

Learn How Cloudride & Scaleops helped Moonshot create a zero downtime environment.

INTRO

About Moonshot:

Moonshot Marketing is a tech startup that leverages artificial intelligence to help advertisers optimize their online campaign results. Moonshot's algorithms automate most of the campaign managers' manual work, such as adding keywords, A/B testing ads, changing budgets, etc., thus allowing for better resources and time management that could be invested in strategic and high-level optimization efforts.

About ScaleOps:

ScaleOps is a Kubernetes resource optimization platform that helps companies automatically adjust computing resources in real-time to enable companies to see significant cost savings of up to 90% while providing a hands-free experience for scaling Kubernetes workloads and freeing engineering teams from worrying about their cloud resources.

85%

Cost Saving



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"With zero effort, ScaleOps has provided Moonshot a hands-free experience, improving performance while saving thousands of dollars monthly. The automation of our production clusters has reduced overhead, allowing our engineering team to concentrate on what truly matters while dramatically reducing our costs".

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Adam Littas,

VP of Business and Strategy at ScaleOps

THE CHALLENGE

Moonshots' EKS environments' costs grew exponentially without any valid justification. Upon initial assessment, Moonshot's team discovered that every microservice in their application was over-provisioned, leading to inflated costs. Moonshot needed a solution to automatically allocate resources during runtime, with no disruptions or downtime, to eliminate unnecessary expenses.



Cost
Optimization



Scalability

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THE RESULT

Due to the collaboration between Cloudride and ScaleOps, we decided to allow a POC with the ScaleOps platform.

Moonshot installed ScaleOps and conducted a Proof of Concept (POC) on their development cluster (K8s).

- Moonshot gained immediate access to ScaleOps' user-friendly dashboard, providing a visual representation of the Kubernetes Cluster, showcasing usage, costs, and identified parameters causing wasteful spending, as well as performance issues.
- Within 2 minutes following the initial setup, Moonshot could already see the benefits and potential cost savings of 85% made by the ScaleOps platform.
- Before implementing the ScaleOps solution in the production environment, Moonshot had a two-week run test over the development environment.
- Moonshot's EKS (production cluster) costs were initially +\$8,000 per month. By leveraging the ScaleOps platform and utilizing its automatic optimization abilities, Moonshot was able to cut the costs of the environment to roughly \$1,200 per month, leading to an 85% cost reduction.

Although already managed by AWS, utilization of the ScaleOps platform proved crucial in enabling Moonshots' effective facing of the cost optimization challenges associated with the AWS Elastic Kubernetes Service infrastructure.

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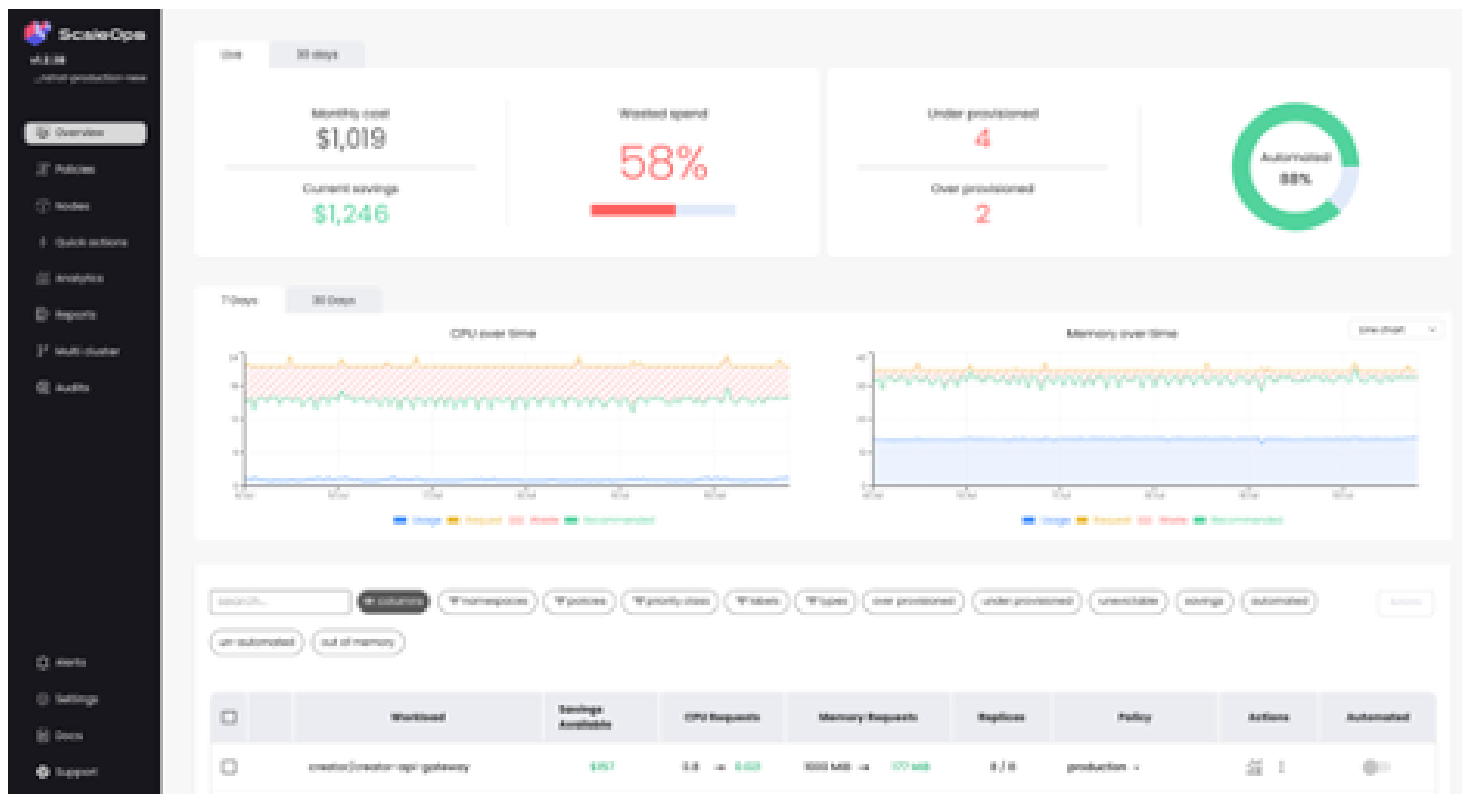
“Cloudride and ScaleOps experts acknowledge our company's infrastructure development process and architect a solution tailor-made to our needs. This work was a crucial milestone that should enable us to scale our testing environments and Systems that keep up with our rapid growth”.

Eran Karisi
CTO at Moonshot

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THE RESULT



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“It’s been a blast working with Moonshot.

As a certified Amazon partner, and with the importance of facilitating an optimal user experience, we worked closely with Amazon from the beginning in close collaboration, supporting planning, deployment, and ongoing optimization”.

Danny Lev Ran
CEO, Cloudride

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