TrackIt

CASE STUDY

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2019

CLIENT - Muzeek

INDUSTRY - Music Industry

MISSION - Muzeek is a startup developing what they call the 'augmented composer', a disruptive AI platform which allows people to develop music.

https://muzeek.com/

THE NEED TO PREDICT COST EVOLUTION ON AWS

The company uses AWS for an API that allows clients to access some of their music-creation software. Igal, Muzeek's CTO, was concerned about the fact that he did not have the means to accurately predict the evolution of their cloud costs on AWS.

> *What's really anxiety-provoking about AWS is that you basically don't know how much you're spending. You cannot forecast anything! I will need to know down the line if I'm making the right choices and how the costs are evolving as our user base starts to grow.*
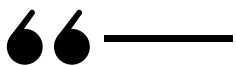
> *Igal Cohen-Hadria, CTO, Muzeek*

Realizing that this was a problem that needed to be addressed as early as possible, Igal started using TrackIt to better manage and monitor his costs on AWS.

EFFECTIVE COST MONITORING WITH TRACKIT

Igal considers TrackIt to be a great tool and an excellent "preventive measure" for companies like Muzeek which are still growing. Not only does he appreciate the fact that the platform provides him with the information he needs to see how his costs are evolving with his user base, but he also likes the clarity and the visibility that TrackIt provides, hence allowing him to make the right decisions.

The graphs provided by TrackIt also helped Igal get an idea of how his costs on AWS were evolving before he started using TrackIt. This gave him the benefit of looking into the past and seeing where he could have changed things.

> *TrackIt gives me all the graphs that I need to make decisions that AWS doesn't give me.*

> *Igal Cohen-Hadria, CTO, Muzeek*

A TEAM THAT PAYS ATTENTION TO WHAT THE CLIENT NEEDS

Igal really appreciated how well he was taken care of by TrackIt's team. He found the team to be very organized and highly-focused on delivering their clients with what they need. He recognizes the value of TrackIt and recommends it to other companies using AWS.

> **"**
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> *TrackIt's team is organized, available, and always paying attention to what I need.*
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> **Igal Cohen-Hadria, CTO, Muzeek**
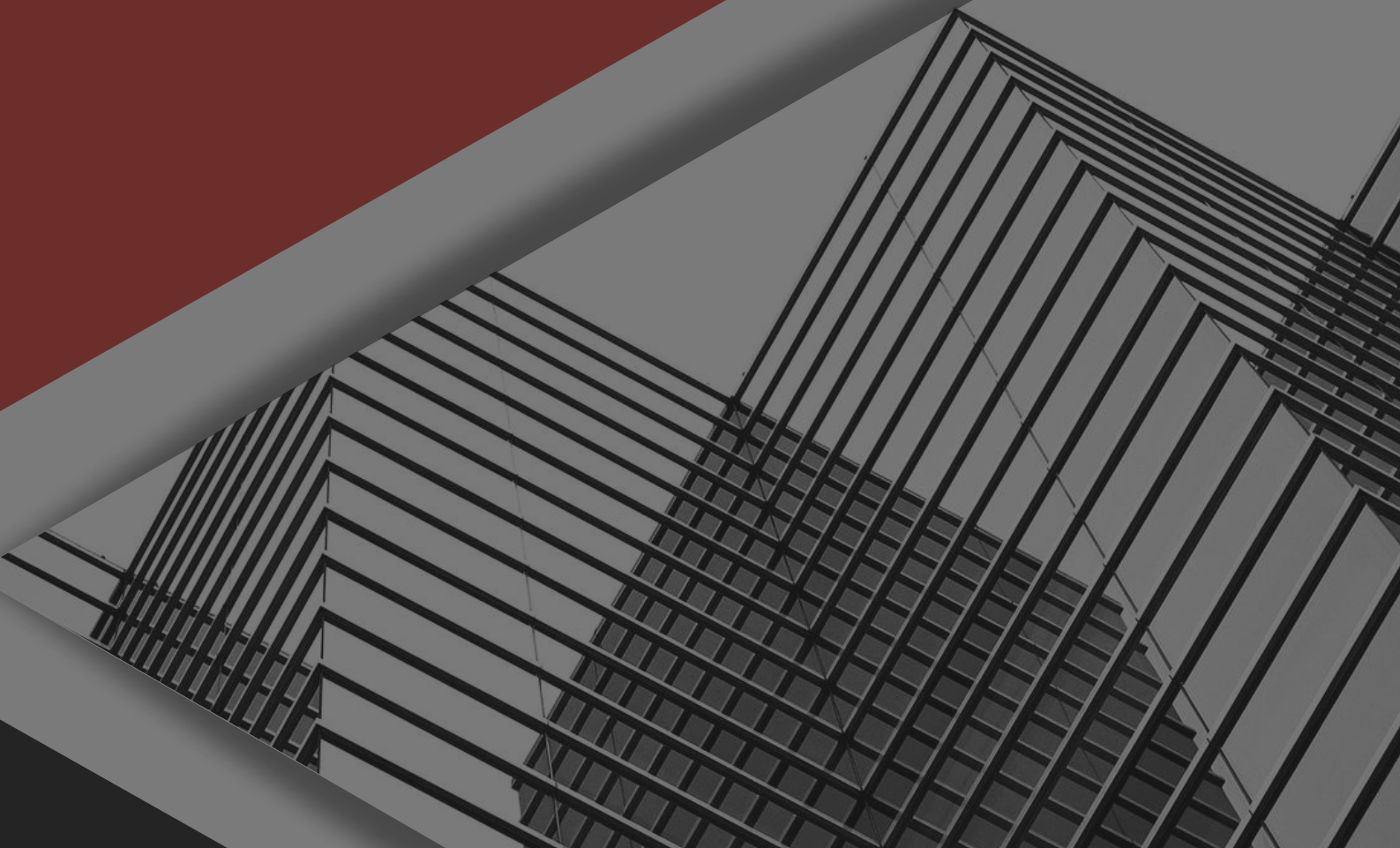
CHALLENGE(S) :
- Inability to accurately predict AWS cloud costs with the pricing calculator
- Lack of means to monitor and predict the evolution of cloud costs with an increasing user base
- Other means of predicting and monitoring AWS cloud costs proving to be either lacking in accuracy or time-consuming

SOLUTIONS(S) :
- TrackIt's Resource
- Cost Optimization AI

OUTCOME(S) :
- Increased Visibility: Accurate information on how and where money is being spent on AWS
- Improved resource & cost optimization on AWS
- More control over resources deployed in AWS
- Accurate prediction of the evolution of costs when resource usage needs to be increased/decreased
- More time saved
- Increased confidence in AWS usage

TrackIt, an **Amazon Web Services Advanced Consulting Partner** based in Marina del Rey, CA, offers a range of cloud management, consulting, and software development solutions. Their expertise includes Modern Software Development, DevOps, Infrastructure-As-Code, Serverless, CI/CD, and Containerization, with a focus on **Media & Entertainment workflows**, High-Performance Computing environments, and data storage.

TrackIt excels in cutting-edge software design, particularly in the areas of containerization, serverless architectures, and pipeline development. The company's team of experts can help you design and deploy a custom solution tailored to your specific needs.

In addition to **cloud management and modern software development services**, TrackIt also provides an open-source AWS cost management tool to help users optimize their costs and resources on the platform. With its innovative approach and expertise, **TrackIt is the ideal partner for organizations seeking to maximize the potential of their cloud infrastructure**.