

# Opsani & Ancestry.com Case study

Ancestry, the global leader in family history and consumer genomics, has gone enterprise-wide with Opsani's AI driven cloud optimization service for Ancestry cloud applications to achieve the lowest possible cost while maintaining their performance. By choosing to integrate advanced machine learning tools for cloud optimization into its existing CI/CD pipeline, Ancestry is able to achieve lower cost, efficiency, stellar performance, and a better customer experience with every new version release.

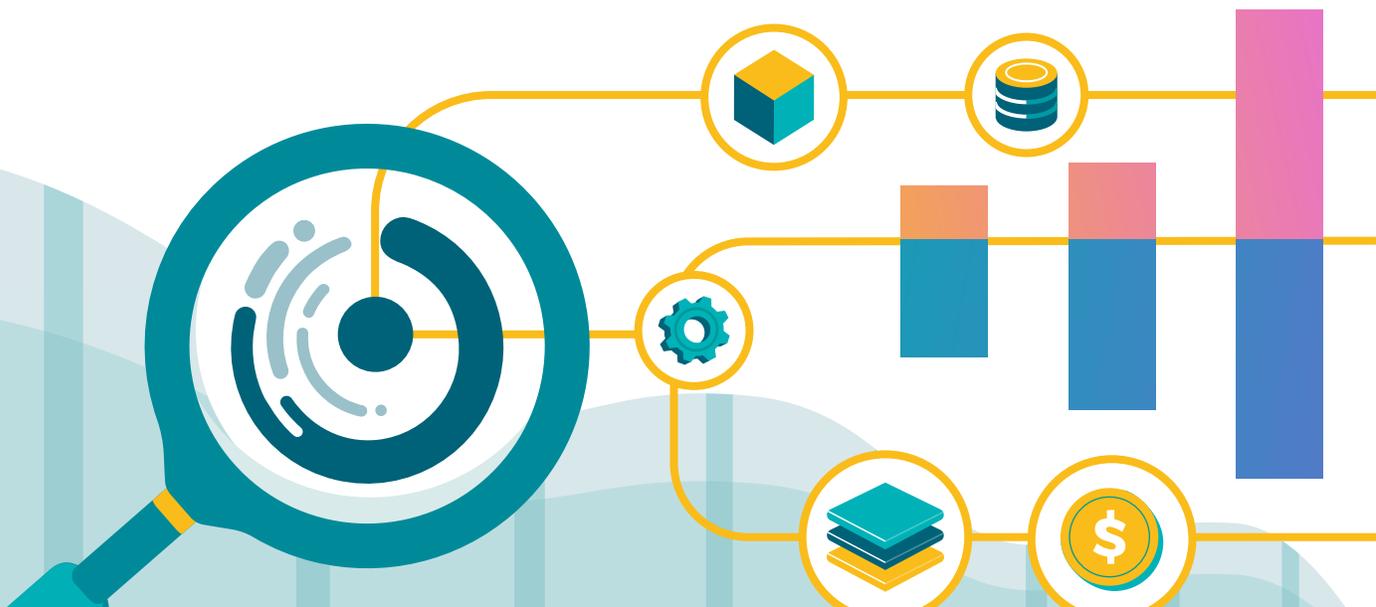


## The Challenge

Ancestry has more than three million paying subscribers and a collection of over 20 billion records. The company moved its operations to the cloud to enable it to scale with its customer base and implemented CI/CD processes to facilitate rapid feature rollout. However, with rapid growth in both its user base and the range of products it provides, Ancestry was hard-pressed to ensure that it was achieving optimum performance, efficiency, and customer experience with its cloud applications, while also efficiently spending their cloud budget.

*At Ancestry, our customer obsession drives us to continuously innovate and use cutting-edge technology to empower journeys of personal discovery for millions of our users. As the company continues to grow and invest in new products, our efficiency and performance are more important than ever. Opsani will allow us to manage costs, maintain optimal performance of our cloud resources and gain visibility in an increasingly complex environment.*

– Russ Barnett, Chief Architect, Ancestry.





## Ancestry was looking to:

- Successfully implement cloud cost optimization.
- Determine efficient runtime settings.
- Improve performance predictability.
- Protect and improve user experience.
- Expedite new code releases.

## The Opsani Solution

The integration of Opsani adds a new best practice to Ancestry's CI/CD toolkit: automated continuous optimization (CO). By using Opsani's AI-driven CO technology enterprise-wide, Ancestry's DevOps teams have gained:

- Assurance of the lowest possible cloud cost and highest application performance.
- Superpowers to predict and deploy the most optimal cloud application runtime settings.
- Loyalty from happy customers!

Early results demonstrate:

- An average of 50%+ in cloud cost reduction.
- Up to 230% performance efficiency gains.



Ancestry, the global leader in family history and consumer genomics, harnesses the information found in family trees, historical records, and DNA to help people gain a new level of understanding about their lives. Ancestry has more than three million paying subscribers across its core Ancestry websites with an extensive collection of over 20 billion records and has more than 15 million people in the AncestryDNA network.

Since 1996, users have created over 100 million family trees and 11 billion ancestor profiles on the Ancestry flagship site and its affiliated international websites. Ancestry offers a suite of family history products and services including AncestryDNA®, Archives®, AncestryProGenealogists®, Newspapers.com™ and Fold3®. AncestryDNA is owned and operated by Ancestry.com DNA, LLC, a subsidiary of Ancestry.com Holdings LLC.