

SOLUTION BRIEF

# Maximize your cloud ROI with unified assessment, monitoring, and optimization through actionable insights

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With Impetus Cloud Cost Optimizer

## Moved to the cloud but spiraling costs are weighing your business down?

With budget variances increasing coupled with higher cloud spend, your cost overruns will only get bigger unless they are corrected across your multi/hybrid cloud environment.

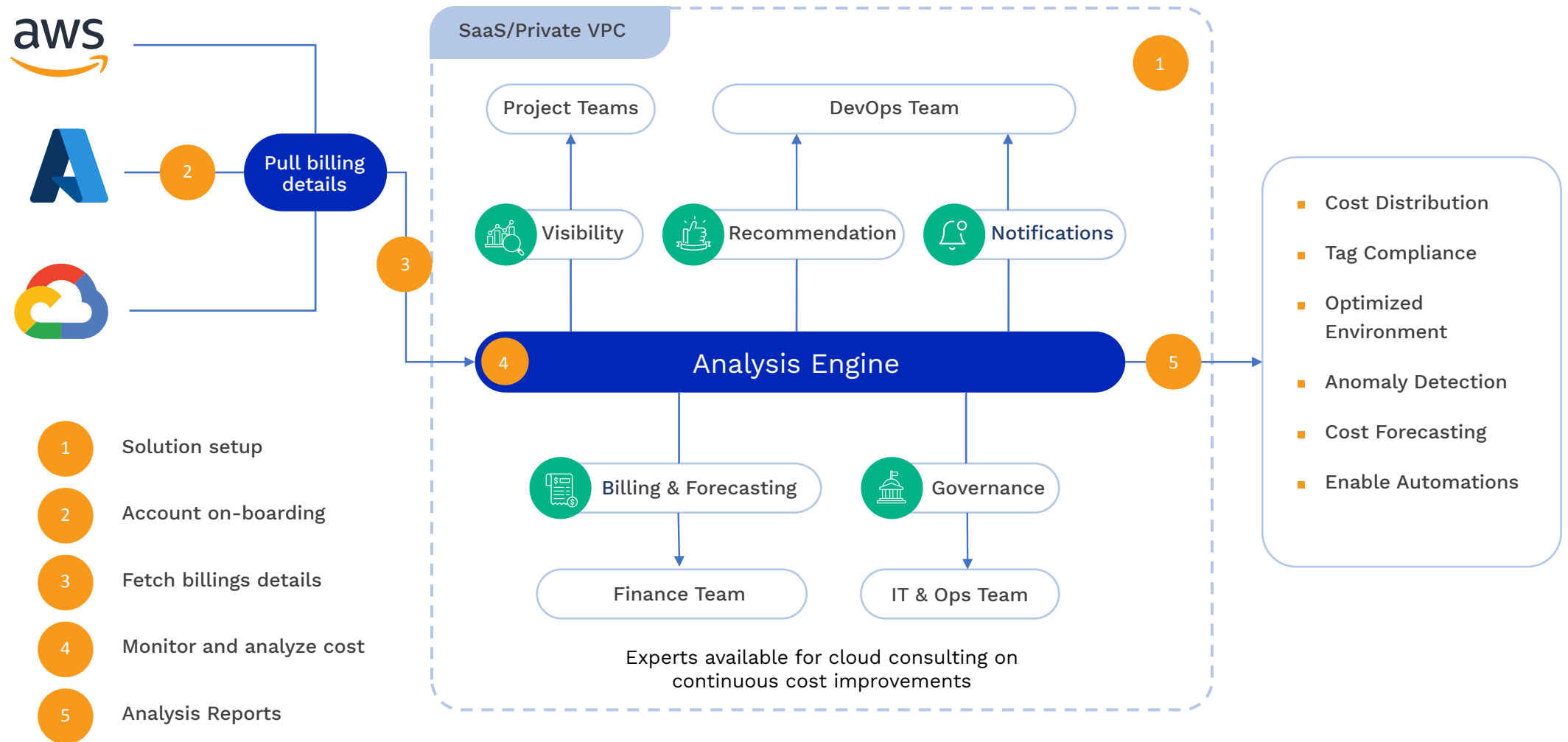
Customers want to remove the weight of unexplained and increasing cloud costs from their business and bring efficiency to their cloud platform while improving the ROI of their entire data estate.

## How do you optimize your cloud spend?

Impetus Cloud Cost Optimizer can help you pivot your strategy from being **cloud first to cloud smart.**

Our solution is designed to address increasing cloud costs due to uncontrolled expansion with cloud elasticity, lack of spend visibility, ineffective cost allocation, technical debt, and more.

# How it works?



## Features

Integrated **view of utilization and spend** across cloud services, accounts, and business units in an enterprise

Accurate cost projections for **predictable budget planning and forecasting**

**Common platform for cost visibility**, increasing cross functional collaboration

Comprehensive cost allocation for **efficient and transparent chargebacks**

**Automated notifications and actions** on threshold violations

**AI-powered anomaly detection** with automated cost spike alerts

**Actionable recommendations** and insights on cost optimization

**100+ connectors to integrate cloud services** such as Jira, ServiceNow, and other third-party software

## Benefits

Up to 40% reduction in cloud cost

50% faster identification of cost bottlenecks

Enhance FinOps maturity with allocations and forecasting

Proactive finance operations and empowered engineers

Drive profitable growth with cloud cost intelligence

Derive cloud unit economics for cost to deliver value and ROI

# Impetus for cloud cost optimization

What you get	Impetus Cloud Cost Optimizer	Cloud-native cost management tools	Third-party solutions
Single-pane view across all clouds	✓	✗	✓
Out-of-the-box dashboards for quick analysis	✓	✗	Partial capabilities
Drill down to resource level to allocate/identify waste	✓	✗	✓
Direct access to Dev teams	✓	✗	✗
Alert notifications with pre-defined workflow execution on violations	✓	✗	Partial capabilities
Budget configuration, forecasting and anomaly detection	✓	✓	✓
Automated assessment for best practices in areas like security, resiliency, DevOps	✓	✗	✗
Analysis and implementation expert guided support	✓	✗	✗

## Enterprise success stories

### **60% reduction in infrastructure cost**

for a Fortune 500 insurance firm

[Read more ↗](#)

### **Saved 30% cost on AWS**

as compared to the on-premise set-up for an IoT solutions provider

[Read more ↗](#)

### **50% cloud expense reduction**

with a 'shift-left' approach for a Fortune 500 insurance firm

[Read more ↗](#)

To learn more about how Impetus helps optimize your cloud spend, [click here](#)

# IMPETUS

Impetus Technologies solves the data, AI, and cloud puzzle, by combining unmatched expertise in cloud and data engineering. Impetus offers data platform engineering, AI/ML, DevOps, application modernization, and more. For more than a decade, Impetus has been the 'Partner of Choice' for several Fortune 500 enterprises in transforming their digital nuclei and driving unmatched innovation and growth.

To learn more, visit [www.impetus.com](http://www.impetus.com) or write to [inquiry@impetus.com](mailto:inquiry@impetus.com)

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