Jaunt hired Simon because they needed someone to optimize the company's infrastructure on an ongoing basis. Rather than granting developers free rein and dealing with tough-to-decipher monthly bills, he uses CloudHealth for visibility into Jaunt's environment. "I needed a third party that would provide the reports I needed," says Simon. "If we're spending, for example, $100,000 on EC2, then I want to be able to break down the charges by business function and analyze that data."

Jaunt saw immediate ROI from CloudHealth: "We saw immediate value in the CloudHealth platform — we were up and running very quickly. Even better: it paid for itself within the first month."

Another element was Jaunt's evolving business. They began renting out the use of their virtual reality camera, the Jaunt One, via a production rental company, and providing the cloud-based stitching services to paying customers. CloudHealth turned out to be a valuable tool in figuring out the allocated cost model as part of their business plan.

THE RESULTS

Simon's advice? Don't limit yourself. "A lot of the people who use CloudHealth say they use it for purchasing and managing Reserved Instances, but the platform does much more." When Simon began optimizing Jaunt's cloud, he took the following actions:

- Terminating unused instances. "This was one of the first things I did. CloudHealth showed I was spending $3,000 a month on hundreds of unattached EBS volumes. That's immediate savings, right there."

- Reporting on S3 cost and usage. CloudHealth provides detailed cost analysis for S3 environments, and so Simon was able to get information on S3 capacity and growth trends. "Using CloudHealth, we optimized our storage, identifying waste and implementing lifecycle policies to move data into lower-cost storage classes."

$6,000

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- Identifying underutilized EC2 instances. Jaunt uses CloudHealth to rank instances by efficiency and look at what is underutilized. "I ranked EC2 instances based on cost and CPU. I also looked at RDS instances by CPU, and found some massively oversized instances which we were able to downgrade based on recommendations from CloudHealth."

- Purchasing Reserved Instances. "I couldn't have done this without CloudHealth," Simon recalls. "Knowing how many and what kind of RIs to purchase saved us around $6,000 a month."