CloudHealth®
TECHNOLOGIES

Leveraging CloudHealth for Legacy Data Center Consolidation:
The Cox Automotive Story

COX AUTOMOTIVE IS A LEADING PROVIDER OF PRODUCTS AND SERVICES THAT SPAN THE GLOBAL AUTOMOTIVE ECOSYSTEM. Driven by a vision to transform the way the world buys, sells, owns, and uses cars, Cox Automotive's family of more than 20 brands includes industry-leading digital marketing, financial, retail, and wholesale solutions to help its 40,000+ clients thrive in a rapidly changing automotive marketplace.

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–JASON CORNELL

Senior Manager of Cloud & Engineering Enablement, Cox Automotive

THE CHALLENGE

Cox Automotive has been using AWS and CloudHealth for several years while continuing to maintain more than 45 on-premises data centers scattered around the globe. "We want to reduce those data centers in order to take advantage of AWS's economies of scale," explains Jason Cornell, Senior Manager of Cloud & Engineering Enablement. "We want to be agile and be able to test new ideas with limited investment. Consolidating our data centers and leveraging AWS will allow us to focus on our products, services, clients." To migrate tens of thousands of virtual machines (VMs) across 40+ data centers, Cox Automotive needed an agentless approach.

HYBRID

> *"CloudHealth provides us with a consolidated view of our hybrid environment within a single pane of glass"*

THE SOLUTION

Cox Automotive identified roughly a dozen data centers to initially focus on as part of their pre-migration planning and analysis leveraging CloudHealth. The CloudHealth Migration Assessment determines which workloads can be migrated most cost-effectively, enabling a unified approach to determining migration costs across teams and departments. "We needed to be able to understand the virtual infrastructure of our data centers and perform reporting and assessments across a very, very large environment," says Jason. "Once we were able to bring in all this data using an agentless approach, we were able to start pinpointing different solutions to determine what their costs would be."

To understand their large and disperse data center environment in its totality, Cox Automotive has deployed the CloudHealth aggregator as a virtual machine. In addition to using CloudHealth to determine which migration decisions would have the greatest revenue impact, they are also able to determine which workloads would benefit from AWS migration from a performance standpoint.

"We've been using it to manage our AWS spend with reporting, optimization, and Reserved Instance management for several years," Jason explains. "Now that we're also leveraging the data center components, CloudHealth provides us with a consolidated view of our hybrid environment within a single pane of glass."

THE RESULTS

Thanks to CloudHealth, Cox Automotive is able to efficiently model their on-premises workloads for migration to AWS while freeing up employee time to focus on core operations. "We're able to quickly analyze our entire data center environment at a micro level," says Jason. "Now that everyone is using the same model for cost estimates, we benefit from improved accuracy and less confusion." Cox Automotive also continues to leverage CloudHealth's automated cost and performance optimization capabilities for AWS services including EC2, RDS, and EBS.

NEXT STEPS

"In the long run, our goal is to start retiring and consolidating our data centers across the organization," says Jason. "We'll continue to use CloudHealth aggregators in our core data centers to identify which workloads to lift-and-shift over to AWS. We'll eventually have less aggregators and facilities, but we'll still use CloudHealth as that single pane of glass to analyze our environment as it evolves with time."

ABOUT CLOUDHEALTH TECHNOLOGIES

CloudHealth Technologies provides the world's most trusted software platform for accelerating business transformation in the cloud. More than 3,800 organizations globally rely on CloudHealth to manage over $5B in combined cloud spend, based on the platform's ability to easily manage cost, ensure security compliance, improve governance and automate actions across multi-cloud environments. Known for offering the highest levels of data integrity throughout an organization's entire cloud journey, CloudHealth is the platform of choice for leading enterprises and service providers, such as Pinterest, Yelp, Dow Jones, Zendesk, Skyscanner and SHI. With offices around the globe, the company is backed by Kleiner Perkins, Meritech, Sapphire Ventures, Scale Venture Partners, .406 Ventures and Sigma Prime Ventures. **www.cloudhealthtech.com**

ABOUT COX AUTOMOTIVE

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