



LIGHTCREST

Crush Your Cloud Costs.

Turn your cost-center into a profit-center.

Cloud Spending is Up - Visibility is Down

Rapid scalability and growth require cloud resources
– global estimates are \$331B in spend

Cloud server choices have grown exponentially with
over 300K ways to purchase a single instance and
manage services.

Platforms not designed for current level of
complexity or efficiency.

Estimated 35% of cloud waste exists in the enterprise



How Complex?

40,320 data points per server (7 day period)

Typical medium-sized org has over 1,000 AWS servers,
data points in a given week to manage

40MM data points in a given week to manage



Why?

Rapid growth, adding easy-to-deploy cloud resources

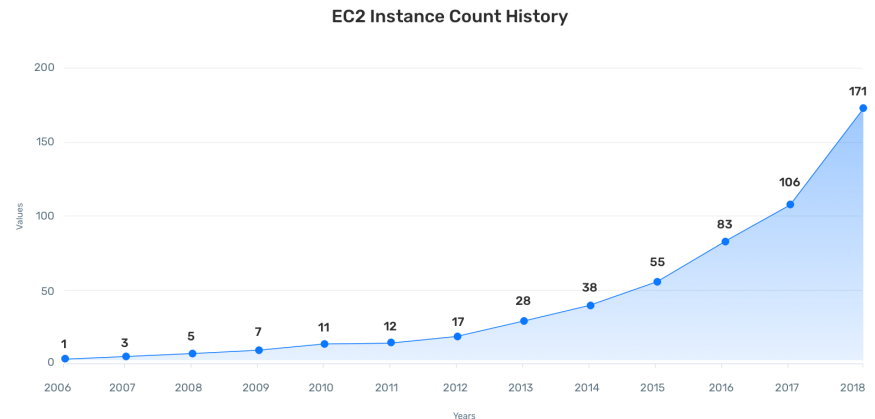
Decentralized, difficult to manage

Low to no visibility into current spend

300,000 ways to purchase an AWS instance

Resources go underutilized and unchecked

Unable to trace source of spend in organization

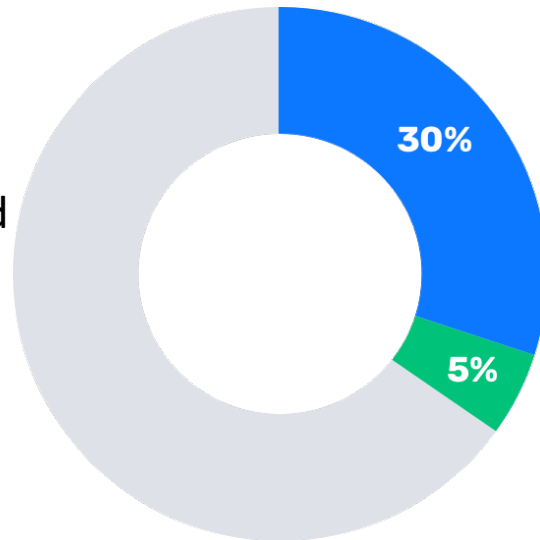


Stop lighting \$\$\$ on fire

Percent of Wasted
Cloud Spend

Cloud users are wasting

30-45% of their spend



Estimated Wasted
Spend

Additional
Wasted Spend

Source: RightScale 2018 State of the
Cloud Report



Gain real-time visibility, control + insights

Rescue up to 64% of your current cloud spend, Price.com

Fully utilize the services you are paying for

Understand exactly where the 'cloud fat' lives, evaluate true enterprise cost and take action

- Be able to see over 40k data points per server:
- 4 points per minute
- 60 minutes per hour
- 7 days a week
- Approx 40,320 data points in week



How Lightcrest CloudCrush Delivers

Control, Visibility, Access

Simple connection to the CloudCrush platform, 10-15 minute setup

No performance impact as CloudCrush optimizes and drives down spend

Lightcrest experts enforce cost policies so recommendations become reality

Deployable agents from from CloudCrush allow Lightcrest to poll granular usage data from every instance in your cloud, allowing unprecedented savings compared with other competitors in the space.



The How - Common Areas to Optimize Spend

Instances: Over-provisioned instances, idle instances, higher cost instances or regions

Discounting: Leverage discounts from AWS by committing to instance usage and managing resources more precisely

Storage:

- Unattached volumes: Volumes attached to instances are often not deleted upon instance termination
- Underutilized
- Old snapshots
- Expensive disks: SSD vs HDD, redundancy options, or access frequency



Our Process

Track Utilization

Track utilization to the minute

Understand usage

How will usage change in the future?

Make real-time adjustments

Modify, reassign, or sell

Choose the right type of discount

Balance length vs. savings vs. flexibility

Re-evaluate

Weekly, monthly, quarterly



Price.com - 64% reduction in spend

The Challenge:

How to gain an aggregate, actionable view of total cloud spend and quickly bring it in balance with other costs of running the business to maintain profitability.

The Solution:

Deployment of our cloud optimization software and expertise.

The insights, visibility, and recommendations empowered Price.com to be smarter about where their cloud spend investment was truly going



Why CloudCrush?

Precision at the VM and Container level

Backed by AWS experts and certified engineers

Ease of deployment

Lightweight, fast and easy to use

Enables decision-making (and savings) in real-time



Thank you

Contact your Lightcrest team for

- Technology and implementation help
- Cost optimization assessment
- Governance and accountability engagements

Contact contact@lightcrest.com

