



## Case Study

### Media & Entertainment Vertical

A New York City based digital publishing company, who is a market leader in providing digital magazine archives for many of the largest and most successful magazine publishers, benefited from BCM One's Cloud Optimization tool.

#### Challenge

A digital publishing powerhouse for some of the world's most famous fashion and style magazines, lost control of their Microsoft Azure reporting capability and cloud spend. Their sales revenue depended on accurate reporting since part of their business model was to bill back their clients for archiving their digital magazines. Cloud usage is a major part of their expenses, which attributes to their overall billing to their clients. Without visibility into their cloud spend, they jeopardized their overall business revenue.

This digital publishing company was facing increasing cloud spend by the day. Our client had a \$25K expected yearly spend and quickly spun out of control and was faced with an IT sprawl of \$25K per month. Our client began investigating alternatives to Azure.

#### Solution

A tool that intelligently helps you understand cloud expense and utilization via BCM One's Cloud Optimization solution, which is powered by the cloud aspect of BCM One's Technology Expense Optimization proprietary tool, called Sophia™. Programming of our automated tool into and across our clients' Azure cloud environment, allowed us to update consumption data nightly. The output was custom reports, developed and built around our clients' business needs to capture cloud usage, with data broken down into easily sorted categories and business units.

#### Result

Controlled cloud usage and cloud spend. BCM One helped our client to optimize and right size their Azure environment and provide meaningful management and analytic capabilities.

This digital publishing company has intelligently gained control of their Azure cloud usage and spend, which gives them restored confidence in Azure cloud. As a result, they are comfortable adding more Azure cloud services as they broaden their publishing product portfolio to their clients.

#### Client

› Digital publishing company

#### Solution:

- › Cloud Optimization
- › Technology Expense Optimization