Transforming Cloud Cost Management: Elmera Group Saves $300,000 Yearly with Ceeview

Elmera Group is a leading energy company in Norway, encompassing a diverse range of businesses including Fjordkraft, TrøndelagKraft, and Gudbrandsdal Energi. These businesses serve consumers, businesses, and the wholesale market across Norway and the Nordic region. Committed to sustainability, Elmera Group focuses on offering renewable energy solutions, innovative technologies for efficient energy management, and comprehensive billing & rating services. Elmera Group operations span over ten distinct business units, including clean energy production, mobile services, and advanced billing solutions.
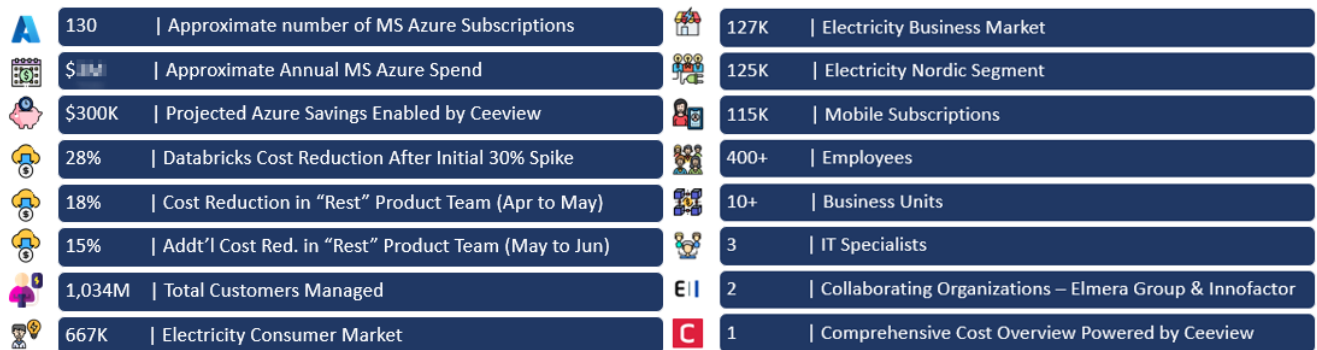
> "Implementing Ceeview's Cost Control solution has transformed our cloud cost management, saving us around $300,000 USD annually. The dashboard provides an invaluable overview, allowing us to quickly identify and address cost issues. The collaboration with our MSP/CSP partner Innofactor has been crucial, with both parties benefiting from transparent and effective cost optimization discussions."
>
> – Rune Bergsvåg, IT Specialist at Elmera Group

To fully grasp the scope, scale, and impact of Elmera Group's operations, the "By the Numbers" graphic below provides a detailed snapshot of their extensive customer base, diverse operational units, and key metrics, highlighting the broad reach, significant achievements, and operational efficiency of the organization:

Elmera Group By the Numbers

130	Approximate number of MS Azure Subscriptions	
$	Approximate Annual MS Azure Spend	
$300K	Projected Azure Savings Enabled by Ceeview	
28%	Databricks Cost Reduction After Initial 30% Spike	
18%	Cost Reduction in "Rest" Product Team (Apr to May)	
15%	Addt'l Cost Red. in "Rest" Product Team (May to Jun)	
1,034M	Total Customers Managed	
667K	Electricity Consumer Market	

127K	Electricity Business Market	
125K	Electricity Nordic Segment	
115K	Mobile Subscriptions	
400+	Employees	
10+	Business Units	
3	IT Specialists	
2	Collaborating Organizations – Elmera Group & Innofactor	
1	Comprehensive Cost Overview Powered by Ceeview	

Cloud Cost Management Challenge

Despite Elmera Group's vast scale, Rune Bergsvåg and his small IT team of three people were tasked with managing and optimizing approximately 130 Azure subscriptions. Their responsibilities included ensuring efficient and right-sized resource utilization, identifying cost-saving opportunities, proactively addressing excessive cloud spend, and conducting timely interventions.

Rune Bergsvåg, IT Specialist at Elmera Group

Cloud Cost Management Transformation

Managing cloud costs across a diverse range of business units within Elmera Group was challenging. Each unit utilized Azure cloud services, leading to a complex and fragmented view of overall cloud expenditure. The implementation of Ceeview's Cost Control solution, introduced to Elmera Group by their MSP/CSP partner Innofactor, brought transformative changes to their approach to cloud cost management. The benefits were substantial and multifaceted:

BEFORE CEEVIEW	AFTER IMPLEMENTING CEEVIEW
High Costs and Uncertainty	**Significant Cost Savings and Control**
Risk of uncontrolled cloud spending leading to higher-than-expected costs.	Estimated 10% annual cost savings ($300K USD) due to insights and optimizations.
Management Pressure: Frequent questions from management about high Azure costs.	Time saved from not manually investigating costs can be allocated to priority tasks & increasing productivity
Complex and Fragmented Cost Management	**Unified Dashboard for Full Visibility**
Managing cloud costs across diverse business units was challenging.	Ceeview's unified dashboard aggregates cost data from all Azure subscriptions.
Each unit utilized Azure services, resulting in a fragmented view of expenditures.	Centralized overview offers a comprehensive view of cloud costs across the organization.
Lack of Comprehensive Visibility	**Detailed Breakdown**
Multiple Subscriptions: Around 130 Azure subscriptions, each with its own cost data.	Monitor costs by product teams, Azure services, and business units.
Fragmented Data: Azure portal provided limited snapshots, lacking a full overview.	Detailed cost breakdowns and precise tracking.
Inefficient Cost Management	**Efficient and Proactive Cost Management**
Manual Processes: Manual reviewing each subscription to track costs.	Quick identification and addressing of cost issues without manual investigations
High Investigation Time: Identifying cost anomalies required extensive detective work.	CostOps Meetings: Monthly meetings utilizing detailed Ceeview data for cost optimization.
Limited Tools and Access	**Improved Tools and Access**
Azure Native Tools: Did not offer necessary visibility or ease of use.	High-level visual representations of cost metrics for easier understanding and management.
Dependency on MSP/CSP: Initial CSP support was cumbersome and lacked transparency.	Joint access to the same cost data for both Elmera and Innofactor, fostering transparent collaboration.

Comprehensive Cost Visibility

Ceeview's Cost Control solution provided Elmera Group with a unified dashboard (see image on the following page), offering a comprehensive view of cloud costs. This dashboard allowed Rune Bergsvåg to monitor costs by product teams, Azure services, and business units, enabling precise tracking and management of expenditures.

Key Capabilities of Ceeview's Cost Control Solution:

- **Unified Dashboard Overview**: Visual representation of cost metrics across business units and services, providing immediate understanding of overall cloud expenditure.

- **Detailed Cost Breakdown**: Includes consumption tracking (Year to Date, Estimated Year, Budget Year costs), potential savings identification (Action, Check, Optimal zones), and monthly cost trends through bar charts.

- **Product Team Cost Allocation**: Detailed breakdown of costs under specific product teams like the 'App' team, with drilldown capabilities to view subscription-level costs for different Azure services.

- **Azure Product Utilization**: Tracks costs for various azure services such as SQL databases, Azure App Services, and virtual networks, and provides cost optimization recommendations including right-sizing resources and reserved instance purchases.

Elmera Group Cost Control Dashboards Powered by Ceeview

Top Panels: Unified dashboard offering high-level cost metrics and alerts across business units and services.

Chart View: Monthly cost trends analysis for detailed expenditure tracking and potential savings.

Cost Model View: Granular cost breakdowns with change percent by product team for precise tracking and management.

Strategic Collaboration with Innofactor

Innofactor played a pivotal role in bringing Ceeview's solution to Elmera Group. Initially, Innofactor faced challenges in providing Elmera Group with comprehensive visibility into their Azure costs using native tools and manual processes.

The close collaboration between Elmera Group and Innofactor ensured that both parties had access to the same cost data, facilitating transparent and effective cost management. Regular cost optimization meetings between Elmera Group and Innofactor, supported by Ceeview's detailed dashboards, allowed for joint decision-making and strategic adjustments to optimize cloud usage. This partnership underscored the importance of collaboration between enterprises and their MSP/CSP partners in achieving cost optimization goals. Recognizing the need for a more robust solution, Innofactor introduced Ceeview Cost Control to Elmera Group.

By leveraging Ceeview, Innofactor demonstrated their commitment to Elmera Group, proving to be a valuable partner in both providing Azure services and enabling effective cost management. This strategic cooperation not only enhanced Elmera Group's cloud cost management but also solidified the trust and collaboration between Elmera Group and Innofactor.

Ecological Impact

Beyond economic benefits, Ceeview's solution contributed to Elmera Group's sustainability objectives. By optimizing cloud consumption, Elmera Group minimized its environmental footprint, aligning with its commitment to ecological responsibility. Efficient cloud usage reduced the overall energy consumption of their operations, supporting global efforts to combat climate change.

Conclusion

Elmera Group's success with Ceeview's Cost Control solution demonstrates the profound impact of comprehensive cloud cost management. The combination of detailed visibility, strategic cost optimization, and collaborative partnership with Innofactor enabled Elmera Group to achieve substantial economic and ecological benefits. This success story serves as a testament to the value of Ceeview's solution in helping enterprises navigate the complexities of cloud cost management and drive sustainable growth.

About Elmera Group: Elmera Group ASA is a leading energy company in Norway, dedicated to providing sustainable energy solutions and innovative technologies to consumer and business markets across the Nordic region.

About Innofactor: Innofactor is a trusted MSP/CSP partner, offering comprehensive Azure cloud services and dedicated to enabling effective cost management and optimization for its clients.

About Ceeview: Ceeview provides advanced business service and cost control solutions, enabling comprehensive visibility and optimization of cloud services and expenditures, while supporting both economic and ecological sustainability.