



# BUILDING AND SCALING A CLOUD BUSINESS

Achieving and growing profitability in the cloud market

Managed Service Providers (MSPs), Cloud Solution Providers (CSPs) and other resellers have to constantly manage their cloud businesses while scaling their organizations and growing profits. CloudCheckr is purpose-built to excel at all of these goals. In fact, more than 150 AWS authorized resellers and nearly 40% of all AWS Premier Consulting Partners rely on CloudCheckr's next-generation Cloud Management Platform (CMP) to grow their cloud practices, simplify business operations and increase profitability.

More than 150 MSPs, CSPs and resellers, including 40% of AWS Premier Consulting Partners, use and trust CloudCheckr

## Grow Your Cloud Practice

Growing a cloud practice requires efficiency. Margins are thin and competition is fierce. Service providers need to quickly differentiate themselves and add value to their prospective and existing customers. CloudCheckr delivers value to these users by providing automated scanning, reporting, and alerting. The scans, alerts, and automated actions include 500+ best practice checks, activity and configuration monitoring, cost and spend analysis and optimization, and inventory and change management reporting. The dozens of pre-packaged and customized reports enable service providers to deliver insightful pre-sales gap analysis to prospects and win the business. The added automation features enable efficient and comprehensive cost management and security service delivery to existing customers.

## Simplify Business Operations

Business operations present another key focus area because, with tens or hundreds of individual accounts, service providers face challenges around accurately billing and invoicing their customers. Billing records are immense and complex. The cost of using staff to manually reconcile blended and unblended bills quickly exceeds the margins associated with the resale.



**ENHANCED PROFITABILITY: Cloud Resellers, MSPs and CSPs are able to use CloudCheckr's programmatic bill re-rating, custom charges, and discount allocation to increase resale margins by over 200%.**

CloudCheckr simplifies and streamlines the entire billing and invoicing process. By automatically ingesting and allocating the native bill file, CloudCheckr eliminates manual cost allocation. CloudCheckr provides an extensive toolset that allows service providers to create custom charges, custom invoices, and even schedule distribution. Similarly, CloudCheckr makes it easy to track profitability and determine ROI down to the specific customer engagement. With white-labeling capabilities to ensure a consistent customer experience, and key automated tasks, CloudCheckr makes it easy for MSPs, CSPs and other resellers to focus on their businesses while eliminating the burden of managing the cost optimization and billing processes.

## Increase Profitability

CloudCheckr enables service providers to significantly increase their profit margins. The CloudCheckr platform, for example, programmatically re-rates the monthly bill, captures volume discounts, assigns and suppresses credits. It automatically analyzes billing and usage data to find cost-saving opportunities to reduce waste. CloudCheckr provides instance usage recommendations and also provides the tools for service providers to programmatically capture the profits from reserved purchases – no manual spreadsheets or adjustments are required. Custom price books further increase the ability to capitalize and profit. With reports like the partner monthly summary, list cost analysis, and savings analysis, it is easy for service providers to see and capture all of their profit opportunities.



**BILLING ADMINISTRATION: MSPs, CSPs and other resellers report that for a reseller with 25+ customers, CloudCheckr Partner Tools reduce invoicing processing time from 6.5 days to under 12 hours, on average.**

## CloudCheckr for Service Providers

By providing three critical benefits - scalable and automated service delivery, simplified invoicing and billing, and automated profit margin enhancement - CloudCheckr enables service providers to start, build and scale their cloud services business. With CloudCheckr, MSPs, CSPs and other resellers can also add profitable, value-added services including automated asset inventory tracking for comprehensive visibility, cloud security monitoring & compliance, resource usage optimization, and self-healing cloud automation. CloudCheckr makes it possible for service providers to focus on adding value for their customers and provides a suite of solutions in one unified platform. Get started today and learn how CloudCheckr provides a roadmap for new and existing cloud resellers, MSPs and CSPs to achieve similar results.

Learn more at [www.cloudcheckr.com](http://www.cloudcheckr.com).



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