

How eLocal is leveraging CloudKeeper to adopt
FinOps best practices & reduce their AWS cost by 25%

eLocal is a platform that helps local businesses generate leads and expand their businesses through a variety of marketing services, including PPC advertising, SEO and Social Media Marketing.

eLocal

Founded : 2008 | Headquarters : Pennsylvania, USA

eLocal's
FinOps Challenges

eLocal is completely hosted on AWS with a **database of over 10 million local businesses** and a growing cloud footprint. However, they were struggling to manage cloud costs due to these FinOps challenges.

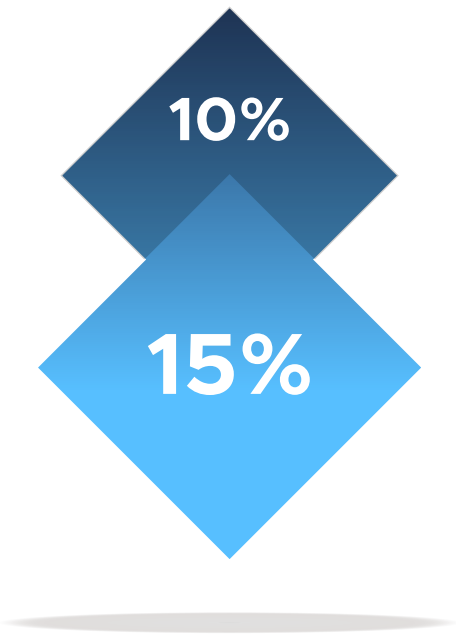
Lack of visibility

Right-sizing of instances

Manual & conservative RI/SP management

Cost monitoring

How CloudKeeper helped tackle the challenges



- Immediate savings of 10%

on the total AWS bill
- Additional savings of 15%

by eliminating waste, right-sizing, fine-tuning & other recommendations around the following AWS Services:

● EC2 & RDS

● Load Balancer

● EBS Volumes & S3 Storage

Other Notable highlights

Better cost visibility via CloudKeeper Lens

Well Architected Reviews

Anomaly detection

Customer Speaks

Amit Poddar

CTO, eLocal

CloudKeeper

Instant & Guaranteed Savings on Cloud

CUSTOMER STORIES

Probably the **easiest onboarding** we have seen in ages!

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

Gartner

IDC

Everest Group

ISG Provider Lens

Overall Rating

★★★★★

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