



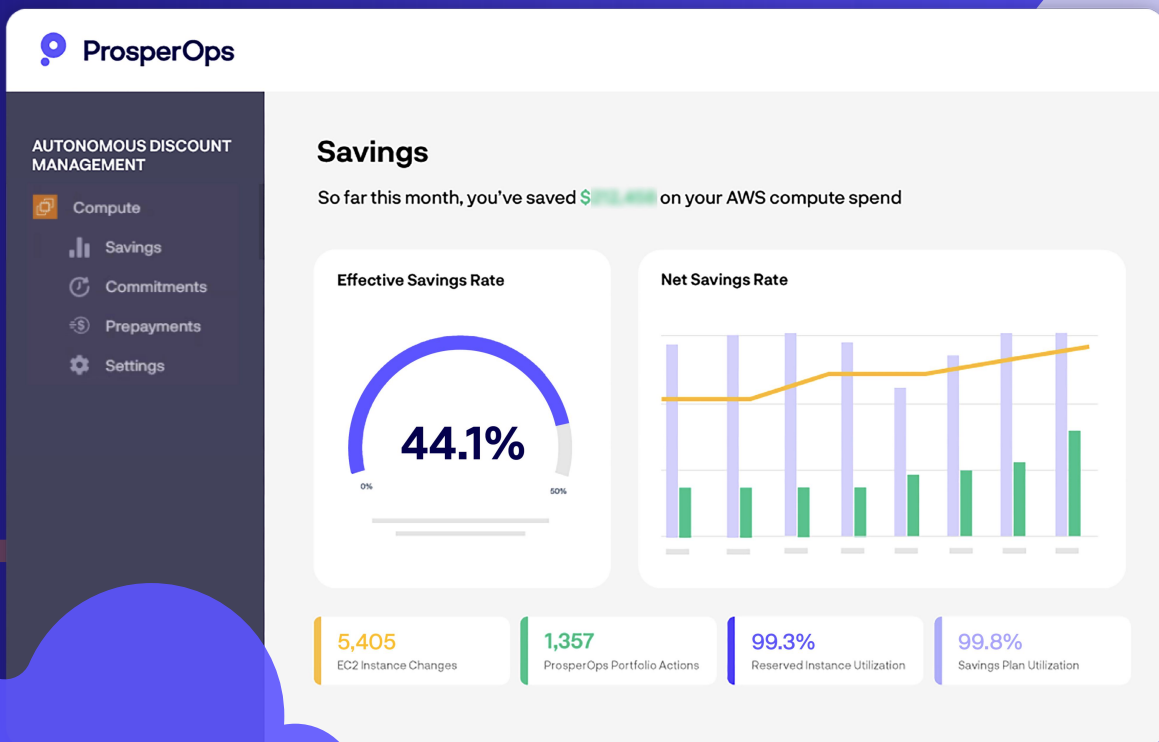
ProsperOps



CleverTap

## Case Study

# How CleverTap Reduced Cloud Costs and Lock-In Risk with Automated Commitment Management



INDUSTRY  
B2B SaaS Platform

ESR  
40.2% → 44.1%

COVERAGE  
89.2% → 98.2%

TIME SAVED  
2 Hours Per Week

## Manual rate optimization in a rapidly evolving cloud environment

CleverTap, an all-in-one customer engagement platform, invests millions of dollars in Amazon Web Services (AWS) compute usage every month. So, it should be no surprise that managing cloud costs is a top priority for their team.

CleverTap's infrastructure team has come a long way in their FinOps journey. Initially, they relied on a manual process for managing commitment-based discounts, such as AWS Reserved Instances and Savings Plans. Over time, however, it became clear there were limits to how much they could optimize the rate they pay for cloud compute resources (also known as rate optimization). They met challenges in managing discounts manually due to the dynamic nature of their compute workloads and needed a more efficient, automated solution that would automatically adapt to changes in compute usage.

## Balancing dynamic workloads and engineering complexities

CleverTap's rapidly changing compute workload pattern made it increasingly complicated to push beyond their existing Effective Savings Rate (ESR) of 40.2% — especially with manual commitment management. The infrastructure team understood that being too aggressive in their coverage could result in unutilized commitments if usage declined, while being too conservative would lead to missed cost savings. They were constantly balancing on a tightrope between maximizing coverage and ensuring that commitments were not underutilized.

Manually managing commitments also meant there were delays in making rate optimizations. Not only were there possible data delays from the AWS Cost and Usage Report ("CUR" requires 12+ hours to update), the infrastructure team also spent hours in weekly meetings with their AWS representative to evaluate usage and adjust commitment targets. Without automation, the infrastructure team could allocate less and less time to other FinOps responsibilities, including capacity planning, (de)provisioning, cloud security, and sustainability.

Furthermore, transitioning to Graviton processors, while beneficial to app performance and compute cost, added to the complexities of managing commitments. CleverTap had to constantly re-adjust Convertible Reserved Instance coverage to keep pace with shifting workloads.

To achieve optimal cost savings while minimizing the financial risk of overcommitment, CleverTap's infrastructure team realized they needed a solution that could automatically determine optimal coverage levels and adapt to changes in usage in real-time. This would, in turn, free up their time to focus on higher-order initiatives.

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

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(855) 360-0512 | [hello@prosperops.com](mailto:hello@prosperops.com)



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## Automated management and optimization of Savings Plans and Reserved Instances with ProsperOps

Within months of configuring ProsperOps, CleverTap's infrastructure team materially reduced their AWS compute costs. The ProsperOps platform now intelligently manages CleverTap's portfolio of Savings Plans and Convertible Reserved Instances, continuously monitoring usage changes in real-time and optimizing commitments to match. These real-time rate optimizations allow CleverTap to roll out engineering changes, including transitioning to Graviton and updating instance types, without impacting productivity. ProsperOps executes thousands of actions each month on behalf of CleverTap, to maintain optimal coverage, utilization, and ESR 24x7 — something not humanly possible.

In addition to automating commitment management, ProsperOps helped CleverTap minimize Commitment Lock-in Risk. Rather than being locked into full-term, 1- or 3-year commitments, ProsperOps programmatically makes commitments adaptable. Removing commitment management from the infrastructure team's jobs to be done, CleverTap could shift focus to higher-order tasks, where human input is required.

## Generating world-class cost savings while reducing commitment risk

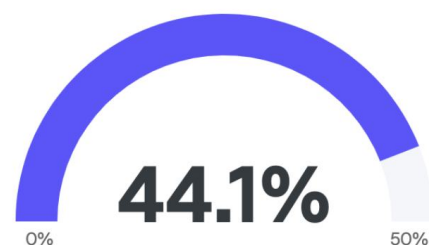
ProsperOps maximizes your Effective Savings Rate (ESR), an objective FinOps metric that measures cost savings performance. CleverTap already generated a high baseline ESR of 40.2%. With ProsperOps, CleverTap increased their ESR to 44.1% (net of fees) within months and ranked in the top percentile compared to industry peers (based on 2024 ESR Benchmarks and Insights Report). This 3.9% difference in ESR, on millions of dollars of monthly compute usage, amounts to significant cost savings beyond what CleverTap would have achieved on their own.

“ProsperOps puts machines to good use. It tracks our compute usage and **adapts Convertible Reserved Instances** to usage changes, **increasing our Effective Savings Rate** to the absolute maximum possible and reducing financial liability.”

- Francis Pereira, VP Infrastructure Engineering



Effective Savings Rate With ProsperOps



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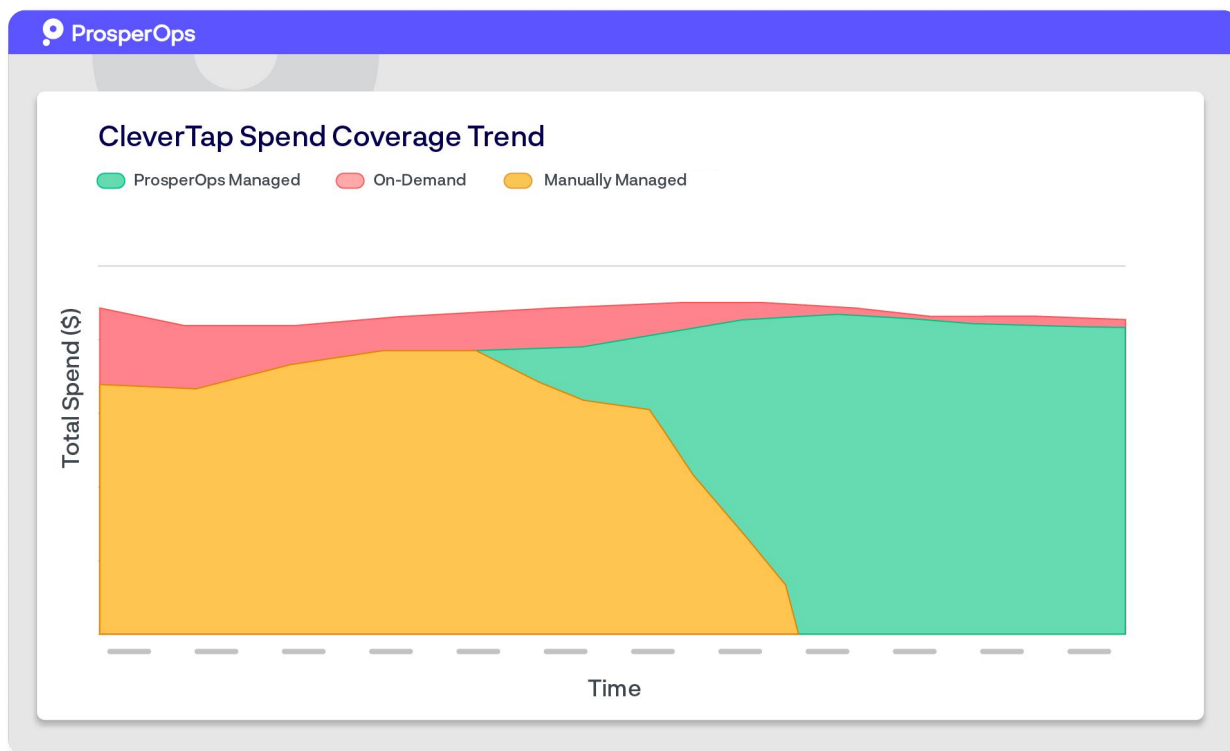
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In the ProsperOps console, Spend Coverage Trend displays the change in spend covered by commitments before (yellow) and after using ProsperOps (green). CleverTap safely increased coverage to 98.2% and utilization to 99%+ with ProsperOps automation. Financial risk from commitments is measured based on how much usage can decline without creating a state of unutilized commitments. ProsperOps algorithmically unlocks commitment flexibility, allowing CleverTap to reduce usage by 20% in any period, without impacting their ESR. This would not be possible without an automated solution reacting in real-time.

Beyond cost savings, using an automated rate optimization solution helps CleverTap save time and improve productivity, allowing them to further their work in other areas. An estimated 2 hours is freed up weekly because the infrastructure team no longer has to report on commitment management related topics to engineering leadership. CleverTap's rate optimization has come a long way since starting with ProsperOps in October 2023. Not only were they able to achieve significant cost savings without increasing financial risk, CleverTap was able to successfully migrate to ECS/Fargate for stateless workloads and accelerate product innovation.



Graph of spend covered by commitment type over time. The red area represents on-demand usage, the yellow area represents manually managed Savings Plans and Convertible Reserved Instances, and the green area represents ProsperOps managed portfolio of commitments.

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