

# How Gett Saves 50% on Cloud Costs with Efficient Backup Processes

In addition to achieving business continuity with N2W, Gett uses N2W's Resource Control to save around 50 percent—or \$2,000—per instance per month.



Gett.

**ABOUT GETT**

Gett is an app that lets people hail a taxi from their smartphone. The service is available in more than 120 cities in Israel, the UK, Russia, and the US. Founded in Israel in 2010, the company is valued at \$1.4 billion and employs around 1,000 people.

## Executive summary

Gett has strengthened its position for an IPO with a robust AWS business continuity strategy—and saved over \$60,000 a year in the process. The company provides a taxi-hailing app for consumers and businesses in 120 cities around the world. It uses a backup and restore solution from N2W to secure its Amazon EC2 and Amazon RDS instances. N2W is an AWS Advanced Technology Partner with an AWS Storage Competency.

## Another startup built in the cloud

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Danny Michael is global head of IT at Gett. His team is responsible for Gett's corporate IT environment, which it has hosted using Amazon Web Services (AWS) since the company's foundation. This environment provides the services Gett employees use every day. Steady growth has resulted in four AWS accounts for different parts of the business and around 60 Amazon Elastic Compute Cloud (Amazon EC2) instances running workloads including SAP, Microsoft Active Directory, and business intelligence applications. Gett also has around 20 Amazon Relational Database Service (Amazon RDS) instances.

### “Our main challenge is complexity”

“How do we keep control of numerous accounts and resources in the cloud?” asks Michael. This challenge manifests itself acutely in the company's backup procedures. Gett used AWS Lambda functions to trigger backups of its Amazon EC2 and Amazon RDS instances, but found it difficult to track which snapshots belonged to which users and which version of an instance each snapshot corresponded to. As a result, Gett was archiving terabytes of old data because it didn't know what was safe to delete.

Michael's team had to manually maintain tags on Amazon EC2 instances and constantly look for new instances that users might have created without informing them. This took up hours of the team's time each week. Restoring from backups was similarly tedious. Says Michael, “If someone wanted an old version of a file, we'd have to restore an entire instance to find it. Then, if it turned out they needed a different version, we'd have to go through the whole process again. It could take hours.”

**“N2W has a super simple user interface and an excellent support team. 7 years since we implemented it and it's still the best product and value around.”**

Danny Michael, Global Head of IT

## Restoring files in seconds, not hours

Gett discovered AWS Partner Network (APN) Advanced Technology Partner N2W, whose solution, N2W Backup & Recovery, helps AWS customers back up their workloads and restore them in seconds, whether that's a single file or an entire AWS environment. N2W is available on the AWS Marketplace.

Now, instead of spending hours searching for the right snapshot that contains the file in question, Michael or one of his colleagues can have the file available to end users almost immediately. “N2W was very easy to integrate with our AWS accounts,” says Michael. “It was basically plug and play.”

When Gett started with N2W, it was backing up around 50 Amazon EC2 instances, but it now backs up its Amazon RDS volumes, too. N2W also identifies unprotected AWS resources, so even if users fail to tag them, Michael and his colleagues can still find them. “The main benefit of N2W is peace of mind,” says Michael. “As head of IT, that's my main concern—making sure we're protecting all of our critical data and restoring it quickly and easily.”

**“Gett uses N2W to save around 50 percent—or \$2,000—per instance per month. Our IT savings already went up to \$100k /year.”**

Danny Michael, Global Head of IT

## Save 50% a year with efficient backup

A secondary, but no less welcome, benefit for Gett is that N2W helps the company save money. Gett uses N2W Resource Control to stop its large Amazon EC2 instances at nights and on weekends, which saves around 50 percent—or \$2,000—per instance per month.

But more significant savings have come from the fact that Gett no longer stores old snapshots unnecessarily. By tagging instances correctly and using the automation features in N2W, Gett terminates or stops instances that it doesn't need, and it backs up infrequently used instances less often. Says Michael, “Rather than back up dormant instances multiple times, we create a retention period using N2W and just keep the version we need. Over a year, we save around \$60,000 compared to two years ago—and that's with the same number of instances.”

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