

**PROACT**



# Public Cloud Optimisation

Is the efficiency of your public cloud something you'd rather keep private?

## We'll analyse your public cloud and make improvements that save you 15-50% of your monthly cloud bills

One of the main benefits of the public cloud is its cost-effectiveness, because you only pay for what you use.

But what if you're using more than you need? What if you are, in fact, wasting resources and money? Would you know? Possibly not.

The reality is that many of the people we speak to say that they lack visibility into their cloud usage, what services they are using, where and why. Especially with infrastructure spanning multiple clouds.

Some customers told us their cloud bills were unexpectedly high, or growing too fast (pretty galling when many organisations were promised that public cloud would reduce costs).

Others told us that they were finding cloud management too complex. Or that they were spending too much time on operational tasks, with little or no change control or approval processes. Again, these failures were costing them money, unnecessarily.

That's why we introduced our Public Cloud Optimisation service. Because it provides the opportunity to take a close look at your public cloud set up and evaluate it before optimising its management and its performance - and slashing your bills.

Contact us for a free-of-charge assessment to see exactly how much we could save you.

## Challenges organisations using public cloud face



### Lack of visibility into cloud usage

Many organisations we speak to who are using the public cloud are unsure exactly what services they are using, where and why.



### Ever-growing costs

Just as unwanted as unexpectedly high cloud bills, are costs that keep on increasing as your business scales.



### Migration

Perhaps you've moved some infrastructure to the cloud but still have more to go. How can you determine how much it will cost? How do you identify good candidates to move to the cloud?



### Unexpectedly high cloud bills

Were you hoping that using the public cloud would be a more cost-effective way of paying for IT resources? Are your bills proving to be higher than you thought?



### Governance

Do you need to improve how you manage your cloud across your organisation? Do you want to know when you're exceeding budgets or nearing thresholds? Would you like to automate certain environments and turn off infrastructure when it's not in use?



### Capacity management

Are you unable to see what cloud resources your organisation is using, or trends, meaning you find it difficult to plan or be more efficient in the future?

"We want to make sure we're running efficiently. We've saved countless hours, as well as a significant percentage of our monthly public cloud costs."

**Head of architecture**  
Leading publishing, education and media company

## How does Public Cloud Optimisation work?

The way our Public Cloud Optimisation works is simple. We look at your entire environment, including AWS, Azure and Google, VMware and your datacentre, and then present you with a detailed analysis that gives you complete visibility and ideas on: :

- Optimised cloud cost management
- Increased resource usage
- Identifying ongoing cloud security risks
- Scaling your cloud more efficiently
- Centralised cloud governance and spend approvals
- What moving certain workloads to the cloud might cost

This is just the first step. After our initial evaluation of your cloud usage, we go on to recommend the actions that you need to take to get the most out of your public cloud – and show you the total savings you could make if you followed all of our recommendations.

Once you're agreed on which recommendations you want to take, we can then execute them so that you can realise the full benefits, saving you time, saving you money and giving you control over your public cloud resources.

## How can you take advantage of this service?

There are three ways to enjoy the benefits of this service: stand-alone optimisation, Premium Support+ and Service Management:

### Optimisation

We optimise your public cloud to save you between 15-50% of your monthly cloud bill.

Contact us to arrange a free-of-charge assessment that will show exactly how much you could save.

### Premium Support+

This option includes optimisation of your public cloud plus all the support we offer in our Premium Support+ service.

We'll monitor your public cloud environment and provide incident and problem management. This means we'll let you know when things go wrong and do everything we can to help you put things right.

### Service Management

This option includes optimisation of your public cloud plus all the support we offer through what we call Service Management.

This is our fully-comprehensive, ITIL-based management option, where we are responsible for taking action to put things right when they go wrong.

It's the option we recommend if you want to get the most out of your public cloud, every single month.

\*Minimum charge applies

## Improve public cloud performance from these five angles

### ✓ Assets

To truly understand how you're using your public cloud and how it's performing, we collect data on how your deployed services are consuming key resources, including, amongst others, CPU, memory, disk and network consumption. Then we analyse the data and visualise it, making it easier to recommend whether you will need to downsize or upgrade.

### ✓ Costs

If your public cloud costs have been unexpectedly high and/or increasing all the time, this service will give you the data you need to align your business with your cloud. This means that in the future, you'll be able to control access, collect the right information and manage costs. You get access to the tools you need to track your cloud spend and identify trends – and discover the details behind both – making it easy to align resource costs with accounting and financial reporting.

View historical cost trends and costs spikes (plus discover the reasons behind them), tailor reports for different parts of your business, identify zombie architecture, our platform will let you do it all. When you break down costs in this way, you can see how you can reduce demand or rightsize.

### ✓ Usage

We extract and collect vast amounts of data from many sources to provide you with insight into your current usage. With visibility of both high-level summaries and granular detail down to the resource and hour, you'll be able to clearly identify changes in usage patterns and their course. These insights, plus the management alerts we set, will enable us to identify issues, resolve them and avoid costly surprises.

### ✓ Performance

We'll provide an integrated view of your public cloud environment, from both a cloud provider and a systems perspective. By comparing your cost and performance data, we can help you analyse, report on and configure alerts for how well you're using your cloud resources. We'll give you insight into how well all your assets are performing, from CPU and memory, to disk and network.

### ✓ Security

Security has never been more important. We'll check that all your users have properly and securely configured access to your cloud. We'll set up alerts and policies for common identity and access management (IAM) errors and focus on identifying misconfigured users. And, having checked IAM configurations, security groups and open ports, we'll discover and deliver actionable insight on risks – to keep your part of the public cloud completely private. While tweaking other areas of your cloud will save your organisation money, tweaking this one will save your company.

# When it comes to your public cloud, seeing is improving

Seeing is the first step towards improving. With their infrastructure spread across multiple clouds, many organisations lack sight of their public cloud set up – and pay too much as a result. Our dashboard lets you view your entire public cloud environment on one single page, making analysis easier than ever.

### Everything in one place

Switch between different clouds, such as AWS, Azure or Google, or launch to one of hundreds of accounts or areas of our platform. Drill down into metrics such as cost, performance or usage, show reports or configure your own.

### Actionable insight

Our public cloud optimisation platform delivers a constant flow of ideas on how to optimise cost and usage. This means actionable insight across all your accounts, services, assets and resources.

### How much you can save

One popular feature is found when you select a 'health check' report because you'll see 'immediate actions for savings and optimisations' – what you can tweak and how much money you'll save. The diagram below illustrates what this looks like.

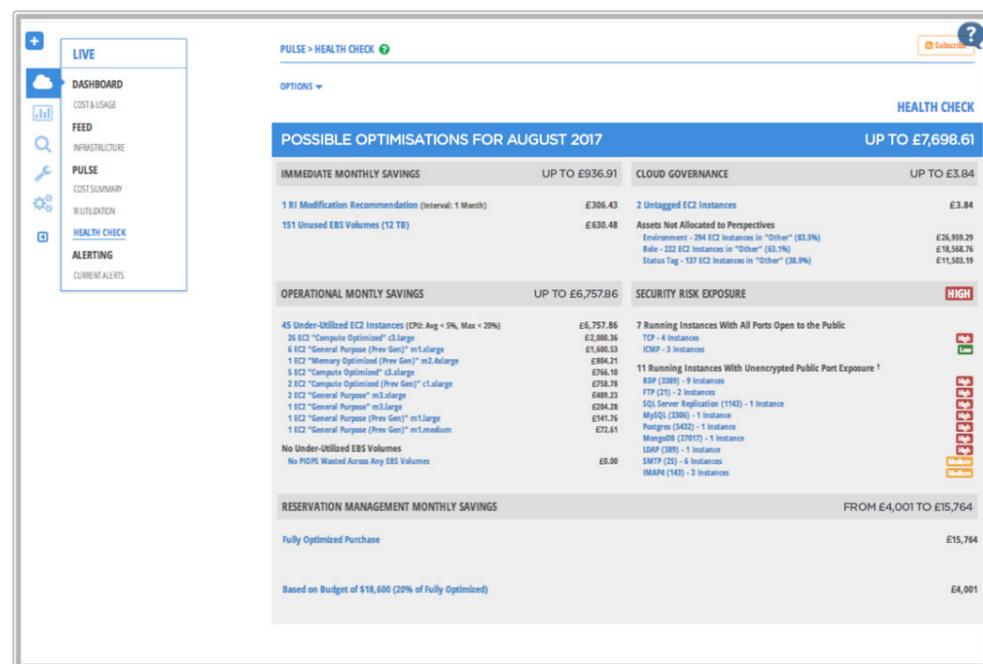


Figure 1: Get recommendations for immediate tweaks, and see what they could save you

# Benefits



### Smaller public cloud bills

The public cloud is supposed to save your organisation money. Let us help ensure that is happening. By identifying savings through Reserved Instances (RIs) or equivalent, and by rightsizing VMs/usage, we aim to save you between 15-50% of your monthly cloud costs.



### Simpler, better cloud management

Categorise cloud infrastructure by business groups, such as engineering, finance and operations. Define rules, set policies, thresholds and notifications for each that lead to better management and reporting.



### Free up your team

Better cloud management and smarter automation means your team members don't have to spend so much time on operational tasks, leaving them free to help your end users.



### Create your best cloud

Let us optimise your cloud for cost, performance, usage, governance, security and availability. You'll be amazed how much we can save you.



### Actionable intelligence

Once we've analysed your cloud, we think you'll see the best results if you let us take the recommended actions for you. You'll definitely save more time. But if you want to take the actions yourself, you'll have the information you need to do that.



### Gain visibility of your public cloud

See everything – from costs to workloads – across your entire public cloud environment, and from different departments' perspectives. See how it all works together for better understanding. When you can see costs and workloads more clearly, you have more oversight about how you are spending resources.



### Faster, smarter business decisions

We help you work as efficiently as possible by offering you a platform engineered to simplify day-to-day public cloud management processes.

Contact us to arrange a presentation and a free-of-charge assessment to discover how much we can save you.

Proact is Europe's leading independent data centre and cloud services provider. By delivering flexible, accessible and secure IT solutions and services, we help companies and authorities reduce risk and costs, whilst increasing agility, productivity and efficiency. We've completed over 5,000 successful projects around the world, have more than 3,500 customers and currently manage in excess of 100 petabytes of information in the cloud.

We employ over 800 people in 15 countries across Europe and North America. Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT).

# PROACT

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