

aws marketplace

Zesty

Reviews, tips, and advice from real users



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Product Recap



Zesty

Zesty Recap

Zesty offers scalable solutions that empower businesses to optimize their digital presence efficiently. Designed for dynamic online environments, Zesty integrates seamlessly, enhancing digital content management with versatile tools.

Zesty focuses on providing an adaptive content management experience for professionals seeking optimization in web content publishing. Known for its intuitive interfaces and robust architecture, Zesty allows effortless website management, content personalization, and SEO enhancements. With Zesty, businesses can efficiently curate digital content, ensuring swift loading times and superior user engagement. Its extensible features enable integration across different platforms, ensuring streamlined workflow management and enhanced data-driven decision-making.

What are the key features of Zesty?

- **Content Management:** Easy-to-navigate CMS for efficient content updates.
- **SEO Tools:** Built-in SEO analytics to boost online visibility.
- **Personalization:** Customizable options for tailored content delivery.
- **Integration Capabilities:** Links seamlessly with third-party applications.

What benefits should users consider?

- **Improved Efficiency:** Streamlined processes reduce time spent managing content.
- **Enhanced Visibility:** Advanced SEO ensures greater reach.
- **Increased Engagement:** Personalized content fosters user interaction.
- **Cost-Effectiveness:** Optimizes resources resulting in reduced operational costs.

Industries such as eCommerce, healthcare, and media have successfully implemented Zesty to streamline digital operations. For eCommerce, Zesty facilitates rapid product content updates, while healthcare sectors utilize it for managing patient information and media outlets employ it for real-time news publishing.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Zesty has positively impacted our organization by providing a good return on investment, with a total reported percentage of savings around 40 to 50%.”



Srinivas Rayudu

Director at Zensa Technologies

- ✓ “From a metrics perspective, Zesty reduced our Kubernetes infrastructure spend by about 24% in the first six months, we also cut wasted storage costs by roughly 18% and improved saving plan utilization by around 12%, and on the operational side, we saved roughly 40 to 50 hours a month in manual cloud cost tuning.”



Mihir Raval

Senior Software Developer at Plutomen Technology

- ✓ “I think Zesty is a really useful tool, it is really quick, it is really powerful, they are always improving it, and the customer service is flawless.”



Stephen Hoskins

Less web developer at The entertainer



“The turnkey aspect of Zesty is very valuable.”



Jeffery Smith

Vice President at Centro, Inc.



“One of the reasons we decided to onboard Zesty was that it started supporting Windows instances.”



Verified user

Cloud Architect at a pharma/biotech company with 11-50 employees

What users had to say about valuable features:

“The turnkey aspect of Zesty is very valuable. I set it up, spend around 15 minutes granting access, and from there, it operates automatically. Zesty manages the workload, and their pricing is structured in a way that incentivizes them to save us more money..”

Jeffery Smith

Vice President at Centro, Inc.

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“What I like about Zesty is that it's basically being completely hands-off. It does what's expected of it, and you don't have to worry about cost or cost savings. You just automate that part of the cloud, and the buying and selling of all the little businesses and savings plans will be done for you.

One of the things Zesty recently launched was Windows reserved instances because they needed support until recently. One of the reasons we decided to onboard Zesty was that it started supporting Windows instances.

Zesty helped reduce our cloud cost without needing a FinOps team to constantly look at cloud costs. Managing all of that is completely automated now..”

Verified user

Cloud Architect at a pharma/biotech company with 11-50 employees

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“The best features Zesty offers include competitive pricing and ease of use, while the online editor stands out as handy because you can jump on anywhere and edit pages and content wherever you need to. The shared workflow is really good so that people can all jump in and do different parts at the same time.

“Zesty has positively impacted my organization by making our website a lot quicker. It made our website quicker because it sped up our load time by a good couple of seconds because of its CDN that comes with it. Additionally, our workflow is so much quicker because multiple people can work on it at once, saving hours of development work..”

Stephen Hoskins

Less web developer at The entertainer

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“The biggest benefit of using Zesty is that the team has now removed a lot of repetitive tuning work from DevOps. Our platform engineer used to spend hours every week reviewing cluster utilization, validating recommendations, and manually adjusting requests and limits. Zesty reduced that overhead significantly and let the team focus more on reliability and delivery work. Realistically, it saved us about 10 to 12 engineering hours per week.

“The impact was pretty straightforward: lower cloud spend, less manual optimization work, and better cost predictability. It also improved the relationship between engineering and finance because cost conversations became less reactive and more data-backed. Instead of monthly cost surprises, we had much tighter control over spend trends. That made budget planning much easier for leadership. From a metrics perspective, Zesty reduced our Kubernetes infrastructure spend by about 24% in the first six months. We also cut wasted storage costs by roughly 18% and improved saving plan utilization by around 12%. On the operational side, we saved roughly 40 to 50 hours a month in manual cloud cost tuning. That combination made the ROI pretty easy to justify..”

Mihir Raval

Senior Software Developer at Plutomen Technology

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“The best features Zesty offers that stand out for us include ML-based discount plan optimization, which helps us with continuous analysis of EC2 usage and automatically rebalances loads and plans. It also saves us in different terms and utilizes micro-commitments, reducing commitment risk. This ML-based discount plan optimization is focused on getting the maximum benefit while spreading the minimum commitment. Another feature I value is dynamic portfolio management, which combines convertible and RIs with saving plans, ensuring high coverage while maintaining flexibility for changing workloads. Additionally, it provides real-time visibility through dashboards showing coverage levels, commitment compositions, and actual savings, which are per environment.

“The features of ML-based optimization and dynamic portfolio management are crucial for our organization because ML-based discount plan optimization helps us collect previous data using machine learning, allowing us to understand usage and rebalance loads between saving plans and different RI terms. This approach focuses on reducing unnecessary plans or licensing and maximizing necessary ones based on empirical data and current project usage, thereby optimizing our costs. Moreover, dynamic portfolio management, which combines one and three-year convertible RIs with saving plans, keeps coverage high while remaining flexible for changing workloads..”

Srinivas Rayudu

Director at Zensa Technologies

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Other Solutions Considered

“Before choosing Zesty, we looked at multiple options, but they were all very big enterprises that were not needed. Zesty was nice and simple, the pricing was super competitive, and they were the most communicative..”

Stephen Hoskins

Less web developer at The entertainer

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“Before choosing Zesty, we evaluated other tools like Cloudability. We tried other solutions, but Zesty turned out to be the best because of its insurance plan. If Zesty makes a mistake and over provisions the commitment, we don't pay their bill until the commitment is credited to us..”

Verified user

Cloud Architect at a pharma/biotech company with 11-50 employees

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ROI

Real user quotes about their ROI:

“I have seen a return on investment in terms of time saved, as it is really quick for anyone to jump in. It does not matter if someone is on holiday; anyone else can jump in and do it, and the coding is really easy. There is no real money involved because it is just for a corporate website, purely informational. One person is in charge of it now, while before we needed multiple people to deploy and fulfill many different roles when one person can do it all using Zesty's CMS system..”

Stephen Hoskins

Less web developer at The entertainer

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“Zesty has positively impacted our organization by providing a good return on investment, with a total reported percentage of savings around 40 to 50%. The coverage received was around 89.8%. The key insights focus on EC2 saving plans and RIs, yielding a 55% reduction in plan optimization. It has also helped us increase the coverage rate from 85% to 93.8%, with an ROI timeline of one to three months, demonstrating a significant ROI in our organization.

“I saved around 50 to 80% on costs, and the time saved from reduced manual effort was at least 70 to 80%, while coverage cases increased from 85% to 93% quickly..”

Srinivas Rayudu

Director at Zensa Technologies

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Use Case

“We use the solution for savings plans, reserved instances, and automation. We customize the reserved instances of savings plans depending on the account type..”

Verified user

Cloud Architect at a pharma/biotech company with 11-50 employees

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“My main use case for Zesty is the CMS. For our corporate website, my team uses Zesty's CMS to allow users from any point in the company to upload content, add posts, add pages, and promote the company's corporate side..”

Stephen Hoskins

Less web developer at The entertainer

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“We predominantly use Zesty to manage our spend in AWS, specifically around reserving instances for our compute workload. Our workload is dynamic, and it would be cumbersome and difficult for us to maintain and manage the reserved instance profiles ourselves. We leverage Zesty to programmatically adjust our reserved instance purchases and sell off RI contracts as they are no longer needed..”

Jeffery Smith

Vice President at Centro, Inc.

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“Our primary use case for Zesty was Kubernetes cost optimization, especially around EKS clusters running production APIs and internal data services. We were dealing with the classic issue of over-provisioned CPU, memory, and storage because teams were sizing for peak traffic and never scaling back down. Zesty helped us automate pod right-sizing, reduce excess headroom, and manage node-level efficiency without hurting performance. That was the biggest value for us because it solved both cost and operational pressure at the same time..”

Mihir Raval

Senior Software Developer at Plutomen Technology

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“Our main use case for Zesty is that it is a hands-off tool for onboarding our teams, specifically for AWS, helping us to offload day-to-day management and AWS savings, which includes CRIs and EC2. Instead of managing and maintaining a manual spreadsheet, Zesty does it automatically for the organization while functioning as a FinOps autopilot to continuously adjust orders and workloads upon environmental changes. In a dynamic environment, Zesty provides an auto-scaling facility, helping us save costs while maintaining high instance coverage, typically 95 to 99%, allowing our engineering teams to focus on delivery rather than costs. This makes it a very good cost saver for the organization..”

Srinivas Rayudu

Director at Zensa Technologies

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The setup is straightforward. They walk you through the process, and it's as simple as copying and pasting into the AWS console. Once it's set up, you're done..”

Jeffery Smith

Vice President at Centro, Inc.

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“Zesty is quite easy for us to implement in our environment, with the initial deployment executed perfectly by our experienced system architects without any challenges encountered..”

Srinivas Rayudu

Director at Zensa Technologies

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“The solution’s initial setup is straightforward. To deploy the solution, you need to add an AIM role on the accounts you need to onboard. We enabled SSO on the portal. The SSO is just a question of negotiating the service and sharing the certificates and private keys with them, which was very easy. The initial setup took around five minutes..”

Verified user

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Cloud Architect at a pharma/biotech company with 11-50 employees

Customer Service and Support

“The customer support from Zesty is really good, as they come back really quick, and the Slack group is a really handy way to get hold of someone and receive an answer within hours rather than days..”

Stephen Hoskins

Less web developer at The entertainer

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“The customer support of Zesty is really amazing. When we needed help with a new feature three months ago, they resolved our issue within 35 minutes, earning a 10 out of 10 rating from me for their support..”

Srinivas Rayudu

Director at Zensa Technologies

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“The customer support has been great. There has been some turnover due to turmoil in Israel, where Zesty is headquartered. However, they transition well across account representatives. In the few instances I've needed support, they have been available despite the time zone difference..”

Jeffery Smith

Vice President at Centro, Inc.

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Other Advice

“I advise that while it may seem like managing reserved instances is something you can do on your own unless you are extremely disciplined, you won't achieve the same consistency and regularity as Zesty would. Not using Zesty leaves money on the table.

I'd rate the solution ten out of ten. .”

Jeffery Smith

Vice President at Centro, Inc.

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“The way we're using it is completely hands-off. We just trust that they do the automation to buy the reserved instances and the same instance for us. The solution has other features like the storage explorer, which can save you money on new storage. It also has the Zesty disk, but I never use those because I never had the use case for them.

The solution's AI functionality is really easy to use and automatic. Since it's all automated, we don't see what the AI is doing. We just keep the savings at the end of the month and pay the bill. It is not difficult to maintain the solution. I would recommend the solution to other users because it is very easy to use.

The solution is easy to use and onboard, and its support team is really good.

Overall, I rate the solution a nine out of ten..”

Verified user

Cloud Architect at a pharma/biotech company with 11-50 employees

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“I do not have anything else to add about how we use Zesty, as we use all the main tools available to them on the web app instead of actually plugging in React and everything because it is so easy to use, so we just use that.

“My advice to others looking into using Zesty is to make sure you have a basic knowledge of some HTML if you are looking to create a website. Definitely make use of your account manager, as they are very knowledgeable and will help you with anything while getting technical people on board. Take a look into it and get their demo running; it is really good.

“I think Zesty is a really useful tool. It is really quick, it is really powerful, they are always improving it, and the customer service is flawless. I highly recommend it. I would rate this product a 9 out of 10..”

Stephen Hoskins

Less web developer at The entertainer

[Read full review](#) 

“Zesty integrates really well with other AWS services, providing seamless integrations that consistently maintain high uptime and good scalability when we proceed with any integrations in our organization.

“The procurement process was easy for us.

“Regarding the metering and billing experience, it provides a good solution and offers better value for money compared to market alternatives such as [CloudZero](#) or [Spot Eco](#), especially since we acquired the solution through the [AWS Marketplace](#), enabling us to receive additional discounts for commitments.

“My advice for others looking into using Zesty is that anyone focused on AWS commitment management who wants to save on costs, time, and reduce manual effort should definitely consider them as they are a prompt and reliable solution in my opinion. I would rate this solution a 4 out of 5..”

Srinivas Rayudu

Director at Zensa Technologies

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“One feature that deserves more credit is the way Zesty handled commitment optimization alongside infrastructure automation. Most tools treat those as separate problems, but Zesty connected them well enough that we could optimize both short-term usage and long-term commitment coverage in one workflow. That was useful because it gave finance and engineering a more aligned view of cost decisions. It made FinOps feel less fragmented.

“That was one of the most useful parts of Zesty because it helped us manage saving plans much more intelligently instead of just locking into static commitments and hoping utilization stays high. Zesty continuously looked at usage patterns and adjusted recommendations based on real demand, which helped us avoid overcommitting during quieter periods or overbuying for short-term spikes. That gave our FinOps team much better visibility into where we are

under-covered versus where we were at the risk of committing too much. In practice, it improved our saving plan utilization by around 12% and made forecasting a lot more predictable.

“The best feature in Zesty for us was the automation-first approach. A lot of FinOps tools are great at dashboards, but Zesty was stronger at actually taking action: right-sizing workloads, adjusting storage, and tuning commitments continuously. I also appreciated that it was focused on execution instead of just reporting. That made it much more useful for an engineering team that needed operational outcomes, not just visibility.

“Those conversations were much more productive because engineering and finance were [finally](#) looking at the same set of cost signals instead of debating those numbers. Before Zesty, finance would flag cloud spend after the fact, while engineering would usually have to go back and manually explain what changed. With Zesty, we had shared visibility into usage trends, optimizing actions, and projected savings. Budgeting became more proactive instead of reactive. It made monthly budget reviews a lot smoother and gave leadership more confidence in forecasting because the cost story was much easier to explain.

“My advice would be to go into Zesty with clear cost ownership and your tagging already in place. The product works best when teams know what they are optimizing and who owns it. If your tagging and ownership are messy, any FinOps tool gets harder to operationalize. With that foundation in place, Zesty becomes much more effective.

“Zesty delivered real value for us because it solved a practical problem instead of just giving us another dashboard. It helped reduce cloud waste, improved engineering efficiency, and made cost optimization much more operational. That combination is what made it worth keeping. It is one of the more practical FinOps tools we have used.

“I would rate this review an 8 overall..”

Mihir Raval

Senior Software Developer at Plutomen Technology

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Top Industries

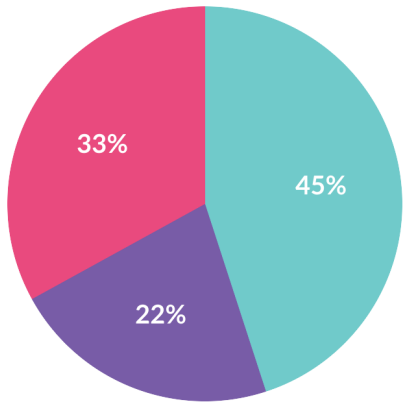
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Company Size

by reviewers

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Large Enterprise Midsized Enterprise Small Business

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