

Optimising GCP spend at The Telegraph

Cloudreach helps a long-standing, mature cloud customer Telegraph Media Group (TMG) navigate the nuances of Google Cloud cost optimisation.

The challenge

TMG holds a long-standing partnership with Google dating back to 2008. A mature cloud user, TMG's engineering team wanted to fine-tune their approach to Cost Optimisation on Google Cloud. When TMG partnered with Cloudreach, TMG was facing challenges in fully optimising their consumption of GCP services and making savings in their GCP compute spend.

The solution

The Cloudreach FinOps and Engineering teams ran a series of workshops and sessions aimed at mastering the intricacies of GCP optimisation best practice. The customer had a particular focus on Committed Use Discounts (CUDs). Cloudreach performed analysis on TMG's Compute consumption and CUD purchases where proposed with the customer to understand how they can benefit from them and implement this.

The results

TMG proceeded with the opportunities and has integrated a strong base of rate optimisation based on the recommendations provided. Over a 10 month period TMG have achieved significant savings on Compute costs. Cloudreach also supported custom reporting for TMG which could be shared with TMG stakeholders to aid consumption and savings forecasts and has helped implement a new cost reporting tool.

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TELEGRAPH MEDIA GROUP

About Telegraph Media Group

Telegraph Media Group Limited publishes daily and weekly publications in printed and electronic versions, which provide news on politics, obituaries, sports, finance, lifestyle, travel, health, culture, technology, fashion and cars.

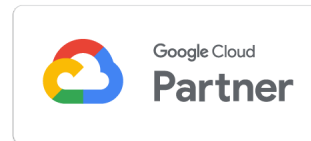
Industry: Media & Entertainment

Primary project location: United Kingdom

Cloudreach™

About CLOUDREACH EUROPE LIMITED

Cloudreach, an Eviden business has been a Google Cloud Partner since 2019



Products

Google Cloud Platform