

Govern and optimize cloud at scale with CloudCheckr

Add presenter name and title here

CloudCheckr

Now part of **Spot** by NetApp

30%

Cloud savings

75%

Less time spent
tracking budgets

700%

Return of investment

Multi cloud support



Used by leading
organizations worldwide



FedRAMP

Experts in cloud

Government ISV Competency

Cloud Management Tools
ISV Competency

Microsoft Workloads
ISV Competency

Security ISV Competency

Available in multiple regions

North America

Europe

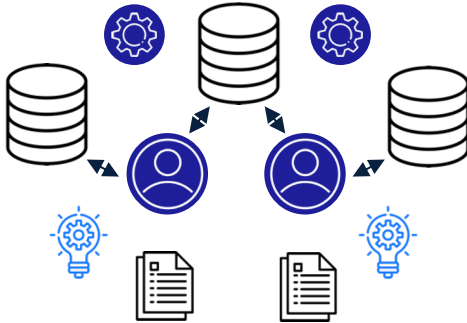
Australia

GovCloud

Organizations struggle to realize the full benefit of the cloud when their environment is complex

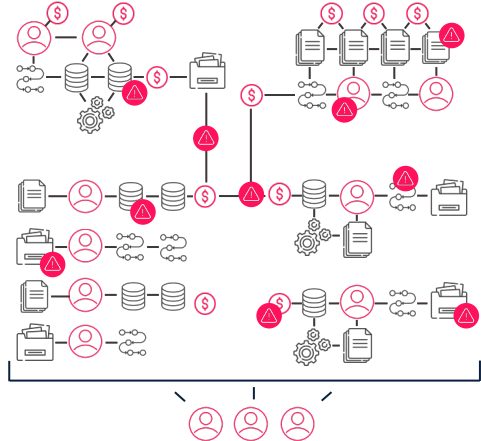
Manageable cloud

- Cost savings
- Healthy growth
- Digital innovation



Unmanageable cloud

- Budget overruns
- No governance
- Security risks



The need for cloud management opportunity is now

Moving to the cloud

57%

of organizations say they will
Execute workloads primarily in
public cloud environments
by 2023¹

Looking to improve

62%

Of organizations want to
optimize cost management in
2022²

Build a FinOps practice

Company's adoption
of FinOps³

- **10%** Mature practice
- **33%** Making progress
- **20%** Long way to go
- **12%** Haven't started yet
- **15%** Trying to manage costs without a process

1. Source: 451 Research, part of S&P Global Market Intelligence, Voice of the Enterprise: Cloud, Hosting and Managed Services, Workloads and Key Projects 2021
2. CloudCheckr 2022 Cloud Infrastructure Report
3. CloudCheckr 2022 Cloud Infrastructure Report

Introducing the CloudCheckr cloud management platform

Cloud Visibility

Understand what services and assets are in use and how they are driving costs and consumption

Cost Optimization

Continually optimize cloud spend - by 30% or more - by acting on trends and purchase recommendations

Resource Utilization

Track changes to resources and identify opportunities to improve utilization, performance, and eliminate waste

Security & Compliance

Reduce risk by ensuring infrastructure is securely configured and in compliance

Cost Allocation & Chargeback / Showback

Automatically and precisely allocate cloud consumption to the relevant cost centers

FinOps & DevOps

Gain the tooling, analytics and best practices to build and support FinOps and DevOps

Driving CloudOps with Spot by NetApp

Visibility

- Get deep visibility of cloud spend and resources to drive and align business and cloud strategy for the organization
- Easily analyze and allocate cloud consumption by business unit, projects, teams and services

Optimization

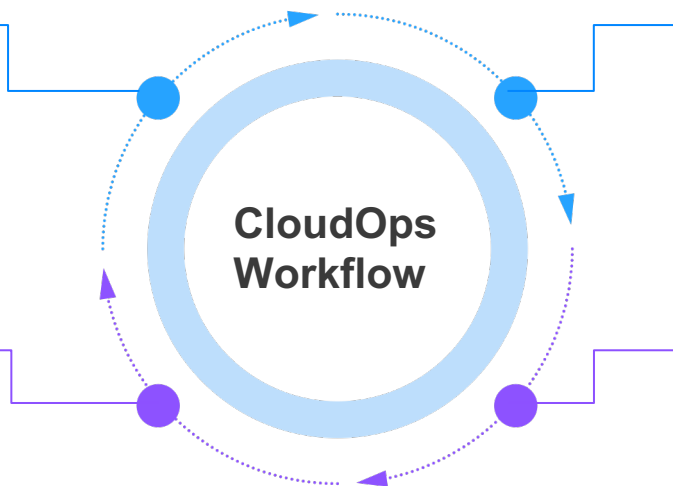
- Optimize cloud purchasing with operational efficiencies through intelligent strategies to save up to 70% on cloud costs
- Operate a resource portfolio at optimal efficiency and performance through intelligent traffic routing, right sizing and bin packing

Governance

- Govern spend and uptime SLAs based on customizable policies
- Prioritize insights and get recommendations to pursue most critical cost, security and resource improvement opportunities

Automation

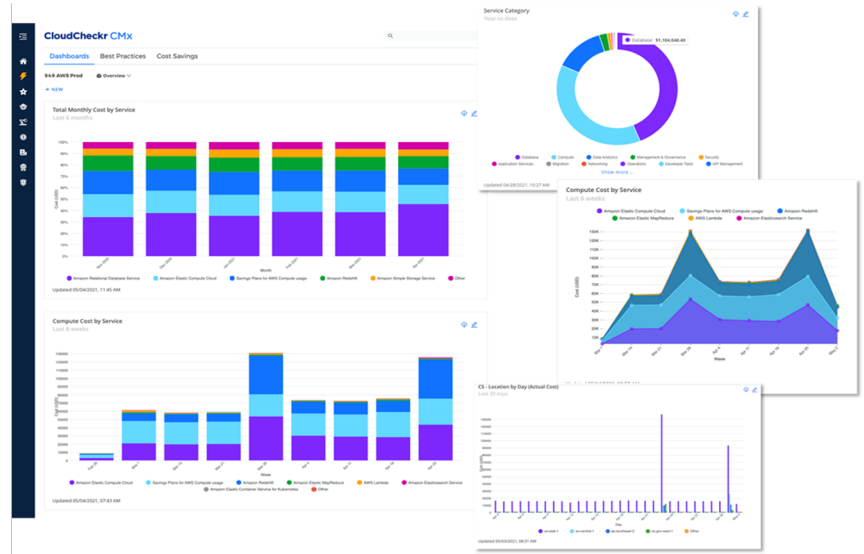
- Auto-scale infrastructure for workloads and containers to lower the complexity, risk and cost of managing them on your own
- Remediate identified utilization inefficiencies and security risks through automated actions



Get unparalleled cloud visibility

Fast time-to-insight with flexible visualizations

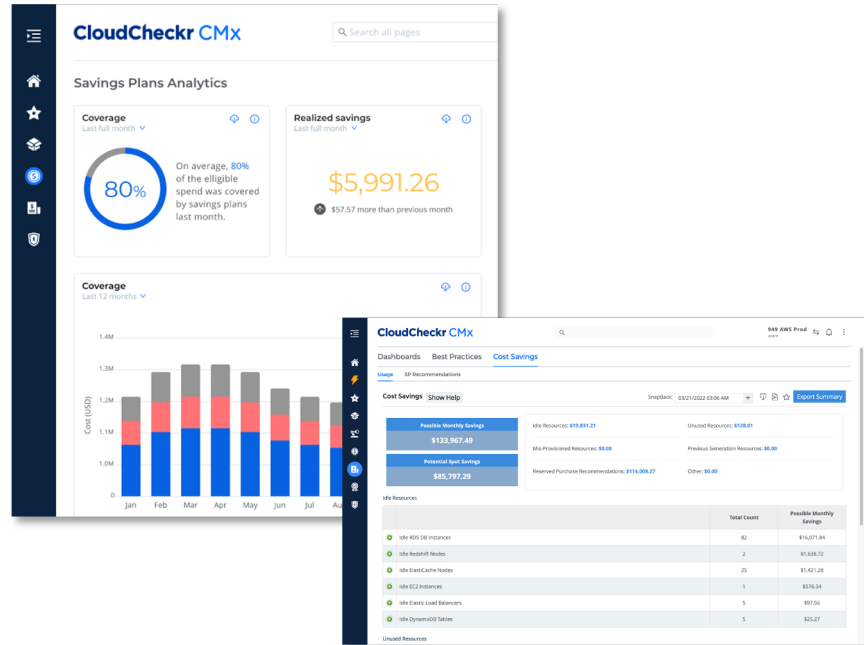
- Get deep visibility into current and historical cloud spend, presented for the various pricing models
- Analyze long-term utilization trends
- Slice and dice, filter, and refine data by many pre-defined and custom-defined parameters
- Easily consume data through interactive dashboards and detailed customizable reports
- Share visualizations and data to understand and assess performance and identify opportunities



Optimize and manage cloud spend

Identify 20-30% savings

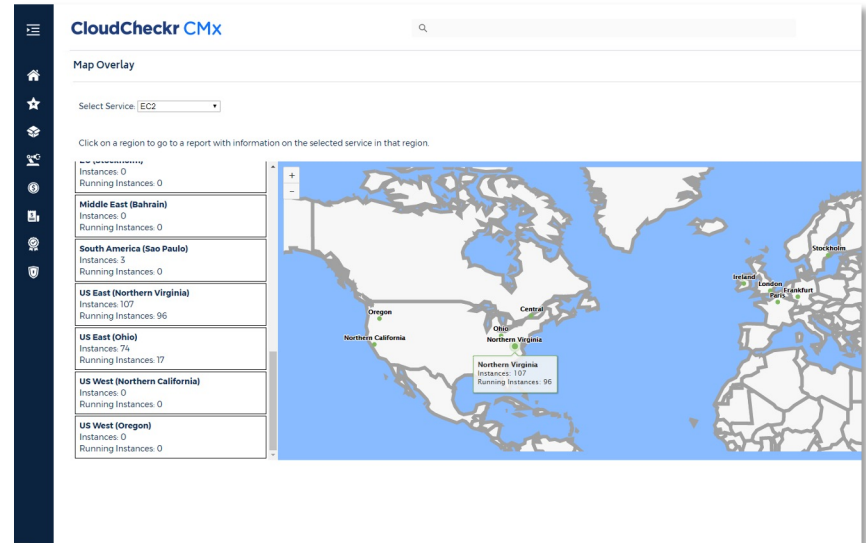
- Identify idle, unused, misprovisioned, resources quickly and eliminate waste
- Proactively prevent cost overruns through policy-based automated alerts
- Right-size instances and make smart reserved purchase and savings plan decisions
- Accurately identify resources through effective tagging



Understand cloud inventory and utilization

Monitor resources and identify cost containment opportunities

- Aggregate your entire multi-cloud infrastructure—in one dashboard
- Highlight usage trends with interactive heatmaps
- Identify and respond to resource usage anomalies



Improve the security and compliance posture

Identify potential risks quickly

- Instantly identify misconfigurations and vulnerabilities, many with self-healing automation
- Get alerted by email, SNS, PagerDuty, Jira, Slack, ServiceNow, or automatically trigger a Lambda function
- Assess compliance with 35 regulatory and industry standards from CIS, PCI-DSS, HIPAA, NIST, SOC2, ISO, and many more
- Audit-friendly, with up to seven years of read-only records to prove compliance at any point in time



The screenshot displays the CloudCheckr CMx interface. The top navigation bar includes 'Overview', 'Best Practices', and 'Cost Savings'. The 'Best Practices' section is active, showing a list of issues categorized by importance and tag. The issues are color-coded: red for high severity, yellow for medium, and green for low or resolved. The issues listed include:

Security (8 issues)	Cost (5 issues)	Availability (6 issues)	Usage (5 issues)
CloudTrail Unauthorized Access Attempts			
EC2 Instances With Embedded Credentials			
IAM Password Policy Disabled			
5 IAM User Policies with Full Admin Privileges			
10 IAM Admin Users Not Utilizing Multi-Factor Authentication			
IAM Password Policy Minimum Length Too Short			
S3 Buckets Allowing Access via HTTP			
2 CloudTrail Integrated With CloudWatch Logs			
AWS Config Delivery Failing			
AWS Config S3 Bucket Missing			
AWS Config SNS Topic Missing			
Blocklisted IP Address in AWS Infrastructure			
Blocklisted IP Address Logging Into Console			
Blocklisted IP Address Making API Calls			

600+

best practice checks to optimize cloud

Save money, add value

- Fix EC2 RI Types with Unused Hours
- Excessive Costs for a Glacier Restore
- RDS Reserved Instance Payment Failed
- Idle RDS DB Instances
- Idle SQL Database Instances
- Redis Cache Using Basic-Tier Pricing
- Stopped or Deallocated Virtual Machines with Disks Attached

Maximize utilization

- Under-Utilized EC2 Instances/VMs
- Auto Scaling Groups Not Being Utilized
- Excessive Log Files
- Failed Activities in RDS Events
- Under-Utilized App Service Plan CPU
- Unused Network Interfaces
- App Service Has Exceeded Usage Quota
- App Service Without Backup Service Enabled

Optimize the cloud

- EBS Volumes Without A Snapshot
- EC2 Errors in Console Output
- RDS Instance <10% Free Storage
- AWS CloudFormation Stack w/ no Policy
- Managed Disk Without Backup Protection
- SQL Server Database <10% of Free Storage
- Unhealthy Virtual Machines
- App Service Plan is Unavailable

Be safe

- S3 Public Sensitive Objects Stored
- CloudTrail Unauthorized Access Attempts
- Publicly Accessible RDS Instances
- SNS Topic w/ Permission Set to All
- Blob Containers Set to Full Public Read Access
- Dangerous Ports Exposed
- Publicly Accessible SQL Servers
- Server Firewall Allows Broad range of IPs



Found annualized savings of over **\$1 million** by eliminating idle and unused resources

Choice Hotels & CloudCheckr

Reduced costs and increased governance & visibility



Challenge

Once Choice Hotels began the AWS journey, they realized they needed a solution to gain visibility into their cloud infrastructure. They didn't have a good way to understand what resources were deployed and had to look at each application per service to see what was happening. Yet there was no metadata to see who was doing what and no way to aggregate cloud data.



Solution

Choice Hotels began using CloudCheckr in 2016, after calculating the potential costs of AWS without reigning in spend. The cost optimization and resource utilization features in the cloud management platform have been a crucial part of their modernization strategy ever since. With access to the reports and data in CloudCheckr, leaders can make data-driven decisions.





Result


With recommendations from CloudCheckr, Choice Hotels was able to reduce provisioned EC2 resources (including instances, EBS volumes, and load balancers) from 6,000 to 4,500 — **a savings of approximately \$50,000 month-over-month**. They also used CloudCheckr in efforts to modernize EBS volumes to io2 and gp3, **saving \$64,000 a month, or \$770,000 annualized**.


CloudCheckr competitive differentiation for enterprises

Breadth


 FinOps reporting for departmental chargeback/showback with advanced tag management and governance


 Robust cross-account and cross-region reporting


 Business-critical feature suite with US, AU, EU, FedRAMP, GovCloud and High Security options


 Multi-cloud support in a single pane-of-glass with shareable custom business intelligence dashboards

Depth

 Advanced cost analysis and optimization, automated right sizing

 Security and utilization monitoring with up to 7 years of historical data

 Compliance mapping and audit reporting for 35+ regulations including HIPAA, CIS, NIST, SOC2, AWS Well-Architected Framework, etc.

 600+ Best Practice checks for cost, availability, usage and security, many with self-healing automation



CloudCheckr, part of Spot by NetApp

Named #1 cloud management platform

#1

Cloud
Management
Platform

GIGAOM



NetApp's Spot adds leading resource and cost management that powers the automation to provide industry leading intelligent optimization to the CloudCheckr automation abilities.

This also allows the integrated Spot by NetApp to have one of the leading FinOps feature sets that are needed by enterprises and MSPs with a focus on SaaS delivery of this functionality.



CloudCheckr was the only CMP
Ranked exceptional for:

Cost Governance and Automation

SecOps and FinOps

SaaS



CloudCheckr was also ranked Exceptional for
Partner Ecosystem.

Thank You!

Additional slides, to be used as needed

SaaS hosting and configurations for compliance

CloudCheckr

Total Visibility Cloud Management



CloudCheckr High Security

With advanced Security for Regulated Industries

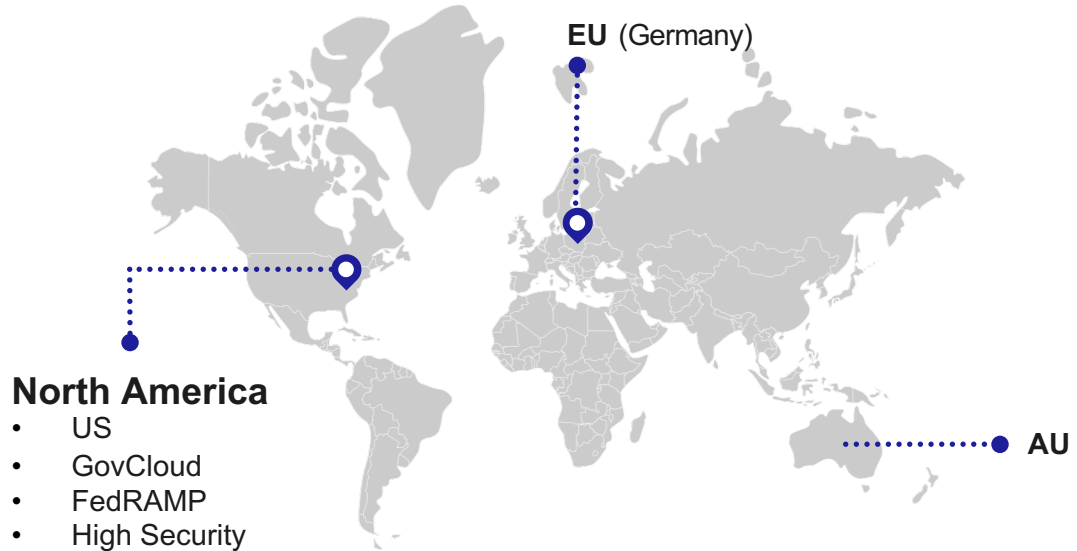


CloudCheckr Federal

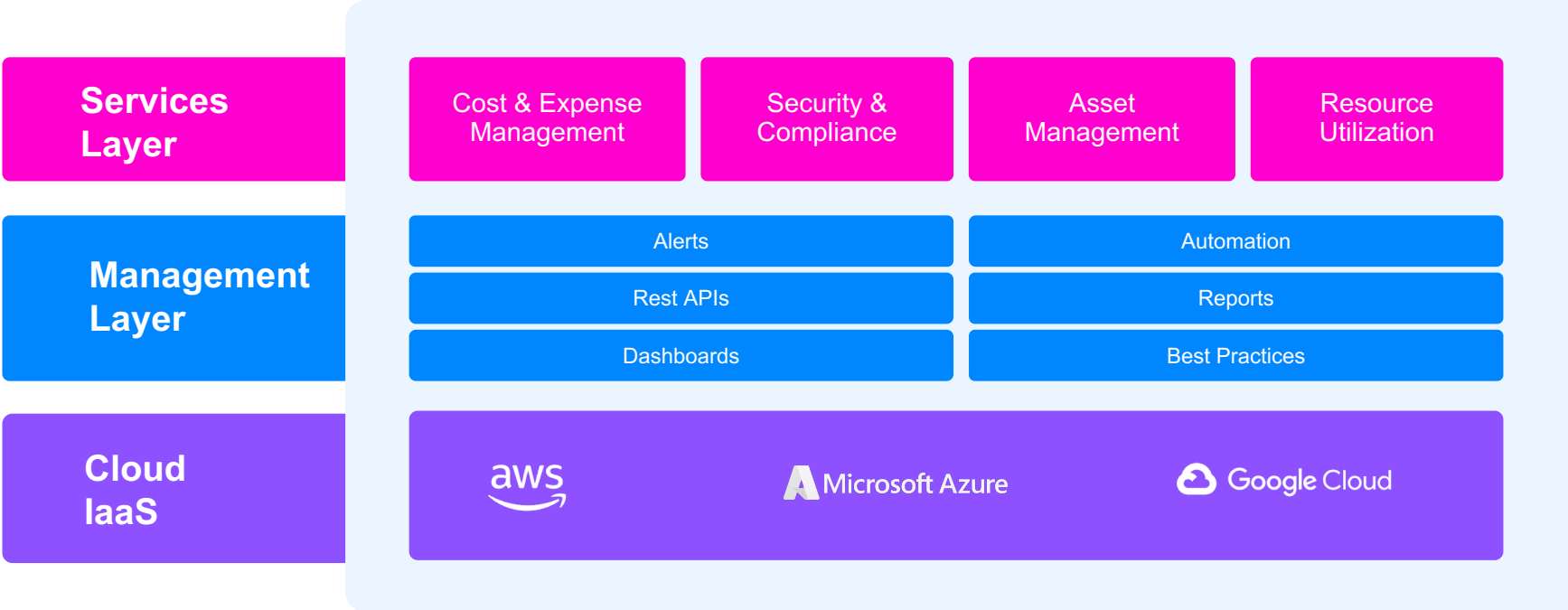
FedRAMP Ready



Available as a SaaS in multiple Regions



CloudCheckr: API-driven platform



Delivering value for the enterprise

Finance

Cost allocation

Who is spending what and where?

- ✓ Cost tracking
- ✓ Monthly forecasting
- ✓ Budget enforcement alerts
- ✓ Automated cost allocation
- ✓ 100% real-time, accurate billing
- ✓ Unidentified resources
- ✓ Policy enforcement
- ✓ RI recommendations
- ✓ RI discount management
- ✓ RI amortization
- ... and more

DevOps

Resource optimization

Am I running my workloads efficiently?

- ✓ Cross-account asset visibility
- ✓ Prevent resource sprawl
- ✓ Cleanup unused/idle resources
- ✓ Update previous versions
- ✓ Resource right sizing
- ✓ Utilization heatmaps
- ✓ Automatic stop/start & idle instance termination
- ... and more

SecOps

Security management

Is my environment secure and can I prove it?

- ✓ Security Best Practice checks
- ✓ Pre-Built security alerts
- ✓ Automated remediation
- ✓ Cloud log intelligent insights
- ✓ Configuration change alerts
- ✓ Track IAM users & resource permissions
- ✓ Cloud perimeter assessment
- ✓ Change monitoring logs
- ... and more

InfoSec

Compliance monitoring

Can I report on any compliance infractions?

- ✓ PCI DSS
- ✓ HIPAA
- ✓ CIS Benchmarks
- ✓ FISMA
- ✓ ISO 27002
- ✓ NERC
- ✓ NIST
- ✓ NYCRR 500
- ✓ SOC 2
- ✓ Australian Essential 8
- ✓ Saudi AMA
- ...and more