Cloud Management Industry

Overall Cloud Management Market

The cloud market is growing strongly and an impressive surge in growth has been observed, AI being the prime factor behind this increased growth. The **cloud services market** is expected to grow at a **CAGR of 16.8%.**

State of Multi Cloud Adoption

- **97% of organizations** use at least **two cloud providers** (2022 S&P Global Multi Cloud survey)
- 90% say their **multi-cloud strategy** is already helping **speed up** or achieve their **organization's business goals** — up from 53% in 2021 (HashiCorp State of Cloud Strategy Survey 2022)
- 82% of organizations say they already leverage a multi-cloud approach, and **78% are running workloads** in **at least three public clouds**
- 79% of the respondents believe applications will move freely across clouds at some point (IBM 2022 State of Multicloud Report). They said the primary driver would be to ensure **high availability (33%)**, to **leverage different services and applications (25%)**, and to **minimize costs (21%)**

State of Cloud Management

- ➔ A multi-cloud management tool provides a unified platform for monitoring, securing, and optimizing cross-cloud deployments.
- ➔ One can use these platforms to improve cross-cloud visibility and reduce the number of tools you need to monitor and optimize your cloud deployment.
- ➔ **Multi Cloud Management** market is valued at **$15.4Bn** and **FinOps** market at **$13.5Bn**

Market Size:

- Annual Public Cloud Spend: $561.1Bn (2024)
- Public Cloud Market Revenue: $773.30Bn (2024)
- Platform as a Service (PaaS) Revenue: $171.80Bn (2024)
- Infrastructure as a Service (IaaS) Revenue: $178.80Bn (2024)
- PaaS + IaaS = $350.6Bn (2024)

Challenges and Opportunities

1. Cloud Computing is not going anywhere and even companies running their own servers are shifting to public cloud.
2. This leads to ever increasing demand for Devops and Cloud SREs and this where opportunity lies to automate these processes.

3. Current state and responsibilities of Devops, Cloud SRE and Platform Engineer:
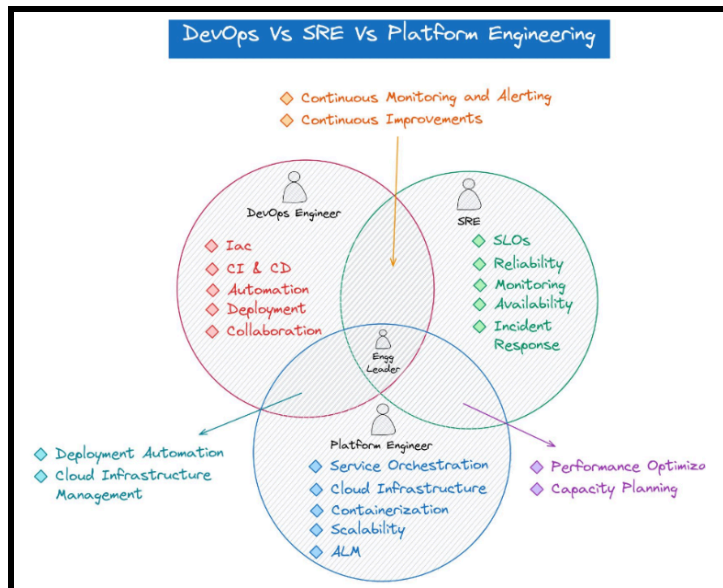
Devops
- Provisioning Infrastructure
- CI & CD
- Managing Infrastructure
- Security and Compliance
- Cost Optimization
- Collaboration with Application Teams

SRE
- System Reliability and Uptime
- Monitoring and Incident Management
- SLOs & SLIs

Platform Engineer
- Service Orchestration
- Containerization
- Infrastructure Management
- Performance Optimization

Small scale companies and early startups majorly start with Devops team handling everything as the scope of each domain is overlapping. Small to Midsize companies intended to find PMF and scale and want to focus on developing their product and services instead investing in Devops.

💡 Now I see opportunity in automating a few components like managing infrastructure, provisioning, cost optimisation and performance optimisation.

4. Almost all organisations have started using at least two cloud providers. It becomes tedious to manage services on different providers, opening their console, debugging etc.
5. There are independent service providers which provide GPU as Service, DB as Service, Compute as Service and Storage as Service. They have managed to build million dollar companies which is still small given the size of the cloud industry. People tend to prefer AWS, Azure and GCP because they provide a platform with an ecosystem of services and good SLAs.

💡 I see an opportunity in aggregating these services on one platform and making their integration easier with existing AWS, Azure and GCP workflows of companies

6. Existing tools are fragmented, devops have to use terraform to provision and manage infrastructure, use native consoles of cloud providers to manage services, use third party cloud cost optimisation tools like Cloud Zero, Amnic to manage Cost of Services

💡 I see an opportunity that helps engineers manage, provision and optimise their resources from one place. Also help application teams with designing architecture for their application and help me with cost and efficiency optimised service suggestions.

My Proposed Platform

<u>Cloud Resource Management and Orchestration Platform</u>

Recommendation Engine (Discovery)
- I propose to build a platform which will assist engineering teams decide specific cloud services (even independent services) they can utilize for their specific use case and help them build their architecture

Optimiser (Cost and Workload)
- The optimiser will help engineering teams optimise their cost and workloads across all services that they have been utilizing

Control Plane (Provisioning)
- UI based solution to provision all AWS, GCP and Azure services along with independent services like Runpod, LambdaLabs, Cudo Compute, YugaByte, PlanetScale.

Management Plane (Managing and Debugging)
- Platform where you can check and manage all your services and possibly aggregate logs also for easier debugging.

Competitor Analysis
Url, Revenue, Investment Analysis, Product Analysis, USP, Gaps
1. **Kapstan**
2. **env0**
   Revenue: $15Mn (2024)
   Inventors and Money Raised: Latest Round $18.1Mn (Total $45Mn), 11 are institutional investors including Boldstart Ventures. ([env0 - Raised $42M Funding from 12 investors - Tracxn](#))
3. **Spacelift**
   Revenue: $4Mn
   Investors and Money Raised: Latest Round $15Mn (Total $22.6Mn), 4 investors participated in its latest round, which includes Insight Partners, Blossom Capital, Inovo Venture Partners, Hoxton Ventures. ([Spacelift - Company Profile - Tracxn](#))

4. **[Terraform](#)**

Revenue: $583.1Mn
Investors and Money Raised: Latest Round $175Mn (Total $349Mn), 20 are institutional investors including GGV Capital. ([HashiCorp - Raised $349M Funding from 20 investors - Tracxn](#))

5. **Cloud Zero**

Revenue: $13.8Mn
Investors and Money Raised: Latest Round $6Mn (Total $62.6Mn), CloudZero has 5 institutional investors including Underscore VC, Matrix and Threshold. ([CloudZero - Company Profile - Tracxn](#))

6. **Cloudify**

Revenue: $15.1Mn
Investors and Money Raised: Dell acquired Cloudify for $100Mn ([Cloud Orchestration M&A: Dell Acquires Cloudify - | ChannelE2E](#))

7. **Morpheus**

Revenue: $14.1Mn
Investors and Money Raised: Latest Round $5Mn (Total $5Mn), Morpheus Data has 5 institutional investors including SAIC, AME Cloud Ventures and MassChallenge. ([Morpheus Data - Company Profile - Tracxn](#))

8. **Ansible**

Revenue: $34Mn
Investors and Money Raised: Latest Round $6Mn (Total $6Mn), Ansible has 2 institutional investors including Headline and Menlo Ventures ([Ansible - Raised $6M Funding from 2 investors - Tracxn](#))

9. **Pulumi**

Revenue: $7.6Mn
Investors and Money Raised: Latest Round $41Mn (Total $99Mn), Pulumi has 4 institutional investors including Madrona Venture Group, New Enterprise Associates and Tola Capital. ([Pulumi - Company Profile - Tracxn](#))
Product Analysis & USP:

10. **Chef**

Revenue: $70Mn

Investors and Money Raised: Progress, a developer tool company, acquired Chef for $220 million. $40Mn Latest Round before acquisition (Total $111Mn), lts latest funding round was a Series E round on Sep 09, 2015 for $40M. 7 investors participated in its latest round, which includes Millennium Technology Value Partners, Battery Ventures, Scale Venture Partners, Hewlett Packard Pathfinder, Citi Ventures, DFJ Growth, Ignition Partners. (Chef - Company Profile - Tracxn)

Interviews With Devops Engineers and Customers

❖ Shivam Uniyal | Member of Technical Staff Lambda Test | Shivam Uniyal

Current Setup

- Utilizes multiple cloud providers and services like Runpod.
- For cost optimization and service management, relies on third-party SaaS platforms such as Kapstan and Amnic.

Perspective on Unifying Platforms

- Does not view a unifying platform as highly valuable, as existing tools effectively meet their needs.
- Points out that established players like Cloudify and IBM already provide comprehensive platforms with great insights.

Feedback on Value Proposition

- Questions the added value of another unifying platform in a competitive landscape with robust existing solutions.

To assess the relevance and value of my proposed platform, I engaged in conversation with engineers and potential customers to understand whether our proposed platform addresses significant problems in Devop and whether they are willing to adopt and pay for the solution.
Key Findings:

1. **Service Discovery (Cost-Effective and Efficient Solutions)**
   a. For discovering new services for their specific use cases, was not a significant pain point
   b. Junior Engineers on an average spend 3-4 hours researching, comparing and selecting appropriate service for their use case, which is considered manageable and not a huge pain point as it is one time exercise.

2. **Cost and Workload Optimization**
   a. Companies rely on existing third party platforms and native services for cost and workload optimization.
   b. Some have even developed in house tools to for optimizing and alerting
   c. Current solutions are largely sufficient for most companies
   d. There is unnecessary dialogue between devops and application teams before they apply optimization as they have to take approval for downsizing.
3. **Infrastructure Provisioning**
   a. Terraform is widely used for provisioning. IaC is great just that there is a learning curve and code maintenance
   b. Other companies which do not rely on terraform rely on cloud provider console
4. **Debugging and Management in Multi-Cloud Environments:**
   a. Debugging and managing infrastructure across **multi-cloud systems** remains a significant pain point.
   b. Developers often spend substantial time troubleshooting issues, especially when working with Kubernetes.

Inference:

💡 While service discovery and cost optimization are generally well-addressed by existing tools, **debugging** and **management** in multi-cloud environments, particularly with Kubernetes, emerged as areas with notable pain points. Additionally, the complexity and maintenance challenges associated with Terraform indicate an opportunity to simplify infrastructure provisioning for teams. Also opportunity lies in **automating optimizations** for application teams

The feedback received clarified that there are a lot of platforms and tools that work in silos to streamline various Devops processes and if I create such a platform it would be great but not a 10x better solution and not something that corporates and companies will readily pay for.

💡 This research helped me refine my idea, the new opportunity I see in this field now is cutting down on Devops overhead by developing Vertical AI Agent. The AI Agent can be given access to all the existing tools currently used in Devops Flows. **(Defined in the next page)**

My New Proposed Idea

Devops AI Agent

Autonomous AI DevOps Engineer : This vertical AI Agent will have access to all the existing tools currently used in Devops process for provisioning (Terraform), managing (console access of cloud providers), debugging (access to logs), monitoring and alerting (in-house tool or third party tool). It performs every task a skilled DevOps engineer would, **cutting salary costs**. It uniquely **optimizes cloud resources**, identifies application code inefficiencies, and maintains real-time **cloud asset inventory** — all while operating 24x7 to empower engineering teams.

"There are going to be $300 Billion plus companies started just in this one category - AI Agents"
- **Jared Friedman, Managing Partner Y-Combinator**
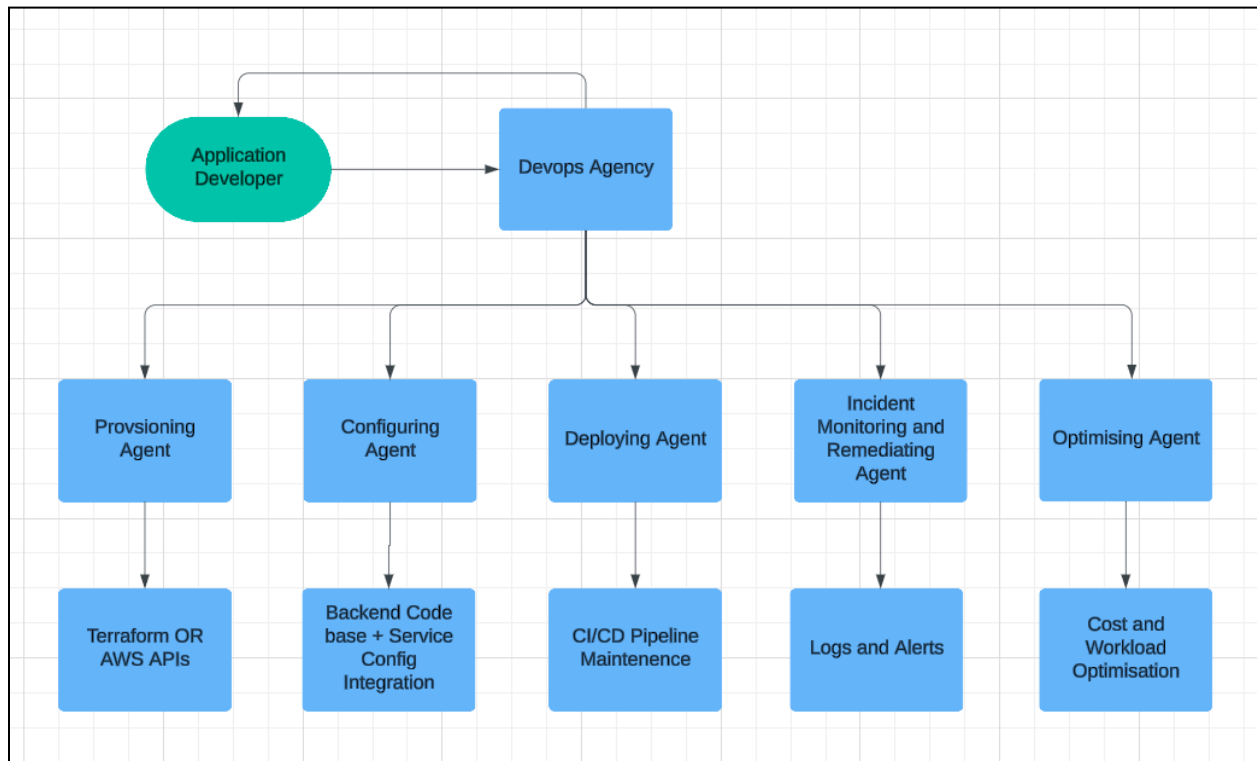
Problem :
85% (1,84,185) of companies face DevOps implementation challenges, with a lack of skilled resources being the biggest issue, spending **$108B** annually on **devops engineers** in the US and India alone , plus **$14.1B lost** to unoptimized and underutilized cloud resources.

- Lack of skilled DevOps Engineers
- High Salary cost of DevOps Engineers

- Inherent Complexity of public cloud (There are over 300 services in AWS alone)
- Billions are being lost in unoptimized and underutilized cloud
- Lack of cloud asset inventory
- Establishing Security in Cloud is Complex

Total Addressable Market :

No. of DevOps Engineers (in USA & India) = 8,80,000 + 10,00,000
Avg. Salary USA = $110,000, Avg. Salary India = $13,000
DevOps Market (Avg. Salary * No. of Engineers) = $96.8B + $11.2B
TAM = $108B*0.25 = $27.45B (AI Agents can replace 25% of engineering effort)

DevOps AI Agent Companies in the Market :

AI Agents in DevOps represent a groundbreaking shift, comparable to the discovery of mathematics or the internet's inception. By blending human intelligence with automation, they redefine decision-making and operational efficiency. Despite their transformative potential, the market remains in its infancy, with only few players like Kubiya and OpsVerse pioneering this DevOps AI Agent space.

Now is the Perfect Time to Build and Invest in AI Agents

The limited competition highlights the unprecedented opportunity to build and invest in AI Agents, poised to deliver exceptional future returns.

- First-Mover Advantage: Early entrants can shape the market and capture significant shares.
- Exponential Growth: AI in DevOps is projected to grow at a 30%+ CAGR, driving massive adoption.
- Hybrid Teams: AI Agents will seamlessly complement human teams, unlocking unparalleled efficiency.
- Untapped Markets: The existing few players are not focusing on the right automation and features

Now is the time to act—investing in AI Agents means securing a stake in the future of DevOps and beyond

1. **Kubiya**
   Revenue: $1.8 Mn
   Investors & Money Raised: $12 Mn Seed Round, Kubiya has 2 institutional investors including Heavybit and Hyperwise Ventures. Giora Yaron and 1 other are Angel Investors in Kubiya. (Kubiya - Company Profile - Tracxn)

   Product Demo : Meet your DevOps AI Assistant!
   Features :
   - Ticket Queues: AI Teammate takes charge of Jira queue - reviewing, resolving, updating and nudging
   - Infrastructure Provisioning: Writes and provisions Terraform Configurations
   - Help Desk: Access to jenkins pipeline and other tools. Developers can ask for help for failures and errors
   - Incident Response: Detect failures, errors and remediates them
   - Budget Enforcement: Manage spending and eliminate idle resources

Pros	Gaps
Provisioning Automation (AWS & GCP)	No deployment/configuration automation for AWS & GCP services (Limited to Kubernetes Deployment)
Robust Kubernetes Support	Cost Optimisation only based on resource utilisation. No analysis of code and architectural inefficiencies
Jira Automation	Not catering to SecOps
Error Detection	No Integration with existing monitoring and alerting tools
Slack Integration	
Budget Enforcement	
Built capability to develop more agents	

2. **DevOps Copilot - Aiden by OpsVerse**
   Revenue: $5.3 Mn
   Investors & Money Raised: Raised Undisclosed amount in Pre-Seed, OpsVerse is funded by Array Ventures. (OpsVerse - Funding, Financials, Valuation & Investors)

   Product Demo: OpsVerse Aiden - Generate an end-to-end CI/CD pipeline from scratch

Features:
- Agentic AI + DevOps
- Privacy First Design: You choose where to deploy Aiden and which large language models (LLMs) to use. That way, you'll ensure compliance with your organization's security policies while maintaining the highest standards of data privacy.
- Monitoring Infrastructure

Pros	Gaps
Supports Kubernetes	Does not write terraform files
Integration with CI/CD pipelines	No Cost Optimisation
Error Detection	Not catering to SecOps
Users decide where to deploy Aiden and which large language models (LLMs) to use	No Integration with existing monitoring and alerting tools

3. **Kubert**
   The venture is currently bootstrapped and no funding has been raised.

   Product Demo: Kubert Demo
   Features:
   - On-Demand Kubernetes AI Agents
   - Toolkit: The essential foundation for DevOps agents, providing perception, observability, and enterprise-ready Kubernetes infrastructure to enable seamless, scalable, and reliable agent operations
   - Elevated Kubernetes Security
   - IaC-Powered Unified Toolkit

Pros	Gaps
Kubernetes	Only Kubernetes Support
End-to-End monitoring and security for kubernetes	No other cloud infrastructure support
Provides full kubernetes toolkit and blueprint	
Multiple offerings catering to enterprises and businesses; Capability to build their own agents	

4. **DepX**
   The venture is currently bootstrapped and no funding has been raised.
   Product Demo: depX - World's first Infrastructure as a Prompt (IaaP) demonstration
   Features:
   ● Manage Infrastructure without IaC
   ● In just one prompt, execute complicated workflows in minutes than weeks.
   ● Multi-Cloud and on-prem support

Pros	Gaps
Multi Cloud Support	No IaC support (skipping IaC) it is a crucial tool can not skip
Provisioning and management of infrastructure	No SecOps
	No Cost Optimisation
	No Monitoring & Alerting
	No failure, error detection and remediation

Benefits	Kubiya	Aiden by OpsVerse
Infrastructure Provisioning	✅	❌
Deployment	✅	✅
Detection of error, failures and automatic remediation	✅	✅
Cloud Cost Optimisation	✅ **Rudimentary Level	❌
Inventory, Security & Compliance (SecOps)	❌	❌
Independent providers support (other than AWS, Azure & GCP)	❌	❌

54% of DevOps time is spent on **error detection, remediation, optimization, and security**—tasks that no AI agent fully automates, except **ClouVix**.

Filling the gaps of existing competitors (which are the major painpoints of devops engineers) & unique insights gathered from experts & customers will help me differentiate my product and build a 10X better solution.

Conversation with Industry Expert

❧ **Prashantha Sawhney | Worked as CTO for multiple B2B SaaS companies | [Prashantha Sawhney - Hyderabad, Telangana, India | Professional Profile | LinkedIn](#)**
Call Recording: 📄 Prashantha Call Recording.m4a

- The cloud ecosystem for startups is often unstructured compared to large corporates, presenting significant potential for automation and optimization.
- **Cost Optimization:** Current platforms focus only on surface-level optimizations. There's a need for deeper analysis to uncover code inefficiencies and architectural issues. Example: Inefficient code caused unnecessary Kubernetes pod scaling, which existing systems failed to flag.
- **Cloud Asset Inventory:** Lack of a robust inventory system leads to security, compliance, and ownership tracking issues. Example: A healthcare startup had 35 unused cloud resources, but the absence of ownership clarity delayed cleanup.
- The DevOps AI Agent holds great potential to address these challenges by automating cost optimization, improving inventory management, and streamlining DevOps workflows.

Conversation with Users & Potential Customers

To assess the relevance and value that proposed Devops AI Agent can create and to gauge their willingness to adopt such AI Agent in their organisation.

❧ **Rohit Takhar | CTO CARPL | [Rohit Takhar - CARPL - Radiology AI Platform | LinkedIn](#)**
Call Recording : 📄 Rohit Thakkar Call Recording.m4a
Rohit's Take :
- The DevOps AI Agent is **highly valuable** for startups and mid-sized companies, especially if it integrates with existing tools like cloud providers, Terraform, Grafana, and Prometheus, and can generate actionable insights.

  💡 The value proposition of proposed AI Agent is well accepted by a Chief Technology Officer.

- **Cost Savings:** Eliminates the need to hire expensive DevOps engineers, a significant advantage for resource-constrained companies.

💡 He instantly grasped how much cost can be saved and at the same time efficiency can be increased

- **Current Solution:** At CARPL, Duplo Cloud was used to streamline DevOps, but it required manual intervention.

  💡 Startups prefer not to invest heavily in DevOps engineers and are seeking ways to streamline operations. This AI Agent could become the ultimate solution for them.

- **Interest in Product:** CARPL.AI is a potential customer if an MVP or prototype is available for review.

  💡 Rohit expressed great enthusiasm for the product, stating that he would have joined its development had he not started his own healthcare venture. His new venture is a strong potential customer and eagerly anticipates an MVP or prototype.

Once MVP is ready Rohit is ready to connect me with the current CTO of CARPL and even use this product in the organisation that he is currently building.

❖ **Harsh Mishra | Founding Engineer & Technical Writer | [Harsh Mishra - LocalStack | LinkedIn](#)**
Call Recording: 📄 Harsh Mishra Call Recording.m4a
Harsh's Take:
Key Concerns

- Establishing robust guardrails to ensure the AI Agent operates within defined boundaries and avoids hallucinations.
- Current AI benchmarks are inadequate for full autonomy; human oversight is essential to maintain control and ensure reliability.

  💡 It is essential to put guardrails for such an agent, it can act as a guide to solutions architects and engineers to perform DevOps tasks and we cannot give full autonomy.

Desired Capabilities

- AI Agent should query internal documentation and processes to generate accurate infrastructure provisioning workflows.
- Simplify SaaS platforms into an intuitive, chat-based portal for streamlined operations.

💡 A game changer would be that AI Agent is capable of querying internal documentation and understand company specific processes to generate accurate infrastructure provisioning workflows eliminating need for third party SaaS tools

Opportunities in Cloud Migration

- On-prem to public cloud migration is a significant challenge, with high costs and complexity.
- Key issues faced by companies during migration:
    1. Lack of skilled resources.
    2. Difficulty identifying the right services.
    3. High costs, extensive collaboration, and time-intensive processes.
- AI Agents that address these challenges can save companies time and money, offering high ROI and significant market potential.

💡 Cloud Migration is a possible problem that can be solved using this AI Agent which can act as guide for companies to migrate from on-prem to public cloud

Once MVP is ready Harsh is ready to connect me to senior leaders of startups and companies in his network.

❖ **Amit Rawat | CTO & Co-founder at Meetri Infotech | [Amit Rawat - MeeTri Infotech | LinkedIn](#)**
Call Recording: 📄 Amit Rawat Call Recording.m4a
Amit's take:

- The DevOps AI Agent is a great idea and would be a useful tool for companies, provided it demonstrates clear value.
- The tool must be trained to work seamlessly with all major providers.
- Platforms like AWS, Jenkins, and Terraform may develop their own AI Agents, potentially competing with this solution.

💡 Amit's concern about major players developing their own AI agents is valid. However, by the time that happens, our AI agent will be equipped to seamlessly communicate and integrate with their AI agents. It's unlikely that AWS's AI agent, for instance, will independently write Terraform code or develop pipelines—our solution will bridge the gap effectively.

- Early-stage startups are a potential market, but the primary focus should be on **growth-stage startups** (Series B, C, D-funded companies) as they have greater adoption potential and resources.

  💡 Target Segment should be growth-scale startups, they would want to spend money on such advanced tools.

Once Prototype is ready Amit is ready to share videos of the prototype with potential customers and tech leads.

- ❖ **Vinai Kolluri | DevSecOps Mentor & DevOps Engineer RJAY Technologies | [Vinai Kolluri - DevSecOps Mentor](#)**
  Call Recording: 📄 Vinai Kolluri Call Recording.m4a
  Vinai's take:

- The product is a step in the right direction and can significantly reduce development time.
- Addressing **roles and permissions** is crucial, as software engineers lack console access, and DevOps teams handle IAM permissions.

  💡 One pressing problem Vinai encounters in his daily life is with roles and permissions, if we can automate policy creation and IAM role management we can significantly help them.

- Adding **Just-In-Time permissions** and automated policy creation would be a valuable feature for startups.
- FinOps teams manage cloud costs using tags, but querying and relying on third-party platforms for cost visibility is a hassle.
- A feature for seamless cost visibility integrated into the AI Agent would be highly beneficial

- ❖ **Shivam Agnihotri | Senior DevOps Engineer | [Shivam Agnihotri - Senior DevOps Engineer - Infilect | LinkedIn](#)**
  Shivam's Take:

Focus on Problem-Solving

- The product sounds promising, but it's essential to narrow down specific problems within DevSecOps to address, as there are many potential areas to tackle.

Potential to Replace SaaS Platforms

- AI Agents have the potential to replace the need for third-party DevSecOps SaaS platforms.

Key Security Pillars

- The product must address the four pillars of cloud security:
  - Visibility
  - Posture Maintenance
  - Monitoring
  - Alerting
- A good starting point would be providing visibility and an inventory of cloud assets.

  💡 If we want to target enterprises we need to make sure it does not hallucinate and the security is being take care of in all the aspects

Once the MVP is ready, Shivam can connect you with his CTO to demonstrate how the product works.

❖ **Jayesh Mahajan | Co-Founder Pragyakalp & Ex-CTO Prioritas Innvoations | [Jayesh Mahajan - Pragyakalp Co-Founder](#)**

Call Recording: 📄 Jayesh Mahajan Call Recording.m4a

Jayesh' Take:

- The proposition is exciting, and he would be a customer, especially for a solution that reduces DevOps costs for his venture.
- Limited DevOps knowledge; unable to provide in-depth technical feedback.
- Recommends analyzing the market size and estimating potential cost savings for corporations to strengthen the product's value proposition.
- Enthusiastic about the product's future potential and willing to connect with business development teams and investors to help grow the venture.

Willing to connect me with tech leaders and potential customers, was willing to connect with VCs as well .

❖ **Sudheer Kumar | Founder BuildUp AI & NextCrafter | [Sudheer Kumar - Nextcrafter | LinkedIn](#)**
Call Recording: 📄 Sudheer Kumar Call recording.m4a

- Not a direct customer as he focuses on MVP development using platforms like Vercel, but the product would be valuable for his clients.
- Startups typically avoid investing in DevOps until their product scales and grows.
- The product can help companies reduce DevOps salary costs, making it highly appealing for scaling businesses.

💡 Surely, see value for companies that are working in AWS, GCP & Azure.

❖ **Prateek Sood | Senior Analyst & Cloud Engineer | [Prateek Sood | Senior Analyst Capgemini](#)**
Call Recording: 📄 Prateek Sood Call Recording.m4a

- Clearly sees how the AI Agent can reduce DevOps overhead by automating Terraform file creation, pipeline management, and deployment, allowing more focus on business logic development.
- Questions how security will be managed in multi-tenant AWS accounts.

💡 Explained how AI Agent will integrate with tools like Cloud Custodian and Prowler to get insights on security and posture maintenance and then it will act on them. For preventive tests the Agent can also help write Sentinel Policy helping companies put guardrails for provisioning unsecured infrastructure

- Concerned whether the agent will follow company-specific processes, such as tagging resources and adding comments in Terraform files.
- Queries how the agent will be trained to understand and implement internal processes.

💡 The AI Agent will be utilising RAG pipeline by converting the internal documentation into vector database that will used as knowledge base for the agent, in turn enhancing its capability and following internal company processes.

🏆 **Kalyani R Kunche | Founder Ambaram AI | [Kalyani R Kunche - Founder - ambaram.ai | LinkedIn](#)**

Call Recording : 📄 Kalyani (First Customer) Call Recording.m4a

- Ambaram AI is a SaaS Platform for fashion designers
- Kalyani currently relies on a freelance DevOps engineer for deployments and issue resolution, which incurs both time and cost.
- She is excited about the AI Agent's potential to eliminate the need for a freelance DevOps engineer, reducing engineering costs and time-to-market.
- **She is ready to involve the AI Agent in her next deployment and serve as a pilot tester, with the potential to become the platform's first customer.**

We have a pilot user ready and she is looking forward to use AI Agent in her next deployment cycle.

Talking to so many potential customers and industry experts helped me realise the potential of this idea if built correctly, keeping in mind security, reducing hallucination and putting proper guardrails in place.

Prototype:
[ClouVix Prototype | Unlisted YT](#)

Our Market Size

Market Size

TAM: 27.45 Billion Dollars

SAM: 8.235 Billion Dollars

SOM: 3.5 Million Dollars
**2 Year Target

TAM

No. of DevOps Engineers (in USA & India) = 8,80,000 + 10,00,000
Avg. Salary USA = $110,000, Avg. Salary India = $13,000
DevOps Market (Avg. Salary * No. of Engineers) = $96.8B + $11.2B
TAM = $108B*0.25 = $27.45B (AI Agents can replace 25% of engineering effort)

SAM

Adoption of AI in DevOps = 45% (9% Fully + 22% Partially + 14% New Project)
Serviceable Adoption for AI Agents = 30%
SAM = $27.45B*0.30 = $8.235B

SOM -> what is obtainable

Avg. ACV for AI Agents for small companies and startups = $10,000
Avg. ACV for AI Agents for enterprises = $100,000
For the next 2 years I plan to target 10 enterprises & 25 startups and businesses
SOM = 25*$10,000 + 10*$100,000 = $3.5M