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Business Domain

Logistics: fleet management
IoT & telematics SaaS

Project Type

Cloud cost optimization (AWS)

How to Reduce AWS Costs by 40% Without Rebuilding Your Platform: A Logistics IoT Case Study

Client

NukIO is a technology company that protects trucking and logistics fleets. Its platform helps carriers prevent diesel and cargo theft, monitor vehicles with AI, and track driver behavior with DMS/ADAS systems. Devices installed in trucks send data to a cloud platform that serves direct customers and partners under their own brands

Project

AWS cost optimization of a live production platform. The goal was to reduce monthly cloud spend quickly while keeping the platform, its integrations and its partner domains running as before. The work covered a cost audit, cleanup of unused resources, right-sizing of servers and storage, and the purchase of regional savings plans based on verified usage

Objective

Cut monthly AWS costs quickly, without putting live customers, connected devices or partner integrations at risk.

Expertise Applied

Intetetics compared the client's rebuild idea with faster, lower-risk options and showed that optimizing the existing platform would deliver savings in weeks, not months. The team traced the rising bill to an expired AWS discount plan, then resized and cleaned up resources on a live platform without disrupting customers or connected devices.

Challenge

The Client set a goal to improve the cost efficiency of its platform and focus resources on its existing customer base. Monthly AWS costs had been rising without a clear explanation, and the company needed to bring them down quickly and with a predictable result.

A full platform rebuild was under consideration, but it would have taken months required migrating every customer and device, and delayed any savings. The Client needed a lower-risk way to reduce costs without affecting live customers, partner brands or connected devices, along with an independent assessment of how much could realistically be saved.

Quick Facts

- ✓ Exceeded the savings forecast by finding hidden cost drivers.
- ✓ Results in three weeks.
- ✓ Zero disruption.

Technologies

AWS EC2 / Amazon EBS (gp3) / Application Load Balancer / Amazon RDS / AWS Savings Plans (EC2 Instance) / AWS Cost Explorer / AWS Cost Management

Solution

★ 01

Carriers who rely on the Client to protect their fuel and cargo kept the same service, with no downtime and no changes to their devices or dashboards. With a lower cost base, the Client can support customers through a difficult market without cutting the service they depend on.

★ 04

The guiding principle was to reduce costs without putting the live platform at risk. Every change was made on the running system in small, controlled steps, so customers and connected devices were never affected.

★ 02

Instead of rebuilding the platform, the team made the existing one cheaper to run. Cloud resources were matched to what the platform actually uses, waste was removed, and long-term pricing was locked in only after the new, lower usage level was confirmed.

★ 05

Intetics combined hands-on AWS cost management experience with a practical view of what a live, customer-facing platform can and cannot risk.

★ 03

The work started with a cost audit that showed where the budget was going and why the bill had grown. Based on the findings, the team compared three paths: optimizing the current setup, moving to simpler hosting, or rebuilding the platform. Optimization offered the fastest savings with the lowest risk, so it became the starting point. Unused resources were removed, oversized ones were scaled to match real demand, and storage was moved to a more cost-efficient option.



Benefits and Results

- ★ Nearly 40% lower monthly AWS costs. Resource optimization alone cut daily cloud spend by 35%, and Savings Plans added further savings on top.
- ★ Payback within the first month. The engineering effort was small compared with the savings it delivered.
- ★ A verified cost baseline. The company now has reliable data to guide future platform investments.
- ★ Almost five months of cloud costs saved every year. The annual savings equal nearly five months of the previous AWS bill.

Techstack:

AWS EC2 / Amazon EBS (gp3) /
Application Load Balancer / Amazon
RDS / AWS Savings Plans (EC2
Instance) / AWS Cost Explorer / AWS
Cost Management

Team

Cloud/AWS Engineer