



Partner Program

December 2017

Find your customers **TRUE COST** for

every cloud
every department or unit
every workload
every application
every user
every cost

moment by moment

Would your customers run any other part of their business without this level of data precision and certainty?

•
Finance

•
Payroll

•
Billing

•
Procurement

Can your customers answer these questions confidently?

Can you drill down to **individual resources** to know what's driving cost?

Can you **charge back 100%** of your cloud bill? How much spend is unallocated?

How do you know your cloud vendor is **billing correctly** for each resource?

Do you have **trusted numbers** for Eng., IT Ops. and Finance to make decisions?

How do you **detect anomalies**? Are you paying for something you're not using?

How do we know which changes in our infrastructure to **focus on**?



Partner Program

Partnering with Cloudability provides new revenue sharing and services opportunities that align with your customers cloud consumption.

We give partners flexible options through resell, referral and marketplace options.

Cloudability works with leading SI's, MSPs, VARs, Consultants and has a Global reach across North and South America, Europe, and Asia Pacific...



Why Partner with Cloudability ?



Adds a Cloud Finance Competency to your Practice

Most partners already have Planning, Migration, and Management Services
Most do not have a “Cloud Finance” competency



Speeds up the Time to Value of a Migration

Cloudability can prove the value a cloud migration faster with confidence.
Shows the data to justify deeper financial commitments to the cloud



Compelling Conversation for Customers and Prospects

Cost Savings and Optimization is a compelling conversation to business leaders
Lead with cost identify more services

Why forward thinking executives choose Cloudability

the differentiators

TRUE COST YOU CAN TRUST

(most accurate, precise data)



- **TRUE COST VISIBILITY:** industry's first True Cost engine analyzes True Cost from 17 data feeds and accounts for discounts and credits, allocations, reserved instances, and amortization
- **TRUSTED SINGLE SOURCE OF TRUTH:** your cloud bill deciphered and rates verified. Foundation for forecasting, charge backs, and recommendations
- **ACCURATE ALLOCATIONS:** every resource tagged, tracked and immediately reported by utilization and True Cost
- **RUN WITH PRECISION:** understand True cost for every cloud environment, department, workload, application and user
- **ALWAYS CURRENT:** no lag time, updated every moment, built for ever-evolving cloud infrastructure

Why forward thinking executives choose Cloudability

the differentiators

ACT WITH CERTAINTY

(go forward faster.
push accountability to the edge)



- **OPTIMIZE COST, UTILIZATION, VALUE:** act with mathematical certainty; understand risk, outcomes, tangible value – take full advantage of cloud investment
- **CONFIDENTLY ACT NOW:** drive faster, intelligent decisions based on precise, accurate True Cost data; proactively shape the future
- **DRIVE ACCOUNTABILITY:** push accountability to the edge. Deliver accurate information for data-driven decisions: balance innovation, speed and fiscal accountability
- **STAY IN COMPLIANCE:** make it easy to govern cloud infrastructure

Why forward thinking partners choose Cloudability

the differentiators

GET BETTER EVERY DAY

(continuous improvement,
better decisions)



- **ALGORITHM RECOMMENDATIONS:** continuously drive higher utilization, reduce waste and improve pricing, making cloud spend more efficient year over year
- **NO SURPRISES:** detect anomalies, spot patterns and trends; drill down to any workload, application, user, business unit - always handle the unexpected
- **KEEP PACE WITH THE BUSINESS:** policy-driven automation eliminates human intervention and speeds execution; focus people on higher-level tasks

Why forward thinking executives choose Cloudability

the differentiators

NEVER GO IT
ALONE

Partner for Cloud
Success

- **TRUE COST EXPERTS:** industry's most experienced team and accumulated knowledge of True Cost
- **WITH YOU AT EVERY STEP:** our experts can operationalize Cloudability for you
- **JOIN THE MOVEMENT:** credentialed ecosystem of products and services; expert recommendations to accelerate your cloud transformation
- **FIRST CLOUD FINANCIAL OFFICE:** deliver fiduciary operations and business strategy for your cloud journey

Accelerate cloud success with Cloud Financial Office

True Cost experts plan your migration and operate your cloud financial management

Migration Strategy



Accumulated True Cost knowledge

Our platform and services draw on the network effect of peer data from 300+ enterprises across 6+ years



Precise, accelerated migration plans

Let our experts develop your cost models, migration patterns, financial forecasts, and recommendations



Real-world requirements for success

We assess your organizational readiness for cloud financial management and map how to close the gaps

Operational Excellence



Be certain of cloud success:

We build and execute a plan to set up True Cost as day to day operational discipline: achieve a known financial state



True Cost experts support your team

We work on the front lines with your people to ensure cloud financial and operational targets are met



Deliver real returns

We track and report precisely how cloud is delivering value to the business, moment by moment



True Cost Engagement Model

Cloud Financial Office: proven process

GUIDE, ACT,
REPORT

Continuous analysis, ownership to
take action, report on attained value

DISCOVERY

Deep analysis of customer
needs and goals



ANALYSIS

Based on customer
objectives, define gaps
to achievement.



PLANNING

Work with customer
on a plan to close
gaps, build
operational process,
and configure CLDY
platform



REMEDiate

Close gaps according
to plan and setup day
to day operational
discipline.



PIVOT

Expecting that business
objectives will change, and that
cloud providers will change,
always question the current
operational model to increase
efficiency.



—○ In summary

about us

TRUE COST MARKET MAKER

True Cost Engine

ENTERPRISE SCALE

Hundreds of enterprises + leading edge SaaS

ALWAYS CURRENT IN THE CLOUD

AWS, Azure, GCP

EXPERTS IN CLOUD SUCCESS

True Cost Platform + Services