How Equinox Took Control of IT Costs to Power a Seamless Member Experience with Mavvrik

E Q U I N O X

Equinox, the authority in high-performance luxury living, offers its members unparalleled experiences across more than 100 full-service fitness clubs globally. With a globally distributed team, they reply on sophisticated technology infrastructure to power both physical and digital operations. Every aspect of the member experience—from scheduling classes and checking in to on-demand workouts and accessing digital services—depends on a strong cloud infrastructure. However, there was opportunity to manage costs across multiple business units, with a need for a solution that could provide granular visibility, accurate cost allocation, and seamless financial reporting.

Historically, Equinox relied on a vendor-supplied tool for its Amazon Web Services (AWS) cost management. As the organization continued to scale its cloud investments, it required a robust tool to streamline cost management, allocation, and forecasting centrally, with accountability and governance across distributed business units.

The Challenge

Ensuring optimal performance of technology investments is key to Equinox delivering unparalleled member experience. Before implementing Mavvrik, Equinox faced several challenges:

- **Segmented Visibility Across Multiple Environments:** The company manages over 30 AWS accounts across multiple business units, making consolidated reporting and cost allocation difficult.

- **Manual Cost Tracking & Inefficient Reporting:** Teams lacked real-time visibility into cloud spending, leading to inefficiencies and reliance on manual data collection.

- **Hybrid Cloud & AI Management Challenges:** Equinox expanded its infrastructure beyond AWS, incorporating Azure and Google Cloud while also beginning to leverage AI capabilities like Amazon Bedrock and third-party AI models.

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> Mavvrik's team is incredibly hands-on. We've never felt like we were just another account—they are truly invested in making sure we get real value from the platform."

Joel Miller,
Director of Platform Engineering, Equinox

The Solution: Unified Financial Management with Mavvrik

Equinox evaluated multiple solutions and selected Mavvrik for its ability to provide:

- **Complete Visibility Across All Cloud & AI Investments:** Mavvrik aggregated cost data across AWS, Azure, and Google Cloud, giving Equinox a centralized view of its technology infrastructure spending.

- **Automated Cost Allocation & Reporting:** The platform's advanced reporting capabilities allowed for precise breakdowns by business unit, ensuring financial accountability.

- **Predictive Alerts & Proactive Cost Management:** Mavvrik prevents unexpected cost spikes with real-time tracking, anomaly detection, and predictive alerts.

- **SHIFT LEFT Accountability for Cost Governance:** By identifying cost anomalies early and routing insights to key stakeholders, Mavvrik enables Equinox to shift accountability left—empowering budget owners to take corrective action before small variances become financial risks.

- **Dedicated Customer Support & Partnership:** Mavvrik's team provided hands-on support, engaging directly with Equinox's technology and finance teams to address challenges quickly.

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> We manage dozens of cloud accounts across multiple business units, which made cost tracking incredibly difficult. Mavvrik gave us a clear, consolidated view of all our infrastructure spend in one place. Instead of manually modeling costs, we can input a few values and instantly get data-driven recommendations," said Miller.

Implementation & Impact

The integration of Mavvrik into Equinox's cloud ecosystem was seamless, and the results were immediate:

- **Real-Time Financial Insights:** Equinox's key stakeholders now receive automated reports with real-time cost data and actionable insights, significantly reducing manual effort.

- **Smarter AI & Cloud Spend Management:** Mavvrik's forecasting functionality allowed the engineering team to make informed decisions, replacing manual efforts.

- **Proactive Cost Governance & Seamless Scaling:** With Mavvrik, Equinox maintains full financial control over its cloud infrastructure, ensuring reliable operations as the company continues to grow.

Looking Ahead

Equinox continues to leverage Mavvrik to drive financial efficiency and support future growth. As the company continues to scale, it will be important to have a unified cost management platform that supports multiple clouds and AI infrastructure.

Mavvrik has transformed Equinox's approach to technology financial management—providing the visibility, control, and automation needed to eliminate waste, improve efficiency, and maintain a seamless member experience.

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> We recently expanded beyond AWS to Azure and Google Cloud, which added a whole new layer of complexity. Mavvrik helps us stay ahead by providing the right level of cost governance. We can scale without losing financial control," said Miller.

About Mavvrik

Mavvrik is the financial control center for modern IT infrastructure, delivering the transparency, governance, and accountability needed to manage today's AI and hybrid environments. As enterprises scale AI-powered products and navigate increasingly fragmented infrastructure, Mavvrik gives CFOs, FinOps, and IT leaders the tools to track real-time costs, allocate spend accurately, and forecast with confidence—across cloud, SaaS, on-prem, and GPU workloads.

Mavvrik works with leaders around the world to reduce waste, protect margins, and align every technology investment with business outcomes. Whether you're monetizing AI, supporting internal agents, or managing multi-cloud complexity, Mavvrik ensures your infrastructure decisions are financially sound and future-ready. Visit www.mavvrik.ai to learn more.