

nClouds | AWS Case Studies

Freebird Rides

How nClouds helps Freebird Rides gain improved visibility into AWS costs and enhance cost optimization with AWS consolidated billing.



Industry

Developer Platform, Loyalty Programs, Transportation

Location

Venice, CA

Challenge

Gain improved visibility into AWS costs and enhance cost optimization with AWS consolidated billing.

Featured Services

AWS Consolidated Billing

About Freebird Rides

Founded in 2015, Freebird Rides is a free mobile app that works with Uber or Lyft to save riders money by offering cash back deals or reward points on every ride. The app has been used by nearly 150,000 users who have earned nearly \$4 million in cash back deals. It's a mobility marketplace where organizations — from large global brands to small local businesses — can attract and retain loyal customers and drive both foot traffic and topline sales. For more information, go to: freebirdrides.com.

Benefits Summary



Volume pricing discounts & single bill simplicity with AWS consolidated billing



Improved visibility into AWS costs

CHALLENGE

Gain improved visibility into AWS costs and enhance cost optimization with AWS consolidated billing.

COVID-19 boosted companies' focus on cost reduction strategies. Freebird Rides asked nClouds for a solution to help reduce expenses and gain improved visibility into AWS costs.

Why AWS and nClouds

In 2021, Freebird Rides asked nClouds for help with cost optimization. After analyzing their situation, nClouds introduced them to the consolidated billing feature in AWS Organizations.

Freebird Rides had an ongoing relationship with nClouds that began in 2019 when they asked nClouds to provide 24/7 Support Services for their compute workload running on an Amazon Elastic Kubernetes Service (EKS) cluster.

Freebird Rides leverages Amazon Web Services:

- **AWS Organizations** - Provides policy-based management for multiple AWS accounts.
- **Consolidated billing for AWS Organizations** - A feature in AWS Organizations that enables Freebird Rides to consolidate billing and payment for multiple AWS accounts. nClouds provides the consolidated bill to Freebird Rides.



The Benefits

Teaming with nClouds, Freebird Rides has improved control over its cost and infrastructure. The project offers numerous benefits:



Volume pricing discounts & single bill simplicity with AWS consolidated billing

As a free service, the AWS consolidated billing feature of AWS Organizations gives Freebird Rides one bill with easy tracking across multiple accounts, and the ability to combine their usage across all accounts to gain volume pricing discounts.



Improved visibility into AWS costs

Along with only having to deal with a single bill, Freebird Rides now can track the charges across multiple accounts and download the combined cost and usage data.



nClouds has been there for our company since 2019. We trust their advice and asked them how we could improve our cost optimization. With consolidated billing, we've simplified our financial management, and we're reaching discounts sooner because we're combining the usage of the resources in all our AWS accounts."

Adam Duro,
CTO, Freebird Rides

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.

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