Continuous Savings Optimization Case Study

Achieving The Next Level of Cost Savings

About Signal Vine

Signal Vine provides an effective two-way, intelligent text messaging platform that higher education leaders use to meet enrollment goals, improve retention, and increase engagement with students, parents, and alumni. Informed by Harvard research, Signal Vine's platform enables you to engage more students by personalizing communication at scale, streamlining your workload, and maintaining a secure record of student communication. The platform uses existing data to ensure the right text reaches the right student at the right time, delivering a personalized experience to keep students engaged and on track.

THE CHALLENGE

SignalVine is growing rapidly and adding in-demand features just as quickly. The organization needed a way to ensure they were running as cost-effectively as possible.

With the development and ops teams pushing to deliver results, spending time optimizing and maintaining their RI Fleet became a secondary priority. As their workloads grew, so did their missed savings opportunities. "We bought Reserved Instances in the past but never had dedicated an effort to it." says Jason Turim, VP of Engineering at SignalVine.

THE SOLUTION

To realize cost savings while also freeing up their best engineers to continue building out their product, SignalVine decided to use StratCloud to develop a cost savings strategy and to continuously optimize it over the long term. "StratCloud perfectly met our needs of freeing up our team to focus on our product while obtaining a significantly higher level of savings." says Turim.
SignalVine's VP of Finance, Dan Najjum continues, "It is great that the impact to our bottom line was immediate and StratCloud will continue to make it even better"

THE BENEFITS

283% Increase in RI Savings

SignalVine was able to realize savings within days of the StratCloud engagement starting.

Eliminated All Manual Effort

Eliminating internal efforts required to manage their RI Fleet, freed up valuable resources to help grow their business.

Executing Cost Savings Strategy

StratCloud built a customized strategy around SignalVine's specific technical and financial requirements.

ABOUT STRATCLOUD AND AWS

StratCloud is an AWS Technology Partner and provides a fully managed service to handle all of a company's Reserved Instance fleet. Buying, Selling, modifying, and exchanging them to ensure you are saving the most amount of money possible within any sized budget.

Migrating your applications to the AWS Cloud gives you access to on-demand IT resources that can help you innovate faster, reduce costs, and operate more securely.

NEXT STEPS

Start achieving the next level of cost savings with AWS & StratCloud - savings@strat.cloud or visit: strat.cloud