ProsperOps

Eliminating manual cost optimizations to maximize coverage, utilization, and savings

webflow

Net Savings Trend

Customer

B2B SaaS platform for building and hosting websites with a dynamic, high-growth environment

Overview

With ProsperOps, Webflow maintains near-perfect utilization of AWS Savings Plans and RIs. Our software maintains a steady Effective Savings Rate, optimizing costs and reducing wasted spend in the face of volatility.

Challenge

Given the dynamic nature of their workloads, Webflow struggled to maintain an optimal RI portfolio. Prior to using ProsperOps, Webflow had suboptimal outcomes, wasted spend, and a negative Effective Savings Rate (i.e., they were spending more on RIs than they would if they had only paid on-demand rates for AWS).

Solution

Leverage ProsperOps to gain visibility into compute usage, automate the management and optimization of discount instruments, and streamline cloud financial operations. ProsperOps ingests data from AWS Cost & Usage Report and AWS Cost Explorer to understand detailed cost and usage metrics related to Webflow's AWS resources.

ProsperOps benchmarks and tracks KPIs (coverage, utilization, Effective Savings Rate) so Webflow can monitor and quantify the impact of our cost optimizations on their savings performance.

Telemetry from Webflow's environment is fed via AWS EventBridge into ProsperOps, providing Webflow with deeper visibility into their AWS compute usage. AWS EventBrige helps ProsperOps track EC2 events, RI inventory, and an inventory of EC2 instances, so our software can match commitments to usage in real-time.

Outcome

Webflow no longer has to manage their RI portfolio or make manual cost optimizations. Instead, their team can visually monitor cloud compute usage, their commitment portfolio, and savings performance from our intuitive cloud console.

Our algorithms continue to learn Webflow's usage and volatility patterns, making thousands of ongoing improvements to maintain an optimal RI portfolio against a changing EC2 environment. In the twelve-month period, Webflow increased their compute usage by almost 500%, while autonomously maintaining near-perfect utilization (99%+) of their Savings Plans and RIs.

Schedule a demo or request a free Savings Analysis to quantify your outcomes with ProsperOps.

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