

September 2025

# Case Study: How Globo Transformed Multi-Cloud Management with *Insight*



## Globo Case Study

How Globo Unlocked Millions in Cloud Savings with *Insight*

### Introduction

In the media and entertainment industry, multi-cloud adoption has become essential to meet the demands of scalability, global reach, and rapid content delivery. Yet, with this flexibility often comes a familiar set of challenges: rising costs, fragmented visibility, and the struggle to align technical operations with financial oversight.

To address these challenges, Globo Technologies partnered with Digital Joy to bring *Insight* to market. *Insight* a cloud governance platform designed to simplify cost management, bring transparency across teams, and unlock measurable financial and operational gains.

*Insight* benefits from the synergy of Globo's deep industry expertise and years of multi-cloud operations with Digital Joy's innovation and commercialization capabilities, delivering a solution designed to address the industry's real-world needs.

### The Industry Challenge

Media enterprises everywhere are navigating similar hurdles as they scale cloud usage:



- **Unexpected costs** that make financial planning difficult.
- **Limited visibility** into which departments, productions, or services are driving spend.
- **Resource inefficiencies**, as teams often overprovision to meet tight deadlines.
- **Slow decision-making**, with finance and IT working from different sets of data.
- **Manual, fragmented reporting**, rarely aligned with accounting structures.

These challenges are not unique to Globo—they reflect the realities of multi-cloud growth across the industry, where innovation often races ahead of governance.

## The Solution: Insight

By utilizing **Insight**, Globo was able to advance the maturity of its FinOps operations. By centralizing and automating previously fragmented processes — such as data capture, normalization, preparation, and visualization — the tool eliminated operational complexity by unifying financial and technical perspectives across providers into a single streamlined platform, significantly reducing analysis time. With clear and dynamic visualizations, decision-making became faster and more accurate, enabling the rapid identification of optimization opportunities. Additionally, it strengthened large-scale governance by aligning operational efficiency with financial control.

Key capabilities included:

- **Unified multi-cloud dashboard** across AWS, Azure, and GCP.
- **Role-based accountability** that balances autonomy with oversight.
- **Daily budget tracking and timely cost visibility**, ensuring teams always know where spend is happening.
- **Automated alerts and optimization recommendations**, identifying thousands of opportunities to reduce waste.
- **Financial structure integration**, aligning cloud data directly to corporate accounting.

By embedding Insight, Globo simplified its FinOps operational processes and accelerated the identification of cloud spend variations and efficiency opportunities, enhancing its proactive management approach.

## The Impact

The results of Globo's adoption were measurable and immediate:



- **+ \$1 million (USD) in projected annual savings** through smarter allocation and optimization.
- **1,000+ cost optimization opportunities identified** in just six months.
- **100% of cloud spend tracked daily** across AWS, Azure, and GCP.
- **Finance, IT, and operations united** around a single source of truth.
- **Scalable governance**, enabling Globo to expand confidently while maintaining cost control.

“Insight transformed cloud spending governance into a shared mission—empowering every team to innovate with autonomy, act with accountability, and drive impact through smarter decisions.”

— Rodrigo Andrade, Programs and Products of Cloud, SRE and FinOps Manager

## Conclusion

Globo’s journey demonstrates how **Insight** can turn the challenges of multi-cloud adoption into opportunities for savings, alignment, and scale.

Their experience showcases how a forward-thinking enterprise and the use of the right tools can turn universal complexities into a playbook for effective governance, setting an example for others on the path to cloud maturity.

For media organizations everywhere, **Insight** represents a shift from reactive firefighting to proactive governance. With timely visibility, financial alignment, and shared accountability, enterprises can control costs while enabling the innovation that drives their business forward.

## About Digital Joy

Digital Joy delivers cloud-based solutions that put storytelling at the heart of digital transformation. Our mission is to help organizations worldwide 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.

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