

**IMPETUS**

The Intelligent Enterprise → Delivered



**Impetus Prism™**  
**Unified AI-powered**  
**Observability & Cost**  
**Management Solution for**  
**the Intelligent Enterprise™**

Manage and optimize beyond the cloud

## Cloud and data platform costs are spiralling. Visibility is fragmented. GenAI is raising the stakes.

Enterprises today run established workloads across AWS, Microsoft Azure, Google Cloud, Databricks, Snowflake, and even on-premise systems, yet visibility remains fragmented. Multiple dashboards, siloed tools, and disconnected insights create complexity instead of clarity. Traditional observability solutions provide limited visibility and reactive reporting, often disconnected from business context.

To thrive in the GenAI era, you need more **clarity, control, and predictive intelligence.**

### That's where Impetus Prism™ comes in.

Impetus Prism is not just another cost optimization tool. It's industry's first and only AI-enabled platform that unifies observability and optimization across your entire data and cloud ecosystem with native support for AWS, Microsoft Azure, Google Cloud, Databricks, and Snowflake.

#### Before Impetus Prism™

Questions without clarity

##### Which workloads truly add value?

No unified visibility, teams couldn't tell what drove performance vs. what drained it

##### Why do issues surface too late?

Inefficiencies and SLA risks only appeared after the impact

##### How to balance cost and trust?

Fragmented tools made control a trade-off with resilience

#### With Impetus Prism™

Answers that empower

##### Optimize performance and cost

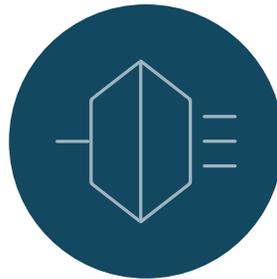
GenAI-powered recommendations maximize efficiency, reduce cost, and safeguard uptime

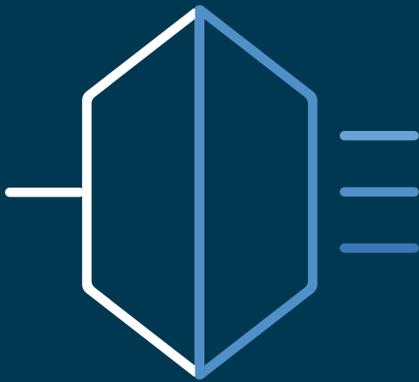
##### Track spend and value

Instantly correlate every dollar with performance and business impact

##### Prevent risks before impact

ML-driven anomaly detection and self-healing intelligence keep systems resilient





Impetus Prism™  
Observability

### Visibility and cost management

- Seamless end-to-end cost and usage visibility across cloud and data platforms
- Intuitive, single-pane detection of bottlenecks, idle resources, and cost hotspots
- Cross-platform tagging and resource mapping for accountability

### AI-powered contextual & predictive insights

- Proactive anomaly detection with GenAI-driven recommendations
- **PrismAI™**: Conversational AI and GenBI-powered dashboards for intuitive cost exploration
- Context-specific SQL recommendations with **SQL Maestro™** and Databricks optimization using Trusted GenAI

### Intelligent automation and governance

- Continuous benchmarking against operational best practices
- Automated notifications and actions on threshold violations

## Impetus Prism™ : Complementing cloud-native tools

Capability	Cloud-native tools	How Impetus Prism complements
Multi-cloud visibility	Platform-specific monitoring	Unified, cross-cloud and data platform visibility
AI-driven recommendations	Basic service-level insights	Trusted AI optimization at infra, platform, and workload level
Anomaly detection	Budget/cost anomalies	Predictive detection: cost, usage, performance, and execution
Conversational insights	Native assistants (Amazon Q, Azure Copilot, Genie)	PrismIQ™ : Natural language queries, unified reporting
SQL optimization	Basic/manual tuning	Advanced recommendations via SQL Maestro
Actions and automation	Limited, custom scripts	Out-of-the-box, cross-platform automation
Extensibility	Custom development	Rapid customization (low-code/no-code framework)

Impetus Prism is industry's only platform that unifies **cloud + data + GenAI observability** to deliver insights that are predictive, actionable, and governance-ready.

# Impetus Prism™ advantage

## Unified single pane cost visibility

Get real-time, centralized cost insights across multi-cloud (AWS, Azure, Google Cloud) and data platforms (Snowflake, Databricks) — no switching dashboards or siloed tools



## Cloud Cost Analysis

**\$ 65.8K**

Overall Cost

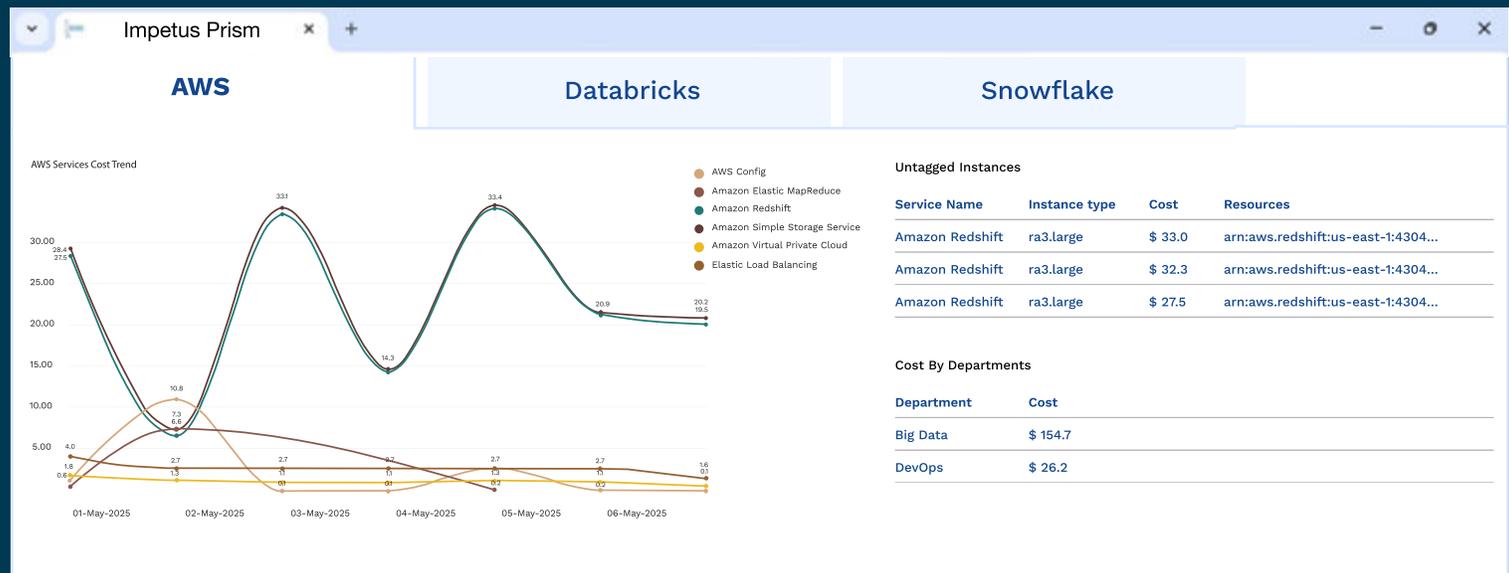
## AI-enabled forecasting and anomaly detection

Predict future spend, detect cost anomalies early, and automate responses to prevent surprises

## Granular cost visibility and chargeback

For AWS, Azure, Google Cloud, Databricks, Snowflake, and more

Map costs down to resources, workloads, teams, and business units with built-in chargeback/showback capabilities



## Low-code/no-code customization

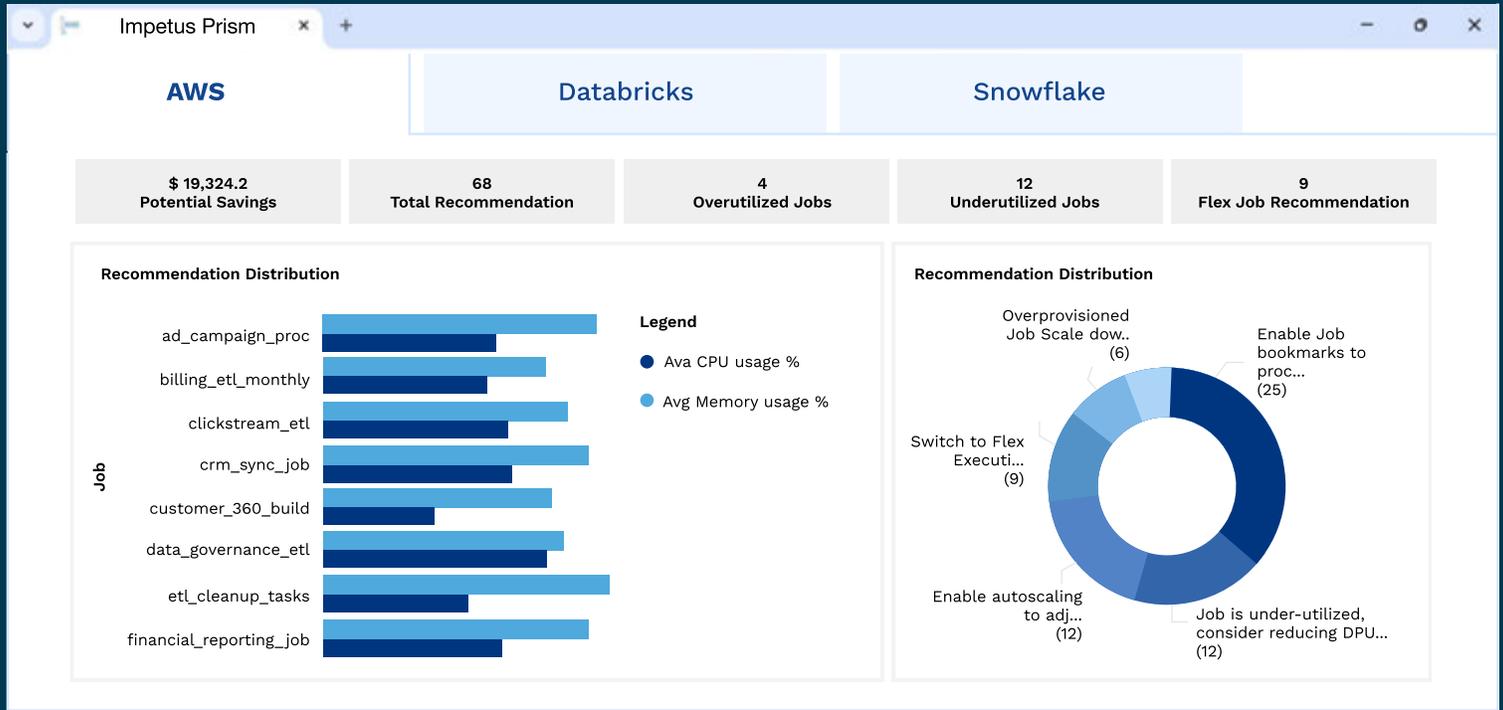
Easily tailor dashboards, workflows, and alerts without developer resources

## Built-in optimization and security scoring

Continuously identify inefficiencies and risks across performance, DevOps, and security with automated best practice assessments

# Actionable optimization recommendations

Act on platform-wide savings opportunities with intelligent insights across cloud and data environments



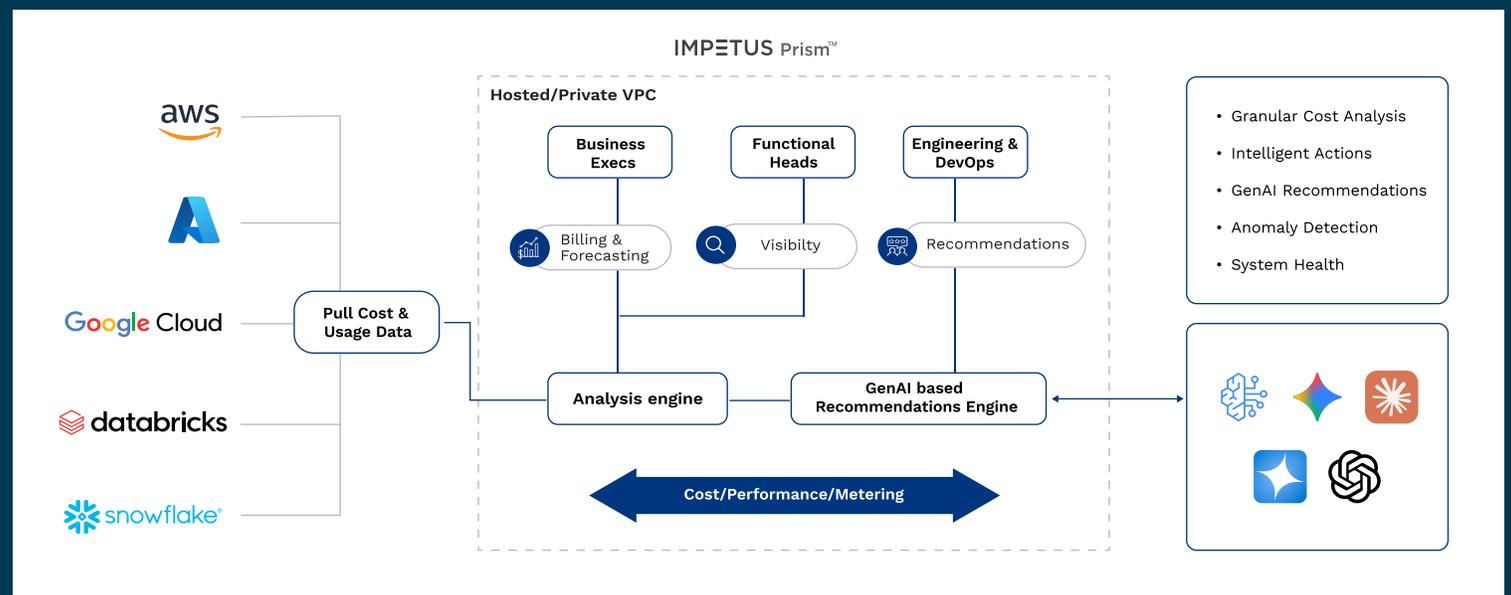
## Cross-functional collaboration

Enable seamless collaboration by bridging finance, engineering, and DevOps with shared cost intelligence & native alert routing

## Expert-guided support and out-of-the-box dashboards

Accelerate value with ready-to-use dashboards and dedicated expert support for implementation and ongoing optimization

## How it works



# Key real-world Impetus Prism™ benefits

 <p>Cost savings</p>	<ul style="list-style-type: none"> <li>• 40%-60% reduction in cloud spend through AI-driven optimization</li> <li>• Accurate chargeback and budget forecasting with smart tagging and predictive spend</li> </ul>
 <p>Faster time-to-value</p>	<ul style="list-style-type: none"> <li>• 50% quicker identification and resolution of bottlenecks</li> <li>• Instant execution of optimization recommendations, saving weeks of manual effort</li> </ul>
 <p>Smarter, easier insights</p>	<ul style="list-style-type: none"> <li>• Ask in plain English, get real answers with GenAI conversational interface</li> <li>• Prevent costly disruptions before they escalate with ML-powered anomaly detection</li> <li>• Accelerate decisions with GenBI-powered, on-demand dashboards</li> </ul>
 <p>Stronger security &amp; compliance</p>	<ul style="list-style-type: none"> <li>• Continuous operational and compliance checks</li> <li>• Lower risk of audit findings and compliance penalties</li> </ul>

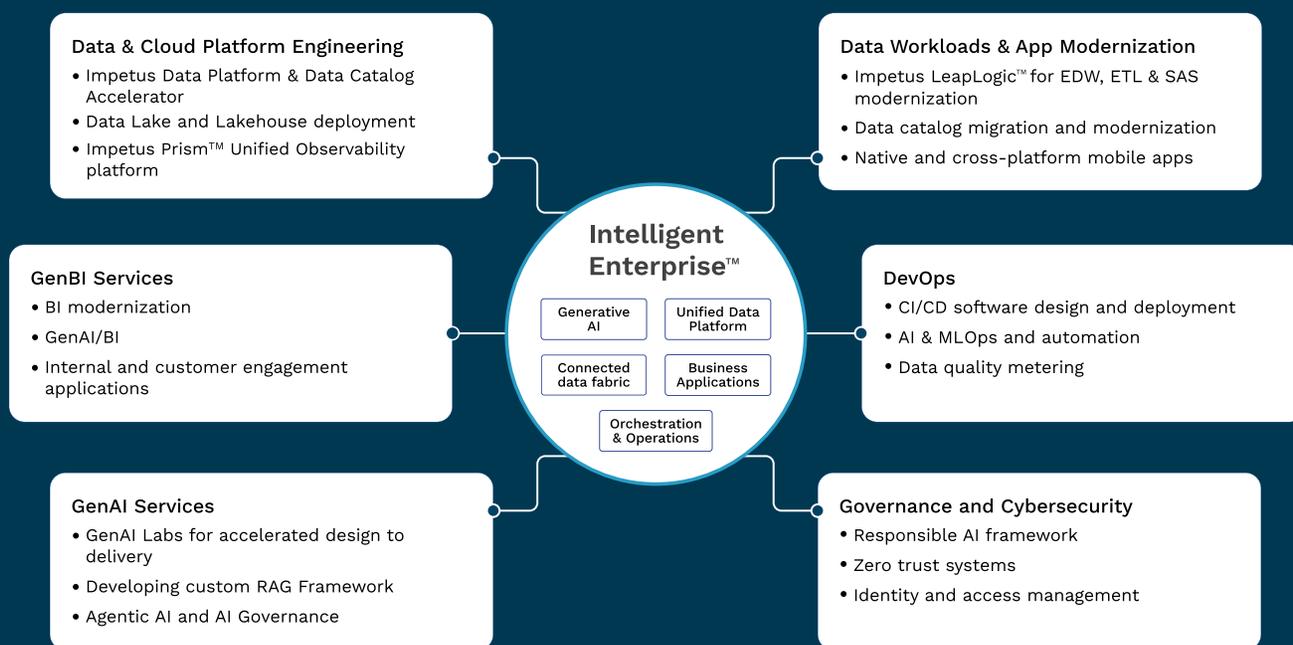
## Impetus Prism™ : Unified intelligence beyond traditional tools

Capability	Other Tools	Impetus Prism
<b>Supported platforms</b>	Cloud-only or data-only	Unified visibility: AWS, Azure, Google Cloud, Databricks, and Snowflake
<b>Smart tagging</b>	Cloud/data only, or not supported	Cross-platform tagging linked to business KPIs
<b>AI-driven recommendations</b>	Basic compute/storage, cluster-level, or platform-specific	Context-aware AI optimization across infra, platform, and workloads
<b>Anomaly detection</b>	Cost/budget-based alerts	Predictive anomaly detection: cost, usage, performance, execution
<b>Conversational insights</b>	AI assistant (cost or performance), or in many cases not available	PrismIQ™ : natural language insights across platforms
<b>SQL optimization</b>	Not available or basic tuning	SQL recommendations with SQL Maestro™
<b>Actions and automation</b>	Manual scripts, limited/partial automation	Out-of-the-box, cross-platform automation
<b>Extensibility</b>	Feature requests/roadmap dependencies	Low-code/no-code extensibility for rapid customization

# Stop firefighting. Start building the Intelligent Enterprise™

Discover how Impetus Prism can unify observability, optimize GenAI workloads, and deliver real-time cost intelligence.

We also offer a comprehensive portfolio of engineering services and solutions to help businesses power the Intelligent Enterprise for superior business outcomes.



[Talk to an expert ↗](#)

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## IMPETUS

Impetus Technologies, a premier IT system integrator, enables the Intelligent Enterprise™ with innovative data engineering, cloud, and enterprise AI services. Recognized as an AWS Premier Tier Partner, Elite Databricks Consulting Partner, Data & AI Solutions Microsoft Partner, and Premier Snowflake Services Partner, Impetus offers a comprehensive suite of cutting-edge IT services and solutions to drive innovation and transformation for businesses across various industries. With a proven track record with Fortune 500 clients, Impetus drives growth, enhances efficiency, and ensures a competitive edge through continuous innovation and flawless, zero-defect delivery.

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