Mux leverages DoiT Flexsave™ to save on time and cost

DoiT enabled Mux to optimize costs through Flexsave, achieving significant savings on Google Cloud. DoiT Console provided essential data for cloud spend analysis, streamlining financial management and freeing up valuable time for Mux's IT Team.

The challenge

Mux encountered cost optimization challenges within their multicloud environment. The internal platform team had difficulty managing commitments on Google Cloud, resulting in ad-hoc purchases without significant savings. Streamlining cloud spend analysis and provisioning processes became crucial to leverage cost-saving opportunities effectively.

The solution

DoiT provided a solution to Mux's cost optimization challenges with Flexsave on Google Cloud. By enabling Flexsave, Mux could see substantial savings. The DoiT console offered crucial insights into cloud spend, simplifying data analysis for Mux's technology and business operations teams. Mux could focus on product development and growth rather than complex financial analysis.

The result

By adopting DoiT's Flexsave for Google Cloud, Mux achieved substantial savings, with a 27% reduction in on-demand Google Compute Engine costs. The solution eliminated the need for new commitments, saving valuable time spent on forecasting and provisioning. This allowed Mux to concentrate on their core business objectives while optimizing cost efficiency and streamlining operations.

> " Prior to onboarding Flexsave, the challenge of forecasting and tracking is ultimately what kept us from doing commitment management really effectively. We'd get to a place where we wouldn't even feel confident enough in our own analysis to really take advantage of the commitments. We wanted to focus on building the product and growing quickly, not complex financial analysis. "
>
> Adam Brown, Co-Founder and Head of Technology

About Mux, Inc.

Mux is a leading video infrastructure service, empowering development teams to seamlessly integrate video into their products. With reliability, scalability, and global reach, Mux handles the complexity of video and analytics, allowing businesses to focus on innovation and building exceptional video experiences for their audiences.
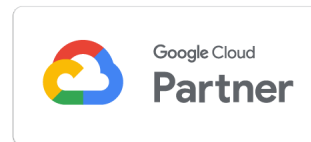
Vertical/horizontal solution: Software & Internet

Primary project location: United States

About DoiT International Ltd

DoiT International, a Google Cloud partner, offers extensive expertise and guidance on cloud migrations, machine learning, Kubernetes.. (see attached)

Products

Google Cloud Platform