

# Maximize Cloud Savings

## BETTER PERFORMANCE WITH NUTANIX BEAM'S COST GOVERNANCE

Nutanix Beam Cost Governance empowered In Loco Media's CTO to better understand the company's current and previous Amazon Web Services (AWS) spend. The insights provided by Nutanix Beam helped In Loco Media substantially reduce costs and increase the performance of their AWS environment.

Based in Brazil, In Loco Media offers a premium mobile advertising platform throughout Latin America. They help brands advertise more effectively using consumers' location-based information. The platform touches 40 million users, has 3.2 billion monthly requests, and 200 billion location data points. The technology is deployed in more than 5 million venues and has accuracy of 1-3 meters. The platform is also the world's largest deployment of indoor location detection.

## CHALLENGE

In Loco Media has been growing exponentially. They enjoy Amazon Web Services (AWS) because it scales with their business, offers a high-performance platform, and 24/7 availability in a secure infrastructure.

However, In Loco Media wanted to optimize and control their AWS spend as they scaled, without compromising performance. Additionally, In Loco Media wanted to discover grey areas of cost and gain a better understanding of their AWS cost spillage.

In Loco Media's CTO needed a solution to increase clarity on resource usage, uncover spend patterns, and provide granular cost tracking so they implemented Nutanix Beam's Cost Governance.

## SOLUTION

Nutanix Beam's Cost Governance tool shows all possible AWS cloud savings and generates customized cost-saving recommendations based on customers specific infrastructure.

## RESULTS

The insights from Nutanix Beam enabled the CTO to deep-dive into daily and forecasted spend patterns for complete visibility into the company's current and previous AWS costs. In Loco Media was able to implement alternatives for EC2 instance family optimization, reducing costs and increasing the performance of their AWS cloud.

**"If you want to save money with AWS, use Nutanix Beam! It provides pretty dashboards and analytics. It's the missing AWS tool!"**

- Airton Sobral, CTO,  
In Loco Media

As Airton Sobral, CTO of In Loco Media states:

"If you want to save money with AWS, use Nutanix Beam! It's not lots of data just scrambled across the screen, It's pretty dashboards and clear insights such as:

'This resource is not being used for 7 days, you should turn it off'

'This instance is not being used at full capacity, you should decrease the instance type'

'This disk is not using all of its IOPS, consider decrease the IOPS'

'This instance could be reserved to decrease your costs from X to Y'

The guys really know what they're doing, and the support is also incredible.  
It's the missing AWS tool!"

## CONCLUSION

If you're looking for an intelligent, AI-powered unified cloud cost management platform, try Nutanix Beam. [www.nutanix.com/beam](http://www.nutanix.com/beam)



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