



# Cost optimization working in the Azure Cloud

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## Cost optimization

without compromising cloud services

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## Sizing

services structured according to actual demand

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## Savings potential

revealed in all areas

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### Client

ADAC IT Service GmbH

### Industry

Automotive

### Platform

Azure Cloud

### Services

Azure Cost Optimization  
Assessment

### Country

Germany

## Analyze the cloud environment and identify potential improvements

ADAC IT Service GmbH (AIS) is the central IT service provider for all IT services within ADAC. The service is crucial to ADAC's continued success and digital transformation. AIS has gained a fast and flexible entry into cloud services using Microsoft Azure. However, its ever-growing cloud environment made it increasingly difficult to keep track of cloud spending. In addition, AIS required cost optimization of cloud infrastructure without compromising cloud services.

## The challenge

## Cost factor “Unknown cloud expenses”

AIS is constantly working on ADAC's digital transformation using modern technologies. The IT service provider operates an Azure environment to flexibly and quickly provide advanced infrastructure components, from computing and storage capabilities to modern e-mail systems and communication solutions. Responsibility for individual cost-generating services, such as virtual machines, storage, or databases, is distributed throughout the company. However, AIS needed an overview of its complete cloud environment to optimize all cloud costs.

To avoid so-called “cloud waste,” SoftwareOne was engaged to conduct an Azure Cost Optimization Assessment that would provide a forward-looking remedy to avoid incorrectly dimensioned servers, high idle times, and uneconomical license agreements.

## The solution

## Valuable insights into the cost structure of the company's own Azure environment



Our goal was to gain valuable insight into the structure of our cloud environment in just a few days. We now know hidden cost traps and can use SoftwareOne's recommendations to adjust the power requirements of the IT systems running in Azure.



The Azure Cost Optimization Assessment enabled SoftwareOne to help AIS analyze its entire cloud environment in-depth. SoftwareOne experts performed a tool-based measurement of all current consumptions to determine the status. Together with subsequent evaluation of all billing data, the assessment helped AIS derive suitable measures for cost reduction.

Using best practices, SoftwareOne evaluated the collected data to make practical recommendations for action. These concrete solution proposals helped make optimal contractual use of deployed licenses, selecting computing power, storage, network, and Microsoft SQL deployment options.

Erik, Benedetto, Provider  
Manager at ADAC IT Service  
GMBH

## The outcome

## Potential savings revealed

SoftwareOne's Azure Cost Optimization Assessment quickly analyzed the actual AIS resource utilization. It uncovered potential savings and made recommendations in a consolidated report to AIS, including concrete instructions for prioritized actions. Presented at C-level, the results pointed to quick wins that immediately amortized the assessment costs.

Recommendations included:

- Optimal contractual use
- Optimal use of deployed licenses
- Optimal size for computing power, storage, and network resources
- Support for automated implementation of optimization measures to reduce manual effort
- Concrete optimization measures
- Savings potential of approximately 53 percent through right-sizing of the compute area (virtual machines)
- Virtual machine controls (Ninety-two percent of the virtual machines had been operated in a stock keeping unit (SKU) that was too large.)

With its newly gained knowledge, AIS can assess and prioritize cost savings implementations, and know when to hire an IT service provider with the special knowledge and expertise.

## CONTACT US TODAY

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