

# Case Study: CAPTEL Realizes 42% AWS Cost Reduction with SKYXOPS FinOps Platform

## CAPTEL Overview

- CAPTEL.net is a leading teleservices provider specializing in high-volume campaign outreach, fundraising, and constituent engagement for mission-driven organizations.
- Operating at scale, CAPTEL's cloud environment supports thousands of daily calls via Amazon Connect, with workloads distributed across Amazon S3, Amazon RDS, and Amazon EC2.

## Challenge

- Uncontrolled cost growth across compute, storage, and database services.
- Limited visibility in understanding service-level spend breakdowns or attributing usage to internal stakeholders.
- Resource inefficiencies with idle EC2 instances, oversized RDS databases, and non-optimized storage tiers.
- Billing complexity with absence of unified cost allocation hampered internal chargebacks and financial reporting.

## Solution

CAPTEL implemented the SKYXOPS FinOps-driven optimization platform to address their cloud cost challenges.

## Implementation

- Integrated all AWS accounts and services into a centralized SKYXOPS dashboard.
- Enabled near real-time insights across environments, business units, and service categories.
- Deployed anomaly detection for spend spikes and usage anomalies.
- Analyzed historical access patterns to identify cold call recordings suitable for archival.
- Applied automated lifecycle policies to transition data from S3 Standard to Glacier Instant Retrieval and Deep Archive.
- Evaluated compute utilization to identify underutilized and idle resources.
- Rightsized instances and implemented automated schedules for non-production environments.
- Monitored CPU, memory, and IOPS to assess actual performance requirements.
- Downscaled over-provisioned RDS instances based on usage thresholds.

- Assessed compute usage patterns to identify workloads suitable for commitment.
- Purchased 1-year Compute Savings Plans for consistent usage.

## Results

- Reduced AWS costs by 42%.
- ~60% reduction in S3 storage costs representing ~12% of total monthly AWS savings.
- ~14% EC2-related savings through rightsizing and scheduling.
- ~6% monthly savings on RDS workloads.
- ~10% cost savings via commitment-based pricing.

## Cost Savings Summary

Optimization Area	Savings Achieved
S3 Tiering	60% of S3 cost (20% of total) → 12%
EC2 Rightsizing & Scheduling	14%
RDS Downscaling	6%
Savings Plans	10%
<b>Total Monthly Savings</b>	<b>~42%</b>

## Technological Impact

- Implemented automated lifecycle policies and anomaly detection.
- Integrated centralized dashboard for monitoring and cost visibility.

## Operational Efficiency

- Enhanced operational transparency and efficiency.
- Enabled focus on critical cost management areas.

## User Experience

Improved cost management experience through centralized visibility and reduced complexity.