

Internal Success Story

Optimizing Cloud Spend and Event Management for a Leading Australian Media Provider

Driving operational efficiency through intelligent alert handling and cloud cost governance

About customer



A leading Australian subscription television and streaming company serving over 4 million subscribers nationwide. The customer offers a wide range of entertainment services across cable, satellite, and IPTV channels, along with specialized content packages tailored to businesses, hospitality, healthcare, and education sectors.

Business context



Operating in a 24/7 broadcast and streaming environment, the customer manages a complex IT and scope across hybrid infrastructure and AWS Cloud. With increasing alert volumes and decentralized monitoring tools, their operations team faced significant inefficiencies and risks. At the same time, rising cloud costs without adequate forecasting tools threatened budget control and financial predictability.

To address these dual challenges, the customer partnered with Digitate to deploy ignio, a SaaS-based platform that's built on an agentic architecture.

The Problem



The lack of a centralized command center led to disconnected alerts, overwhelmed operations teams, and missed critical signals. Coupled with the absence of forecasting tools and a unified cloud spend dashboard, this caused operational inefficiencies and budget overruns.

Key issues:

- Lack of a centralized command center resulted in disconnected alert sources and manual response workflows.
- Operations teams were burdened by high alert volumes (~5,000/month), leading to missed critical signals and long detection/resolution times.
- No visibility into redundant or noisy alerts; duplicate incidents and alert fatigue were common.
- AWS cloud operations lacked forecasting tools, leading to budget overruns and reactive cost management.
- No centralized dashboard to view or control actual versus projected cloud spend across multiple AWS accounts.

The Solution

ignio™ AIOps was deployed for real-time alert management, automated incident creation, and AWS cost visibility — enabling cost optimization and governance across AWS accounts.

01 Real-Time Alert Management

- Deployed ignio AIOps to integrate with enterprise monitoring and ITSM systems, enabling real-time alert ingestion, validation, and automated incident creation.

02 Intelligent Noise Suppression

- Applied ignio's built-in intelligence to distinguish noise from true alerts, suppress duplicates, and correlate events for actionable resolution.

03 Cloud Cost Visibility

- Enabled AWS cloud cost visibility with consolidated dashboards and tag-based access controls across all AWS accounts.

04 Predictive Forecasting

- Provided usage-based forecasting, variance alerts, and monthly spend optimization recommendations using ignio Analytics.

05 Governance & Compliance

- Ensured consistent governance across AWS accounts by automating visibility and budget-tracking mechanisms.

The Outcome

ignio AIOps was deployed for real-time alert management, automated incident creation, and AWS cost visibility — enabling cost optimization and governance across AWS accounts.

**60% ALERT NOISE
SUPPRESSION**

**90% FASTER MEAN
TIME TO DETECT**

**2% BUDGET DEVIATION
VS FORECAST**

- Automated incident creation ensured continuous visibility across the IT landscape.
- Centralized dashboard for actual and projected AWS spend aligned financial governance with IT operations.
- Enhanced compliance and security posture through tag-based governance across AWS accounts.
- Delivered tangible efficiencies in both support resourcing and infrastructure cost control.

Let's talk If your operations team is feeling the heat from alert overload and rising cloud costs — let's talk. We'd love to show you how ignio™ can help you achieve the same results, quickly.

Digitate is a leading software provider bringing agility, assurance, and resiliency to IT and business operations. ignio™, an award-winning AIOps software, reimagines enterprise IT and business landscape with its unique and innovative closed-loop approach that combines context, insights, and intelligent automation to autonomously resolve and prevent issues. ignio's customers span across industry verticals and include large, global enterprises that are leaders and innovators in their respective industries. Digitate is headquartered in Santa Clara, California, USA and Pune, India.

For more information, reach out to us at contact@digitate.com or visit www.digitate.com.