



nClouds | AWS Case Studies

Welkin Health

Optimizing Cloud Costs:

How nClouds Empowered Welkin Health with Continuous Savings on AWS

Benefits Summary



Volume pricing discounts & single bill simplicity with AWS consolidated billing



Cost savings for AWS compute commitments with the flexibility of no lock-in



Continuous access to AWS Well-Architected recommendations

Industry

Digital Healthcare

Location

San Francisco, CA

Featured Services

AWS Consolidated Billing, ShareSave Service by nOps, nOps Cloud Management

Service Page Links

- [FinOps Program](#)
- [Managed Services](#)



About the Customer

Welkin Health, Inc., founded in 2013, is a digital health company that provides patient management software. Their platform helps healthcare organizations improve patient engagement by supporting a continuum of care for preventative, follow-up, and chronic care management. Through their workflow and communication software, Welkin aids healthcare teams in prioritizing patient outreach and contacting members via various channels, including SMS, phone call, telehealth, chat, fax, and email. Welkin's Patient Relationship Management platform allows for custom configurations for each customer, enabling teams to focus on building and maintaining long-term relationships with patients crucial for their health and recovery.



Challenge

Achieving Continuous AWS Cost Reduction with Flexibility

Welkin Health faced the challenge of continuously reducing its AWS costs without compromising flexibility or incurring lock-in. They sought a solution that would deliver ongoing savings on AWS compute commitments while allowing their engineers the freedom to innovate with new AWS services.



Strategy and Solution

nClouds' Innovative FinOps Program and Managed Services

Welkin Health chose nClouds for its expertise in AWS cost optimization, specifically leveraging nClouds' unique **ShareSave Service by nOps** (now part of nClouds' FinOps program) and **AWS Consolidated Billing**.

nClouds implemented a strategy that included:

- **Volume Pricing Discounts & Single Bill Simplicity:** AWS Consolidated Billing provided Welkin Health with a single, simplified bill and the benefit of volume pricing discounts across their AWS accounts.
- **Cost Savings with Flexibility (ShareSave Service by nOps):** nClouds' ShareSave Service allowed Welkin Health to achieve significant savings on AWS compute commitments without any lock-in. This was achieved by nClouds leveraging the Amazon EC2 Reserved Instance Marketplace and utilizing 3-year, no-upfront commitments when purchasing Savings Plans (SPs). nClouds shares a percentage of these savings with Welkin Health, with the percentage increasing if Welkin Health's volume expands or they purchase additional nClouds services. Crucially, Welkin Health remains unconstrained by specific AWS services, giving their engineers the flexibility to innovate and even apply these savings to modernization initiatives.
- **Continuous AWS Well-Architected Recommendations with nOps:** Through nOps Cloud Management, Welkin Health gained continuous visibility into all changes within its AWS environment, including those impacting costs. nOps provides ongoing recommendations for remediations, helping Welkin Health optimize costs and align with best practices across all pillars of the AWS Well-Architected Framework: reliability, performance efficiency, operational excellence, and security.

Results and Benefits

Sustainable Savings, Enhanced Visibility, and Freedom to Innovate

The partnership with nClouds transformed Welkin Health's approach to cloud cost management, yielding substantial benefits:

- **Enhanced Security:** The introduction of AWS Web Application Firewall (WAF) and automated IAM user audits ensured a secured infrastructure, protecting against threats.
- **Continuous AWS Cost Reduction:** Welkin Health achieved ongoing cost savings on its AWS infrastructure, improving its financial efficiency.
- **Volume Pricing Discounts & Simplified Billing:** Consolidating billing provided a clearer financial overview and leveraged the benefits of aggregated usage.
- **Cost Savings without Lock-in:** The ShareSave Service delivered significant savings on compute commitments while maintaining the flexibility for Welkin Health's engineers to experiment and innovate with new AWS services.
- **Continuous Access to AWS Well-Architected Recommendations:** nOps provides real-time insights and recommendations, ensuring continuous optimization for cost, security, reliability, and performance.
- **Enhanced Financial Control:** Welkin Health now has better control and understanding of its AWS spending through transparent reporting and proactive recommendations.

Empowering Digital Health with Smart Cloud Economics

Welkin Health's success story with nClouds demonstrates the power of a strategic FinOps approach in optimizing cloud investments. By leveraging nClouds' ShareSave Service and AWS Consolidated Billing, Welkin Health has not only achieved continuous and flexible cost savings but also gained invaluable insights into its AWS environment through nOps. This partnership empowers Welkin Health to sustain its growth in the digital healthcare sector, confident that its cloud infrastructure is both cost-efficient and continuously aligned with AWS best practices, allowing their teams to focus on innovation and improving patient engagement.

ABOUT
nClouds

nClouds is a certified, award-winning provider of AWS and DevOps consulting and implementation services. We partner with our customers as extensions of their teams to build and manage modern infrastructure solutions that deliver innovation faster. We leap beyond the status quo.

