

## How one company optimized their use of Google Cloud by leveraging LucidPoint's Cloud Architecture Services.



### RESULTS ACHIEVED

**50%** reduction of Earnest engineers' time spent on infrastructure

**INCREASED DISCOUNT LEVELS** from Google based on billing data



**Yonatan Feldman,**  
Chief Technology Officer  
Earnest Research

Earnest Research works with world-class data partners to transform raw data into actionable insights for business and investment professionals on their signature Dash web platform. Taking their rapidly expanding business to the next level required a new technology platform; Earnest determined Google Cloud Platform (GCP) would best fit their needs. Shifting their core application workloads to Google without disruption required an experienced partner with deep technical expertise and superior skills. The two teams would need to work quickly together to help solve mission-critical problems should they arise.

After an extensive data-driven selection process, Earnest chose LucidPoint, a designated Google Cloud Premier Partner—the highest achievable status, representing only 3% of the partner community. Other considerations that factored into their choice included recommendations from Google, as well as current customers, who relied on LucidPoint to move to or optimize workloads in Google Cloud.

“ At Earnest we’re a small technical team and working with LucidPoint has enabled us to focus on delivering value to our customers while LucidPoint can deliver theirs to our GCP environment. ”



### LucidPoints’ cloud architecture services (CAS) offer expertise and extend capacity

To achieve the desired results, Earnest’s in-house engineering team relied on LucidPoint’s expert cloud architects to understand their unique business. They applied their knowledge of industry best practices and their extensive familiarity with GCP to work within Earnest’s unique environment and requirements. Additionally, LucidPoint helped them become better users of the GCP environment by guiding them on where to focus, and prioritizing work areas such as security and workload optimization.

According to Yonatan Feldman, the chief technology officer of Earnest, “LucidPoint has demonstrated their technical know-how. Their cloud architects truly understand the intricacies of GCP. When our team doesn’t have the answers or gets blocked on how to solve an issue, LucidPoint is there to help. It’s been a great collaboration.” He went on to state, “They’re acting as an extension of our team, addressing our specific

problems and advocating for us. Having them drive the conversation with Google has been incredibly helpful.”

### LucidPoint team’s expertise delivers material results for Earnest’s cloud team

One of the keys to Earnest’s ongoing success is leveraging LucidPoint’s CAS offering, which provides the client a cloud architect who becomes intimately familiar with the business. The assigned architect works closely with Earnest to match best practices with their specific business needs. It’s an approach allowing the Earnest team to be responsive, move quickly and ultimately deliver timely solutions to their end customers.

During the process LucidPoint has taken into consideration Earnest’s immediate short-term needs while providing guidance to ensure success with the longer-term ones too. Furthermore, it has provided quantifiable time savings for the Earnest team. According to Feldman, “At Earnest we’re a small technical team and working with LucidPoint has enabled us to focus on

### Cloud Architecture Services

- Detailed onboarding to develop an in-depth knowledge of customers’ environment via a cloud infrastructure review
- Cost optimization targeting, modeling and co-execution
- Infrastructure management practices and lifecycle optimization
- GCP networking, security best practices and industry expertise
- Technical liaison to GCP on ticketing and troubleshooting

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Overall, LucidPoint has enabled Earnest to become more efficient on GCP. As Feldman stated, “With previous partners we were spending almost all of our time on infrastructure rather than our business. GCP and LucidPoint have reduced that time by up to 50%.”

### Learn more

LucidPoint, a certified service-disabled veteran-owned business, is a Premier Google Cloud and AWS partner. LucidPoint offers cloud consulting, Hybrid IT and IT infrastructure solutions. Email us at [sales@lucidpoint.io](mailto:sales@lucidpoint.io) today.