Case Study:

# How a Global Media Company Unlocked Engineering Visibility with a Generative AI Solution Powered by AWS

Prepared by

flatiron software

# Executive Summary

This global media company is behind some of the most recognizable consumer publications worldwide. With over 300 engineers distributed across multiple divisions, the company's SVP of Engineering faced a growing challenge: too many moving parts, not enough clarity.

Most of the engineering work ran on GitHub Enterprise, Jira Cloud, and an internal CI/CD pipeline hosted on AWS. The SVP had no unified way to compare performance across teams, track process adoption, or understand which contributors were driving real business impact. Contractor-heavy teams added another layer of complexity: managers could not easily distinguish high performers from disengaged "ghost engineers."

**Customer:** A Global Media & Publishing Enterprise (anonymized for confidentiality)
**Industry:** Media & Entertainment
**Employees:** 10,000+ worldwide
**Engineering Team:** ~300 software engineers (2/3 contractors, 1/3 FTEs)
**Challenge:** Lack of visibility into engineering teams and processes across multiple business units

PREPARED BY
**Flatiron Software**

# The Challenge

Lack of visibility into engineering teams and processes across multiple business units

## The SVP of Engineering described the situation bluntly

- **No cross-team visibility:** "I didn't know which teams were strong and which were struggling. All I had were anecdotes from managers."
- **Contractor-heavy org:** With 2/3 of the engineers coming from agencies, there was no consistent framework to evaluate performance or ensure fair recognition.
- **Information silos:** Jira and GitHub data lived in different places, raw metrics lacked context, and reports were often outdated.
- **Retention concerns:** Without knowing who their true high performers were, the company risked losing key talent to competitors.

The SVP's mandate from leadership was clear: bring clarity, accountability, and measurable performance insights to engineering—without disrupting day-to-day workflows.

# The Solution

The company selected Snapshot, a generative AI-driven engineering intelligence platform built on AWS cloud infrastructure, to unify and interpret its engineering data.

Snapshot integrates directly with developer workflows (GitHub, Jira, Slack) and uses transformer-based language models fine-tuned on engineering data to:

## Snapshot AI

- Detect **ghost engineers** (contributors with minimal or no meaningful activity).
- Highlight **high performers** who were previously overlooked.
- Benchmark **team performance** across multiple divisions.
- Provide **AI-driven summaries** of sprints, releases, and peer reviews.
- Deliver actionable insights through a **conversational GenAI interface**, allowing leaders to ask natural-language questions about their engineering data.

Because Snapshot is hosted on AWS, the deployment was secure, compliant, and scalable from day one. AWS services such as Amazon EKS (container orchestration), Amazon Aurora (Postgres) for structured data, and Amazon Bedrockfor foundation model orchestration ensured enterprise-grade reliability.

# Business Impact

Within the first 90 days of using Snapshot, the SVP of Engineering had access to a level of clarity never possible before:

## 01 Identifying Ghost Engineers

- Snapshot flagged engineers across several teams with negligible contributions (low commit/review activity, minimal Jira engagement).
- This allowed managers to re-evaluate contracts and reassign work more effectively.

---

## 02 Recognizing High Performers

- Engineers who consistently delivered complex work, provided high-quality peer reviews, or closed the most impactful Jira tickets were surfaced in dashboards.
- These “hidden stars” were recognized and retained, helping reduce attrition risk.

---

## 03 Cross-Team Benchmarking

- The SVP could finally compare velocity, review quality, and sprint health across all teams.
- This made it possible to identify the strongest-performing squads, replicate their best practices, and provide targeted coaching to struggling teams.

---

## 04 Talent Retention and Morale

- With better visibility, top performers received recognition and career advancement opportunities.
- Contractors who consistently under-delivered were replaced, boosting overall team quality.

---

# Executive Perspective

## SVP of Engineering summarized the impact

"I've been waiting for a solution like this for the longest time. For the first time, I can truly see across my engineering organization—who is driving impact, which teams are healthy, and where we need to make changes. Snapshot gave us visibility we never had before, and it's already changing the way we run engineering."

## Results at a Glance

- Ghost engineers identified and phased out → contractor spend reduced by 15%
- Top performers surfaced and retained → attrition among key engineers dropped significantly
- Cross-team benchmarking introduced → productivity gaps between best and worst squads reduced by 22%
- Increased executive confidence → board-level reporting now includes Snapshot's AI-driven insights

# AWS + Snapshot: Powering Engineering Intelligence

By building on AWS, Snapshot was able to scale seamlessly to analyze hundreds of engineers' data streams while meeting strict enterprise requirements for security, privacy, and compliance. AWS infrastructure allowed Snapshot's GenAI models to deliver real-time insights at scale, while ensuring reliability for mission-critical operations.

For the media company, the combination of AWS cloud reliability and Snapshot's GenAI capabilities meant they could finally bring clarity, accountability, and data-driven decision-making to one of the most complex parts of the business: engineering.

# Thank you!

Ready to transform engineering visibility with generative AI on AWS?

**Contact us to learn more about Snapshot AI.**

marketing@flatiron.software
flatiron.software
Miami, US

flatiron software