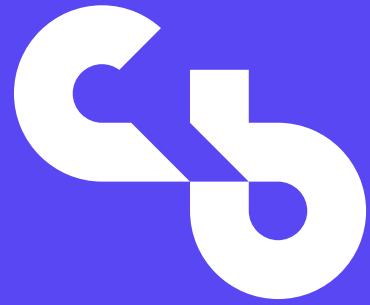




cloud bridge

Your AWS Advantage

Saving \$6,500 a month on AWS

& full cloud visibility to show for it

CASE STUDY SNAPSHOT



Vertical:

Spirits & Beverages Manufacturing



Solution:

Managed Cloud Services | FinOps |
Cloud Governance



Key Results:

Monthly spend: \$10k → <\$3.5k | Full estate
visibility restored | 18 months to value



OVERVIEW

A leading UK spirits manufacturer knew their cloud was costing more than it should — but without visibility into their AWS estate, they had no way to prove it, let alone fix it.

They needed a partner who could shine a light on what was actually going on and take decisive action.

➔ THE RESPONSE

Cloud Bridge delivered full **cloud governance** within days of engagement. Within 18 months, their monthly AWS spend dropped from over \$10,000 to under \$3,500 — with complete transparency, proactive security management, and a clear path to modernisation.



WITHIN 18 MONTHS

Monthly AWS spend fell from **\$10,000+**
to under **\$3,500**

BEFORE

\$10,000+



-65%

in monthly AWS spend



<\$3,500

AFTER

THE CHALLENGE

This customer's mission-critical workloads ran across **two AWS accounts in a single region**. But they'd outgrown their existing support model. The visibility and governance they needed simply wasn't there.



Without clear oversight of their cloud environment, the business was exposed to real risk:

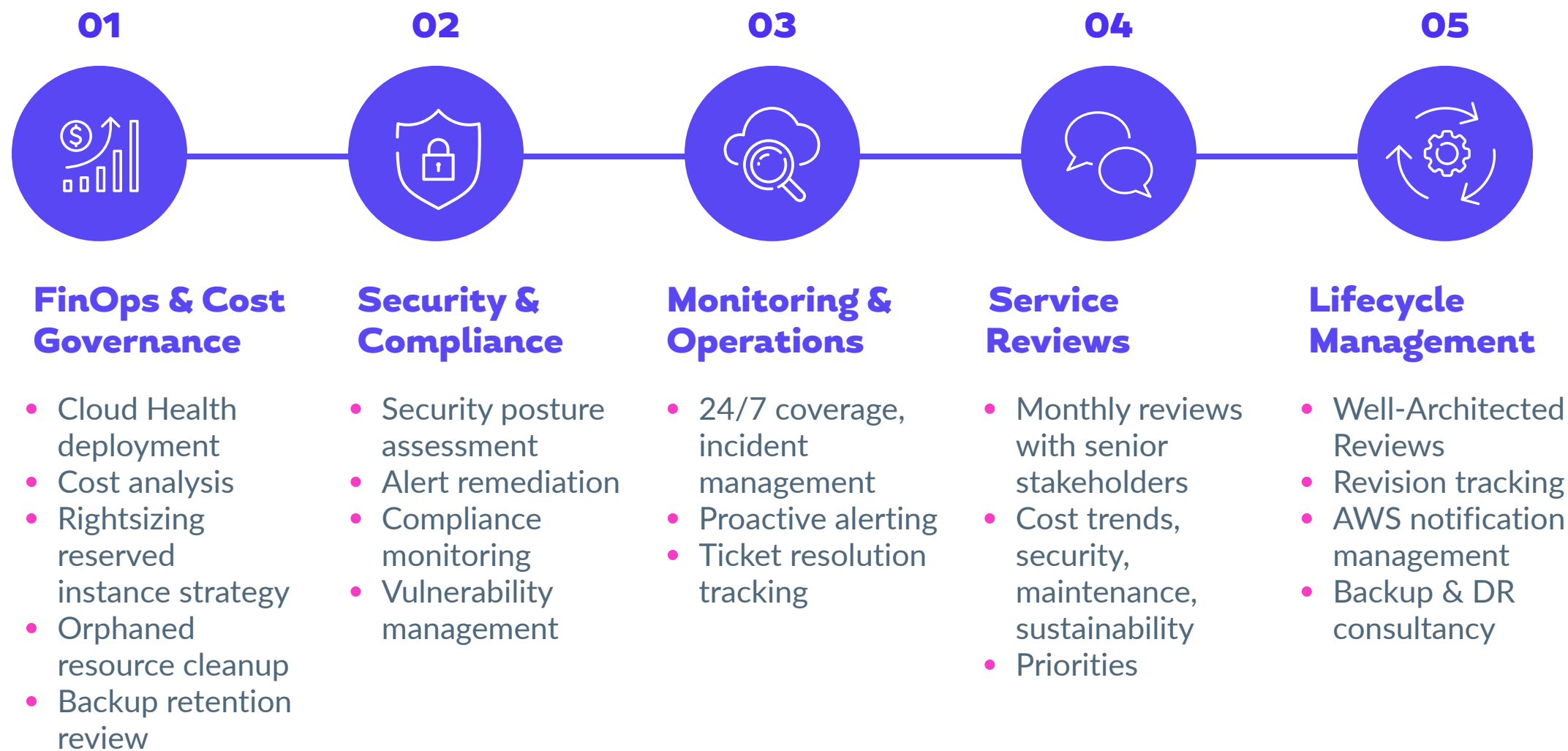
- 1 Spend was unverified — no way to know if they were over-provisioned or wasting budget
- 2 No operational metrics to inform decision-making
- 3 Security posture was unknown — vulnerabilities could exist without anyone noticing
- 4 No structured service reviews or accountability framework



WHAT WE DID

We started by establishing visibility. Our FinOps tooling was deployed across the entire AWS estate within days, giving the customer their first clear picture of costs, resources, and security posture.

From there, we built a full cloud governance framework across five pillars:



ONE DEDICATED TEAM

- Certified AWS engineers
- A Customer Success Manager who actually picks up the phone.

Governance that's maintained, not just promised.





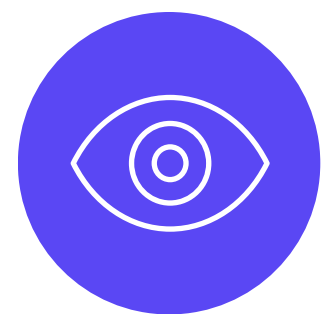
THE RESULTS

\$6.5k+

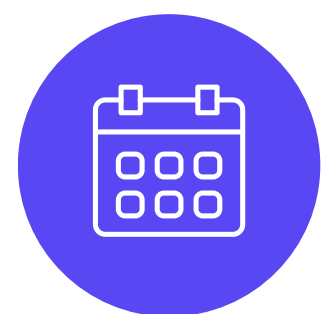
SAVED PER MONTH

AWS spend reduced from

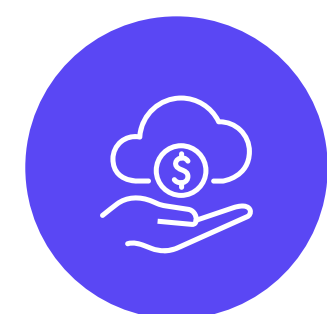
\$10,000+ → **<\$3,500**



100%
ESTATE VISIBILITY



18 months
COST TRANSFORMATION



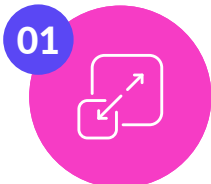
\$78K+
PROJECTED ANNUAL SAVINGS



THE RESULTS

WHERE THE SAVINGS CAME FROM

No magic. Just rigorous, governance-led optimisation:



Rightsizing

over-provisioned instances to match real workload needs



Implemented reserved instances

for predictable workloads



Resource clean-up

Found and removed unused volumes and orphaned resources



Backup optimisation

Reviewed backup retention — keeping what matters, ditching what doesn't



Support rationalisation

Rationalised extended support commitments



VISIBILITY THEY'D NEVER HAD BEFORE

Monthly service reviews now give the customer clear insight into costs, security posture, maintenance schedules, and operational health.

NO SURPRISES. NO GUESSWORK.

Just the clarity to make confident decisions about their cloud.



WHAT'S NEXT

The foundation's solid. The governance is in place.
Now the exciting work begins:

01

Modernisation

Moving legacy workloads to cloud-native services

02

Smarter alerting and notifications

Smarter alerting and notification capabilities

03

AI and automation planning

Identifying opportunities to automate and optimise

04

Ongoing security, backup, and DR consultancy

Strengthening resilience and business continuity

This is what proactive cloud governance looks like. Not a tick-box exercise — a genuine partnership that puts you in control and keeps getting better.

➔ **Your business deserves the same.**
Book your Cloud Governance Review today.

“

For the first time, we have genuine transparency over our cloud estate. We can see what we're spending, understand our security posture, and have confidence that our infrastructure is being proactively managed. The difference is night and day.

SENIOR IT LEADER,
LEADING UK SPIRITS MANUFACTURER



ABOUT Cloud Bridge

Cloud Bridge is a globally recognised Premier AWS Partner and a two-time AWS Rising Star Partner of the Year (2023 EMEA, 2022 UK&I).

It provides end-to-end AWS lifecycle support, ensuring seamless migration, modernisation, and flexible managed services. Certified experts specialise in cloud governance, FinOps, security, and cutting-edge AI, machine learning, and data analytics solutions.

With a commitment to driving innovation and operational excellence, Cloud Bridge empowers businesses worldwide to unlock the full potential of AWS.



AWS SERVICES USED

- 1 AWS Well-Architected**
Architecture and lifecycle reviews
- 2 Reserved Instances**
Optimisation for predictable workloads
- 3 Backup & Disaster Recovery**
Retention, resilience and DR consultancy

