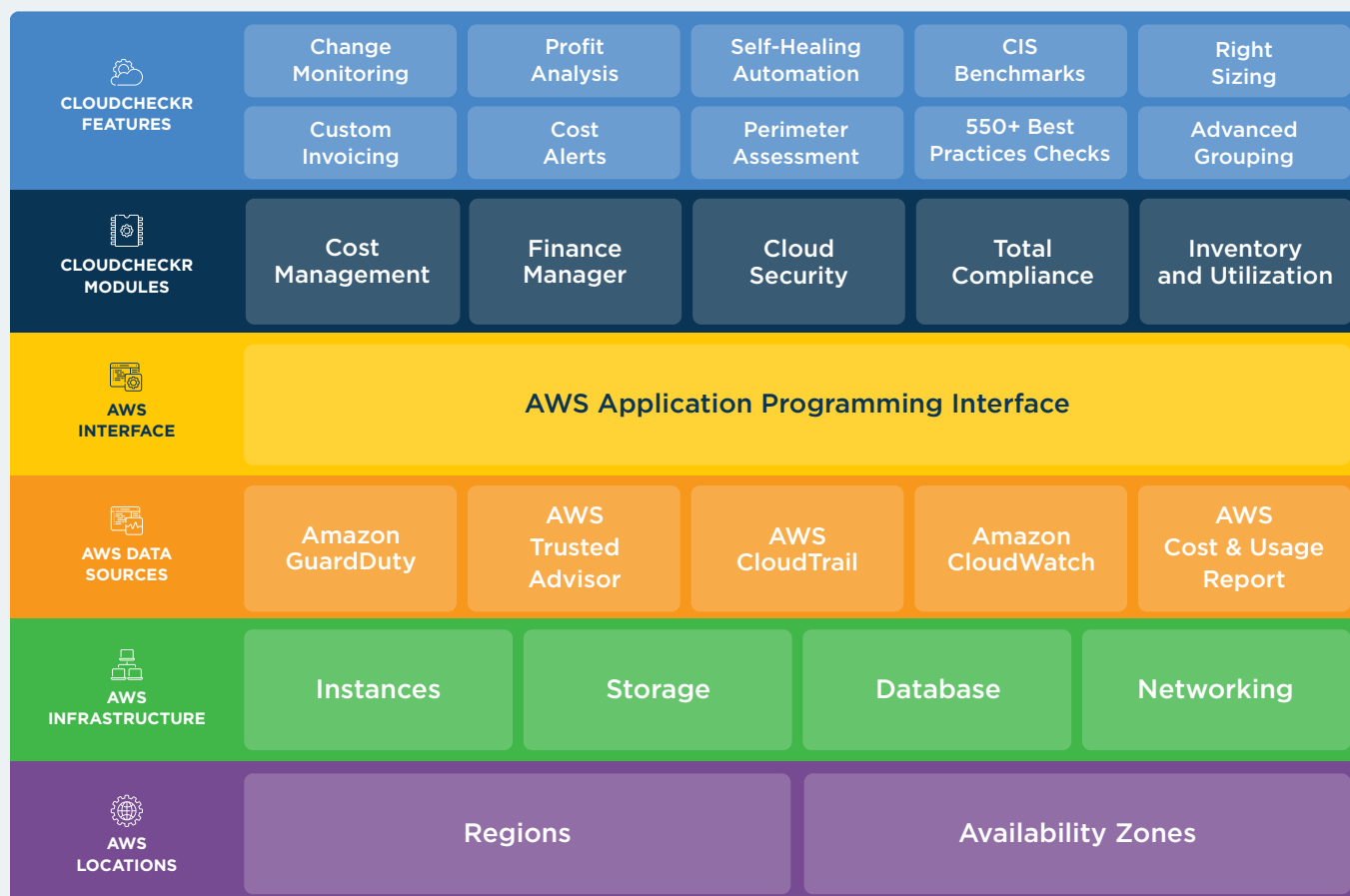


WHY AWS IS EVEN BETTER WITH CLOUDCHECKR

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 and scale in the cloud quickly find that the entry-level AWS tools and services aren't sufficient to support the cloud consumption of a profitable managed service provider (MSP) or large enterprise.

CloudCheckr offers enterprise-ready capabilities on top of native AWS functionality and add-on offerings.



Although Amazon services such as AWS Trusted Advisor, AWS Cost Explorer, and AWS GuardDuty add considerable value within AWS Console, there is simply no comparison to the robust feature set provided by CloudCheckr. Only CloudCheckr offers a unified cloud management platform that delivers total visibility to simplify cloud adoption and optimize cloud deployments for Fortune 500 enterprises, MSPs and Resellers, and public sector entities.

FEATURE COMPARISONS

Total Visibility

	
Multi-Cloud AWS Console does not report on environments deployed on Microsoft Azure or Google Cloud Platform.	CloudCheckr provides multi-cloud reporting to support customers that are leveraging other cloud services providers in conjunction with AWS. AWS has Trusted Advisor and Microsoft has Azure Advisor, but only CloudCheckr is the “Independent Advisor.”
Multi-Account To see details on multiple accounts, AWS console requires that you log in separately and aggregate information manually.	CloudCheckr provides Multi-Account Views (MAVs), which group information together for the purpose of cross-account cost, security, inventory, compliance, and utilization reporting. MAVs make environment management much easier at scale.
Dashboards AWS offers a standard console without the ability to create custom dashboards or aggregate cross-account (or multi-cloud) data points for quick reference.	<p>CloudCheckr gives users the ability to create custom dashboards with many pre-built informational panes (e.g. Best Practice Trends, Cost Savings, Total CPU Utilization, Month-to-Date Spend). These panes can be configured to report on individual accounts or across a MAV, to give quick and easy insights into multiple aspects of a deployment in one place.</p> <p>The Dashboard owner can grant permission access to any other user in the same account, allowing for management visibility into day-to-day operations.</p>



Custom Permissions

AWS Console has no permission controls to enable you to create different levels of end-user access.

CloudCheckr's end-user permissions are extremely granular, down to single reports and features within the platform. Reports can be individually permissioned out to end-users, which allows you to create customized solutions for your stakeholders or customers.

Whitelabeling

AWS Console cannot be whitelabeled or otherwise customized for end-user access.

CloudCheckr can be fully whitelabeled to drive brand recognition and loyalty. Our whitelabeling options include personalization of the interface as well as a custom URL and alert email addresses.

Custom Pricing

Within AWS Console, customers or stakeholders have full access to raw blended and unblended cost information and are able to flag any invoiced amounts that differ from what AWS reports.

Using CloudCheckr, the customer or stakeholder sees only the up-to-date cost information that you make available to them; this gives you the ability to configure custom costs, and full control over whether blended and unblended costs are visible in reports.

Cost and Billing Management



Best Practice Checks

AWS Trusted Advisor includes a few checks related to cost optimization opportunities.

CloudCheckr automatically makes cost optimization recommendations for 200+ Cost & Usage Best Practice Checks on a daily basis to help you decrease needless spending.



Alerts

AWS Budgets provides alerts based off of an absolute budget or usage quantity.

CloudCheckr provides flexible budget alerting, allowing users to configure alerts for a single account—or across multiple accounts—that are filterable by a number of parameters including account, service, and tag. CloudCheckr budget alerts can help detect spend anomalies as a relative percentage of prior spend.

CloudCheckr also provides pre-built utilization alerts to help you stay on top of the number of EC2 instances, resource utilization, RI utilization, Direct Connect, S3 storage usage and availability, and total S3 objects stored.

Historical Reporting

AWS Cost Explorer stores up to 13 months of historical data.

CloudCheckr stores up to seven years of historical data.

Custom Reports

AWS Cost Explorer provides detailed charts and reports that can group and filter costs by various parameters including region, service, usage type, operation, tag, and more.

CloudCheckr additionally allows users to create reports based on multiple cost groupings, to produce itemized, tabular format reports akin to pivot tables.

Reserved Instances

AWS provides reserved purchase recommendations based off of 7, 30, or 60 days of historical data.

CloudCheckr provides reserved purchase recommendations based off of 30, 60, 90, or 180 days of historical data. The platform also gives detailed comparisons of the various RI purchasing options for individual instances in your environments.

CloudCheckr additionally provides alerts that notify users of important events related to the purchase and management of reserved capacity, including: when a purchase is executed, when a purchase fails, when the price of an RI drops, when an RI is being underutilized, and when an RI is set to expire.



Tag Management

AWS Console allows you to apply cost allocation tags to associate groups of resources with different cost centers. Some costs are untaggable in AWS Console, such as data transfer and CloudWatch.

CloudCheckr aggregates all tag-related information. You can perform cross-account searches for resources with a specific tag, or see all tags applied to a resource.

CloudCheckr allows users to specify tagging rules that apply to their environments, and scans for resources that are improperly tagged based on those rules. You can also configure alerts to fire whenever new tag values are detected.

CloudCheckr also provides Tag Mapping, which can help remediate a poorly tagged environment by creating consistent tag aliases where they may otherwise be inconsistent. Tag Mapping even allows users to tag costs in CloudCheckr that are untaggable in AWS.

Security, Inventory, and Compliance



Best Practice Checks

AWS offers seven Trusted Advisor checks for free and requires a paid subscription for around 60 more.

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

CloudCheckr automatically makes environment optimization recommendations for 300+ Security & Availability Best Practice Checks to help you address security vulnerabilities and perform gap analyses. All AWS Trusted Advisor checks are fully integrated into the CloudCheckr Best Practices dashboard. There is no charge per Best Practice Check or per account.

Change Monitoring

AWS Console doesn't offer any pre-built reports that highlight changes made to a deployment or across multiple deployments. Users need to reference complex log streams including AWS CloudTrails, CloudWatch logs, VPC Flow Logs, and AWS Config data in order to identify changes to their environments.

CloudCheckr gives you full pre-built change logs across one or multiple accounts to highlight all important details on who made changes, what was changed, and when and where the changes were made.



Consolidated Inventory

AWS Console does not allow users to easily view cross-account inventory of resources.

CloudCheckr enables users to see consolidated inventory across any number of accounts using Multi-Account Views (MAVs).

Compliance

AWS Inspector is a security assessment service for EC2 instances and the applications running on those instances. Inspector can assess for Common Vulnerabilities and Exposures, CIS benchmarks, Security Best Practices, and more.

Inspector uses an agent deployed on the EC2 Instances running the applications you want to assess. Inspector is priced per instance, per month.

CloudCheckr does not provide application-level monitoring. However, our Total Compliance module presents both a point-in-time score and trend analysis for over 35 legal standards, compliance frameworks, and industry regulations. These include CIS Benchmarks, IRS 1075, NIST frameworks, PCI DSS, HIPAA, FedRAMP, AICPA GAPP, NERC standards, NSA MNT and Top 10, FFIEC, and a number of international regulations including Saudi AMA, Australian Top 35 and Essential 8, and ISO 28002-2013, among others.

CloudCheckr does not charge per instance for Total Compliance, and is fully agentless.

Intrusion Detection

AWS GuardDuty performs detection of intrusions and attempted hacks.

CloudCheckr can be used in conjunction with GuardDuty to help users avoid intrusion altogether. CloudCheckr ensures adoption of industry-standard and government-mandated security frameworks, such as CIS Benchmarks, NIST 800-53, PCI, HIPAA, and FedRAMP, and others.

Access Control

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

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

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

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



Utilization Insights

AWS Console provides idle instance identification; AWS defines Idle as a maximum of 1% CPU and Underutilized as anything between 1% and 40%, based off of 14 days of historical data. These parameters are not user-configurable.

CloudCheckr provides detailed heatmaps for Elastic Load Balancing (ELB) and CPU, on both a relative and absolute basis, for EC2, RDS, ElastiCache, DynamoDB and Redshift. These reports can additionally be filtered by tags to help you identify usage trends associated with different groups of resources. With CloudCheckr, you have complete control over what percentage CPU counts as Idle or Underutilized. You can also specify the historical data range from 1 to 30 days or more.

Automation



Optimization

AWS requires self-service scripting through AWS Lambda to automate workflows.

AWS provides right sizing recommendations for instances that are underutilized and should be downsized; however, recommendations must be implemented manually.

CloudCheckr provides right sizing recommendations within and across instance families, for both underutilized and overutilized instances. Users can automate right sizing decisions from within the CloudCheckr interface.

The platform also provides configurable automation to shut down underutilized EC2 instances and cleanup unused snapshots, volumes, and security groups.

Remediation

AWS requires self-service scripting through AWS Lambda to automate workflows.

CloudCheckr has more than 50 Best Practice Checks that include "Fix Now" automated remediation workflows. CloudCheckr also provides a configurable automation task that helps revoke dangerous S3 bucket permissions.

For more customized workflows, CloudCheckr's CloudTrail alerts can be set to initiate AWS Lambda functions when triggered.



Administration

AWS requires self-service scripting through AWS Lambda to automate workflows. AWS does not provide a solution for internal billing and invoicing.

CloudCheckr provides configurable automation to start and stop instances on a set schedule, to ensure that resources are not running when they are not being used. CloudCheckr also gives users the ability to automatically propagate EC2 tags to associated volumes, to ensure full cost visibility and consistent tagging.

Additionally, CloudCheckr can automate the entirety of the billing and invoicing process, making chargebacks or customer invoicing simple at scale.

USE CLOUDCHECKR TO UNLOCK THE FULL POTENTIAL OF YOUR AWS DEPLOYMENT

While AWS provides effective foundational tools and capabilities, only CloudCheckr offers a cloud management platform that can fully secure, manage, and govern your cloud deployments. When used together, CloudCheckr and AWS native tools can power even the most complex of cloud portfolios. Schedule a free demo today to learn how CloudCheckr provides total visibility across your environment and drives immediate return on investment for your finance, security, devops, and IT teams!

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

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