

Xeno Slashes Cloud Costs by 54% on AWS RDS



Client Overview

xeno

In an era where personalization is the only competitive advantage, Xeno provides the engine for top D2C and retail brands to win. Their AI-powered platform transforms first-party data into hyper-personalized experiences that drive loyalty and maximize customer lifetime value. This entire operation runs on a mission-critical AWS RDS infrastructure where performance, reliability, and cost-efficiency are direct factors in their ability to scale profitably.

1 Month

Return on Investment

Engagement cost fully recouped in the first month.

\$36,929

ARR Growth

Capital freed annually for product innovation

54 %

Platform Cost-Efficiency

Reduction in combined compute and storage costs.

100 %

Zero Performance Impact

Maintained query performance while cutting costs.

MySQL RDS

Consulting Services

Deployment Type	Database Stack / Services Used	Objective / Outcome
Cloud-Based Deployment	MySQL on RDS	Monthly DB costs: \$5.7k → \$2.6k

Business Challenges

Overview

As a fast-growing SaaS platform, Xeno's success was creating a silent threat to its profitability: a large and inefficient cloud spend. While the platform performed well, the database infrastructure contained unoptimized resources that were becoming a major drain on their operational budget, forcing difficult choices between funding growth and managing costs.

- Spiraling Cloud Costs:** High monthly AWS RDS bills were directly impacting the company's profitability and the gross margins on their ARR. Every new customer added more cost than necessary, making it harder to scale profitably.
- Inefficient Resource Provisioning:** Significant capital trapped in unused resources, including over-provisioned RDS instances and 3,000 GB of surplus storage. This was money that should have been funding product development and innovation.
- Fear of Performance Trade-Off:** The biggest challenge was the fear that any attempt to cut RDS costs would inevitably harm application performance, leading to a poor user experience and potential customer churn. The path to saving money without risking the business was unclear.

Goals

The key objectives the client was aiming to achieve:

- ➔ **Boost MRR Profitability:** Drastically reduce the monthly cloud bill by targeting both compute and storage inefficiencies.
- ➔ **Guarantee Zero Performance Impact:** Cut costs with zero impact on application performance.
- ➔ **Implement a Proactive FinOps Strategy:** Shift from reactive cost management to continuous optimization.

Solution Provided by Mydbops

Mydbops delivered a comprehensive FinOps engagement that treated Xeno's cloud infrastructure as a single financial ecosystem. Instead of isolated fixes, we executed a unified strategy that analyzed and optimized both the compute and storage layers simultaneously to maximize savings without compromising performance.

A Holistic, Two-Layered Analysis

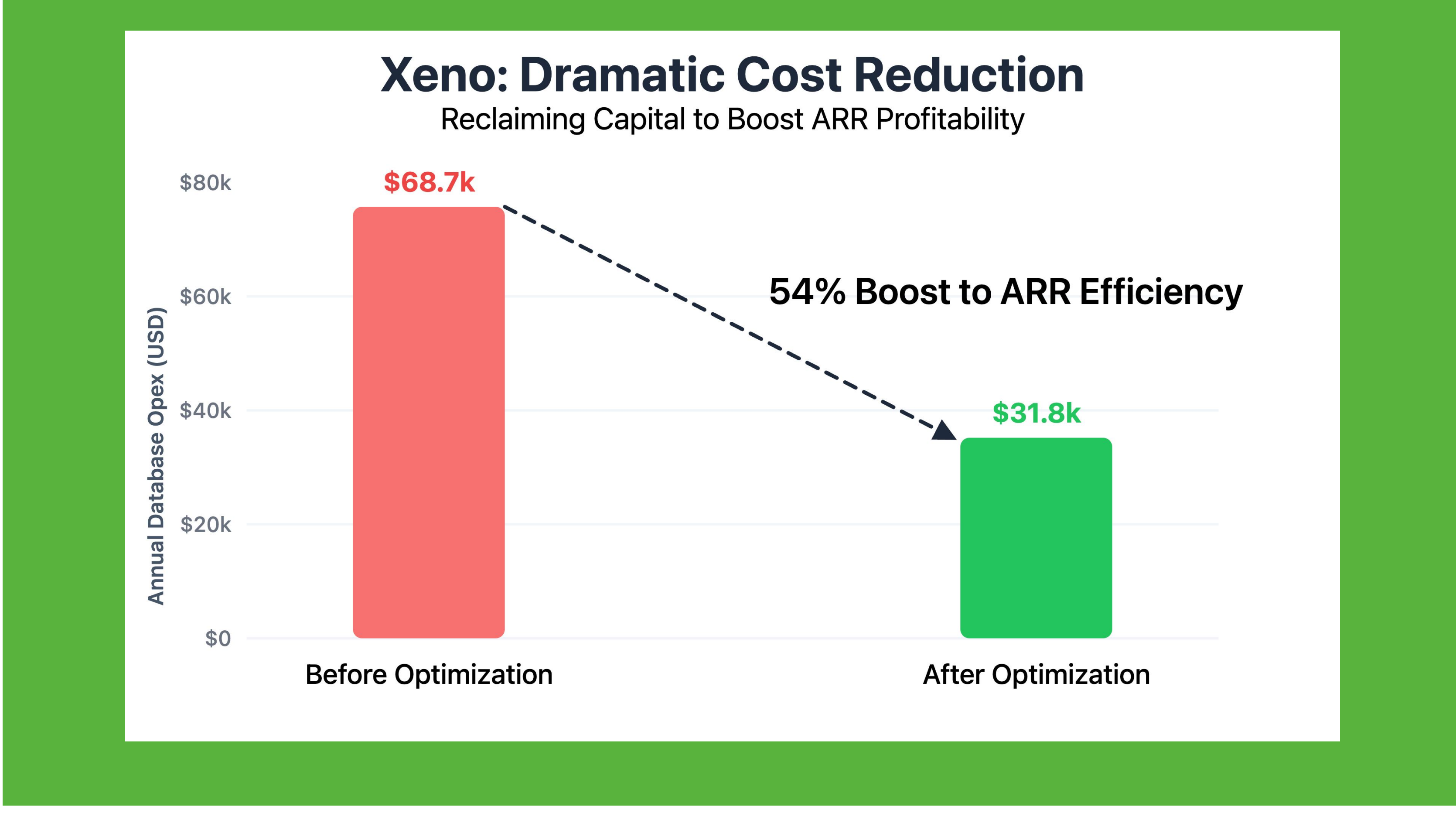
Our first step was to build a complete picture of Xeno's cloud spend. We conducted a deep, concurrent analysis of both their primary RDS instances and their underlying storage, creating a detailed map of their **real-world usage patterns versus their provisioned capacity**.

Data-Driven Compute Right-Sizing

The analysis revealed that the primary RDS instances were significantly over-provisioned for their actual workload. We executed a seamless **right-sizing plan**, moving them to a modern, more appropriate instance class that precisely matched their performance needs. This single action was responsible for eliminating the majority of the monthly waste.

Strategic Storage Reclamation

We identified nearly **3,000 GB** of provisioned but unutilized storage—a common challenge in fast-scaling environments. Mydbops implemented a **storage reduction plan** to reclaim this surplus capacity, further cutting monthly costs for both the storage volumes and their associated snapshots.



Results & Impact

Key Outcomes

A 1-Month Return on Investment

The combined monthly savings of **\$3,077** were so substantial that they exceeded the entire one-time cost of the Mydbops engagement (approx. \$3,600) in just over a month. This delivered an immediate and powerful ROI, funding its own success and providing 11+ months of pure savings back to the business in the first year alone.

A Leaner Platform with Zero Performance Trade-Offs

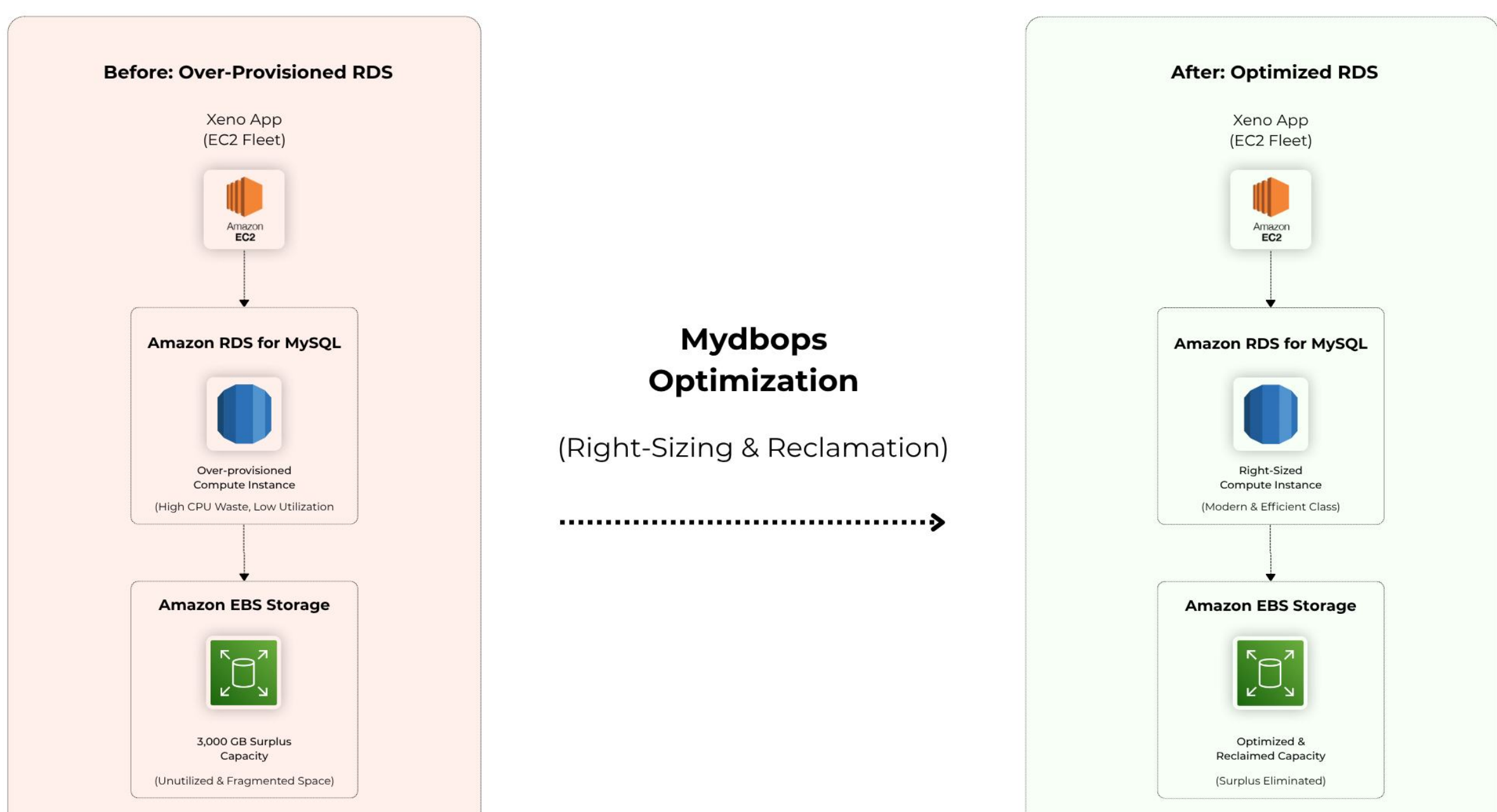
By tackling both compute and storage, Mydbops cut the total monthly database cost from \$5,723 to \$2,646. This recurring 54% saving provides a permanent boost to Xeno's operational efficiency.

Costs Slashed with Zero Performance Impact

The audit reports confirmed that average query response time was stable throughout the optimization process (1.58ms before vs. 1.78ms after). This proved that massive savings could be achieved **without any negative trade-offs for the end-user experience**.

Xeno: Cloud Database Optimization Architecture

From Inefficient Provisioning to a Right-Sized FinOps Strategy



Boosting the Profitability of Every Subscription

By cutting over \$36,000 in annual operational costs, the project instantly increased the profitability of Xeno's entire existing ARR base. This permanent reduction in the monthly bill means every dollar of **MRR** is now more profitable, making their business model more sustainable and attractive for future investment.

Capital Re-investment in Growth

The savings are not just a line item. They represent **\$36,929 in capital that can now be re-invested** from operations into strategic areas like product development and sales—the primary drivers of new ARR.

A Two-Pronged FinOps Strategy

How Savings Were Achieved Across Compute & Storage

Compute Optimization

THE PROBLEM
Over-provisioned instances with an average CPU load of only 8%.

THE SOLUTION
Seamlessly right-sized instances to a modern, more efficient class.

\$2,291
Compute Savings

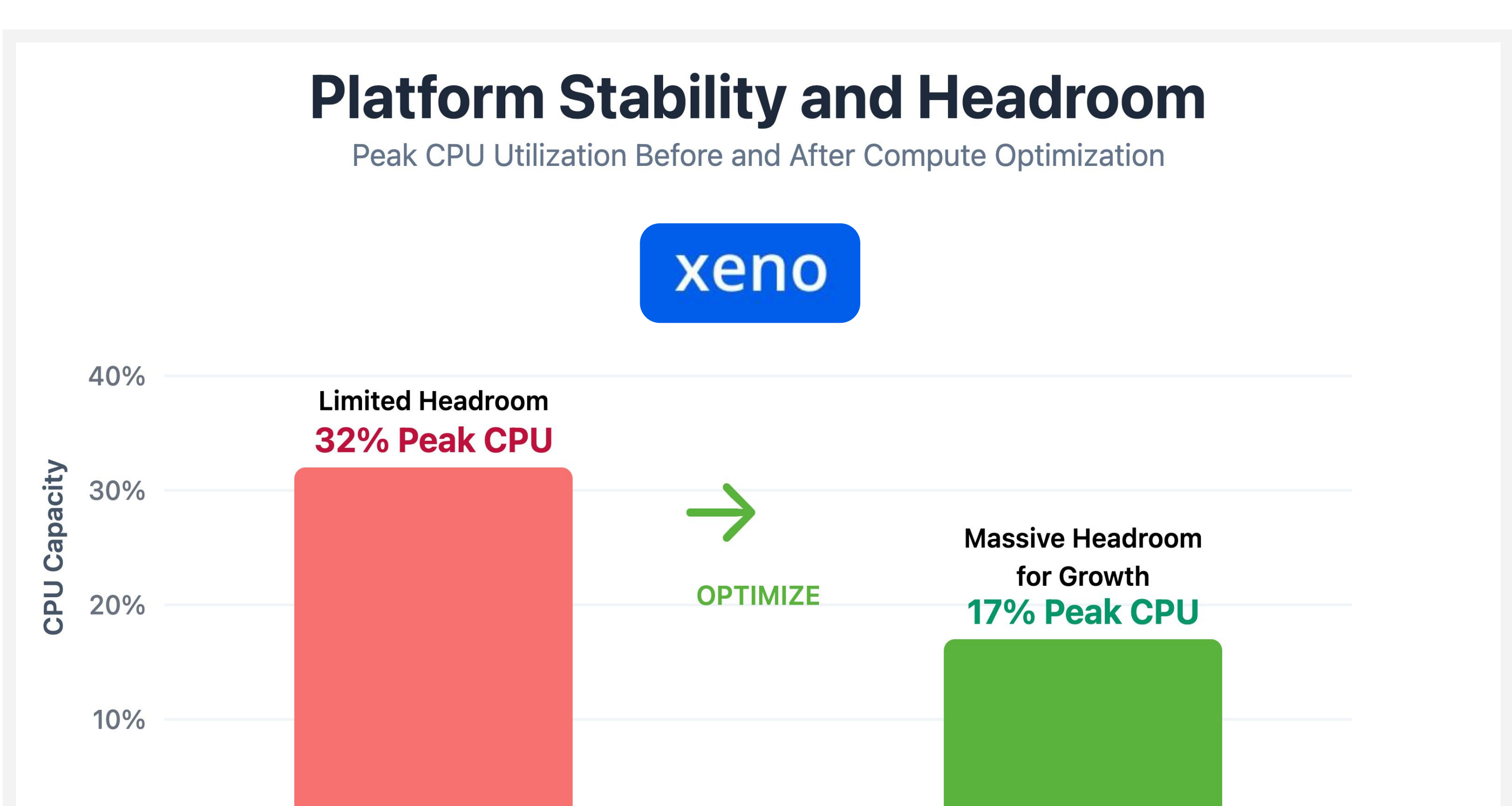
Storage Optimization

THE PROBLEM
~3,000 GB of provisioned but unutilized, fragmented storage space.

THE SOLUTION
Reclaimed all surplus capacity through a logical storage rebuild.

\$786
Storage Savings

For any fast-growing SaaS company, the tension between scaling the platform and controlling the cloud bill is a constant battle. The fear is that cutting costs will inevitably mean sacrificing performance, a trade-off that no one wants to make.



The Xeno project proves that this is a false choice. It shows that a methodical, two-pronged FinOps approach—looking at both compute and storage—doesn't just trim waste; it creates a significant financial lever for the business. The result wasn't just a 54% cost reduction. The fact that the entire engagement **paid for itself in just over one month** transformed this from a smart operational tweak into one of the highest-returning investments Xeno could make, funding its own success and delivering 11 months of pure savings back to the business in the very first year.

That Number on Your Cloud Bill Isn't Just an Expense.

It's a drag on your profitability. It's capital that could be your next product feature, your next key hire, or your next marketing campaign. You know there are savings hidden inside your infrastructure, but the hesitation is real—the fear of a misstep that could slow down your application and impact your customers.

Our process is designed to remove that fear. We provide a clear, data-backed path from financial uncertainty to total cost control. We deliver a detailed plan and execute it precisely, turning a liability into an asset. It's time to stop paying for waste and start investing in growth.

[Get Custom RDS Cost Optimization →](#)