Instantly

Instantly was looking for a private cloud environment that would allow them to reduce costs and keep their headcount under control. Cisco Metacloud™ was the answer.

Challenges

When the team from Instantly reached out to Cisco, no one had to sell them on cloud. They had already built their business on it. The problem was that, after using Amazon Web Services (AWS) for more than two years, Instantly's monthly expenditures had increased dramatically, not only for the cost of using the cloud platform itself but also for the additional staff they had to hire to manage their growing cloud environment. Chief technical officer, Carl Trudel says that when he joined the company, "Fixing it was my first project."

He went looking for a private cloud solution that would allow him to lower costs and would be manageable by a small, nimble team. He also sought an environment that would allow him to shift the company's development resources to a DevOps model, where developers would be empowered to manage their products from beginning to end.

What he found was Metacloud.

Solution

Metacloud is an OpenStack-based private cloud that delivers the public cloud experience—but is housed on customers' premises, behind their firewalls. It's engineered, monitored, upgraded, and operated remotely 24 hours a day by a team of Cisco OpenStack experts, which ensures high availability and frees customers from having to hire and train an entire staff dedicated to building and maintaining a cloud platform.

CISCO

For developers, Metacloud provides complete self-service access to cloud computing, storage, and network resources through an easy-to-use web portal, OpenStack APIs, the command line, or integration into their favorite DevOps and development platforms and tools.

For administrators, Metacloud offers visibility tools and alerts that allow them to know what's happening at all levels of the stack. They can easily assess and optimize the performance of their applications by evaluating the health of their hypervisors, network performance, and available capacity—all without having to be experts in deploying, managing, or operating a private cloud powered by OpenStack.

With Metacloud, customers don't need to spend a minute managing and maintaining the platform. Like public cloud, it just works. It's easy, fast, and predictable. IT can spend time building applications and driving revenue for the company, rather than keeping the cloud up and running.

Results

Today, Instantly runs its entire product stack, including everything from the customer interface to the back-end databases (a mix of MySQL and MongoDB), on a Metacloud environment consisting of several hundred production nodes. And they still maintain a disaster recovery environment and content delivery network capabilities on AWS as well, resulting in a hybrid footprint that suits their business needs.

Trudel says the company is definitely spending less with Metacloud than it was with AWS. "Initially, our estimate was $600,000 in savings, and we've definitely reached that goal. It's about half the cost of Amazon." What's more, Trudel says they've managed to avoid any additional hires since deploying Metacloud. "From an ops perspective, we've remained flat. No new hires. And that's impressive considering our growth metrics. Our company is growing and our workload is growing, but we haven't had to grow our operations team, which has allowed us to invest in other areas."

In closing, Trudel shared some thoughts about private clouds in general and Metacloud in particular: "Cloud is complex. With that in mind, what we continue to seek with Cisco is a partnership, so we can make the right decisions at the right times with this managed private cloud model. We don't expect complete simplification but instead expect to leverage Metacloud as an extension of our team."

For more information

To learn more about Metacloud features and benefits, visit our website. To see demos and read technical tutorials, visit our community page.

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