



Case Study

Hiya

How telecom company Hiya manages and optimizes AWS costs with ProsperOps



Challenge

Hiya knew it needed a more flexible discount management strategy to address its volatile cloud usage.

A cloud-native company, Hiya was already knowledgeable about cost optimization. But the inherent limitations of Compute Savings Plans didn't allow for the right amount of flexibility as Hiya's compute usage decreased. As a result, AWS on-demand spend was too high for its business: protecting people from spam and fraud calls, connecting businesses with their customers and helping carriers secure their networks.

Customer

- Industry: Telecom
- AWS Accounts: 35
- AWS EC2 Instances: 2,244
- Monthly AWS Optimizations: 8,087
- Benchmark ESR: 29.8% (before ProsperOps)
- ESR with ProsperOps: 36.7%
- First 90 Days Savings: \$11,842
- Lifetime Savings: \$564,526



Optimizing Discount Rate and Engineering Resources—Manually

While Hiya's small infrastructure and engineering team focused on product improvements and service delivery, senior software engineer [Dan Sabath](#) pursued cost optimization. He understood this was best achieved with:

- Strategic use of discount instruments to mitigate how much Hiya paid for resources they use
- Vendors that enable visibility to help Hiya track the amount being spent

Cloud Resources

Sabath built Amazon Athena and Apache Zeppelin dashboards to track resources internally. But this manual approach soon proved to be too much of a time drain to maintain. Sabath then made the case to hire [CloudZero](#) for visibility into cloud costs.

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Cloud Rates

In the meantime Sabath figured he would build his own solution to address the financial side of cost optimization.

He started writing algorithms to do Convertible RI exchanges but quickly realized that the work was too complex. It wasn't the right path—and manual effort wouldn't help Sabath bring value and meaningful impact to the business.

Hiya then engaged a vendor to deploy savings instruments on their behalf. But Hiya still ended up with over-commitments and lost savings. The vendor didn't have an automatic exchange process so as usage declined, they weren't able to squash or reduce commitments fast enough, resulting in sub-utilization.

“For us, it was most important to cover the down slopes in compute usage. We understood that savings being generated would continue to grow over time.”

Dan Sabath
Senior Software Engineer @ Hiya

Search for the Right Vendor and Solution

With the goal to offload manual work, Hiya searched for a vendor/solution that could optimize discount instruments as usage drops. Sabath specifically looked for a partner that could automate an aspect of discount management.

Finding ProsperOps

In the ProsperOps demo, Sabath saw how the ability to squash, or reduce commitment as compute usage declines, was absolutely critical in an environment like Hiya's where compute usage was elastic.

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Results

- Increased Effective Savings Rate**

Hiya's ESR has increased by 22%, from 29.8% to 36.7%, which helped the company save an incremental \$110,000 off its AWS cloud spend.

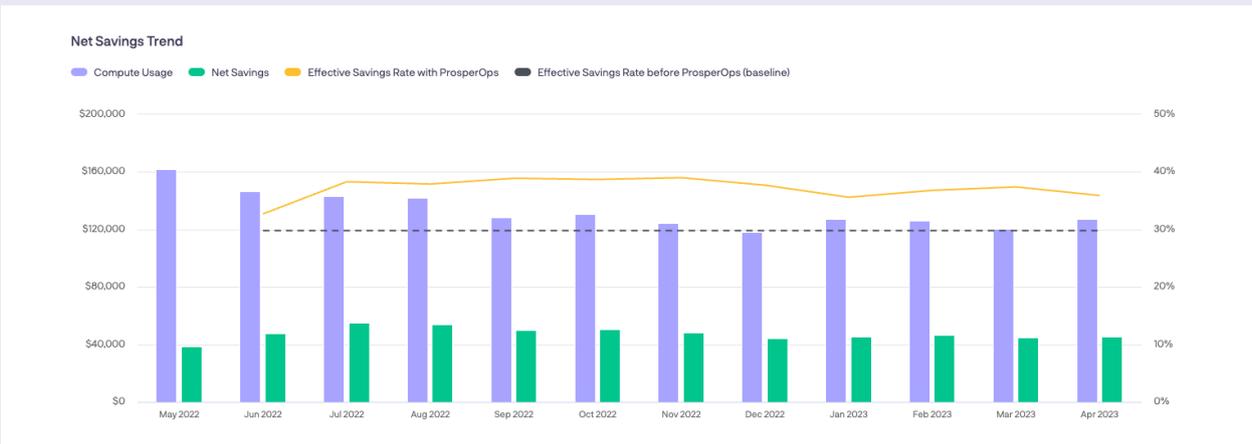
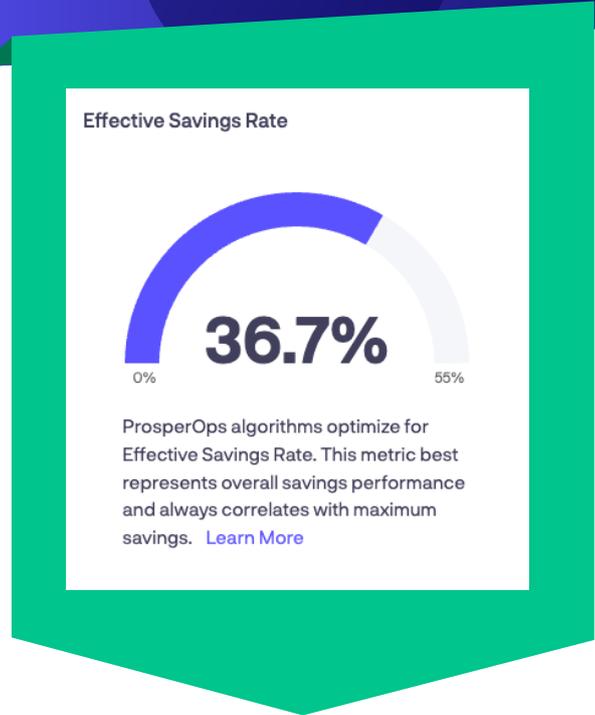
- Reduction in resource usage**

Since onboarding with ProsperOps, Dan doesn't think about rate optimization with RIs or Savings Plans. "I haven't had to manage it," says Sabath. "You took it off my plate."

Sabath estimates that ProsperOps saves him about a day per month in manual work, while delivering a higher Effective Savings Rate than Hiya previously achieved. But it's also shifted the focus across the department, a change that was "worth it" and welcomed.

- Peace of mind**

Instead of focusing on cost, Sabath can focus on the engineering optimization of AWS resources, making sure that Hiya uses less. "I was very keen to bring ProsperOps on board," says Sabath. "Now what we spend is efficient, and our engineering team can focus on building the best product we can for our customers."



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About ProsperOps

ProsperOps is a leader in AIOps for cloud financial management. Founded in 2018, ProsperOps provides an intuitive and autonomous cost optimization experience for Amazon Web Services (AWS) that automatically manages AWS discount instruments to maximize compute savings and minimize commitment risk. By removing the effort, latency, and risk associated with manually managing rigid, long-term discount instruments, ProsperOps simplifies cloud financial management. ProsperOps is a founding member of the FinOps Foundation and a FinOps Certified Platform, AWS Advanced Technology & ISV-Accelerate Partner, and 2021 Gartner Cool Vendor in Cloud Computing.

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