CONSULTATIVE SELLING WITH CLOUDCHECKR

Customer acquisition is a time-intensive and expensive process. To win new accounts, it is critical to fully understand an organization's public cloud infrastructure and then demonstrate how you can add value in that environment. This level of analysis is often costly and laborious. CloudCheckr gives you deep insight into an organization's Amazon Web Services (AWS) and Azure environments at a glance, helping you to deliver a clear action plan to drive efficiency, security and compliance for your customers.

Use CloudCheckr's Partner Toolkit to gain visibility into the prospect's current infrastructure. Run a gap analysis based on CloudCheckr's 500+ Best Practice Checks to generate reports demonstrating potential savings opportunities and security weaknesses.

Visibility

Use CloudCheckr's Partner Toolkit to gain visibility into the prospect's current infrastructure.

Analysis

Run a gap analysis, using CloudCheckr's 500+ Best Practice Checks, to generate reports demonstrating potential savings opportunities and security weaknesses.

Branding

White-label CloudCheckr reports and dashboards with your branding to demonstrate your expertise and improve your client's experience.

"CloudCheckr offers a market-leading platform in the cloud management space, and integrating the CloudCheckr tooling into our Fanatical Support for AWS offer enables us to provide customers and Rackspace engineers and architects with powerful capabilities to optimize spend and mitigate risk in the cloud."

—ERIK CARLIN, Rackspace VP of Product and Engineering for Fanatical Support for AWS

STEP 1: GET VISIBILITY

With CloudCheckr's Partner Toolkit you can lead the engagement plan by capturing the necessary visibility into a prospect's cloud environment. MSPs, CSPs and other resellers can use out-of-the-box templates for all primary and secondary services running. Then, quickly and easily perform a full scan to understand the existing infrastructure before making recommendations.

The CloudCheckr CMP provides a summary and detailed catalog of the accounts, services, users, policies and more, which takes the guesswork out of building an impactful, personalized plan for your prospective clients. With the insights you gain from CloudCheckr, you'll learn more about their network than they do.

STEP 2: RUN A GAP ANALYSIS

You can't manage what you can't measure. That's why CloudCheckr helps you understand your customer's cloud environment. Learn how effectively their cloud is being managed with utilization reports. See how proactively it's being run with Reserved Instance and right-sizing tools. Then analyze what security issues they may be facing.

The CloudCheckr Cloud Management Platform provides 500+ predefined Best Practice Checks categorized by cost, security, availability and usage. MSPs, CSPs and resellers can review these checks during the pre-sales process to identify opportunities and areas of concern.

For example, a Best Management Check report can identify idle or under-utilized RDS DB instances that the client is currently paying for. You could also uncover important security concerns that need to be addressed, like an insecure password policy or unencrypted storage. By pinpointing these opportunities, you quickly and easily provide a gap analysis and put guardrails in place for a long-term engagement.
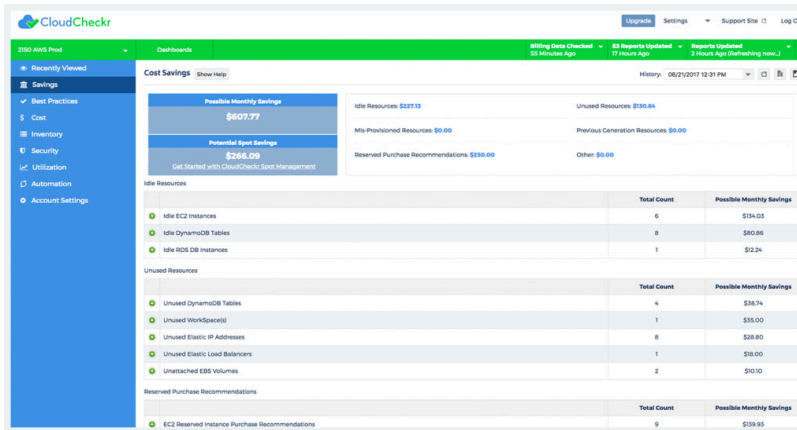
The CloudCheckr platform enables partners to quantify the difference between the list cost against the blended or unblended cost on the AWS bill. This is fundamental to increasing your AWS retained margins. Using the robust set of cost savings reports and analytics, CloudCheckr allows you to filter by date range and service (EC2, S3,etc). This allows you to manage, measure and report, gaining total visibility and control while increasing profitability.

STEP 3: BRAND YOUR BUSINESS

You can white-label the reports CloudCheckr generates. This demonstrates your expertise to the prospect, while branding your business. Keep your business front and center in your customers' minds by white-labeling your invoices and the web-based dashboard too. This way you can visually remind customers of the value you add on a daily basis.

Engagement Planning

With full visibility now at your fingertips and a clear view of where the opportunities are, you can effectively demonstrate value quickly and put an action plan in place for a paid engagement. By using the CloudCheckr CMP at the beginning and throughout your engagement, you will have the visibility, insights, and automation needed to grow your services business, layer on new services over time and improve operational efficiencies across your business.

CloudCheckr provides an extensive toolset that allows service providers to differentiate themselves and streamline their pre-sales processes. With the CloudCheckr CMP platform, MSPs and CSPs can add profitable, valuable services including automated asset inventory tracking for comprehensive visibility, cloud security monitoring and compliance, resource usage optimization, and self-healing cloud automation.

CloudCheckr makes it simple for service providers to focus on adding value for their customers and provide a suite of solutions in one unified platform. Use CloudCheckr's Partner Toolkit to position yourself as the customer's trusted partner, and win new business for your cloud practice today.

After the Sale

CloudCheckr makes it easy to continue to provide value added services and to improve profits, long after the sale. The key is to implement CloudCheckr's reseller features such as:

List Price Translation

Present list price invoices to end users, avoiding confusion and preserving your discounts.

Bill Re-Rating

Re-rate bills to spread support costs and discounts as you see fit.

Assign Credits, Discounts & Custom Charges

Distribute credits and discounts with clients, or keep them for yourself. Add custom charges for your value-added services as well.

Uncompress Pricing Tiers

As your usage increases, so does your discount. Your total bill compresses your cost into one value. CloudCheckr decodes your charges so you can determine how much to charge your users, without giving away your savings.

Profitability Analysis

Reseller-specific report shows profits and offers recommendations to increase profitability.

Reserved Instance Tools

Rebalance, resize, and map RIs as needed, across clients, to maximize discounts while meeting demand.

Automated White Label Invoices

Just as reports can be customized with a reseller's logo, so can invoices and the CloudCheckr console to keep your brand front and center. Export as PDF, CSV, HTML with blended or unblended costs.
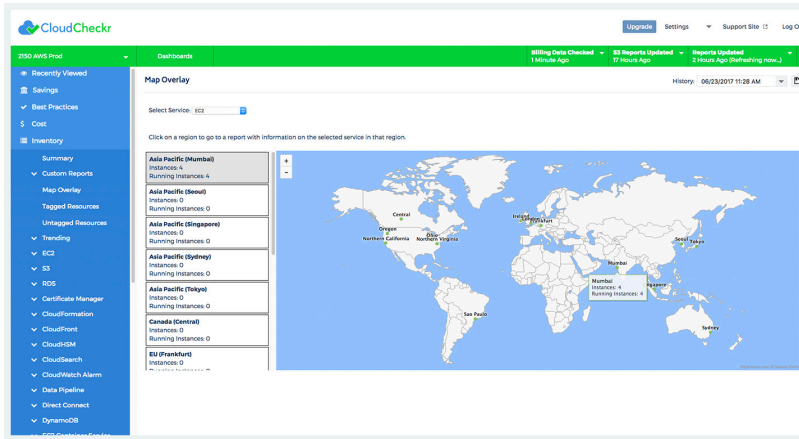
FIGURE 2:
CloudCheckr's Cloud Management Platform

CloudCheckr is purpose-built to assist with, and excels at, helping the leading MSPs, CSPs and resellers grow their cloud business, increase profitability, and simplify business operations. Over 150 AWS authorized resellers and nearly 40% of all AWS Premier Consulting Partners rely on CloudCheckr's Cloud Management Platform (CMP) to start, build and scale their cloud services business.

Need CloudCheckr for your organization? Learn more at **www.cloudcheckr.com**.