

Unit economics: Dekod

Optimizing customer pricing with unit economics insights

KEY DRIVERS

- Scale the cloud team bandwidth to cater for a larger customer base
- Meet the customers' savings objectives, while maintaining competitive service pricing
- Provide clear and transparent cost structure and showback reports for each managed cloud

KEY ENABLERS

- Consolidation of multiple customer accounts into a single cloud management platform
- AI-driven cost analysis and actionable recommendations
- Intuitive scheduling and single-click action execution
- Simplified mapping of cloud resources to specific organization groups, teams, projects or even applications for accurate showback

KPI's

76%

savings on development environment

30%

savings on production environment

100%

automated customer chargeback process

ABOUT



INDUSTRY

Event management

PRODUCTS / SERVICES

Omni-channel ticketing services

SOLVING THE LACK OF GRANULAR VISIBILITY INTO TRANSACTIONS

Dekod has been providing event tickets using an in-house developed award-winning omni-channel ticketing platform. Cutting the cord to their legacy on-premise application landscape and adopting a cloud-only approach was the next step in their business and technology evolution.

As their pricing models changed from one-time to subscription-based licensing, Dekod required a more accurate and fair pricing while ensuring peak usage does not have a negative financial impact. However, they lacked the granular visibility into every ticket transaction, as cloud-provider native features did not support this option.

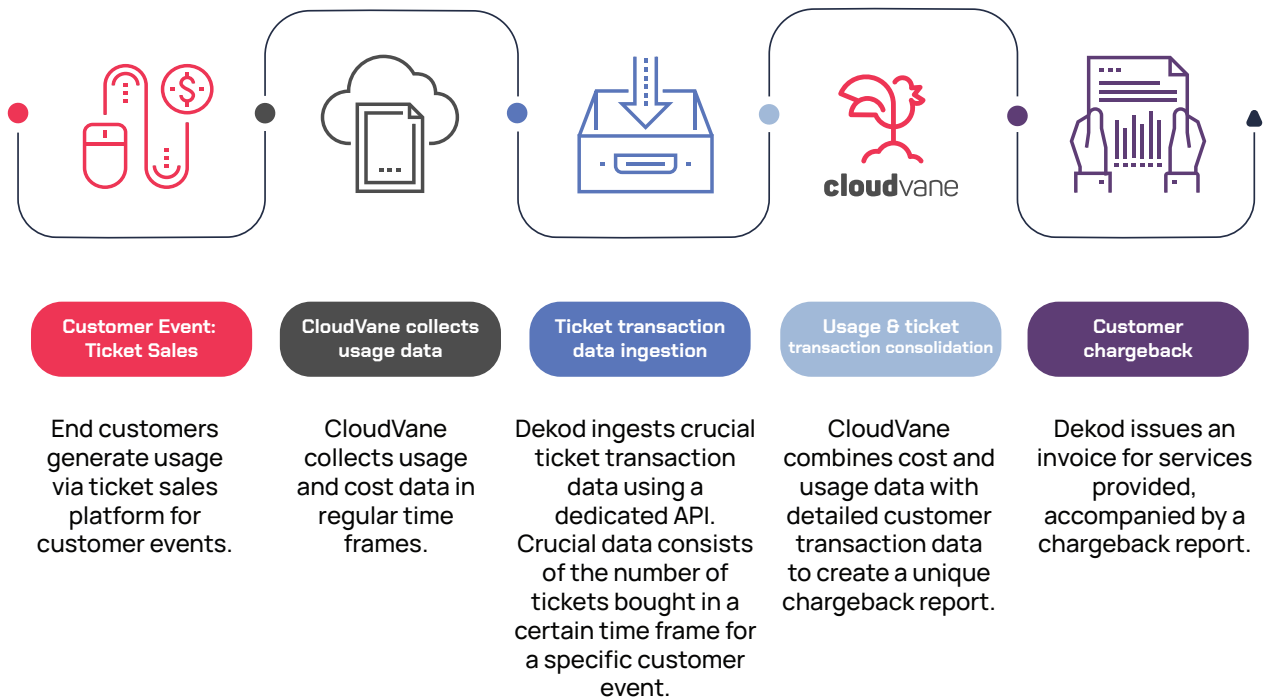
MITIGATING THE LOSS OF MONEY AND CLIENTS

Dekod's solution is designed as SaaS, meaning all their resources were being used by all their customers. Without unit economics, there was no way to ensure precise billing on consumed resources nor process chargebacks.

As a consequence, they were forced to either cover the extra costs generated by their customers from their own pocket, or increase their prices, thus risking their customers finding more affordable options with their competitors. They simply lacked the granular view into their cloud consumption.

CREATING UNIQUE CHARGEBACK REPORTS

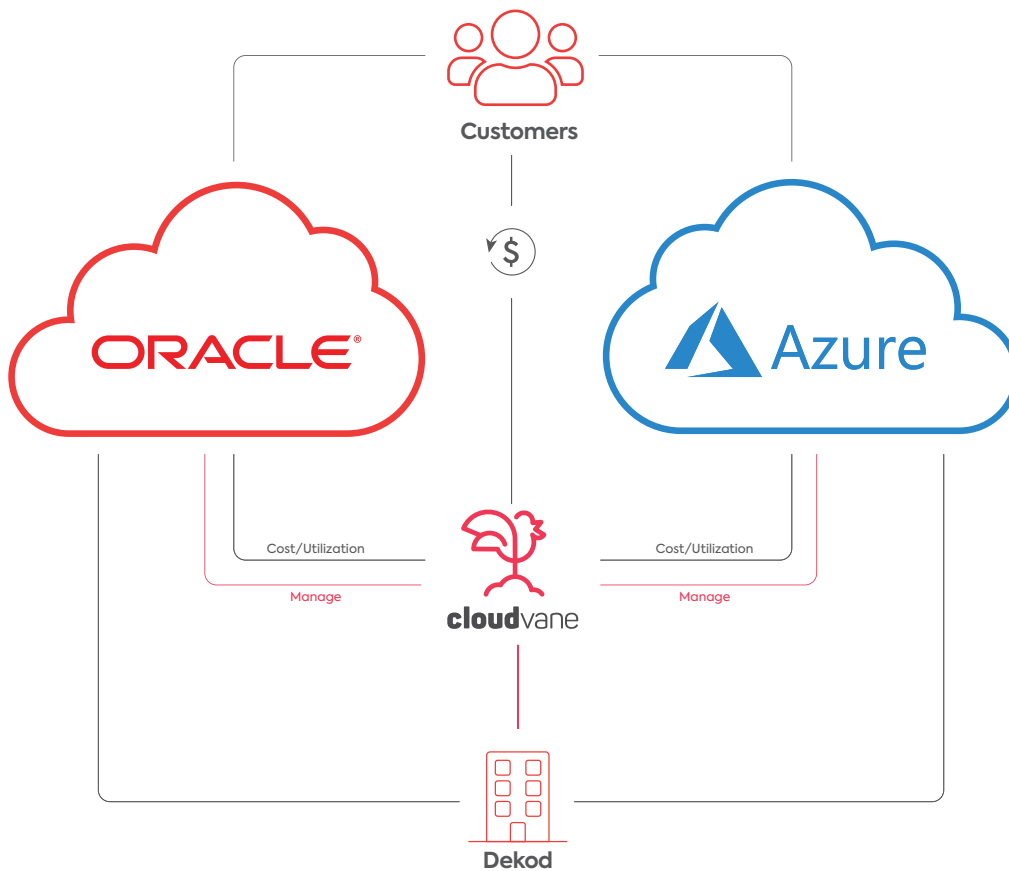
In order to solve Dekod’s cloud cost issues, we implemented CloudVane, which enabled greater visibility into customer cost. By combining cost and usage data with detailed customer transaction data, CloudVane facilitated the creation of unique chargeback reports. Now, Dekod was able to see every single transaction as a unit metric, thus gaining the ability to process detailed chargebacks.



An additional benefit was achieved as Dekod started using CloudVane’s advanced automation and scheduling features. Automation empowered them to manage and automate their cloud resources in order to optimize their cloud spend or to satisfy their needs for scaled resources in peak load times.

SaaS SOLUTION BUILT ON ORACLE CLOUD INFRASTRUCTURE

CloudVane is a SaaS solution built on Oracle cloud infrastructure. Dekod configured CloudVane to access and manage their multicloud resources.



CloudVane implementation consists of several simple configuration steps via a user-friendly web interface. Once the customer configures the application, CloudVane gathers all their usage and utilization data in order to provide valuable insights. Additionally, customers can use CloudVane's automation features and control their environment.

KPIS, METRICS AND RESULTS

Cloud consumption was one of the main KPIs tracked. As Dekod has many customers offering tickets for high demand events, cost tracking and chargeback became crucial procedures.

At the same time, CloudVane was used to track and monitor resource utilization. Based on these insights, Dekod decided to shut down or scale their cloud resources during low utilization periods which resulted in significant cost reduction.

OVERALL RESULTS

The following metrics and results were achieved when CloudVane was implemented into Dekod's environment:

- 100% automated customer chargeback process
- 76% savings on test and development environments using automated shut down
- 30% savings on production environment using overnight scaling down

ACHIEVED SAVINGS

Dekod was able to achieve savings using CloudVane in several business areas.

Their chargeback process used to take several person-days. Now, **100% automated**, it consumes zero hours of manual labour. Due to CloudVane's unit economics feature, Dekod is able to save a great amount of time and rather spend it on processes that bring much more business value.

Furthermore, Dekod's full infrastructure (dev/test/prod) is now managed by a single employee. CloudVane enabled complete environment cost and infrastructure management through its intelligent features, which provided Dekod with **significantly reduced TCO**.

ABOUT DEKOD

Dekod is a leading Croatian ticketing service, providing event tickets through on-line and box-office channels. Their solutions are used by 50+ event organizers and reach their audience and enable access to tickets for 400+ events every day.

Dekod's comprehensive ticketing solutions rely on Oracle's OCI platform capabilities. A complex technology foundation consisting of 9 cloud services and hundreds of intertwined cloud resources, to ensure Dekod's users are provided with a fully scalable, always-available, high-performance and high-security ticketing service.

ABOUT CLOUDVANE

CloudVane is a cloud cost management and automation solution that consolidates your multicloud cost and usage data. It enables overall visibility of cost so enterprises, organisations and start-ups can better manage their cloud resources through advanced automation and scheduling, cost allocation, recommendations, reports and other features.

CloudVane is rooted in FinOps, emerging new practice area that brings financial accountability to the variable model spend of the cloud and helps enterprises master the unit economics of cloud.

By implementing FinOps methodology through CloudVane features, every customer is facilitated to introduce the best FinOps practices into their company or organisation in the simplest way possible.

CloudVane is part of the Oracle for Startups, a unique acceleration program that enables mutually beneficial business-building partnerships for startups, Oracle and their customers. The goal of the programme is to create a virtuous cycle of innovation through startup technology built on secure, scalable Oracle Cloud Infrastructure.