

## Case Study

# Global Media and Entertainment Company Leverages SDG's Implementation Expertise to Reduce AWS Costs

## CHALLENGE

Almost all the client's subsidiaries utilize AWS and the more digital content and data the client migrated to the cloud the more the more their AWS spend skyrocketed.

## SOLUTION

Implementing a third-party software solution designed to optimize cloud resources for speed, cost, and quality.

## RESULT

The client gained greater control over its AWS environment and achieved substantial cost savings.  
A 20 percent reduction in AWS costs within the first 3 months.

## SUMMARY

Our client, a global media and entertainment conglomerate, wanted to control rising cloud costs and optimize resource utilization. The media giant was experiencing higher expenses related to its Amazon Web Services (AWS) infrastructure and had procured a robust software solution to analyze AWS invoices, identify cost-saving opportunities, and streamline resource allocation. Based on SDG's successful and ongoing 20-year relationship, our client reached out to ask if we could create and execute an implementation plan to address these issues.

## IN DEPTH

### CHALLENGE

Almost all the client's subsidiaries utilize AWS and the more digital content and data the client migrated to the cloud the more the more their AWS spend skyrocketed. Internal audits revealed that tens of millions were being spent on AWS alone. Because AWS is a critical linchpin of business operations, the client needed to address the following challenges:

- Fast-Growing Costs:** As the client expanded its digital footprint, AWS costs increased exponentially.
- Resource Shortfalls:** The overutilization of resources created additional unnecessary expenses.
- Analysis of Complicated Invoices:** AWS invoices are detailed and complex, which made it difficult for the company to identify cost-saving opportunities.
- Lack of Visibility:** The company lacked transparency and insight into resource utilization and allocation.

## SOLUTION

The client tasked SDG with implementing a third-party software solution designed to optimize cloud resources for speed, cost, and quality. Their main objective was to reduce costs while better managing and optimizing resources.

**SDG successfully solved the client's challenge by delivering:**

- 🔗 **Seamless integration of a third-party software solution according to the vendor's standards.**
- 🔗 **Comprehensive analyses of reports generated by the third-party solution.**
- 🔗 **Implementation of cost-saving processes.**
- 🔗 **Continuous monitoring of resource allocation.**

Integrating the third-party software into the client's AWS environment allowed SDG to gain detailed insight into our client's cloud expenditures and usage patterns. Thanks to the platform's powerful analytics and machine learning capabilities, SDG was able to identify underutilized and over-provisioned resources.

SDG could then provide our client with recommendations for corrective actions, such as rightsizing instances and terminating idle resources. The third-party solution also enabled SDG to provide continuous monitoring and review automated reports. These features provided real-time visibility into the company's spending trends and cost-saving opportunities and led to significant cost reductions and overall improved resource efficiency.

## RESULTS

After SDG's deployment of the solution, our client was able to achieve the following results:

- 🔗 **A 20 percent reduction in AWS costs within the first 3 months.**
- 🔗 Better management and understanding of AWS invoicing.
- 🔗 Increased visibility into resource utilization to inform decision-making.
- 🔗 Improved resource utilization by right-sizing instances and optimizing workload distribution.
- 🔗 Streamlined operations with automated processes and real-time monitoring.
- 🔗 New, adaptive strategies to adjust resource allocation and cost management based on evolving usage patterns.

## CONCLUSION

As a result of its engagement with SDG, our client gained greater control over its AWS environment and achieved substantial cost savings. SDG's frictionless implementation of the third-party solution for analyzing AWS invoices and optimizing resources led to improved operational efficiency and financial performance. SDG also leveraged the solution's machine learning capabilities to predict future usage and recommend optimal resource provisioning. SDG's ongoing monitoring and analyses of reports ensures our client will be able to adapt to changing needs and maintain a cost-effective, high-performing AWS infrastructure.

## ABOUT SDG

With more than 30 years of experience partnering with global enterprises on complex business and IT initiatives, SDG is a trusted provider of advisory, transformation, and managed services. The firm empowers organizations to strengthen cyber resilience by integrating AI into identity, threat, and risk management solutions that protect digital assets and deliver measurable business value. Learn more at [www.sdgc.com](http://www.sdgc.com).

Contact Us: [solutions@sdgc.com](mailto:solutions@sdgc.com)



■ 75 North Water Street  
Norwalk, CT 06854  
■ 203.866.8886  
■ [sdgc.com](http://sdgc.com)