



## Digital Joy and Globo Technologies Partner to Launch INSIGHT: A Powerful Cloud Governance Platform for Modern Organizations



Boynton Beach, Florida - September 9, 2025 - Digital Joy, a leader in cloud-native SaaS innovation, in partnership with **Globo Technologies**, today announced the launch of **INSIGHT**. **INSIGHT** benefits from **Globo's** vast industry knowledge, refined through years of multi-cloud operations, with **Digital Joy's** product innovation and commercialization expertise to deliver a solution purpose-built for the industry.

**INSIGHT** enables businesses to centrally manage and optimize resources across the most popular and powerful Cloud platforms; Google Cloud Platform (GCP), Amazon Web Services (AWS), and Microsoft Azure. With a single, intuitive dashboard, teams gain comprehensive visibility into cloud resource organization, usage, and spending—driving smarter financial planning, reducing waste, and enforcing governance standards consistently across platforms.

*“Cloud management shouldn’t be a guessing game,” said Tracey Shaw, President and Co-Founder of Digital Joy. “Our collaboration with Globo allowed us to design, test, and refine Insight in real- world enterprise environments, ensuring that it delivers immediate and measurable value.”*

### **Proven Results with Globo:**

As a pioneer in adopting FinOps practices, Globo has achieved tremendous success in optimizing its cloud operations by utilizing INSIGHT. This enables Globo to simplify the process of identifying and eliminating unused resources, resulting in thousands of dollars in cloud savings. Beyond cost optimization, the platform has strengthened Globo’s governance framework, unlocking both financial and technical capacity to accelerate innovation and enable business transformation.

*“INSIGHT delivered strategic clarity, cost control and relevant insights across our multi-cloud and software centric landscape” said Mauricio Felix Globo, Technology Executive*

Director “enabling faster data-driven decisions, uncovering efficiency opportunities, and maximizing the value of every cloud investment”

**Key capabilities of Insight include:**

- **Unified multi-cloud visibility** – Manage resources, usage, and costs across GCP, AWS, and Azure in one view
- **Multi-account management** – Oversee multiple accounts within each cloud provider simultaneously
- **Cost optimization tools** – Identify unused or underutilized resources and forecast budgets with precision
- **Governance enforcement** – Apply consistent compliance and security policies across platforms
- **Enterprise-grade security** – Ensure controlled access and robust data protection at every layer
- **Scalability** – Purpose-built for organizations running large-scale cloud operations

**Availability:**

INSIGHT will launch at IBC in Amsterdam on September 12 (Grass Valley Alliance Partner Section – A.901) and is available now to all industries and organizations seeking to streamline their cloud operations and maximize their cloud investments.

For more information, visit <https://digitaljoy.media/insight/> or contact [press@digitaljoy.media](mailto:press@digitaljoy.media).

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**About Digital Joy**

Digital Joy delivers cloud-based solutions that put storytelling at the heart of digital transformation. Our mission is to help organizations manage technology with ease while unlocking the power of their stories to connect with audiences in meaningful ways. With INSIGHT, we extend that mission into cloud governance, giving teams clarity and control over resources so they can focus on creating, sharing, and amplifying their stories.

**About Globo**

Brazilian content is the essence of Globo. The largest communications company in Latin America, Globo is proud to have Brazil as a source of inspiration. Its content informs, entertains, and contributes to the evolution of Brazilian society, because it speaks to millions of people every day. With 2/3 of the Brazilian population every week. And with 96% of Brazilians every year. An impact made possible by its unique ecosystem of strategic

content distribution across its multiple platforms. The largest producer and investor in the country's audiovisual market, Globo has the largest studio complex in Brazil and brings together open TV channels — with five own stations and a network of 117 affiliates —, 20 pay TV channels, a streaming platform and digital products. The company has already had its content dubbed into 70 languages in 160 territories and received more than 90 International Emmy nominations.

Globo Technologies is a strategic initiative that consolidates Globo's technology expertise, developing innovative solutions that first address internal challenges and offering them to the market through trusted strategic partners.