

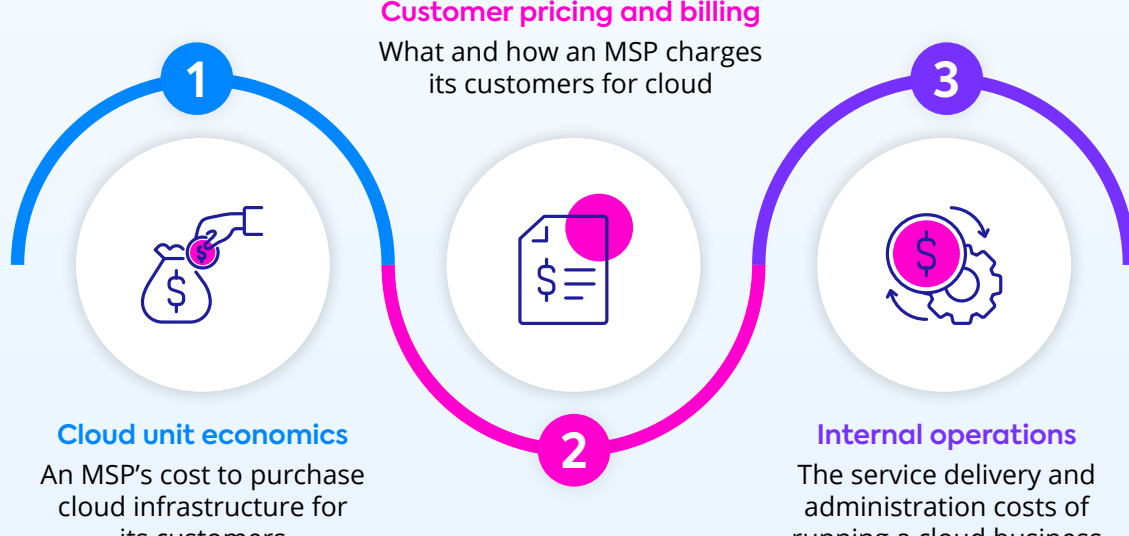
How to be an optimized cloud MSP

Three simple steps to a margin-rich cloud business

Discover how to power profitable cloud services

If you're a managed service provider (MSP), you know that to attract and retain customers in a crowded cloud marketplace, you must deliver cloud management and optimization services that stand out. But building a profitable business isn't without significant challenges.

To help MSPs be profitable, we've broken down the path to optimizing cloud services profitability across three key drivers:



Let's start by reviewing how you can improve your cloud unit costs.

Cloud unit economics

Death by a thousand cloud accounts



I'm scaling up my cloud needs and purchasing more resources as I add new customers but keeping my cloud bills under control is challenging.



Using the right strategies and practices, best-in-class MSPs generate up to **35%** profit margins from their cloud business.

Solution

Calculating and tracking cloud costs for dozens of customers can quickly get complicated without effective cost-monitoring tools.

That's why you should identify cloud solutions that enable you to:

- ✓ Aggregate and better manage spending across your entire customer portfolio
- ✓ Generate a better discount through consolidation
- ✓ Evaluate cloud spending and usage across your customer base

Cloud purchase commitment issues



When it comes to my customers' evolving cloud spending portfolio, I just don't have enough information to weigh commitment options.



Optimizing commitment purchases (Reserved Instances and sales plans) can boost margins by **up to 20%**.

Solution

There's a lot that goes into identifying and managing an evolving portfolio of commitments. It has never been easy—until now.

With visibility into customers' diverse cloud spending portfolios, you can identify the pricing approaches and commitment options that let you and your customers save time and minimize risk.



The right cloud management solution can enable you to:

- ✓ Identify, select, and apply the right mix of reserved instances and savings plans based on your customers' business needs
- ✓ Automatically analyze, recommend, and optimize maximum volume purchasing opportunities to improve cost savings
- ✓ Understand what savings have been achieved and how existing commitments are being used

The highly variable cost of doing business



I know customers don't like inconsistency. What they paid last month is what they want to pay this month. But my costs are highly variable. I've got so many cloud-related charges. Absorbing them is no good. Passing them on to my customers is no better. What's the solution?



Solution

Support, upfront charges, cloud tools—the cost of what you need can't always be passed to your customer. However, there are ways to reduce the cost of doing business.

As an MSP, you can use the right cloud management solution to:

- ✓ Amortize cloud costs that can be paid up front but need to be billed over time
- ✓ Implement pricing strategies that fairly charge customers for shared expenses

Learn how CloudChecker, now part of the Spot by NetApp portfolio, empowers you to take control of your cloud:

- >> [See how to develop an effective pricing and billing strategy](#)
- >> [Discover how to optimize internal operations](#)
- >> [Read the full white paper and learn how MSPs can own every cloud opportunity](#)

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