

# 3-Point **Cloud Cost Optimization Blueprint** for the Enterprise CFO

Strategies you can implement to improve EBITDA and FCF  
without any technical effort or impact.

## We've been building, managing, and optimizing in AWS for over 17 years.

We were one of the first large-scale AWS customers all the way back in 2007, working directly with the AWS team to shape product development while migrating over 140 enterprise software products to the cloud.

During that migration, CloudFix was born.

Now, **we manage over \$1.2 Billion in AWS spend, serve over 2,000 customers, and have added over \$220 Million in EBITDA** to our customers through AWS cost savings.



**Rahul**  
Founder, CloudFix



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Inside Sales

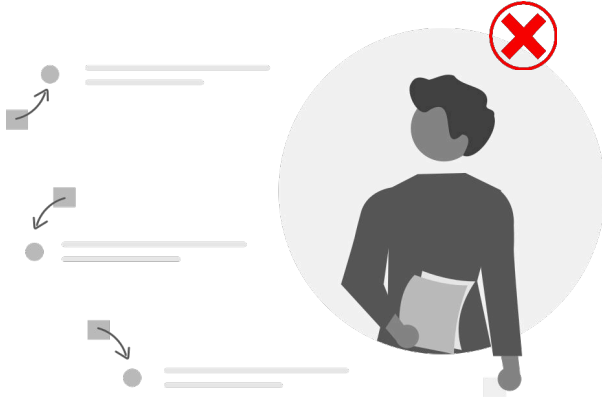
# 32% of cloud spend is wasted

And an additional 50% of cloud spend can be optimized

That's millions of dollars. What else could you accomplish with that cash?



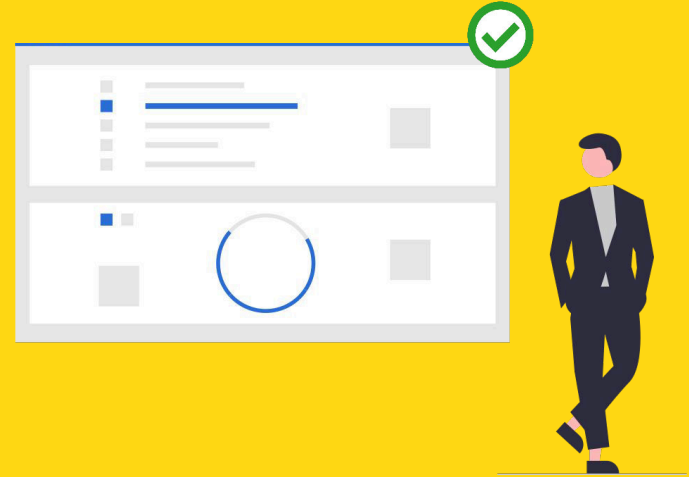
# Spend Waste



- Inflexible discount strategies
- Over budget
- Limited visibility
- Lacking accountability

VS

# Spend Wise



- Hourly optimized discounts
- 20% under budget
- Real time visibility
- Aligned & accountable teams

Spend wisely with our

# **3-point blueprint**

to **optimize your cloud costs**

(with no technical effort or impact)



# 1

## Optimize your AWS discounts

### **Eliminate all future Reserved Instance (RI) purchases**

RIs have zero flexibility on region or instance type, require upfront payments, and ultimately end up costing you more over the long run

### **Use Compute Savings Plans (CSP) to cover ~30% of the consistent compute workload**

To benefit from CSPs, compute spend must always be above the committed amount. Starting with a conservative 30% nearly guarantees you will fully utilize the CSPs.

### **Use Convertible Reserved Instances (CRI) to minimize commitments and maximize discounts on remaining compute workload**

CRIs can be used to expand or contract capacity dynamically, while allowing changes in instance families, operating system types, and tenancies without losing the financial benefit of the reserved instance.



Spearhead discount optimization without technology deep-dives or sign-offs,  
because there are no technology related impacts.

# 2

## Implement Chargebacks

### Transition to chargebacks by establishing tagging discipline

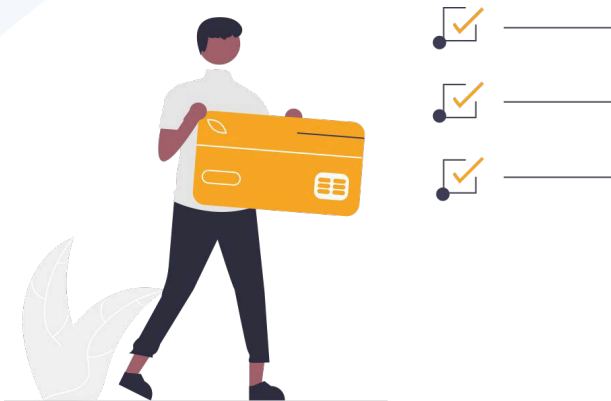
Showbacks only present data without influencing behavior. By establishing a robust tagging discipline that accurately links cloud resources to specific departments or projects, you can start driving cloud cost efficiency

### Implement financial penalties for undesired behaviors via stakeholder P&Ls

Charge higher rates or penalties for behaviours that lead to inefficient cloud usage, such as utilizing inappropriate instance types or maintaining underutilized instances.

### Encourage efficient resource use with discounts on chargeback rates

Encourage departments to adopt efficient cloud resource utilization practices by offering discounts on chargeback rates. Reward actions such as the effective use of Savings Plans or the deployment of elastically scaling solutions.



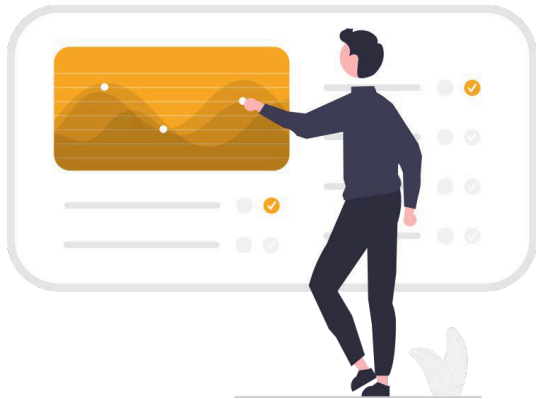
Promote cloud cost accountability and drive enterprise-wide culture of cost-efficiency and strategic resource management

# 3

## Establish Cloud Unit Economics

### Establish the right denominators for cloud unit economics

Identify and quantify key cloud cost drivers, such as per user or per transaction, and align these metrics with broader business goals to accurately measure and manage cloud spending



### Track and budget unit economics

Integrate real-time cloud spending data with financial systems, perform regular forecasting, and conduct variance analysis to enhance visibility, predictability, and control over cloud expenses

### Incentivize lowering unit economics

Implement incentives linked to performance evaluations and financial rewards to drive down specific unit economic metrics, promoting the adoption of cost-efficient cloud practices across the organization

Unit economics allow tight budgeting and forecasting, reducing overspend while creating a culture of cost-efficient cloud operations



# We automatically save you money on cloud costs.

Discount management automation,  
cost optimization,  
executive insights,  
business adoption services,  
and more...



# How a **Billion-Dollar EdTech company** unlocked **\$27.8 Million in FCF** with CloudFix RightSpend

## CUSTOMER PROFILE

**Industry:** EdTech

**Revenue:** \$1B+

**Cloud Spend:** \$50 Million+

## FCF UNLOCKED

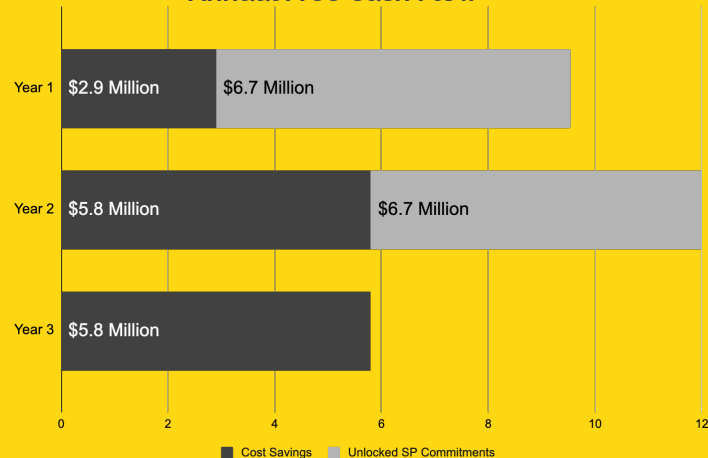
**3 yr FCF:** \$27.8 Million

**Tech Team Hours:** Zero



*CloudFix frees up \$27.8 million in cash over our first 3 years, unlocking cash flow to invest in new high-growth projects.*

Annual Free Cash Flow



## RIGHTSPEND OPTIMIZATION

- Unlock up to 55% on EC2 costs
- Minimize commitments
- No technical effort or impact

## RIGHTSPEND HIGHLIGHTS

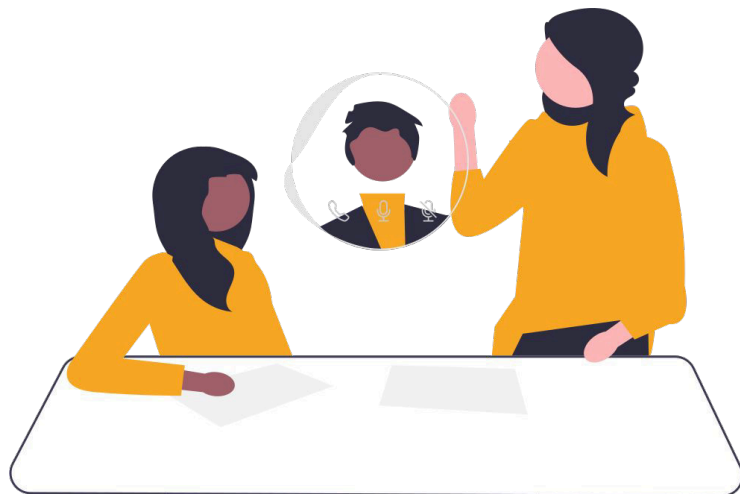
- Retain control of your optimization strategy
- Zero impact on other discount instruments like EDPs
- Discounts on fluctuating usage

# Schedule a no-commitment strategy call

You're in good company:

**\$1.2B** AWS spend under management

**\$220M+** in EBITDA generated



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