

Centilytics Helps Leading MSP Establish Cloud Governance Framework, Take FinOps Solution To Market

Creating a new product is challenging in itself, but taking it to the market is equally challenging. Read how Centilytics' expertise helped a major Indian MSP create a new offering and take it to the market.

At a Glance

Industry

Information Technology & Services

Location

India

Challenges

Absence of a qualified CMP. Lack of expertise to create FinOps offering for new and existing customers.

Solution

Centilytics provided the IT major with an intelligent automated Cloud Management Platform, while helping them take a FinOps offering to the market.

Results

The MSP brought out an entirely new line of product for its customers while ensuring around \$2 million in cloud cost savings between just 3 of its existing customers.

About

The MSP is a leading global IT solutions provider based out of India. With presence in over 18 countries, the solutions provider has 11,156 employees and boasts of revenue of \$600 million (as of FY 2020). The IT leader provides services to a diverse portfolio of industries ranging from banking and financial services to public sector entities.

Ambition

The MSP set out with the goal of fulfilling the urgent need of cloud governance in the cloud service provider space. At the center of this ambition was the will to grow themselves as a cloud governance organization in the market.

It wanted to create a Cloud Governance Framework that would help its customers realize greater cloud cost savings and provide improved alerting, reporting, and budgeting of resources. Further, it also wanted a Go-To-Market for its cloud governance offering so that it could acquire potential customers around the offering.

Challenges

- One of the fundamental choices that the MSP had to make was whether to develop a Cloud Management Platform (CMP) by themselves or partner with a proven CMP.
- The two choices presented their own sets of challenges. Their ventures of establishing a Cloud Governance Framework with the help of Power BI or even native OEM tools had not fetched great results.
- The MSP's customers were in dire need of reduced cloud expenditure, increased visibility into their cloud infrastructure, diligent cloud reporting, proactive alerting, and efficient budgeting of resources.
- The service provider soon realized that it needed to look for a reliable and experienced partner to achieve its goal.

Centilytics Steps In

- The MSP was on the lookout for a qualified and trusted Cloud management partner with a very capable platform and the desired set of enablement capabilities.
- The service provider was not just looking for a cloud management product that they could buy as a license; instead, it wanted a partner that could handle the product part of cloud governance while providing partner enablement strategies.
- While the service provider did consider numerous other tools out there in the market, most of them failed on the partner enablement criteria. It finally found the right partner in Centilytics in July 2019.
- Centilytics offered an intelligent and capable CMP along with the proper stack of partner enablement features, which perfectly aligned with the MSP's needs.

Strategy for Success

- The journey started with the Proof-Of-Concept (POC) stage for Centilytics' platform, which lasted 4 months and then the MSP provided the technical sign-off to Centilytics for its Cloud Management Platform.
- The teams at Centilytics and the service provider then got together to ensure the proper delivery of the white-labeled platform to the MSP.
- The provider opted for the white-labeling service of Centilytics, wherein it bought the Centilytics platform as a service, customized and rebranded it to create a service offering under its brand name for its customers.
- Centilytics provided the MSP with one of its most successful GTMs -- Optimization-as-a-Service.
- Team Centilytics also provided proper partner enablement, which included training on taking the product to the market, tailor-made GTMs for the MSP's needs, and assistance in the creation of presentation decks as well as sales pitches.

Impact Delivered

- Centilytics saved \$67,000 (525 of total cost) in post-migration costs for a public sector entity. \$1.2 million in cloud costs saved over past 20 months for the same public sector entity.
- \$40,000 cost savings per month for leading UK-based specialty insurance firm. \$420,000 cloud spend saving for the same specialty insurance firm.
- \$7,000 (70% of total cost) cloud cost reduction per month for another customer. \$270,000 cloud cost savings projected for the same customer.
- Overall, Centilytics has brought cloud savings of around \$2 million between just 3 of the MSP's customers.