CLOUD BRIDGE DRIVES AWS CLOUD COST SAVINGS AT SCALE WITH AMD

CASE STUDY

Cloud Bridge deployed AWS instances powered by AMD EPYC™ Server CPUs to cut costs and boost performance, delivering 30% savings with minimal effort for clients

Moving to optimized cloud infrastructure can provide huge operational and economic benefits, but many companies don't know how to make the transition. As an Amazon Web Services (AWS) Premier Tier Partner, UK-based Cloud Bridge helps companies accelerate migration and modernize with tailored provisions. AWS instances powered by AMD EPYC Server CPUs have enabled Cloud Bridge to deliver significantly reduced costs to its clients with minimal customer engineering effort.

> **"The opportunity was already visible in the data, but without removing the implementation barrier, it wasn't being realized."**
> Simon Walker, CEO, Cloud Bridge

Cloud cost optimization is not a new discipline. Organizations operating in the public cloud—particularly on AWS—have access to extensive tooling, reporting, and advisory services designed to identify inefficiencies. Cloud Bridge leverages its deep expertise of these tools and access to AWS funding and financial operations (FinOps) capability to help its clients make the transition to cloud infrastructure. The company manages hundreds of enterprise cloud environments across the EMEA region, from first-time migrations to complex modernizations and managed services intended to run 24 hours a day, seven days a week.

However, despite Cloud Bridge's analysis consistently identifying Amazon EC2 instances powered by AMD EPYC Server CPUs as a strong optimization opportunity across its customer estate, adoption remained low. The problem that Cloud Bridge encountered was that its customers often lacked the ability to execute the transition. These businesses didn't have the internal engineering capacity to evaluate and implement migrations. They were also not confident that there would be performance benefits and feared compatibility issues. The business cases were not sufficiently compelling for stakeholders to implement the change. This meant they were missing out on significant cost savings.

REALIZING COST SAVINGS WITH AMD EPYC SERVER CPUS

Nevertheless, the price-performance advantage available from AMD EPYC Server CPUs was a clear optimization opportunity not to be missed. AWS instances powered by AMD processors are attractive for a wide range of general-purpose and compute-intensive workloads. Cloud Bridge understood that this was not just a technological opportunity, but an operational one. The company decided to counteract this by identifying and fully realizing the opportunity for its customers through structured execution.

INDUSTRY
Cloud services

CHALLENGES
Customers lacked skills, confidence, and resources to adopt AMD in AWS, limiting uptake despite clear cost and performance benefits

SOLUTION
Cloud Bridge led end-to-end AWS migrations to instances powered by AMD EPYC™ Server CPUs, building cases, securing funding, and executing transformations for clients

RESULTS
Up to 30% cost savings, over $4M annually across 250 clients, with improved performance and lower energy use, all with minimal client effort

AMD TECHNOLOGY AT A GLANCE
AMD EPYC Server CPUs

TECHNOLOGY PARTNER

This process began with identifying workloads across the customer estates that would be most suitable for AWS instances powered by AMD EPYC™ Server CPUs. This included evaluating instance utilization and performance characteristics, against which dependencies and workload criticality could be matched. Cloud Bridge pinpointed instances that would be the closest fit to enable the most seamless migration.

> **"Our role was to execute."**
> Simon Walker, CEO, Cloud Bridge

The next step was to show clear business cases illustrating how the transformation would deliver improved performance and financial benefit. Cloud Bridge calculated the expected cost savings for each identified workload being migrated versus current infrastructure. These calculations assessed performance implications and framed the outcomes in terms relevant to both technical and financial stakeholders.

Cloud Bridge then helped customers leverage the funding available to reduce migration costs. This further reduced barriers to entry and strengthened the financial case for change. Thanks to lower upfront investment requirements, customers were more willing to proceed with optimization initiatives.

AMD EPYC Server CPUs deliver obvious cost-performance benefits for cloud infrastructure.

DELIVERING OPTIMIZED CLOUD MIGRATION

The cornerstone of this approach, however, was how Cloud Bridge led the implementation from start to finish. Its customers required only minimal engineering effort themselves, taking the onus away from them and reducing the roadblocks to transformation.

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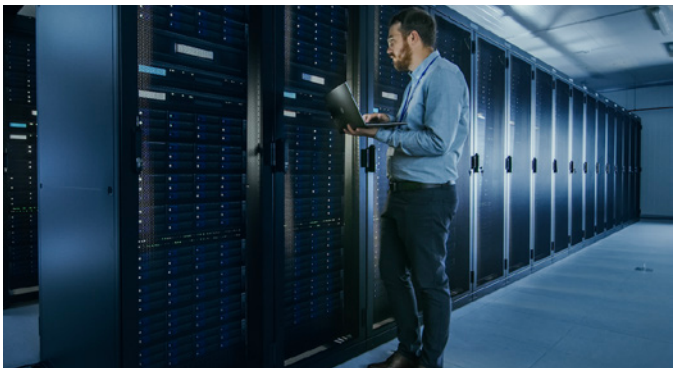
> Simon Walker, CEO, Cloud Bridge

Cloud Bridge's services included planning and scheduling changes, performing instance transitions, and validating performance post transition. Customers were able to remain focused on their core business priorities while Cloud Bridge took care of the digital transformation.

By providing a fully managed route for customers to migrate their applications into the cloud, Cloud Bridge was able to ensure that its recommendations were not just identified but actually delivered. Clients could take full advantage of the higher performance and lower cost provided by Amazon EC2 t3a, c6a, and m6a instances powered by AMD EPYC Server CPUs. The benefits available for Cloud Bridge's clients have been immense.



Cloud Bridge can realize considerable cost benefits thanks to AWS instances powered by AMD.

"AMD technology created a clear economic advantage, and our role was to execute," says Simon Walker, CEO, Cloud Bridge. "The opportunity was already visible in the data, but without removing the implementation barrier, it wasn't being realized. By leading delivery end-to-end and leveraging funding where available, we've unlocked over $4M in annual savings that would otherwise have remained theoretical."

The $4 million in annual savings spans Cloud Bridge's approximately 250 managed customers, meaning typical customers realize significant savings each year. Compared to running the same workloads on their previous infrastructure, companies can reduce their costs by up to 30%. Yet the customer resource requirement is minimal, thanks to Cloud Bridge's expert execution.

AMD EPYC SERVER CPUS ENABLE FUTURE EXPANSION

There has been no degradation in performance, either. In many cases, performance was measurably improved, providing a clearly positive impact on productivity. The reduced energy consumption per compute unit has also had a beneficial effect on sustainability. This aligns cost optimization with broader Environmental, Social, and Governance (ESG) priorities, an increasingly important consideration for enterprise organizations. Overall, savings have not just met but exceeded initial expectations.

The key element, however, was implementation. Cloud Bridge's FinOps analyses had already identified AMD as a high-value opportunity. However, without removing the operational barriers to implementation, those insights would have remained unrealized.

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> Simon Walker, CEO, Cloud Bridge

By shifting to an execution-first model, Cloud Bridge effectively reduced friction in decision-making, eliminated the burden on customer engineering teams, and transformed theoretical savings into actual financial outcomes. This highlights a broader lesson for cloud optimization initiatives: success depends as much on delivery capability as it does on analytical insight. But it also depends on cloud services infrastructure that can truly deliver the performance and cost benefits that the data implies.

These positive results have provided a blueprint for Cloud Bridge to implement with future clients as the company expands. The increased performance, while saving costs and power, will be repeatable across the rest of the company's managed estate. The model is now also being extended to partner ecosystems, including distributors and resellers, scaling the optimization to a global market.

With such great savings available, Amazon EC2 instances powered by AMD EPYC™ Server CPUs are now embedded into Cloud Bridge's standard FinOps and managed services delivery model.

Thanks to AMD technology and Cloud Bridge's ability to execute, true cloud optimization can be realized without compromising performance or increasing customer workload. The initiative underscores a simple but powerful principle: in cloud optimization, identifying opportunities is only half the battle. The real value lies in delivering them. AMD EPYC Server CPUs provide the dependable underlying hardware infrastructure to achieve this.

Cloud Bridge will now expand its model of AWS instances powered by AMD EPYC Server CPUs.

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ABOUT CLOUDBRIDGE

Cloud Bridge is a UK-headquartered global IT services and consulting company specializing in Amazon Web Services (AWS). Founded in 2018, it helps organizations migrate, modernize and optimize their cloud infrastructure through consultancy, managed services and cost optimization. As a Premier AWS Partner, it delivers scalable, secure and cost-effective solutions that enable businesses of all sizes to innovate, improve efficiency and drive growth through cloud technology. For more information visit cloud-bridge.co.uk.

ABOUT AMD

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