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» CASE STUDY

TuneIn cuts AWS costs by 25% while gaining Kubernetes visibility

Using Ocean and Cloud Commitment Management, TuneIn leveraged Spot instances and reserved instances (RIs) to save money on Kubernetes workloads

» INTRODUCTION

As TuneIn expanded its AWS footprint and scaled Kubernetes-based streaming services, cloud costs and complexity grew. By leveraging Flexera Ocean and Flexera Cloud Commitment Management, TuneIn increased visibility into Kubernetes costs, safely adopted Spot instances and reduced its AWS spend by more than 25%.

The challenge

After experiencing some outages in their data centers, TuneIn's engineering leadership decided to migrate their applications and services to Amazon Web Services (AWS) and stop managing their own physical infrastructure.

As their footprint in the cloud grew, so did TuneIn's cloud bill—particularly after they built their real-time transcoding service, which converts feeds from radio stations, podcasts, live sporting events, etc. into the right audio format. This application, running at scale on top of Kubernetes, is critical to the business.

TUNE IN

» AT A GLANCE

Industry: Media

Location: San Francisco, CA

Employees: Less than 500

Product: Flexera Ocean, Flexera Cloud Commitment Management

» ABOUT TUNEIN

TuneIn is an audio streaming service that delivers live sports, news, music, podcasts, and radio around the globe. With 75 million monthly active users, TuneIn is one of the most widely used streaming audio platforms in the world.

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After the migration, the cost of cloud operations was higher than prior on-premises hosting costs and was drawing the finance team's attention. Although they were hoping to save on costs with AWS RIs, siloed teams were running their own Amazon Elastic Compute Cloud (EC2) instances/Autoscaling Groups (ASGs), and Amazon ECS (Elastic Container Service)/Amazon Elastic Kubernetes Service (EKS) stacks with little consistency in instance families and types across workloads. This made it difficult to commit to reserved capacity.

Engineering teams also needed more visibility into costs as they were migrating applications to Kubernetes. Calculating costs took significant time and effort, and with no dedicated FinOps team to track and govern, costs were quickly growing.

The solutions

Flexera offered TuneIn a solution that would give them the savings and reliability with an enterprise-grade service-level agreement (SLA) and in-depth visibility into the cost of workloads running in Kubernetes clusters: Flexera Ocean.

"We were never willing to use [Amazon EC2] Spot instances," said Ryan White, Senior Director of Engineering Operations at TuneIn.

Running Spot instances is cheaper—up to 90% in some cases—but their usage comes with the fact that AWS can take back the instance at any time if its compute power is needed elsewhere. With millions of users streaming TuneIn content, using their website and applications, and sending requests for content from hundreds of types of devices like Alexa and Google Home, losing service wasn't an option.

The inherent volatility of Spot instances makes them risky, but TuneIn trusted Flexera to run their Kubernetes workloads on Spot instances after a successful trial with Flexera Ocean.

Flexera also offered another solution to help TuneIn take advantage of additional savings from cloud commitment discounts and manage their complex fleet of RIs: Flexera Cloud Commitment Management. The product's flexibility allows TuneIn to maximize savings while avoiding long-term commitment lock-in.

The results

Instead of hiring someone to analyze their AWS usage, manage instances, and ensure availability, TuneIn uses Flexera Ocean to safely leverage Spot instances and they use Flexera Cloud Commitment Management to manage RIs for workloads running on Kubernetes.

High availability and savings with Spot

Ocean's predictive capabilities anticipate Spot interruptions and replace instances without disruption. TuneIn also leverages Ocean's unique ability to use different types of Spot instances. By using Kubernetes affinity and anti-affinity rules, which can be applied by node, availability zone and even instance type/size, users can strategically declare rules for instance types to keep infrastructure from going dark when there's an outage or disruption in the spare capacity market.

With Flexera Ocean, TuneIn saved more than 25% on their AWS bill (including storage, networking, etc.) while also effectively eliminating the risk of Spot service disruption by utilizing Spot capacity across a range of instance families and sizes.

Unit cost visibility

The teams managing TuneIn's APIs and streaming services needed to know how much they were spending per application, service and stream, to understand profit and loss margins. Using Ocean, TuneIn can now see how much they are spending per Kubernetes Namespace, deployment and even pod. They can easily calculate the unit

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cost per stream. This granular, workload-level visibility into usage and cost isn't available on the AWS bill.

"Being able to pull out the cost data from the Ocean UI to determine how much we're spending by service and by stream has been hugely beneficial to multiple teams," said White.

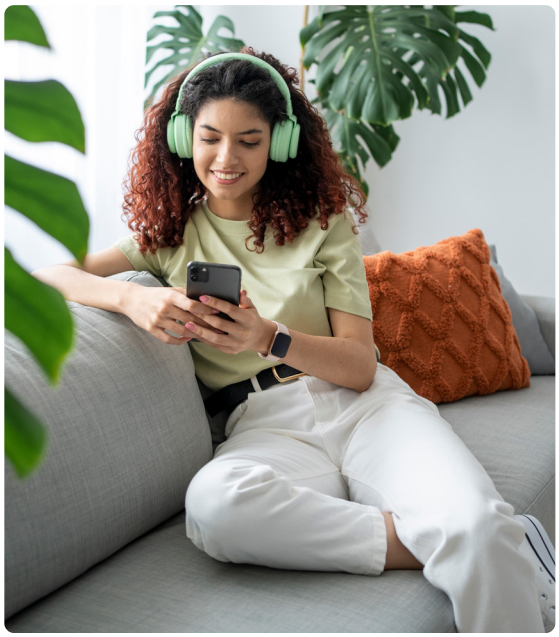
RIs coverage for testing

The savings don't stop there. Flexera Cloud Commitment Management delivered TuneIn savings of over 40% with RIs. TuneIn needed to temporarily increase capacity to support a testing project. Cloud Commitment Management cost-effectively increased TuneIn's RIs by more than 340% over eleven days. Then, two weeks later when testing was complete, it reduced their total RIs by an equivalent amount in only three days.

The bottom line

For TuneIn, highly available systems are critical to maintaining quality customer experiences. With Flexera, TuneIn saw immediate benefits in cost savings and cost analysis capabilities—all with high availability for their applications.

> "We don't even have to think about provisioning cloud infrastructure; Ocean just handles it all for us. The beauty of Ocean is that we just set it and forget it."
>
> Ryan White
> Senior Director of Engineering Operations
> TuneIn



About Flexera

Flexera helps organizations understand and maximize the value of their technology, including the rising costs and risks introduced by AI, saving billions of dollars in wasted spend. Our Flexera One platform connects the dots between what technology you have, how it is used, what it costs, and where it creates risk, helping teams take control of the increasingly complex IT estate across cloud, SaaS and on-premises. We are leading the way to unify IT asset management, FinOps and SaaS management with high fidelity data from Technopedia, our proprietary reference library of technology asset data, and intelligent automation fueled by AI. That's why thousands of global organizations rely on the Flexera One platform and Technopedia. Learn more at **flexera.com**

» NEXT STEPS

Understand what your Kubernetes workloads really cost—and where you can save with Flexera Ocean

Get your savings analysis →

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