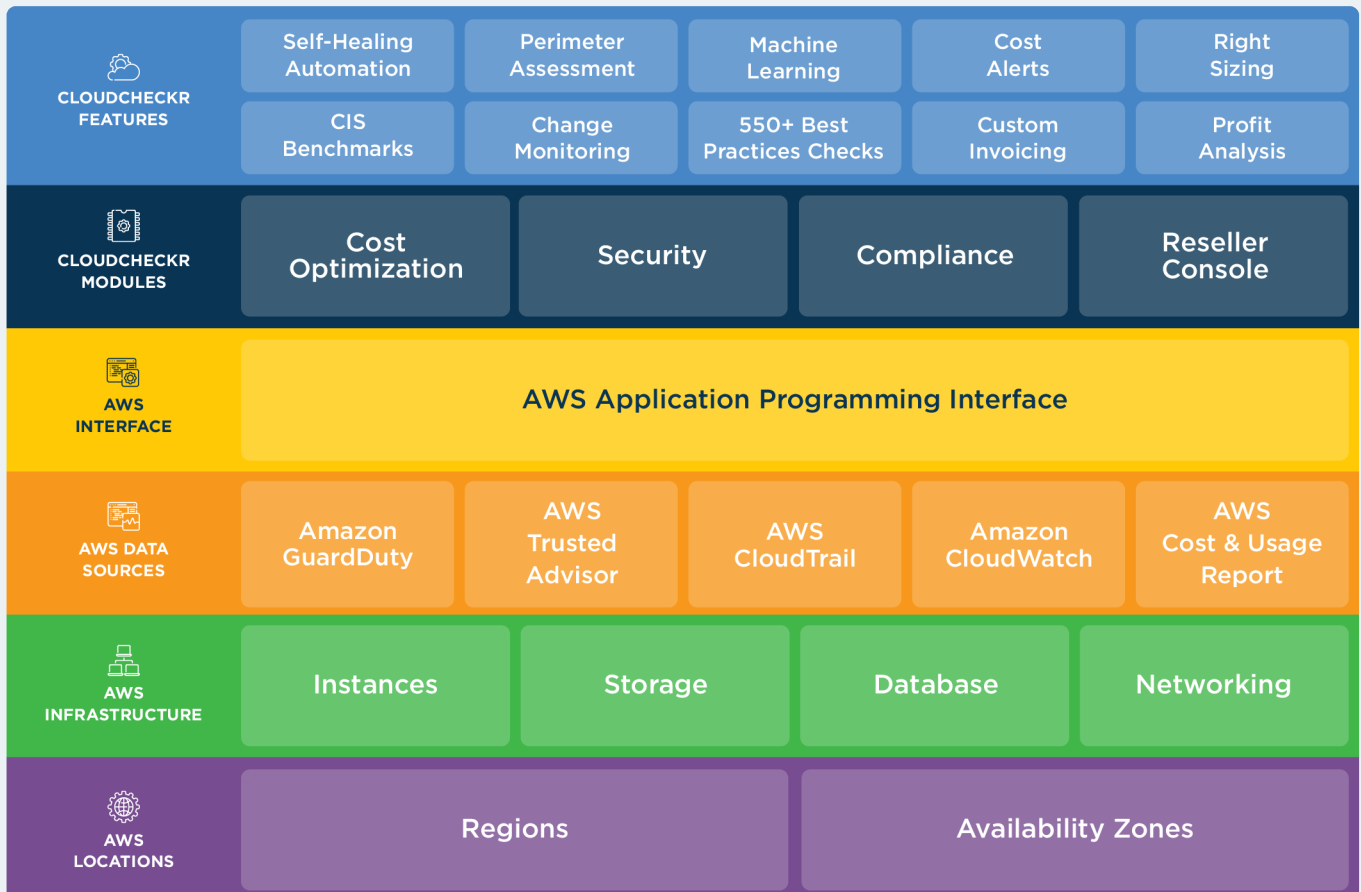


WHY AWS IS EVEN BETTER WITH CLOUDCHECKR

Engineers love AWS, but organizations need finance, security, and IT operations buy-in to unlock the full potential of the cloud. Businesses looking to grow their use of AWS quickly find that the entry-level AWS services aren't enough to support the cloud consumption of a profitable managed service provider (MSP) or large enterprise.

CloudCheckr offers value-added capabilities, on top of AWS' built-in data sources.



Although Amazon's services — such as AWS Trusted Advisor, AWS Cost Explorer, AWS CloudWatch and AWS Inspector — add considerable value within AWS Console, there is simply no comparison to the robust feature set provided by CloudCheckr. CloudCheckr offers a unified Cloud Management Platform, which allows teams to simplify cloud adoption and optimize cloud deployments across teams in enterprises, MSPs, and the public sector.

FEATURE COMPARISONS

Cost Management & Billing

Custom Cost



AWS Console does not natively simplify MSP / reseller billing. There are no tools to re-rate or unbundle the Detailed Billing Report (DBR) and bill managed accounts based on individual usage. The DBR lists only unblended or blended rates for services.



CloudCheckr allows you to accurately attribute pricing across multiple accounts and teams, and increase margins with a full toolkit of MSP features.

1. Manually apply credits to end user accounts, or keep them at the master account level, and even apportion them by a percentage.
2. Add premiums or discounts (percentage or flat rate) to any account(s), or to any service in the Amazon catalog, broken down by region, operation, and tag key.
3. Add custom hourly rates to any AWS service.
4. Uncompress pricing tiers and volume discounts.
5. Unshare RIs for any number of accounts or map them to a specific instance.
6. Recalculate AWS support charges to charge customers the same amount as they would be charged if they managed their own deployments directly with AWS.

Custom Reports

AWS produces a single, blended DBR, which can be enormous, listing every unit cost for every hour, or sometimes second, that a resource ran.

CloudCheckr extracts DBR information to generate prebuilt individual reports, including custom reporting on cost by account. This empowers users to automatically and easily create individual, white-labeled invoices for each account.

Forecasting

AWS Cost Explorer plots past data and extends over time; forecasted charges are estimated based on historical trends and can differ from actual charges.

Forecasts are not saved, and only the most recent forecast is displayed when you revisit your saved chart.

CloudCheckr uses deep analytics to predict usage and automatically make recommendations to actually decrease spending.

Additionally, forecasts can be emailed and preserved for comparison in the future.

Reserved Instances

AWS Flex Reserved Instances (RIs) allow existing RIs to be applied to any size instance within the family, but only for Linux Regional RIs.

CloudCheckr's RI toolkit supports Flex RIs, and the RI Rebalancer can automatically move workloads to keep Windows and Linux RIs in use, so no manual work is required to achieve full usage.

Tag Management

AWS Console allows you to apply cost allocation tags to associate groups of resources with different cost centers.

CloudCheckr aggregates tag-related information. You can search for resources with a specific tag, or see all tags applied to a resource. You can also generate billing reports by tags, or include/exclude tags from the results of a grouped report. CloudCheckr allows users to specify tag rules and scan for resources that are improperly tagged based on those rules, and get alerts whenever new tag values are used.

CloudCheckr has Tag Mapping which can accommodate and resolve a poorly tagged environment by creating consistent tag aliases where they may otherwise be inconsistent (often due to mergers and acquisitions).

Multiple Accounts

To see multiple accounts, AWS Console requires that you log in separately and aggregate information manually.

CloudCheckr has MAVs (Multiple Account Views) to make cross-account cost reporting easy.

List Price Translation

AWS Cost Explorer gives users ten filters: API operation, Availability Zone (AZ), AWS service, custom cost allocation tags, Amazon EC2 instance type, linked account, purchase option, region, usage type, and usage type group.

CloudCheckr gives users unlimited filters, including all AWS filters, all cost-allocation tags, and all CloudCheckr custom tags.

Security & Inventory



Best Practice Checks

AWS offers around five Trusted Advisor checks for free, and requires a paid subscription to Business or Enterprise support for around 60 more.

AWS Config Rules can display a handful of non-compliant rules (Top Five). AWS charges \$2 per rule, per month, per account, which can add up quickly.

CloudCheckr provides 500+ Best Practice Checks to ensure a reliable, secure infrastructure, with 200+ dedicated to security and configuration vulnerabilities. All AWS Trusted Advisor checks are fully integrated into the CloudCheckr Best Practices dashboard. There is no charge per rule or per account.

Reports And Alerts

AWS CloudWatch monitors usage, logs metrics, provides usage and billing alerts, and event-based rules.

CloudCheckr adds powerful, automated, granular reports for S3 and RI usage, aligned to the 200+ built-in security best practices.

Change Monitoring

AWS Console doesn't offer any reports on changes made to a deployment or across multiple deployments.

CloudCheckr gives you full change logs across one or multiple accounts, to show all details on who made changes, what was changed, and when they were made.

Intrusion Detection

AWS GuardDuty performs detection of intrusions and attempted hacks.

CloudCheckr helps users avoid intrusion by adoption of industry-standard and government-mandated security standards.

These include CIS Benchmarks, NIST 800-53, PCI, HIPAA, and FedRAMP, and others, through 500+ pre-built Best Practice Checks, and more than 50 additional pre-built CloudTrail and resource-level alerts.

Access Control

AWS reports on permissions and access controls applied to resources, but does not automatically scan to identify improperly configured resources or offer recommended fixes.

CloudCheckr gives the same reports and access controls, along with context, automatic scanning, and actionable recommendations.

AWS Firewall Manager enables filtering of traffic, but AWS charges per rule per region per hour, which can add up.

There are no fees for CloudCheckr's NACL (Network Access Control List) feature.

Managing Resources

To get inventory information via AWS Console, users must search in individual accounts and aggregate by region. There are no cross-account consolidation tools.

CloudCheckr provides multi-account views and custom reports, which enable users to see consolidated inventory across any number of accounts.

Automation & Utilization



Utilization Insight

AWS Console provides limited usage information, without actionable insight to address both over- and under-utilized resources.



CloudCheckr provides heatmaps for Elastic Load Balancing (ELB) and CPU, on a relative and absolute basis. You also get pre-built utilization alerts, to stay on top of the number of EC2

CONTINUED

**Utilization
Insight Cont.**

instances, resource utilization, RI utilization, S3 storage usage and availability, and total S3 objects stored.

CloudCheckr provides right-sizing recommendations to help you ensure that your instances are properly sized within and across instance families, and configurable automation tasks to shut down underutilized EC2 instances.

Automation

AWS requires self-service script writing for automation.

CloudCheckr comes with several pre-configured tasks to help manage deployments automatically, and the ability to fix many of the 500+ Best Practice Checks automatically when triggered.

End User Access



Custom Pricing

Within AWS Console, a customer has access to blended and unblended cost information and will be able to flag any invoiced amounts that differ from what AWS reports.

The CloudCheckr logo, featuring a white icon of a cloud with a checkmark inside, set against a blue background.

Using CloudCheckr, the customer sees only the up-to-date cost information that you make available to them, giving control over which blended and unblended costs are detailed in AWS' reporting.

**Custom
Permissions**

AWS Console has no permission controls.

CloudCheckr permissions are highly granular, down to single reports and features within the platform. Reports can be individually permissioned out to end users, which allows you to upsell some of the more advanced functionalities or full modules.

White Labeling

AWS Console cannot be customized for customer end-user access.

CloudCheckr can be fully white labeled to drive brand recognition and loyalty.

Dashboards

AWS offers a standard console without the ability to create custom dashboards or aggregate information for quick reference.

CloudCheckr gives you the ability to create custom dashboards with many pre-built informational panes (e.g. “Best Practice Trends,” “Total CPU Utilization,” “Month-to-Date Spend”). These panes can be configured to report on individual accounts or across a multi-account view, to give quick and easy insights into multiple aspects of a deployment in one place. The creator can grant permission access to the Dashboard to any other user in the same account.

USE CLOUDCHECKR TO FULLY OPTIMIZE YOUR AWS DEPLOYMENT

While AWS offers powerful capabilities, only CloudCheckr offers the Cloud Management Platform that can unlock the full potential of your cloud deployment. Schedule a free demo to learn how CloudCheckr brings together cost and security into a unified view for your finance, security, and IT teams.

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

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