



Global Enterprise Labeling Platform Provider Loftware Optimized Cloud Spending with Blue Mantis FinOps

Overview

Loftware, the world's largest cloud-based Enterprise Labeling and Artwork Management provider with offices in the USA, Europe, and Asia, was undergoing a transition from delivering their software to enterprises via traditional perpetual licenses to a cloud-based Software as a Service (SaaS). As this global company began to onboard more SaaS clients, their Amazon Web Services (AWS) cloud infrastructure costs grew by 20-40% year-over-year.

While Loftware's growth indicated positive business expansion, there was an emphasis from Loftware's corporate leadership to manage their increasing cloud spending. Loftware needed a proven method for continuous monitoring and optimization of their cloud costs at scale.

Solution

Loftware engaged with Blue Mantis in 2017, entrusting them with their AWS billing. Blue Mantis employed their specialized FinOps solution, which integrates cloud cost optimization tools and services. Collaborating closely with Loftware's AWS account manager, Blue Mantis found that an Enterprise Discount Plan (EDP) would be most beneficial for the company. This plan provided Loftware an 8-10% discount on their AWS cloud expenses over a five-year period.

Not only did Blue Mantis provide a financial solution, they also took on the responsibility of managing Loftware's AWS deployment.

Business Outcomes

- Loftware's partnership with Blue Mantis enabled the company to control their escalating cloud expenditure without compromising on the growth and expansion of their SaaS client base.
- Loftware gained specialized cloud cost management tools and services tailored to their specific business needs through the Blue Mantis FinOps solution.
- By entrusting the management of their AWS deployment to the experts at Blue Mantis, the IT and finance leaders at Loftware were empowered to reallocate their valuable human capital to focus on core business functions and further strategic development.



Customer Benefits

- Achieved significant cost savings by securing an 8-10% discount on their AWS spend.
- Optimized AWS cloud resources on a global scale through continuous monitoring, management, and reporting.
- Enabled the company's IT and finance teams to reallocate their existing staff to work on strategic projects rather than daily maintenance tasks.