

How MobiKwik, a major fintech player, is using CloudKeeper EDP+ to reduce their AWS costs by 27%

MobiKwik is an Indian fintech company specialising in digital payments and financial services. Started as a mobile recharge platform, the company has grown into a comprehensive digital wallet offering bill payments, money transfers, loans, insurance, and investments.



Founded : 2009 | Headquarters : Gurugram, India

MobiKwik’s FinOps Challenges

MobiKwik was in the middle of migrating their workloads from on-prem environment to AWS cloud. They were facing the following challenges in managing their Cloud spend:



Lack of visibility



Attributing cost of different applications



Manual & conservative RI/SP management



Difficulty in handling cost anomalies

Hassle-Free Cost Savings with CloudKeeper EDP+

MobiKwik started with CloudKeeper AZ in August 2021 and then moved to CloudKeeper EDP+ in March 2022.

Other Notable highlights



Tag Based Reports & Cost Allocation Strategy



Well Architected Reviews



Anomaly Detection



Graviton Processor Adoption

12%

15%

Saved 12% without any effort

Initially MobiKwik saved 12% on their AWS costs, without any effort or change in their infrastructure.

They leveraged the RI/SP management and EDP+ offerings from CloudKeeper.

Additional savings of 15% by optimizing infrastructure:

- Downgraded the servers to lower configuration
- Optimized usage of EBS volumes
- Migrated from CLB to ALB
- Identified idle/unused resources

About CloudKeeper



CloudKeeper is a FinOps & Cost Optimization solution that offers instant and guaranteed savings of up to 25% on the entire cloud bill.

12+

years of expertise on Cloud

300+

Active Customers

\$100 Mn+

of Savings Delivered

20%

Average Savings on Total Bill

300+

Cloud and DevOps Professionals

Well-Architected

Review Partner for AWS & Azure

Recognized by prominent Industry Analysts

