



eBook

36 managed cloud services you can bring to market today

How to differentiate and grow your
business with cloud management





Table of contents

- 03 Introduction
 - 04 Cost and resource optimization services
 - 07 Cost allocation services
 - 09 Security and compliance services
 - 12 Bringing efficiency, clarity and governance to your customers
 - 14 Enhance services with CloudCheckr, now part of Spot by NetApp
- 



Introduction

Organizations of all shapes and sizes are rapidly migrating to the cloud. And they increasingly recognize that, in order to make this transition quickly and efficiently, they often need external expertise, services, and tools.

This creates a perfect market opportunity for managed service providers (MSPs), right?

Yes, but only if MSPs can effectively position themselves against others and effectively deliver the value they promise.

It all starts with having the right cloud services capabilities and packaging them optimally so that you can meet each and every customer where they are.

To get started, you can use this list of 36 services — across cost and resource optimization, cost allocation, and security and compliance — to uplevel your cloud practice. These services can drive toplevel revenue, increase profit margins, and improve customer satisfaction for managed service providers around the globe.

Check out the list to see which ones might be a fit for your business. Then learn about how successful MSPs are integrating their expertise and service delivery with a comprehensive cloud management platform to improve operations and client engagements.

Cost and resource optimization services

Manage costs and optimize resources to drive continued cloud innovation for customers.

When it comes to cloud management, cost is king. MSPs with high-quality cost optimization services bring their customers advantages that help them:



Stay on budget

The vast majority of cloud customers exceed their budget without realizing it. Your cloud cost optimization services can help them stay aware of their cloud costs across all levels of their organizations at all times — not just at the end of the month when the bill arrives.



Predict cloud spend

Using predictive analytics in cloud management tools, you can generate actionable recommendations for customers based on their organizations' current and historical cloud spend and use automation to optimize their cloud utilization.



Follow best practices around cost and utilization across the enterprise

Auditing and optimization capabilities can help you build and maintain Well-Architected cloud environments for your customers.

Cloud architecting

Build a Well-Architected cloud environment so that your customers adhere to industry best practices.

- **Previous generation resource migration**
Recommend upsizing and downsizing of instances using CPU and memory metrics.
- **Region optimization**
Review geographic distribution of resources to assess region, latency, and egress charges for region optimization
- **PaaS migration**
Review cost of moving to PaaS Database Platforms, such as RDS.

Resource management

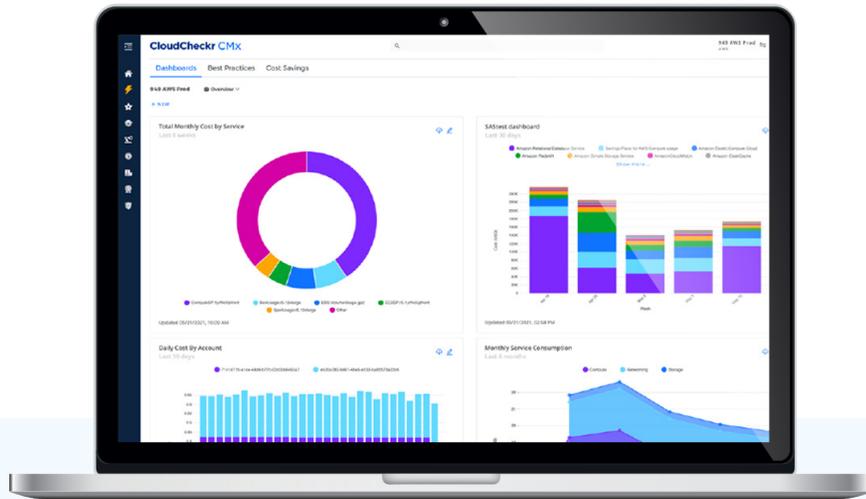
Scale and optimize customers' cloud costs for instances, storage types, and other cloud resources to drive effective utilization.

- **Right sizing**
Recommend upsizing and downsizing of instances using CPU and memory metrics.
- **Storage lifecycle**
Review cost savings associated with moving S3, EBS, and other data types to more cost-effective storage tiers.
- **Idle, unused, and orphaned resource management**
Detect and consolidate idle, unused, and orphaned computing resources, optimize overall utilization, and clean up volumes and snapshots.

Reserved instance and savings plan optimization

Predict customer cloud usage and build strategies that take advantage of Reserved Instance (RI) purchases and Savings Plan discounts.

- **Reserved instance adherence governance**
Prevent loss of RI discounts due to unused or unallocated RIs.
- **Reserved instance amortization**
Amortize RIs to allocate upfront costs and review burndown of reserved purchases over time.
- **Reserved instance pinning**
Reallocate RI benefits to different functions to optimize budgets and align spending with customers' goals.
- **Reserved instance purchase strategy**
Save significantly via one- or three-year commitments for cloud services and review purchase recommendations based on up to six months of historical usage.
- **Savings plan analysis**
Optimize use of AWS Savings Plans and avoid waste.



Automation

Use automation to scale and optimize resources and drive efficiency across cloud environments.

- **Automated instance optimization**
Automatically downscale and upscale instances based on business needs to perform dynamic right sizing at the click of a button.
- **Automated termination of idle resources**
Automate the termination of idle instances based on custom parameters.
- **Automatic instance start/stop**
Script the automated start and stop of instances during non-business hours.

Auditing

Determine available resources and analyze spending trends to help customers predict costs and utilization.

- **Resource sprawl audit**
Minimize cloud sprawl by understanding and visualizing the entire cloud inventory.
- **Financial analysis**
Analyze month-to-date spending trends by service and leverage historical spend information to predict future cloud bills.
- **Reserved instance audit**
Identify and analyze purchased RIs and understand which departments or users own them.

Cost allocation services

Drive accountability and transparency for billing, invoicing, and resource utilization across customers' internal departments.

For many customers — particularly those with complex organizations or complex cloud environments — just figuring out who or what is driving cloud spend is a major challenge. Not to mention, they must allocate those costs correctly.

Using a cloud management platform, you can break down cloud costs and help your customers:

Enable stakeholder visibility

Quickly generate cost reports to give customers a more meaningful level of detail and additional insight into their cloud bills.

Free up internal resources

Help customers reduce time spent performing manual billing and cost allocation tasks.

Easily track asset inventory

Develop tagging policies to determine accurate cloud cost allocation for enterprise clients.

Reporting and alerts

Report on costs and set alerts when spending limits are exceeded.

- **Cost allocation reports**

Build dynamic cost allocation reporting to export on a cadence — daily, weekly, or monthly.

- **Custom chargebacks**

Customize a resource chargeback strategy and create reports to invoice individual users or departments, and add custom charges, apply custom rates, and apply discounts and credits as desired.

- **Budget tracking**

Establish alerts based on percentage of a budget or dollar amount for specific resources and accounts and send via a number of integration methods.

Tagging

Build and implement tagging policies to better inventory and allocate customers' cloud assets.

- **Tagging audit**

Track tag inventory and asset allocation.

- **Tag consolidation**

Enforce consistent asset allocation enterprise-wide and address tagging discrepancies due to mergers and improper usage.

- **Tag adherence policy framework**

Ensure adoption of and compliance with enterprise asset allocation standards.

Security and compliance services

Leverage unified secure configuration reporting, activity monitoring, and resource alerts across customer accounts.

Ensuring a secure cloud environment that aligns to regulatory and stakeholder requirements is critical. With the right cloud management platform, you can address customers' security and compliance concerns and empower them to:



Mitigate business risks

Give customers clear insights into their cloud security posture and help them stay audit-ready at all times.



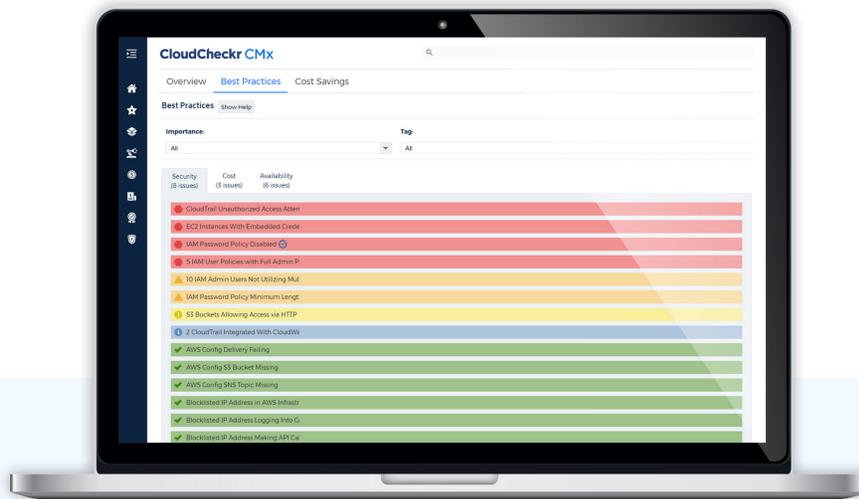
Streamline remediation processes

Provide fast service delivery and mitigation of security and configuration issues.



Adhere to comprehensive security and compliance frameworks

Drive governance and set granular policies and permissions for customers.



Access controls

Enhance customers' cloud governance through granular access policies and configurations all in one dashboard.

- **Access controls**
Adopt a Least Privileges and Role-Based Access Control permission policy for the entire cloud footprint.
- **Access control governance policy**
Establish alerts based on security events and resource misconfigurations and send via a number of integration methods.

Monitoring

Monitor activity and assess the customers' cloud perimeter with dynamic scans and automated alerts.

- **Security monitoring**
Find and detect issues — including misconfigurations, changes, and resources left public — with automated fixes.
- **Compliance monitoring**
Benchmark customers' cloud environment against major regulatory standards to help them stay audit-ready at all times.

Auditing and frameworks

Detect misconfigurations and vulnerabilities in customers' cloud environments to strengthen their infrastructure.

- **Cloud permissions audit**
Detect vulnerabilities and misconfigurations related to storage permissions and encryption at rest.
- **Network security audit**
Detect misconfigurations and retain records for up to seven years for audit purposes.
- **Security and compliance hardening**
Conform to industry-standard benchmarks and legal regulations with ongoing assessments.
- **Network security hardening**
Interactively visualize network permissions by port and IP address, analyze records of traffic flow anomalies, and establish virtual firewalls.
- **Custom security frameworks**
Create custom best practice checks to meet unique requirements.

Compliance

Ensure customers' cloud environments are audit-ready against major regulatory standards.

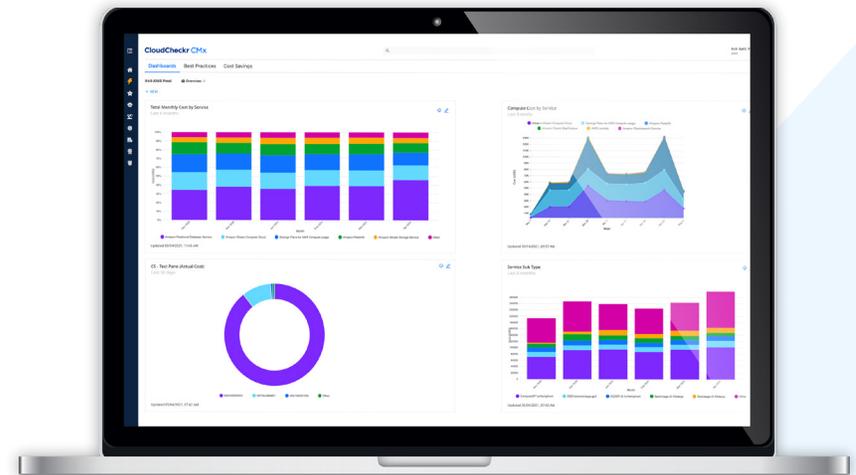
- **Enterprise compliance framework**
Create custom environment checks to measure customer's unique requirements.
- **Compliance audit**
Determine customer's overall compliance posture; score and track compliance against dozens of regulatory, legal, and compliance frameworks; and access up to seven years of compliance reports for audit purposes.
- **CIS benchmarking**
Score and track compliance with Level 1 and Level 2 of CIS Benchmarks.
- **Internal forensics**
Detect infrastructure changes and misconfigurations, including who performed them and when.

Bringing efficiency, clarity, and governance to your customers

Having a robust menu of service options for customers is only one part of the equation.

You need to position and package those services to capture and deliver value to customers. Now that you know what to offer your customers, it's time to think about how to bring those services to market.

If you're currently operating — or planning to operate — with a tiered pricing model, a cloud management platform can augment service offerings in both basic and premium tiers. If you're offering *à la carte* services, you can consider adding certain features as high-value add-ons alongside core cloud management capabilities.



Services

Here is an example of the basic, midlevel, and premium tiers you can build by bundling some or all of the above services:

	Bronze	Silver	Gold
Resource management			
Resource migration	✓	✓	✓
Resource optimization		✓	✓
Utilization, resource, and tagging audit and cleanup			✓
Cost optimization			
Detailed cost and billing data	✓	✓	✓
Reserved instance purchasing strategy		✓	✓
Automated instance scaling and termination			✓
Security and compliance			
Security and compliance monitoring	✓	✓	✓
Security and compliance audit		✓	✓
Custom security and compliance frameworks			✓

Enhance services with CloudCheckr, now part of Spot by NetApp

Ready to boost your cloud practices with new services? [CloudCheckr can help.](#)

A truly comprehensive cloud management platform can help you and build secure and compliant cloud environments for your customers. Cloud management tools can also help you streamline your services, take advantage of volume discounts, and simplify your billing, so that you're focused on the customer — not the complexities of operating in the cloud.

CloudCheckr, now part of Spot by NetApp, offers everything that you need to bring your managed services to market — including all of the services you see listed above. The CloudCheckr CMx platform proactively analyzes cloud infrastructure to provide customers with visibility, intelligence, and automation to better manage and reduce costs, make environments more secure and in compliance, and optimize resources in use.

The top MSPs use CloudCheckr CMx to:



Provide cost insights and recommendations

In CloudCheckr's 2021 Cloud Infrastructure Report, 94% of enterprises surveyed admitted that they have incurred unexpected public cloud costs. The CloudCheckr platform gives you and your customers the ability to predict and optimize cloud costs, with recommendations for cost savings and reallocation of resources.



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](#)



Speed up monthly billing cycles

MSPs and resellers with 25 or more customers use CloudCheckr Partner Tools to reduce their average monthly invoice processing time from 6.5 days to under 12 hours.



Everything we do with CloudCheckr in our cost optimization program is automated, even down to invoicing. So at the end of the month, instead of spending hours and hours generating invoices that are unique to every customer... it's all built into the tool.

— **Doug Heestand**
Co-founder, Privo



Manage cloud security and permissions

CloudCheckr's security Best Practice Checks help IT, security, and operations teams reduce time spent tracking and managing permissions by 90%.



One customer was spending a significant amount of time writing Lambda scripts to manage snapshots. The automation CloudCheckr provided around cleaning up security groups and snapshots reduced overhead, while allowing them to focus more on their actual environment and applications.

— **Mike Atkinson**
Senior Cloud Engineer,
[JHC Technology \(An Effectual Company\)](#)



Stay audit-ready

With benchmarks against more than 35 major regulatory standards, CloudCheckr's full history of compliance checks, configurations, resources, permissions, and costs reduce audit preparation time by 80%, according to users.



Over one-third of our business today is in strictly regulated industries. CloudCheckr gives us the ability to maintain compliance across all of those regulatory bodies through one expert tool.

— **David Pulaski**
Co-founder and CEO, CloudChomp



Engage prospects in the pre-sales stage

CloudCheckr CMx is a valuable presales tool during initial consultations. With a simple connection to the prospect's cloud environment, you can quickly analyze their data to illustrate tangible cost savings and security recommendations.



In addition to managed services, we're using CloudCheckr equally as a presales 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](#)



Build their brand

White-labeling replaces the CloudCheckr name and logo on reports and dashboards with your own. White-labeled vendor solutions provide a cohesive experience for your customers and keep your brand front and center in customers' minds as they take advantage of CloudCheckr's services.



We demo the product and [customers] 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](#)



Improve profit margins

CloudCheckr helps MSPs increase margins by as much as 300%, growing profits from just 3 to 7% to a full 20%.



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 \(an Effectual Company\)](#)

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](#).

Check out 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.



About Spot by NetApp

The Spot by NetApp portfolio enables cloud operations teams to deliver scalability, performance and security for cloud infrastructure and applications — at the lowest possible cost — through continuous automation and optimization combined with deep visibility and governance. From cloud-native startups to global enterprises and managed services providers, thousands of customers rely on Spot solutions to unlock the full value of the cloud.