WITFOO SUPERCHARGES CYBERSECURITY WITH AWS INSTANCES POWERED BY AMD EPYC™ CPUS

Cost savings with competitive performance in the Amazon EC2 cloud by switching to AMD EPYC processors

CUSTOMER

witfoo

INDUSTRY

Cybersecurity

CHALLENGES

Optimize AWS cloud spend without sacrificing performance

SOLUTION

With the assistance of CloudSaver, deploy C5a, C6a and T3a AWS instances powered by AMD EPYC™ processors

RESULTS

$75,000 savings on a $300,000-plus annual AWS budget through cost optimization with CloudSaver, including $14,000 savings per year by switching to AMD EPYC™ processors

AMD TECHNOLOGY AT A GLANCE

2nd Gen AMD EPYC™ CPUs
3rd Gen AMD EPYC™ CPUs

TECHNOLOGY PARTNER

aws

Cybersecurity is an increasingly important part of doing business, with the global costs of cyberbreaches estimated to be as much as $6 trillion in 2021. But it's also extremely hard to quantify the cost of delivering the necessary protection. This was the service that rapidly growing startup WitFoo set out to provide, initially as software for companies to run on their own infrastructure. When WitFoo also began to offer its product via Software-as-a-Service (SaaS), AWS EC2 instances powered by AMD EPYC processors, enhanced by CloudSaver, provided the cost and performance the company needed to deliver a competitive solution.

"If cost savings are important to your business, AMD can deliver value without having to sacrifice performance."

Charles Herring, Witfoo Co-Founder, President, and CTO

Analyzing petabytes of cybersecurity data

"WitFoo is built by veterans of the U.S. military, cybersecurity, and physical law enforcement to deliver a more sustainable approach to cybersecurity operations," says Charles Herring, Witfoo Co-Founder, President, and CTO. "We provide a comprehensive security operations (SECOPS) platform to the Global 2000, government agencies, Department of Defense, and MSSPs, servicing mid-market and SMB organizations."

During his 25 years selling cybersecurity solutions, Herring found the analysts and investigators they worked with had difficulty communicating their efforts to the broader business. "What they needed was a way to express value in terms that the broader business could understand," says Herring. "This inspired us to build WitFoo and create a platform that could help with that broken line of communication."

"The board of directors understands the quarterlies and the profit and loss statements," explains Herring. "But it's very difficult to demonstrate return on cybersecurity investments. If you look at any other mature craft, they all have a unit of work to deliver business metrics. Once you have a unit of work, you can perform GAAP (Generally Accepted Accounting Principles). This is what we've established at WitFoo."

"WitFoo collects all security data in an organization whether it's structured, semi-structured, or unstructured and normalizes that into a standardized schema," says Herring. "Analysis is applied to the normalized data to produce consolidated units of work which allows investigators to quickly perform investigations and remediate threats, if necessary. It requires massive amounts of data processing to facilitate an incident response. Our diagnostic business metrics set us apart from every other SECOPS platform. We are the glue that sticks all these different elements in cybersecurity together and makes them comprehensible as one whole." This involves parsing log data from all security products in an environment and normalizing the data into a common repository.

"We encourage our customers to send us *all* their security data," says Herring. "We don't want them to triage data because we treat it as evidence. The more evidence they can provide, the more quickly we can discover whether a crime is happening. Because of that, we have customers running petabytes a day of data and that volume requires extreme processing power."

This is where WitFoo found AWS instances powered by AMD EPYC processors could deliver the cost and performance desired for the company's aggressive expansion plans.

Unleashing SaaS savings

"We were using competitor AWS instances," says Herring. "Working with the AMD team in our region we realized that there were savings available without having to sacrifice performance. When we made our platform available in the AWS Marketplace, the AMD team reached out to partner and communicate potential savings. As a boot-strapped startup, we are very cost conscious about everything we do, so it made perfect sense to explore AMD's savings, as long as there was comparable performance."

"The local AMD team also brokered an introduction to a cost optimization company named CloudSaver," adds Herring. "Aside from personnel, WitFoo's AWS bill is our largest operating expense. So, any way we can reduce our cost, the better. As we roll out the SaaS offering, that has a direct impact on our service cost. Every WitFoo SaaS customer is hosting the infrastructure in our AWS tenancy. Our SaaS business has grown significantly over the past 12 months and we only see that trend continuing. Along with every SaaS customer comes an uptick in our AWS bill."

"If you're looking to optimize your cloud spend, converting to AMD EPYC CPU-powered instances is a no brainer."

Charles Herring, Witfoo Co-Founder, President, and CTO

"The CloudSaver team has been great to work with," says Herring. "They offered us a no cost assessment. They investigate several areas to optimize spend in your AWS tenancy. Their assessment took less than 30 days and exposed $75,000 of savings we could realize per year. Our spend on AWS is more than $300,000 a year so $75,000 in savings is very significant. We saved more than $14,000 a year alone through converting to AMD processors. That's going to be exponentially more as we put more and more SaaS customers in our tenancy."

WitFoo now deploys a combination of C5a, C6a and T3a instances. "If your customer is only doing 50GB a day they'll go to a lower instance, if they're doing 500GB or a petabyte a day they're obviously going to need one of the larger instances. We identified and selected the AMD instance types that are comparable to what we had been using and the transition was done solely from a cost analysis basis. So far, we haven't seen any reason to doubt that decision. We've already realized the business impact and the savings."

"We saved more than $14,000 a year alone through converting to AMD processors."

Charles Herring, Witfoo Co-Founder, President, and CTO

Reduced TCO for tenfold growth

"Prior to a year and a half ago our platform was only available as software," says Herring. "The customer had to buy the software from us but then deploy it on their own infrastructure. That was a great business model because it's 100 percent margin. Now, when you get into the SaaS world, that has a direct impact on our cost to goods sold (COGS) because we're paying for and hosting all that infrastructure in our AWS tenancy. But, so far, all the customers that are opting for that license are comfortable with what our operating costs are. It's a sustainable model that we can continue offering to the marketplace and that has been reinforced through savings the CloudSaver team has been able to identify. Part of that is us switching to the AMD CPUs. As our workloads begin to grow and as we begin to expand our AWS tenancy, those savings will continue to grow."

"AMD saves us money without sacrificing performance," says Herring. "More importantly, it allows us to deliver a more cost-effective solution to our customers. If you compare the total cost of ownership (TCO) of deploying WitFoo on your own infrastructure, versus opting for a SaaS license, it is an easy choice for the customer to go with the SaaS option. The SaaS license delivers convenience and a reduced TCO compared to the *software only* license."

"Currently, our extensive base of customers and partners are running our platform using hundreds of instances," concludes Herring. "Because the SaaS license is so appealing, we expect our customer base and AWS tenancy to grow by a factor of 10 within the next 12 months. If cost savings are important to your business, AMD can deliver value without having to sacrifice performance. If you're looking to optimize your cloud spend, converting to AMD EPYC CPU-powered instances is a no brainer."

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About WitFoo

Built by veterans of the military, law enforcement and cybersecurity, WitFoo is dedicated to delivering sustained success to the practitioners of cybersecurity operations. Hundreds of hours of ongoing research in the trenches with analysts, investigators, managers, and executives led to the forming of WitFoo and the subsequent work. The company creates a cyber-grid for sharing data and operations across all components of cybersecurity that reduces costs and risks for all members of the grid. Based in Georgia, USA, WitFoo provides companies better tools to win in cyber warfare. For more information visit WitFoo.com.

About AMD

For more than 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies. Billions of people, leading Fortune 500 businesses, and cutting-edge scientific research institutions around the world rely on AMD technology daily to improve how they live, work and play. AMD employees are focused on building leadership high-performance and adaptive products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) website, blog, LinkedIn, and Twitter pages.

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