

CLOUD COST CONTROL

ANALYSIS REPORT



SquareHook
Get IT done



INTRODUCTION

SquareHook Cloud Cost Control

Initial Analysis

For Demo
04-20-2023

This report highlights the cost savings achieved by optimizing cloud spending across various categories, including Virtual Machines, Databases, Storage Usage, Subscriptions, and Licensing. With SquareHook's **Cloud Cost Control** (CCC) and expertise in cloud optimization, you can find significant cost savings while still meeting your cloud workload requirements. This report provides a detailed breakdown of the cost savings achieved in each category.



PRICE SAVINGS

OUR ANALYSIS REPORTS YOU COULD SAVE UP TO

\$48,400

EVERY MONTH!

These savings were calculated by analyzing different categories of your current Azure or Cloud service. The rest of this document will explain some of those potential savings.

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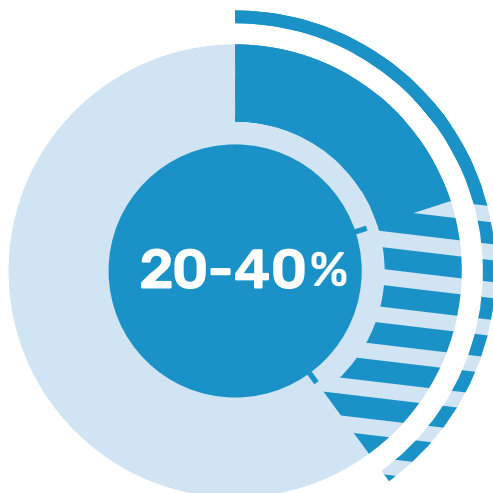
VIRTUAL MACHINES

Virtual machines (VM's) are a crucial component of cloud computing that enable organizations to run applications and services in the cloud. However, if they're not optimized correctly, virtual machines can lead to unnecessary expenses that add up quickly.

Some Things We Check

- Checking for the right amount of CPU, memory, and storage capacity
- Removing underutilized VM's
- Automating start/stop schedules
- Consolidating multiple virtual machines
- Monitoring usage and adjusting resource allocation

A Savings of 20%–40%

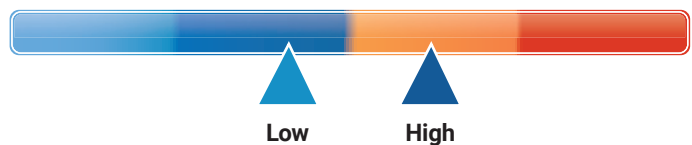


New Lower Target Price

Current Monthly Average: **\$31,000**



New Average with CCC: **\$18,600–\$24,800**





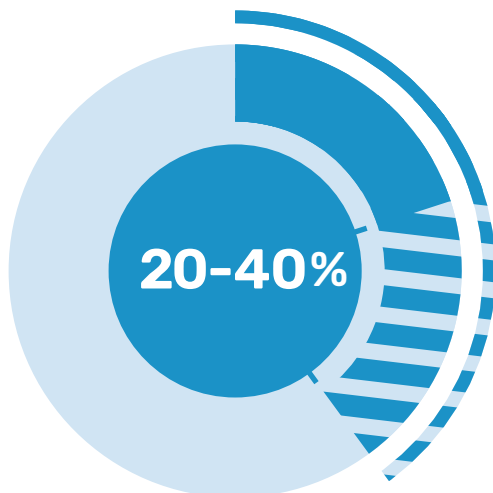
DATABASES

Databases are a critical component of many applications, serving as the foundation for storing and managing data. We'll analyze database usage and optimize indexing and querying to improve performance and reduce cost.

SOME THINGS WE CHECK

- Audit Databases
- Right Size Databases
- Convert from VM to managed service Databases
- Licensing Review

A Savings of 20%–40%

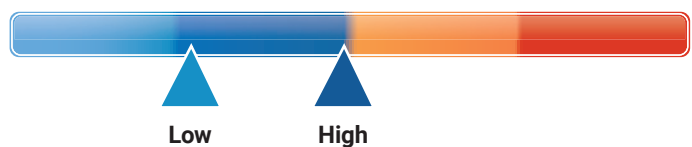


New Lower Target Price

Current Monthly Average: **\$15,500**



New Average with CCC: **\$9,300–\$12,400**





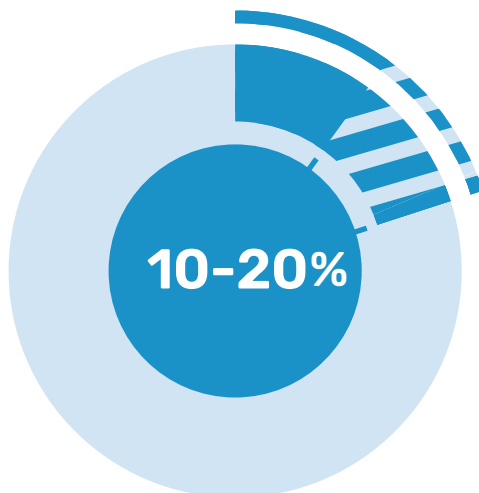
STORAGE

Azure Blob Storage is a cloud-based object storage solution that allows users to store unstructured data such as text, images, and videos. Blob Storage is designed for high availability, scalability, and durability.

SOME THINGS WE CHECK

- Removing unused or orphaned storage resources
- Enabling data tiering and archiving
- Configuring lifecycle policies
- Assessing workload requirements
- Monitoring storage usage and adjusting resource allocation

A Savings of 10%–20%

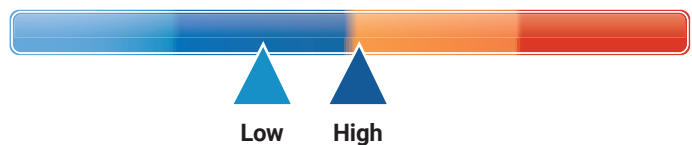


New Lower Target Price

Current Monthly Average: **\$12,000**



New Average with CCC: **\$9,600–\$10,800**



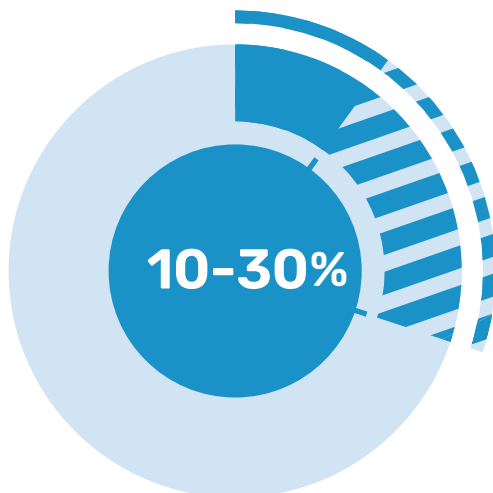
SUBSCRIPTIONS

We can identify opportunities to optimize cloud subscriptions to achieve cost savings. By analyzing subscription usage and identifying under-used subscriptions, we can eliminate unnecessary costs and choose the subscription types that are most cost-effective .

SOME THINGS WE CHECK

- Audit Subscription costs
- Check for better subscription types
- Transition resources between Subscriptions

A Savings of 10%–30%



New Lower Target Price

Current Monthly Average: **\$8,000**



New Average with CCC: **\$5,600–\$7,200**



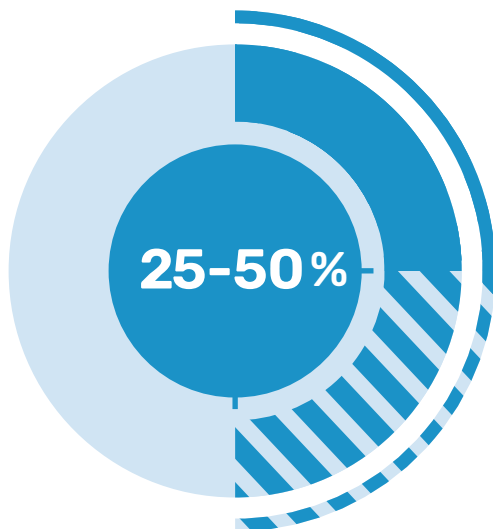
LICENSING

SquareHook understands licensing models and can evaluate licensing usage to eliminate unnecessary costs. We'll help you choose the most cost-effective options based on your requirements while taking advantage of available discounts.

SOME THINGS WE CHECK

- VM licensing review
- SQL Licensing Review
- Licensing Audit
- Ways to reduce cost of Licenses

A Savings of 25%–50%

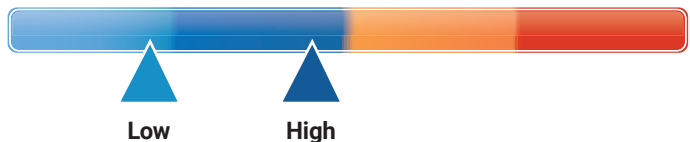


New Lower Target Price

Current Monthly Average: **\$11,000**

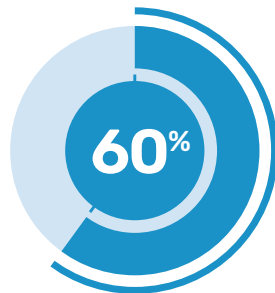


New Average with CCC: **\$5,500–\$8,800**



SAVINGS CONCLUSION

Total Monthly Average Savings



Average Gross Monthly Savings:
\$48,400

Average Net monthly Savings:
\$44,370

SquareHook Fees

Initial Setup Fee: \$80,600

**SEE A FULL RETURN IN
3 MONTHS GUARANTEED**

Ongoing Monthly Fee: \$4,030

New Total Target Price

Current Monthly Average: **\$80,600**

New Target Average: **\$40,300–\$56,500**



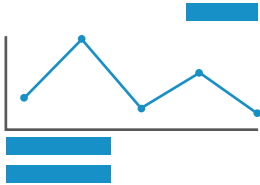
What Does This Mean for You?

When you sign up with SquareHook, even after our costs, after a year's time, you will be saving an **average of \$532,430!**

And at no additional cost, you'll get access to special services like monitoring and an account dashboard. (*More details on the next page.*)



SERVICE BENEFITS



CONTINUOUS MONITORING

SquareHook will continuously monitor your cloud activity and apply recommended savings techniques month to month to keep your payments down!



IN-DEPTH VIEW OF COST DATA

With greater understanding of your cloud spend, you get valuable data for marketing, pricing and overall financial control of your business.



NOTIFICATION OF ANOMALIES

Get notices when a spike or irregularity appears in cloud spending or usage.

COMPREHENSIVE DASHBOARD

You'll get access to a dashboard for a comprehensive view of all your cloud activity and spending.

SAVING SUGGESTIONS

Automatically receive suggestions for improvements and greater savings on your cloud usage.

FORECAST FUTURE MONTHS

See estimates for the spend of upcoming months and how much you'll be saving in each month.



NEXT STEPS

READY TO START SAVING?

Most companies are shocked and frustrated to learn how much is wasted in unnecessary and unoptimized cloud costs. Let's optimize using **Cloud Cost Control** to take back control of spending and save money!

We've already identified ways to start saving, all we have to do now is implement Cloud Cost Control and set up monitoring for real-time insights and future savings.

Next Steps

1. Contact us and work out a contract for month to month savings.
2. We'll need global contributor permissions to make changes in your Azure account.
3. We'll need a list of any users that need to access the online portal.

We'll handle all the monitoring and cloud cost savings moving forward! We'll collaborate with you every step of the way to make sure you have all the cloud functionality you need, but never have to pay more than the bare minimum. We look forward to working with you to achieve your cloud cost optimization goals.

CONTACT US TO BEGIN

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