

## Centilytics Helps a Leading MSP Reduce Cloud Costs, Deliver Value on Top of Services to End-Customers

How a leading MSP found not just a Cloud Management Platform, but a partner in Centilytics, which helped it post 600% growth in consumption handled.

### At a Glance

#### Industry

Information Technology & Services

#### Location

India

#### Challenges

Ballooning cloud costs, inability to deliver value on top of services.

#### Solution

Centilytics provided the IT major with an intelligent automated cloud management platform, enabling delivery of value on top of service, cost optimization, security, and compliances.

#### Results

The organization witnessed a 600% jump in consumption handled, full compliance as per GDPR, HIPAA, NIST, ISO 27001 etc., automated reporting, alerting, budgeting, and major cloud cost savings for end-customers.

### About

The firm in focus here is a leading Information & Technology Services organization headquartered in India. The IT major serves over 200 customers and boasts of 350 employees. Services provided by the organization include datacenter transformation for private as well as hybrid cloud infrastructures, cloud migration, cybersecurity, etc.

### Ambition

The IT major wanted to improve visibility into the cloud for its customers and optimize their customers' cloud expenditure. In order to achieve these two major goals, it needed a Cloud Management Platform (CMP).

However, the organization was not looking for just any other CMP; rather it needed a partner-focused CMP that would go beyond mere platform delivery and enable the organization to better serve its customers. They were looking for a CMP partner that would enable them to offer semi-managed and self-managed offerings.

## Challenges

- End-customers plagued by rising cloud costs with no reporting mechanism for cloud expenses
- No proper visibility into cloud infrastructure
- Absence of a qualified cloud management solution
- No scope for optimization of cloud resources
- Lack of tagging solutions or security compliance solutions for customers
- Organization unable to upsell services due to customers' pain points
- End-customer engagement not progressing as desired with minimal customer retention
- Organization unable to deliver value on top of services to end-customers

## How Centilytics Helped

- Centilytics' intelligent platform helped the IT major deliver value on top of services to the end-customers.
- The end-customers got proper visibility into their resources with the ability to get a 360° view of their cloud infrastructure in a single dashboard.
- Centilytics' Cloud Optimization module helped the organization reduce cloud bills for their end-customers.
- Cloud Optimization further helped the organization introduce long-term savings for customers via actionable recommendations for purchasing Reserved Instances.
- The IT major can now help its customers introduce chargeback for their cloud infrastructure with the help of Centilytics' Tagging Compliance.
- The white-labeling opportunity provided by Centilytics helped the Managed Services Provider deliver value on top of services to customers as the organization could present Centilytics as its own offering.
- Centilytics' Security & Health module also came in handy for the creation of an entirely new offering by the organization, which ensures compliance (GDPR, HIPAA, ISO, etc.) for end-customers.

## Impact Delivered

- 600% growth in consumption handled by the organization
- Organization's customer base grew 125% in the past one year

## End Results

- The IT major now has dedicated FinOps and SecOps-as-a-Service approach.
- Increased automation with automated reporting, alerting, and budgeting.
- Organization managed to tap into an entirely new customer segment (enterprise customers).
- Full compliance for end-customers as per major standards -- GDPR, HIPAA, NIST, ISO 27001 etc.
- The organization witnessed rapid growth by offering value on top of services.
- End-customers saved on costs with cloud optimization module.