



## CASE STUDY

How iHeartRadio saved 33%  
in annual cloud spend with  
Cloudsaver managed services.

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*Vice President of Engineering, iHeartRadio*



Cloudsaver reduced iHeartRadio's overall cloud spend by 33%. iHeartRadio is a streaming radio platform that provides access to music, radio stations and podcasts by using a multitude of AWS services in its cloud infrastructure.

#### Tackling the AWS sprawl

The Vice President of Engineering (VPE) at iHeartRadio was aware that numerous AWS applications were utilized by iHeartRadio but was surprised by the magnitude. Years of aggressive development had created a sprawl of applications that were inefficient and costly. Provisioned resources that were no longer needed were still in place and rightsizing required attention.

iHeartRadio engaged Cloudsaver as a partner to help it reduce cloud spend. Cloudsaver has unique, proprietary technology used by a team of certified AWS engineers, program managers, and CPA financial analysts who are specially trained to identify cost savings opportunities and provide ongoing managed services. Cloudsaver's singular focus is to optimize resource usage and eliminate unnecessary cloud spend for its enterprise clients and partners. When Cloudsaver completed its assessment the VPE stated, "Cloudsaver's analysis uncovered numerous areas

that needed attention, helping me to understand the many features of AWS and all the nuances of each type of service. By identifying the critical issues, they forced us to take a deep look at our AWS usage while they designed a strategic solution. The process gave me a peek behind the curtain for a greater understanding of the breadth of services in our AWS environment."

When the dust settled, iHeartRadio realized across the board cloud savings of 33%. Cloudsaver captured a remarkable 48% for iHeartRadio in the AWS relational database service (RDS) category.

#### iHeartRadio's Assessment Experience

Cloudsaver's experienced staff assessed iHeartRadio's cloud usage and identified opportunities for restructuring and significant reductions in cloud spend. This team of experts identified architecture and processes that could more efficiently utilize resources through optimizing and rightsizing opportunities. Their collective expertise relieved iHeartRadio from

training and deploying its own staff to optimize its AWS resources.

Cloudsaver broke down iHeartRadio's infrastructure service by service to enable the appropriate client teams to review proposed changes. The process was a collaborative assessment of cloud usage and business needs. It provided context that is not readily found in AWS tooling. The VPE stated, "Cloudsaver organized and presented the data in a compelling and understandable manner, enabling us to effectively tackle the problem. They understand the cloud, we understand our business. It's an ideal partnership."

#### iHeartRadio Solutions Customization

iHeartRadio, like every business, has a unique cloud environment which Cloudsaver carefully assessed in designing a strategy to reduce cloud spend. Cloudsaver identified the problem areas and proposed pragmatic solutions. It assisted iHeartRadio in properly tagging services for more efficient assessment, reporting and future application development. The solutions proposed by Cloudsaver were specific to the client's infrastructure requirements. With this client specific approach, iHeartRadio was able to enhance its efficiency.

The VPE remarked, "We were able to categorize data with Cloudsaver in ways that were not easily done in AWS Cost Explorer, gaining insights that were previously lacking. Cloudsaver's tooling allowed us to tease data to explore different scenarios, making the information more relevant to our cloud usage."

#### Recommendations for iHeartRadio

Once the Cloudsaver team had assessed iHeartRadio's needs, recommendations were proposed to the VPE to optimize



#### Client Overview

iHeartRadio is an American free broadcast, podcast and streaming radio platform owned by iHeartMedia, Inc.

#### Website

[iheart.com](https://www.iheart.com)

#### Company size

750 employees

#### Headquarters

New York, New York

#### Founded

2008

costs. Each client has complete control over what recommendations to approve. This allowed iHeartRadio to evaluate the recommendations from their own perspective to ensure architectures uniquely important to their company's services were not modified.

Cloudsaver can implement approved recommendations, but also provides the client with the option to perform this task itself. In this case the VPE reviewed the recommendations, chose which to approve, and then iHeartRadio itself implemented the changes, consistent with their internal policies. The VPE observed

“With the implementation of Cloudsaver’s recommendations, we realized a substantial reduction in cloud spend. Across our various AWS services, we captured 33% in savings.”

### Underused AWS features

Previously, iHeartRadio underutilized features available to it in its cloud environment. After its assessment experience iHeartRadio began to tag items correctly, enabling accurate monitoring and reporting. The tagging facilitated visibility by grouping services correctly and making it more difficult to overlook savings opportunities such as unused EC2 or RDS instances or unattached EBS volumes.

With Cloudsaver’s assistance the client set up alerts to manage costs and to be made aware when those costs were nearing out-of-bounds. These new procedures, coupled with customized rightsizing and cost optimization generated savings of up to 48% in some AWS services.

### Engineers onboard with savings

Cloud resource utilization is continuously monitored by Cloudsaver’s team of AWS certified technicians, program managers and financial analysts. The value of every cost

optimization action deployed in the client’s environment is measured to show how much value is captured. Savings and activity are displayed in near real-time on the dashboard, a part of Cloudsaver’s Invoice Explorer application. The dashboard helps identify and display areas where cost trends have increased. A greater awareness of cloud costs was instilled among iHeartRadio’s engineers.

iHeartRadio found that as new applications were developed, their engineers would consider the costs of their architectural decisions which, in turn, led to even greater savings. “Before working with Cloudsaver it was build it, get it out and then we’ll figure it out. Now we think about the cloud cost of the new application at the development stage, helping us to realize even more cost savings.”

### Ongoing partnership

After more than a year of partnership, Cloudsaver continues to provide managed services and iHeartRadio continues to enjoy significant cost savings. The VPE said, “Partnering with Cloudsaver enabled us to address cloud spend issues that were long overdue. The entire process was beneficial to our company, creating greater efficiencies and substantial cost savings.”

## About Cloudsaver

Cloudsaver is a technology-enabled, managed service company that helps organizations realize the promise of the cloud. Our team of AWS certified analysts, utilizing our proprietary suite of 30+ cloud optimization tools, have saved our clients up to 50% on their cloud spend. Cloudsaver serves a client base of global organizations ranging from small and mid-size companies to Fortune 50 enterprises. For more information, visit [Cloudsaver.com](https://cloudsaver.com).