

CloudCheckr

How to Build a Successful Cloud Services Business

Real Results from CloudCheckr Business Partners

Content

Introduction	3
Cost Optimization & Allocation	4
Security & Compliance	6
Service Enablement	8
Growth for Customers	10
Operational Maturity for MSPs	12
Discover CloudCheckr	14
Meet the Featured MSPs	15
Learn More	17

Introduction

As a managed service provider (MSP) selling cloud services, you face multiple simultaneous challenges. On the one hand, you need to attract new clients while finding ways to keep existing customers loyal. On the other, you need to find ways to differentiate your business from your competitors all while meeting the emerging needs of customers at every step of their cloud journey.



How do you ensure customer-centric service delivery while driving growth and staking out a competitive position?

CloudCheckr is uniquely positioned to help MSPs achieve their operational objectives while growing their business and market share. Service providers that partner with CloudCheckr see faster growth, increased profit margins, and greater service enablement, all while optimizing cost, security, and resources and gaining visibility into their cloud environments.



Learn more about what we do for our business partners, what they do for their customers, and the next steps you need to take in your cloud management practice.

Cost Optimization & Allocation



How can you help customers save money on their cloud bills and ensure that you don't absorb the costs of doing business?

MSPs using CloudCheckr CMx take advantage of the platform's cost optimization tools and at the same time can find ways to reduce expenses and increase margins. CloudCheckr brings insights into cloud costs with a variety of reports and features. With list cost translation and committed usage recommendations in CloudCheckr CMx, you can price with precision.

Traditionally, cloud costs can be difficult to calculate when taking volume discounts and credits into account. This often results in service providers absorbing additional costs and potentially undercharging customers. Automation tools in CloudCheckr CMx help MSPs streamline their billing process, reducing the time spent invoicing from weeks to mere hours on average.



With CloudCheckr, customers see:

30%

Average Cloud Savings

77%

Reduction of Invoice Processing Time

PTP saved a customer over 25% month-over-month with Reserved Instance recommendations from CloudCheckr



In one month, we saw a 25.4% cost reduction in terms of month A to month B spend. With an ever-changing and growing cloud environment, we continue to do things like put Reserved Instances in play based on the recommendations from CloudCheckr.”

Gary Derheim

Vice President of Managed Services, PTP

SmileShark reduced one customer’s AWS bill by \$200k with cost optimization in CloudCheckr CMx



SmileShark has a lot of accounts to optimize. We’re checking through Cost Savings, and it’s way faster [than native tools]. I really like to use the Cost Savings report in CloudCheckr CMx to check their idle resources.”

Moowon Kim

Global Business Development Manager, SmileShark

CloudCheckr helped JHC Technology increase margins by 20% and expedite billing



Before CloudCheckr, we might have spent upwards of two weeks breaking down the customers’ Detailed Billing Reports and reflecting costs back in an accurate way. Our account structure is much more streamlined now, integrating credits and custom charges, to ensure customers are charged accurately and we see better margins. These days the whole process takes us around a day or two, which is a dramatic difference.”

Mike Atkinson

Senior Cloud Engineer, JHC Technology (an Effectual Company)

Security & Compliance

Customers may have apprehensions about the cloud when it comes to security and compliance. As their service provider, you can help them understand what's going on in their cloud at all times by providing security monitoring, compliance checks, and other standards to align their cloud architecture with industry best practices.

CloudCheckr CMx includes hundreds of best practice checks for security and compliance. You and your customers always know where you stand with tools to monitor security events and find and fix vulnerabilities if they arise. Additionally, CloudCheckr CMx benchmarks your cloud environment against 35 major regulatory standards to ensure compliance.

CloudCheckr also offers add-ons for MSPs with rigorous compliance requirements: CloudCheckr CMx High Security, an advanced data security configuration, and CloudCheckr CMx Federal, the first and only cloud management platform to achieve FedRAMP Ready status.

35 major regulatory compliance standards

600+ best practice checks

80% faster compliance audit prep time

CloudCheckr simplifies security for clients in the highly regulated healthcare industry

“ Our organization is safer from security vulnerabilities, threats, and risks. CloudCheckr brings the most important information forward and displays what I need to know first. I prioritize what to fix, what to check, and then I have custom alarms set that help me sleep easier at night knowing the cloud environment is secure.”

Carla Raisler

Information Privacy and Security Officer, HealthTech Solutions

Partnering with CloudCheckr ensures compliance with ease

“ CloudCheckr is not just helping us meet the required needs of our customers but helping us stay ahead so that as we acquire new customers, they’re walking into an infrastructure that is already set and ready for us to conduct business... Our partnership with CloudCheckr and AWS allow us to not only ensure compliance; it allows us to do it with ease and ongoing verification.”

David Pulaski

Co-founder and CEO, CloudChomp

Service Enablement

Customers may have apprehensions about the cloud when it comes to security and compliance. As their service provider, you can help them understand what's going on in their cloud at all times by providing security monitoring, compliance checks, and other standards to align their cloud architecture with industry best practices.

CloudCheckr CMx includes hundreds of best practice checks for security and compliance. You and your customers always know where you stand with tools to monitor security events and find and fix vulnerabilities if they arise. Additionally, CloudCheckr CMx benchmarks your cloud environment against 35 major regulatory standards to ensure compliance.

CloudCheckr also offers add-ons for MSPs with rigorous compliance requirements: CloudCheckr CMx High Security, an advanced data security configuration, and CloudCheckr CMx Federal, the first and only cloud management platform to achieve FedRAMP Ready status.

63

Checks for Operational Excellence

306

Checks for Security

85

Checks for Reliability

44

Checks for Performance Efficiency

86

Checks for Cost Optimization



CloudCheckr helps DevOps, Engineering, and Product teams reduce time spent tracking budgets by 75% and decrease unexpected overages by 55%

Eplexity streamlines operations through automation

“ We have baked in a number of automations to deliver CloudCheckr as part of our DevOps services to clients. These include the automated provisioning of customer CloudCheckr accounts, Well-Architected Best Practice scanning, and automated tagging for billing and budgeting at the application, cost center, and account levels.”

Chris Egloff

Resident Architect, Eplexity

PTP shows clients a new perspective on performance through comparative metrics in CloudCheckr's API

“ We're seeing continued improvement with functionality and the ability for our DevOps team to leverage the CloudCheckr API. We can connect it to our portal and begin to automate some of the work that we're doing, which means that for a lower cost I can deliver more value back to customers like Voyager [Therapeutics]. That's a win for us and I think a win for the customer.”

Gary Derheim

Vice President of Managed Services, PTP

Benchmarking customer cloud journeys with the Well-Architected Review

“ The robust system within CloudCheckr helps hit on different areas related to the Well-Architected Review. We can take that tool and plug it into the environment very quickly. It's just a 30-minute conversation with the customer to enable features, walking them through the platform, and asking them to let us digest that information for the next 30 days. We deploy CloudCheckr and then are able to look at the data from multiple angles from a Well-Architected Framework to demonstrate where customers currently are and then have that conversation around where they want to be.”

Shiley Johnson

Director of Operations, Eplexity

Growth for Customers

Your customers will have questions about their digital transformation. Therefore, you need the right data to demonstrate the value you bring to every step of their cloud journey.

CloudCheckr CMx offers a wide variety of reports, customizable dashboards, and more to show exactly how you're optimizing the customer's cloud. You have the option in CloudCheckr CMx to pull the data into your own reports or give your customers access to the information directly. You can also provide your customers with cloud insights with our white-labeled solution or connect CloudCheckr CMx to your own web portal through our API integration to deliver a seamless customer experience.



What MSP customers have to say about CloudCheckr

“What AWS, PTP, and CloudCheckr allow us to do is that we scale up what we do. The needs of the life sciences industry are quite specific at times. In that case, having PTP translate and leverage the metrics from CloudCheckr and explain it to us is really important... CloudCheckr allows me to monitor AWS and know how much we spend directly, so I can focus my attention somewhere else.”

Yohann Potier

Director of Data Science & Informatics, Voyager Therapeutics

White labeling the CloudCheckr platform for a complete view of company-wide cloud spend

“We see these kinds of things on a daily basis when we talk to customers. We demo the product and they are basically shocked and say, ‘How did you guys do this?’ You feel like a magician.”

Corne Du Preez

Technical Solution Professional for Cloud Infrastructure, Altron Karabina

Operational Maturity for MSPs

MSPs need to see progress with every aspect of their business. CloudCheckr is here to support our business partners' growth, from prospecting to closing the deal. CloudCheckr provides go-to-market and sales resources to help you every step of the buyer's journey. Partners also use the CloudCheckr CMx platform as a pre-sales tool to show prospects what cloud managed services can bring to their operations.



50% faster business growth

300% increase in cloud resale margins

700% return on investment

How JHC Technology grew margins by 20% with CloudCheckr

“We’ve seen our margins grow by almost 20% since leveraging the CloudCheckr platform in our reseller business. Without it, we were seeing our partner and consolidated billing discounts slip away to customers, or back to AWS. I honestly have no idea how we could operate at scale without CloudCheckr.”

Mike Atkinson

Senior Cloud Engineer, JHC Technology (an Effectual Company)

CloudCheckr powers a robust cost optimization program

“Since we adopted CloudCheckr, our AWS cost optimization program really took off. We were able to deliver a lot of value for the customers within the program. That program grew at triple-digit rates for five years in a row and is still growing at that rate, and it’s become the core of our practice. It’s what drives all of our business growth. Most of our customers are introduced to us because they know about us for our cost optimization and we extend that relationship to other services. We really have CloudCheckr to thank for powering that whole program.”

Doug Heestand

Co-founder, Privo (a Navisite Company)

Getting a foot in the door with customers with cloud consultations

“In addition to managed services, we’re using CloudCheckr equally as a pre-sales effort to demonstrate ahead of time what a potential roadmap might look like either in terms of improving security posture or bringing in some additional cost-saving opportunities.”

Shiley Johnson

Director of Operations, Eplexity

Discover CloudCheckr

CloudCheckr CMx delivers total visibility into public cloud infrastructure for MSPs and their customers.

MSPs get a clear understanding of what services are in use, how they're being consumed, and ways that they can optimize their cloud.

With CloudCheckr CMx, you can:

- Visualize, optimize, and allocate costs
- Track inventory and assets and view resource metrics
- Create and share customizable data visualizations with customers



Discover what CloudCheckr can do for your business and your customers. Learn more at [CloudCheckr.com](https://www.cloudcheckr.com).

Cloud Visibility for MSPs and Their Customers

"I chose CloudCheckr because of the sheer level of transparency. Right up front, you're given a list of things that you can do to modify or optimize your cloud infrastructure for considerable cost savings."

Rick Garee
DevOps Manager, Devada



"It's so easy to get the information I need aggregated and displayed, so I can quickly make decisions that save time and money. AWS has so much information going back and forth, and CloudCheckr helps immensely."

Carla Raisler
Information Privacy and Security Officer, HealthTech Solutions



"CloudCheckr CMx finds opportunities for cost optimization and includes robust features for billing and security best practices that we can bring to our customers."

Eric Ransden
Director of Account Services and Partner, PTP



Meet the Featured MSPs

CloudCheckr provides total visibility into AWS, Azure, and Google Cloud environments for MSPs across the globe, serving businesses of all sizes in a variety of industries.



Altron Karabina — Johannesburg, South Africa: Altron Karabina builds their brand and long-term customer relationships by deploying a white-labeled CloudCheckr solution, which enables them to optimize customers' Microsoft Azure costs, security, and compliance.

[Read more about Altron Karabina](#)



CloudChomp — Houston, Texas: For organizations in highly regulated industries, CloudChomp uses CloudCheckr to ensure that customers' cloud environments are secure, compliant, and meet the standards of the AWS Well-Architected Review.

[Read more about CloudChomp](#)



Devada — Triangle, North Carolina: Devada empowers developers around the world through their cloud-based communities. Within their first three months of using CloudCheckr, they saved \$4,000 and built operational maturity around their automation and DevOps practices.

[Read more about Devada](#)



Eplexity — Denver, Colorado: Eplexity brings customers continuous monitoring for security and cloud expense management, saving them an average of 15% to 25% on their AWS bills, and helps them meet the requirements of the Well-Architected Review.

[Read more about Eplexity](#)

Meet the Featured MSPs



HealthTech Solutions — Frankfort, Kentucky: HealthTech Solutions addresses the challenges of cloud adoption by providing cloud management for clinics, hospitals, and federal contracts of all sizes.

[Read more about HealthTech Solutions](#)



JHC Technology, an Effectual Company — Jersey City, New Jersey: This highly technical service provider streamlines cloud usage for complex industries, bringing cost optimization, visibility, and automation to their cloud journeys.

[Read more about JHC Technology, an Effectual Company](#)



Privo, a Navisite Company — Andover, Massachusetts: A modern managed service provider accelerating digital transformation, Privo (now a Navisite company) brings customers savings through their cost optimization program using tools from CloudCheckr.

[Watch the testimonial on our homepage](#)



PTP — Norwood, Massachusetts: Specializing in cloud services for the biotech industry, Pinnacle Technology Partners (PTP) helps customers like Voyager Therapeutics deliver life-changing therapies without having to worry about what's happening in their cloud environment.

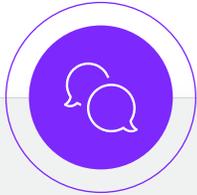
[Read more about PTP & Voyager Therapeutics](#)



SmileShark — Seoul, South Korea: Serving customers with highly variable AWS usage, including mobile gaming companies, SmileShark optimizes cloud costs and helps further their customers' cloud journeys.

[Read more about SmileShark](#)

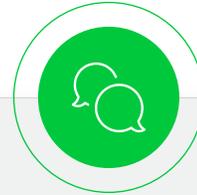
Learn More



We're Here to Help You Grow Your Business

From amplifying margins to managing robust cloud architectures, we're here to help you take your service offerings to the next level.

For more MSP resources, including eBooks, blog posts, webinars, and more, [visit the CloudCheckr website.](#)



See CloudCheckr CMx in Action

CloudCheckr enables you to bring new services to market, increase customer loyalty, and grow your cloud practice.

[Schedule a demo](#) to learn how you can get started with CloudCheckr.

CloudCheckr

About CloudCheckr

CloudCheckr gives organizations control of their cloud. The CloudCheckr CMx platform proactively analyzes cloud infrastructure to provide visibility and intelligence to better manage costs, make infrastructure more secure and in compliance, and optimize resources in use. Thousands of enterprises, public sector organizations and managed service providers rely on CloudCheckr to help manage and govern \$4 billion in annualized spend for their complex cloud environments. For more information, visit [CloudCheckr.com](https://www.cloudcheckr.com), connect with CloudCheckr on [LinkedIn](#), or explore the [CloudCheckr Resource Center](#).