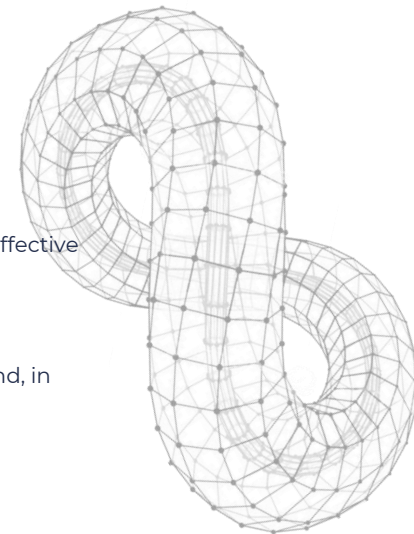


Cloud[∞]

Multicloud FinOps SaaS
Optimization / Efficiency / Automation



Our History



2012



We are a Brazilian company founded in 2012, with the mission of helping our customers achieve the best cost-effective use of public clouds. At that time, AWS dominated the market, but we identified opportunities to improve the visualization and analysis of costs. That's when we launched our solution.

2013

2014

2015

2016



In recognition of our work, we won the award for Best AWS Technology Partner in Latin America in 2013/2014 and, in 2023, we were finalists as a Marketplace Partner also in the region.

2017

2018



Over time, other public clouds emerged and challenged AWS's leadership. In keeping with this evolution, we expanded our support to include Azure in 2016, GCP in 2018, Huawei in 2020 and OCI in 2022.

2019

2020



We've seen cloud spend become increasingly unpredictable and difficult to control, so we've introduced tools focused on optimization and efficiency, such as budgeting, anomaly detection, best practices, and scheduled automations.

2021

2022



As our customers have adopted multiple clouds simultaneously, our platform has proven to be the right choice for unified management of all cloud spend.

2023

2024



With the emergence of cost management-focused communities and think tanks, such as the FinOps Foundation and the Technology Business Management Council, we've seen the FinOps market grow rapidly and collaboratively.

2025



Going forward, our vision is to be our customers' preferred platform for consolidating not just cloud spend, but all technology costs into the "X as a Service" model.

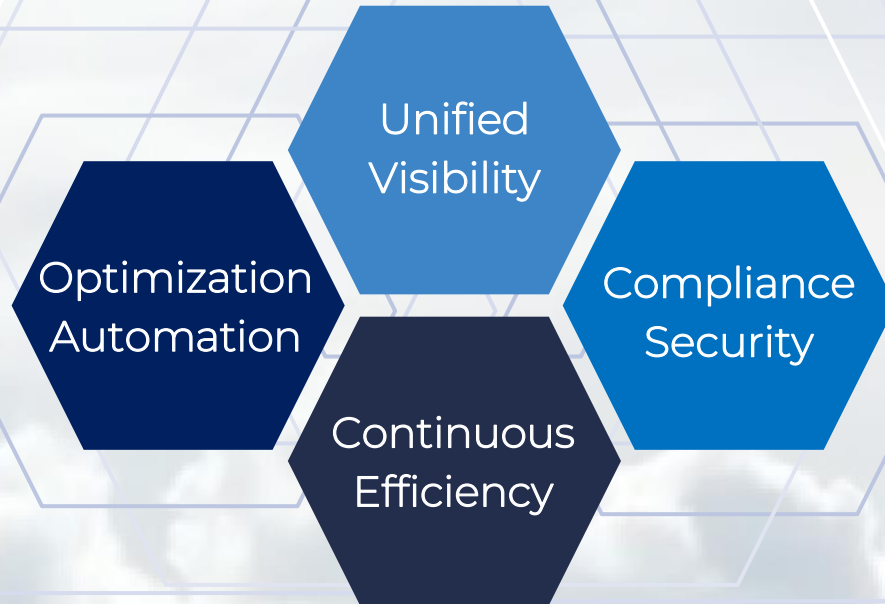
...

Futuro



Our Mission

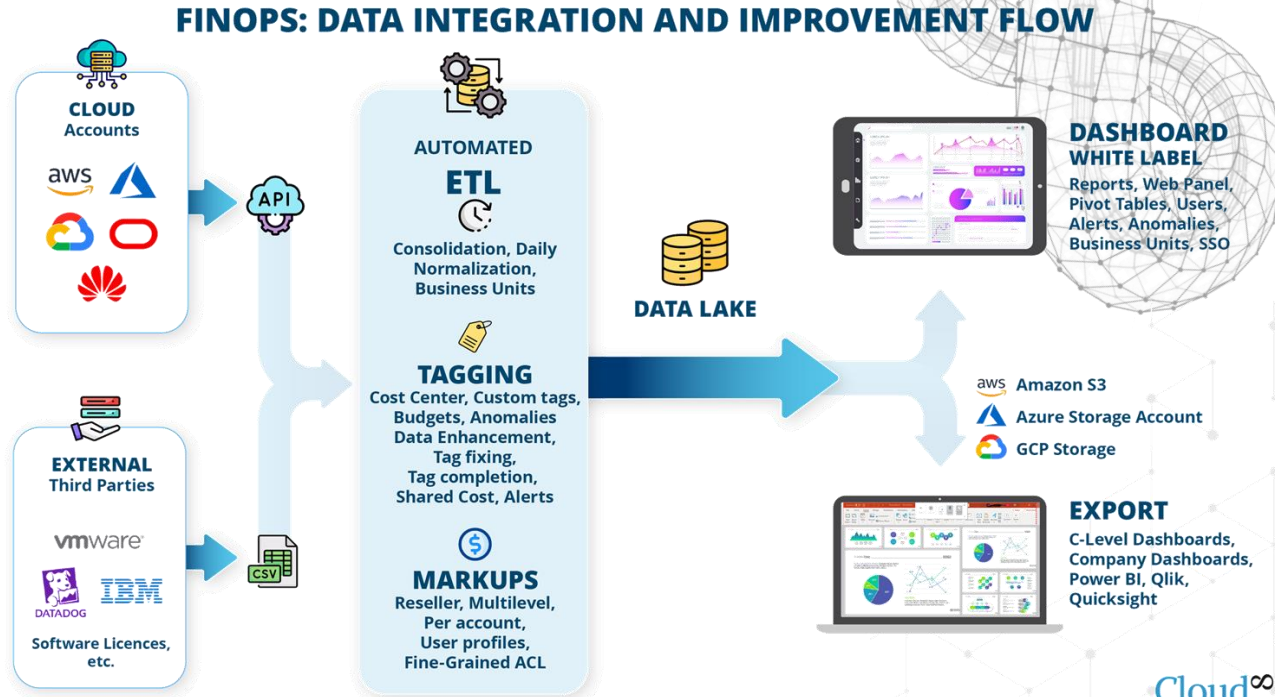
Cloud[∞]



Consolidated visualization of multiple accounts of cloud providers, with detailed visibility of the **costs, uses and configurations of infrastructure**, allowing a unified control of your inventory and **efficiency of your cloud posture**, through constant evaluation of devices, anomalies, best practices and task automation.

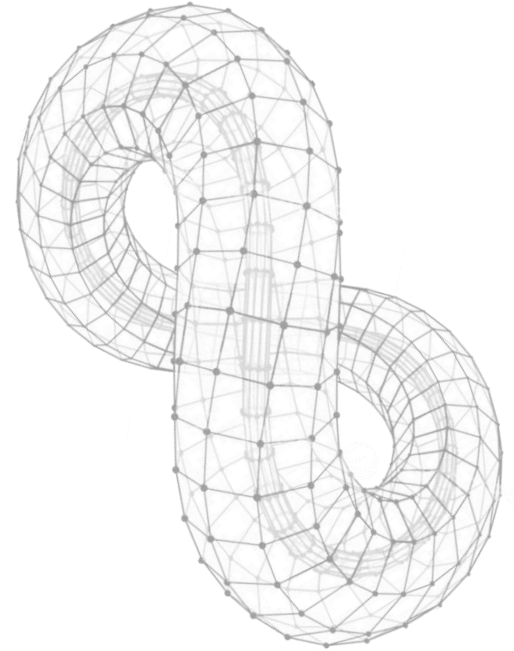
How we do it

We consume information from cloud providers through cost and usage reports and cloud service APIs. We apply our modeling to ingest, cleanse, normalize, cross-reference, and store historical billing and tag data in our own SaaS data lake. We provide a white-label web interface for data analysis and enrichment. We integrate with external platforms through push notifications, .CSV reports, emails, and chat messages.



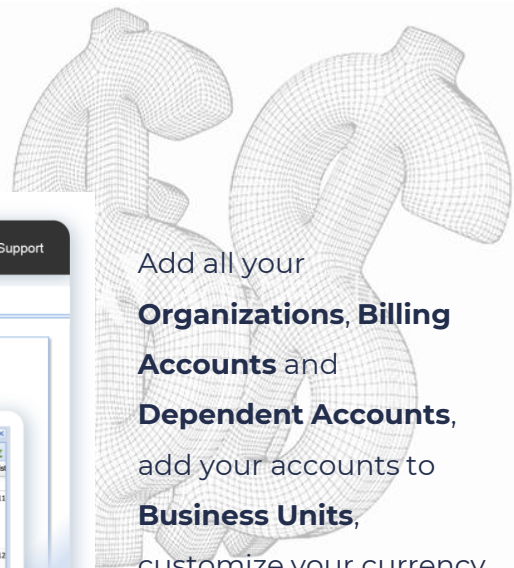
How to Start

1. Create a test account through our site, test for 15 to 30 days without cost: www.cloud8.com.br
2. Follow our documentation to create a reading credential in the Billing Account of your Cloud Provider
3. Add accounts and credentials to Cloud8
4. Adjust your credentials in Dependent Accounts/Projects
<https://www.cloud8.com.br/ajuda/onboarding-cloud8/>
5. Schedule a demonstration session
<https://bit.ly/book-with-vinicius>
6. Define a group of accounts to get started and request a custom quot



Cloud⁸

Organization / Accounts



Add all your
**Organizations, Billing
Accounts** and
Dependent Accounts,
add your accounts to
Business Units,
customize your currency
and quotations
according to your
preference

The screenshot displays the Cloudo web application interface. At the top, there's a navigation bar with 'Welcome, User' and 'Support'. Below it, a menu contains 'Dashboard', 'MSPs - Reports', 'Costs - Analytics', 'Costs - Reports', 'Costs - Anomalies', 'Workflows', 'Best Practices', 'Metrics', 'Components', and 'Auditing'. The main content area is divided into 'Summary' and 'Workflows' tabs. The 'Providers' table is visible, listing various cloud providers and their associated costs. A 'Business units' modal window is open, showing a detailed view of different business units and their items, including AWS, GCP, and Oracle services.

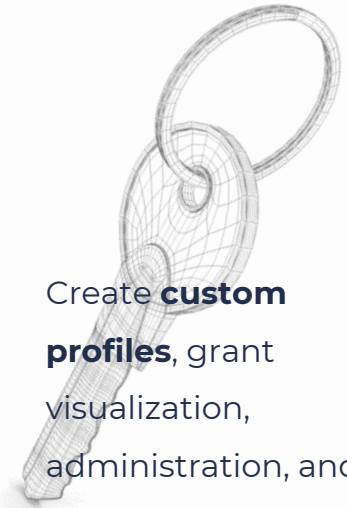
Providers	Name	Markup Tier II	Markup Client	Curre...	Estimation	Current ...	Previous ...	Inst...	Bill...
AWS		-	-	USD	9375,52	2335,53	9383,16	-	★
AWS Tier II		-	-	USD	4,00	0,34	3,94	-	★
Azure - Client		17,647%	20%	USD	-	-	-	0	★
Azure - Coffe		-	-	USD	-	-	-	0	★
Azure - CSP/Distributor		-	-	USD	-	-	-	0	★
Azure - subscription		42%	10%	USD	251,86	19,12	246,04	6	★
Azure - Tier II		17,647%	-	USD	-	0,00	0,00	-	★
Azure - Tier II Novo		42%	-	USD	254,90	19,12	246,04	-	★
Azure Lambda		-	-	USD	36,80	3,36	35,95	1	★
Azure Teste Tier II		-	-	BRL	623,44	44,89	621,46	0	★
Business		-	-	USD	18,91	1,57	35,91	-	★
Cliente direto		-	11,11%	USD	-	-	-	-	★
Cloud AWS		-	-	USD	6396,73	1919,78	6326,97	30	★
Cloud AWS - Consolidado		-	-	USD	9508,57	2310,98	9530,79	-	★
Cloud Functions		-	-	BRL	-	-	-	-	★
Cloud Infra SQS		-	-	USD	450,87	43,05	438,84	0	★
Cloud Unificado		-	-	USD	9807,85	2366,49	9756,28	-	★
CloudBackup		-	-	BRL	1,20	0,08	1,21	0	★
Demo		-	-	USD	384,08	31,15	389,94	-	★

Business units	Name	Belongs to	Items	Curren...	Current ...	Estimation	Previous ...	Regat...
Cloud Unificado			Azure - subscription (AZURE), Azure Lambda (AWS), Business (AWS), Cloud AWS (AWS), Cloud Functions (GCP), Cloud Infra SQS (AWS), Cloud Functions (GCP), Cloud Infra SQS (AWS), GCP - dominio.com.br (GCP), GCP - projeto (GCP), Huawei (HUAWEI), Kubernetes (AWS), Oracle (ORACLE), Third Party Dev 1 (AWS)	USD	2366,49	9807,85	9756,28	27711
AWS		Cloud Unificado	Azure Lambda (AWS), Business (AWS), Cloud AWS (AWS), Cloud Infra SQS (AWS), Kubernetes (AWS), Third Party Dev 1 (AWS)	USD	2335,53	9375,52	9383,16	1012
GCP		Cloud Unificado	Cloud Functions (GCP), GCP - dominio.com.br (GCP), GCP - projeto (GCP)	USD	1,54	22,24	19,27	1012
Huawei - Org		Cloud Unificado	Huawei (HUAWEI)	USD	1,13	13,88	13,64	2011
DEV		AWS	Kubernetes (AWS), Third Party Dev 1 (AWS)	USD	343,80	2470,96	2545,50	05/02
PRDD		AWS	Azure Lambda (AWS), Business (AWS), Cloud AWS (AWS), Cloud Infra SQS (AWS)	USD	1991,73	6905,45	6837,67	05/02
Demo			Azure - subscription (AZURE), Business (AWS), GCP - projeto (GCP), Oracle (ORACLE)	USD	31,15	384,08	389,94	09/08
SubDemo 1		Demo	Azure - subscription (AZURE), Business (AWS)	USD	20,52	268,48	277,60	09/08
GCP ORG			Cloud Functions (GCP), CloudBackup (GCP)	USD	0,01	0,19	0,19	20/09
GCP ORG II			Cloud Functions (GCP), CloudBackup (GCP)	USD	0,01	0,19	0,19	20/09
Y			AI - Y Brasil (AZURE), AI - Y Japs (AZURE)	USD	In progress...	?	N/A	11/05
OCI		Cloud Unificado	Oracle (ORACLE)	USD	9,17	97,20	94,16	30/07

2 without US
**PROVIDERS,
BUSINESS UNITS**

Profiles and Users

The screenshot displays the Cloud IAM console. The top navigation bar includes the Cloud logo, a user profile icon with 'Welcome, User', and a 'Support' link. Below the navigation bar, a series of tabs are visible: Dashboard, MSPs - Reports, Costs - Analytics, Costs - Reports, Costs - Anomalies, Workflows, Best Practices, Metrics, Components, and Auditing. The main content area is divided into two overlapping windows. The 'Users' window shows a table with columns for Name, Email, Status, MFA, SSO, Role, Comment, and Timezone. A single user, 'Manoel Netto' with email 'contato@madhat.haus', is listed as 'Active'. The 'Access roles' window shows a table with columns for Type, Name, Users, Comment, and Register date. It lists several roles such as 'admin', 'demo', 'devops', 'provider', 'readonly', 'finance', and 'report', each with a specific comment and a register date of 29/06/2024. A 'Hints' section at the bottom left of the main area contains a lightbulb icon and the text: 'Make sure to clear your old backups! Set a 'retention policy' according to your needs, ke...'. At the bottom right, a 'Load Balancers' section shows a warning icon and the text '2 without use...'. The text 'USERS, PROFILES' is overlaid in large, bold, white letters at the bottom right of the screenshot.

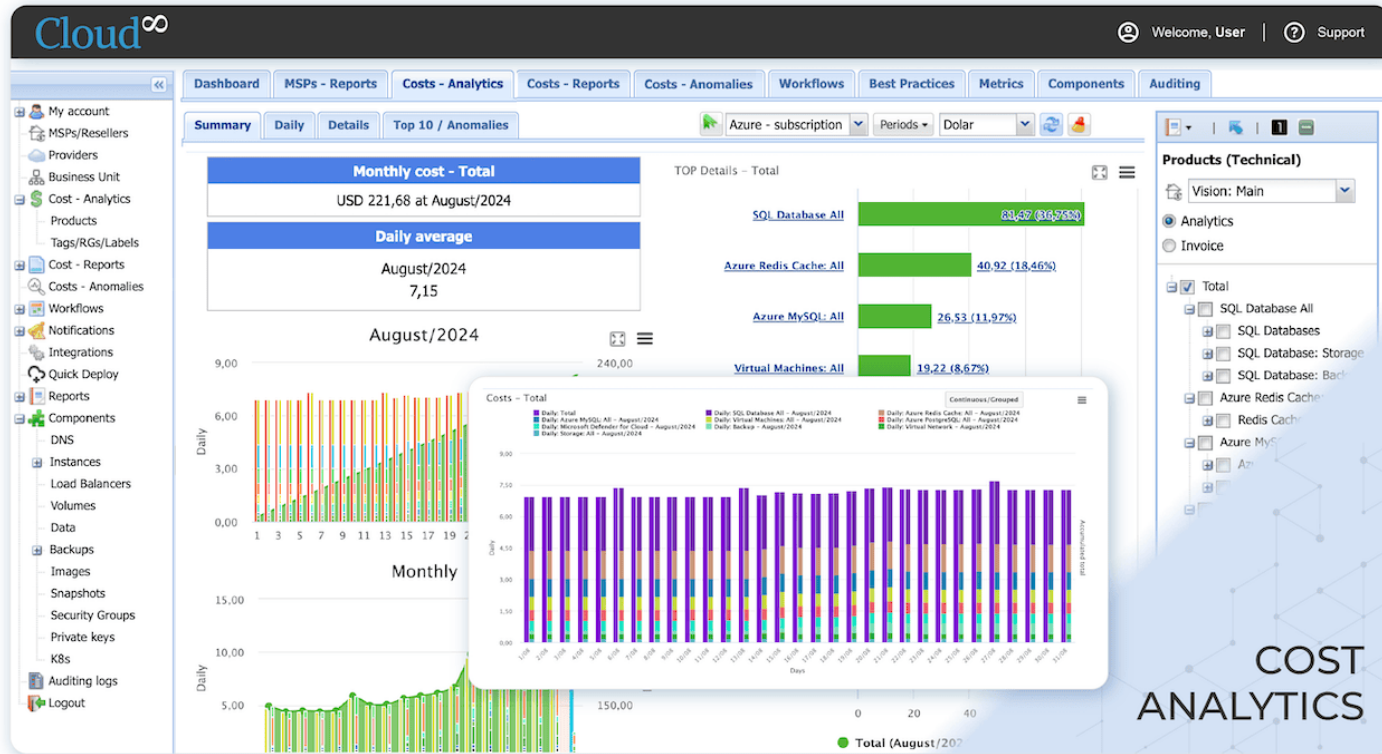


Create **custom profiles**, grant visualization, administration, and automation functions.

Associate users with profiles for each person in your company.

Integrate with your IAM through **Single Sign On (SSO)**

Graphical Analysis



Unified visibility for multiple Cloud Providers, graphical analysis of **monthly and daily history**, in-depth analysis by families and services for investigation of **root causes of deviations**.

COST ANALYTICS

Budgets

The screenshot displays the CloudZero 'Gestão de budgets' interface. It features a navigation menu on the left with categories like 'My account', 'MSPs/Resellers', 'Providers', 'Business Unit', 'Cost - Produ', 'Tags', 'Costs', 'Workf', 'Notific', 'Integr', 'Quick', 'Repor', 'Comp', 'DNS', 'Instar', 'Load Bal', 'Volumes', 'Data', 'Backups', 'Images', 'Snapshots', 'Security Groups', 'Private keys', 'K8s', 'Auditing logs', and 'Logout'. The main content area is titled 'Gestão de budgets' and includes several data visualizations and tables.

Alertas Table:

Método	Integrações	Quando	Ago/2024	Set/2024	Tot.Out/2024	Est.Out/202
Custo fixo anual B...			373,82	377,26	74,08	376,31
Custo fixo anual B...			373,82	377,26	74,08	376,31
Estimativa mensal	Cloud - SMC	Diário	1,64	1,64	1,64	5,23

Annual Forecast Chart:

Mês	Jan 2024	Fev 2024	Mar 2024	Abr 2024	Mai 2024	Jun 2024	Jul 2024	Ago 2024	Sep 2024	Out 2024	Nov 2024	Dez 2024
Budget	10.665,17	10.965,73	11.094,87	8.228,35	8.364,69	8.729,17	8.824,15	9.646,46	4.702,74	5.824,72	5.985,27	5.475,17
Realizado	8.255,43	8.902,95	9.008,36	5.774,95	5.842,26	6.012,21	6.006,24	5.903,95	4.826,26	5.991,76	5.964,87	6.902,85

Monthly Breakdown Chart:

Mês	Jan 2024	Fev 2024	Mar 2024	Abr 2024	Mai 2024	Jun 2024	Jul 2024	Ago 2024	Sep 2024	Out 2024	Nov 2024	Dez 2024
Realizado	8.255,43	8.902,95	9.008,36	5.774,95	5.842,26	6.012,21	6.006,24	5.903,95	4.826,26	5.991,76	5.964,87	6.902,85

Costs Reports Table:

Visão	Principal	Aumentou 3% Est...	Slack	Semanal
BRL	Visão: Principal	Aumentou 2% Cu...	Slack	Diário
USD	Visão: Principal	Estimativa mensal		
USD	Visão: Principal	Custo fixo diario	Budgets - email	
USD	Visão: Principal	Aumentou 3% Est...	Budgets - email	



Create **multicloud budgets**, for an account, business units, family, subfamily or business tags.

Define **daily, monthly or annual values**.

Compare the planning forecast and actual consumption.

Be notified about **budget overage risks**.

COSTS REPORTS

Variation Grids

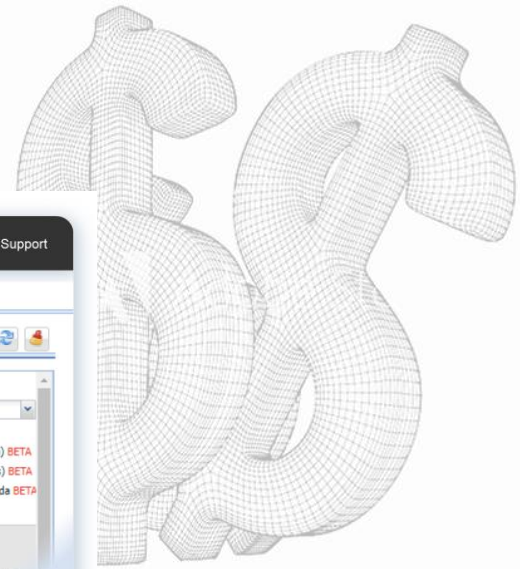
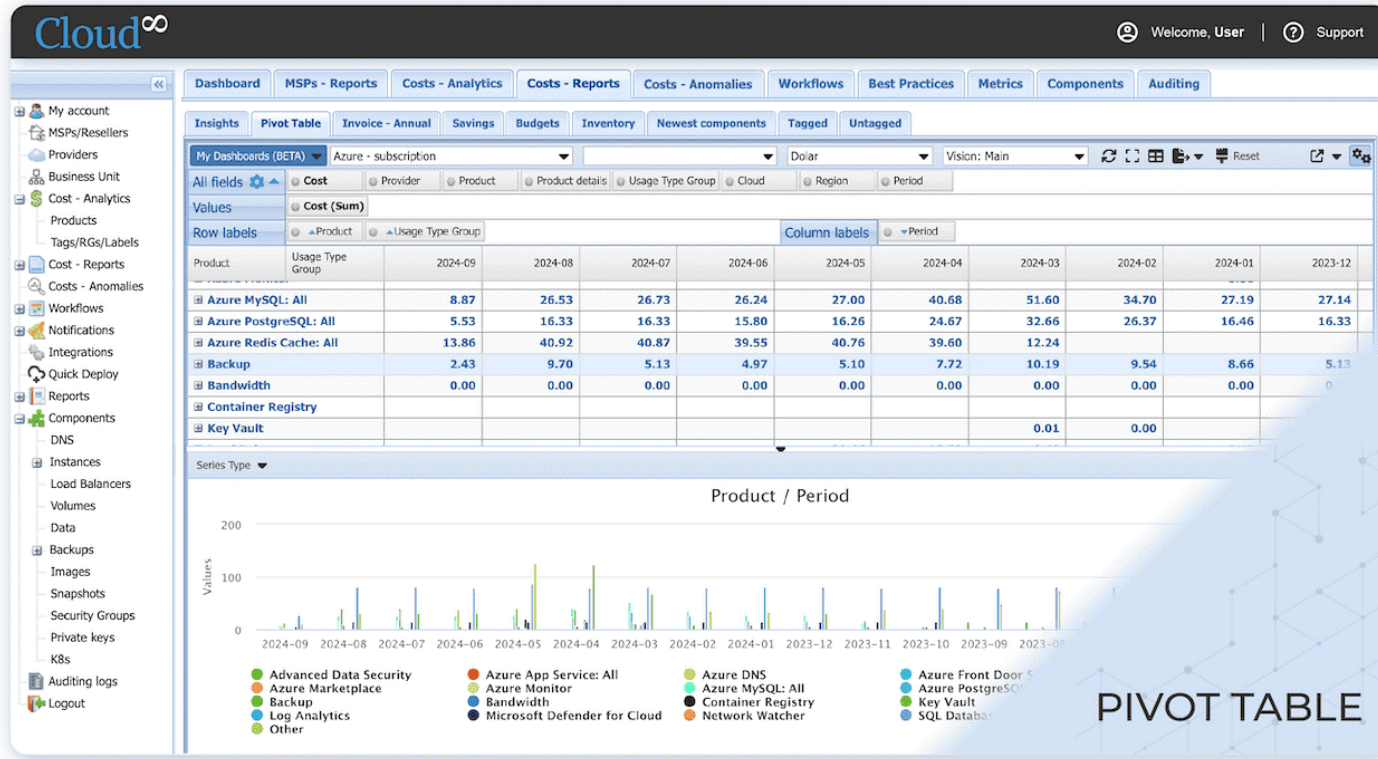
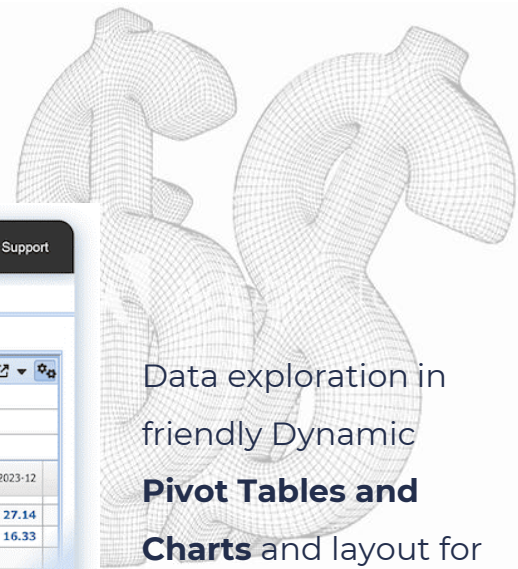


Table of **cost variations** allowing comparison and evolution from **month to month** at the level of account, family, sub-family or service.

COST ANALYTICS

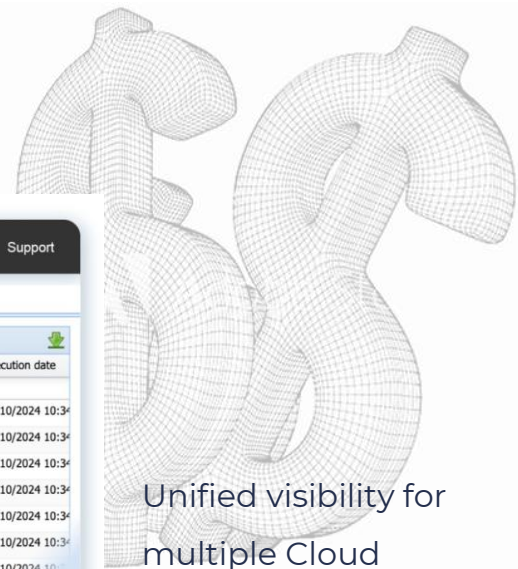
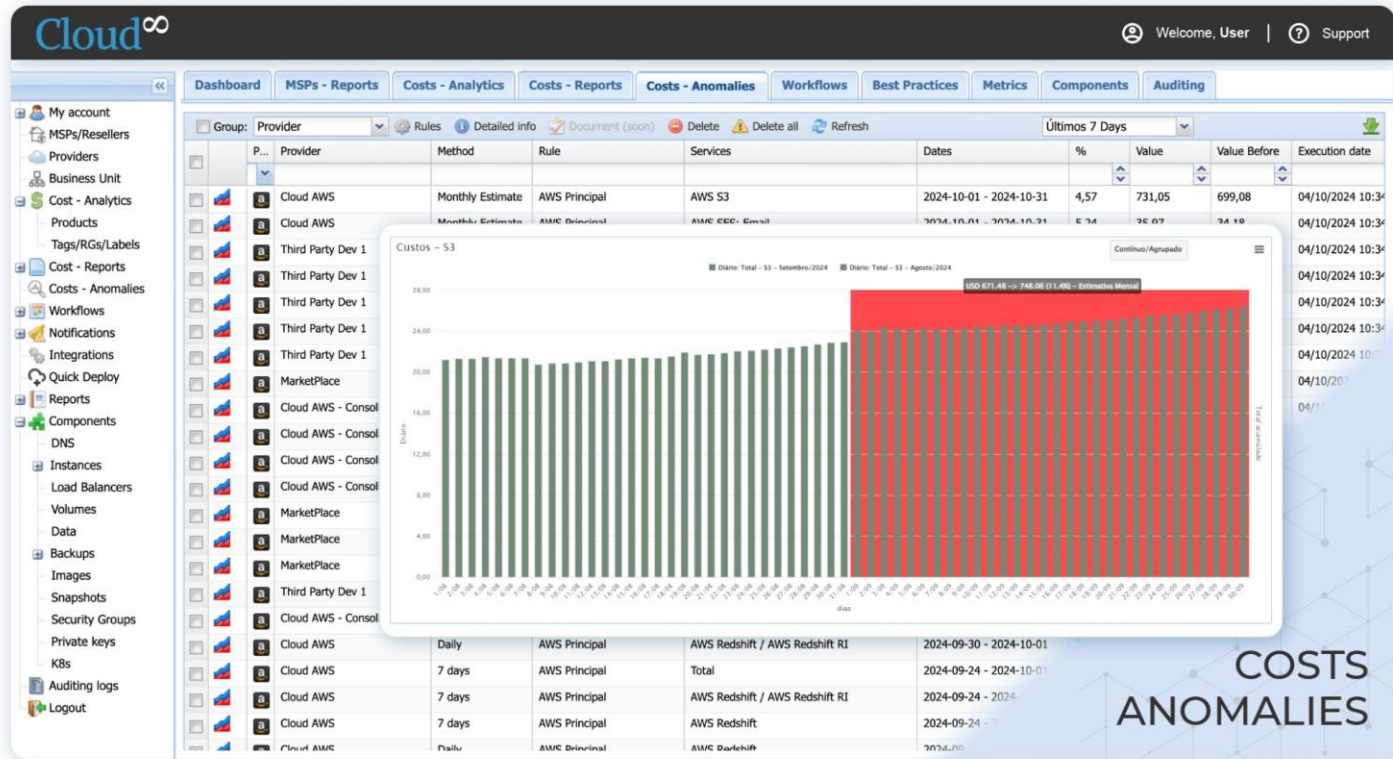
Pivot Table/Graphs



Data exploration in friendly Dynamic **Pivot Tables and Charts** and layout for data exploration. Report configuration and **data export** for integration with **external analytical platforms,**

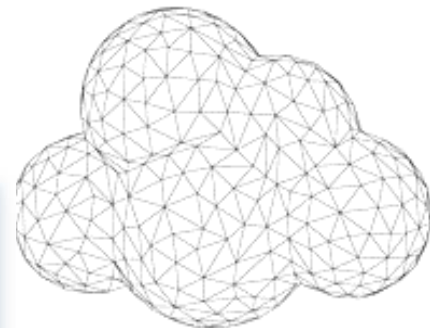
PIVOT TABLE

Anomalies



Unified visibility for multiple Cloud Providers, graphical **identification of anomalies**, simplified in-depth analysis for **Root Cause** investigation

Component Inventory



Cloud[∞] Welcome, User | Support

Dashboard MSPs - Reports Costs - Analytics Costs - Reports Costs - Anomalies Workflows Best Practices Metrics Components Auditing

Domínios/DNS Servidores LBs IPs Discos Dados Backups Imagens Snapshots Grupos de segurança Chaves Privadas K8s

Provedor	Resource Group	Nome	ID	Tipo	Plataforma	Info	Custo atual	Tam (G...)	Região
<input checked="" type="checkbox"/>	Cloud AWS	Web 50	i-074c63821c...	m7a.xlarge	Linux HVM	✓ SP	\$39.65	40	EUA / Costa Le
<input type="checkbox"/>	Cloud AWS	Web 80	i-026f650024...	m7a.xlarge	Linux HVM	✓ SP	\$39.48	40	EUA / Costa Le
<input type="checkbox"/>	Cloud AWS	Web 2	i-0c0c6c7d46...	m6i.xlarge	Linux HVM	✓ SP	\$34.68	40	EUA / Costa Le
<input type="checkbox"/>	Cloud AWS	e-Mail	i-03bcff2f6bd...	m6i.xlarge	Linux HVM	✓ SP	\$33.31	40	EUA / Costa Le
<input type="checkbox"/>	Cloud AWS	mysql	i-014c23b946...	m6i.xlarge	Linux HVM	✓ SP	\$33.24	40	EUA / Costa Le
<input type="checkbox"/>	Cloud AWS	Web3	i-083a49ba5...	m6i.xlarge	Linux HVM	✓ SP	\$32.82	40	EUA / Costa Le
<input type="checkbox"/>	Cloud AWS	Billing	i-05329cb013...	m7a.large	Linux HVM	✓ SP	\$21.29	40	EUA / C
<input type="checkbox"/>	Cloud AWS	Omnichannel	i-0467c4ce6d...	m6id.xlarge	Linux HVM	✓ SP	\$13.91	40	EUA
<input type="checkbox"/>	Cloud AWS	Schedule	i-0894983ce7...	m6id.xlarge	Linux HVM	✓ SP	\$12.87	40	
<input type="checkbox"/>	Cloud AWS	Mirror	i-0e2b6f3928...	m6i.large	Linux HVM	✓ SP	\$12.54		
<input type="checkbox"/>	Cloud AWS	Printers	i-08b8a39576...	m3.medium	Linux	✓ SP	\$11.75		
<input type="checkbox"/>	Oracle	FileServer FTP	ocid1.instanc...	VM.Standard.E2.1.Micro	Linux HVM	BR1 9.4			
<input type="checkbox"/>	Cloud AWS	DNS 1	i-08d598e07f...	m6id.large	Linux HVM	✓ SP			
<input type="checkbox"/>	Cloud AWS	DNS 2	i-09b1c7b24e...	m6id.large	Linux HVM	✓ SP			
<input type="checkbox"/>	Cloud AWS	DNS 3	i-0468a1dc49...	m6id.large	Linux HVM	✓ SP			
<input type="checkbox"/>	Third Party Dev 1	Windows NT	i-0e9400e3b6...	t4g.medium	Linux HVM / A...				
<input type="checkbox"/>	Third Party Dev 1	Unix 1	i-09cc16b661...	t4g.medium	Linux HVM / A...				
<input type="checkbox"/>	Third Party Dev 1	Silicon	i-06797dff77...	t4g.medium	Linux HVM / A...				
<input type="checkbox"/>	Third Party Dev 1	Silicon 2	i-0c719d301f...	t4g.medium	Linux HVM /				

COMONENTS

Detailed display of the inventory of components.

Display of **resource groups, compartments, tags** and **configuration parameters**.

Export inventory in .CSV for integration with your **ITSM** or **CMDB**.

Dependent Costs



Understand exactly how much each workload costs in a comprehensive manner. Easily map **all costs dependent on an instance or database.**

Costs for Storage, Backup, Licenses, Data Transfer, Reservations, Saving Plans, shape changes, configuration changes.

Cloud

Resumo | Diário | Detalhes | Top 10 / Anomalias

USD 39,65 em Outubro/2024

Estimativa: 177,08 (↓ 3,06%) / 171,81 em Setembro/2024

Média Diária

Outubro/2024 (Est) 5,71 | Setembro/2024 5,73

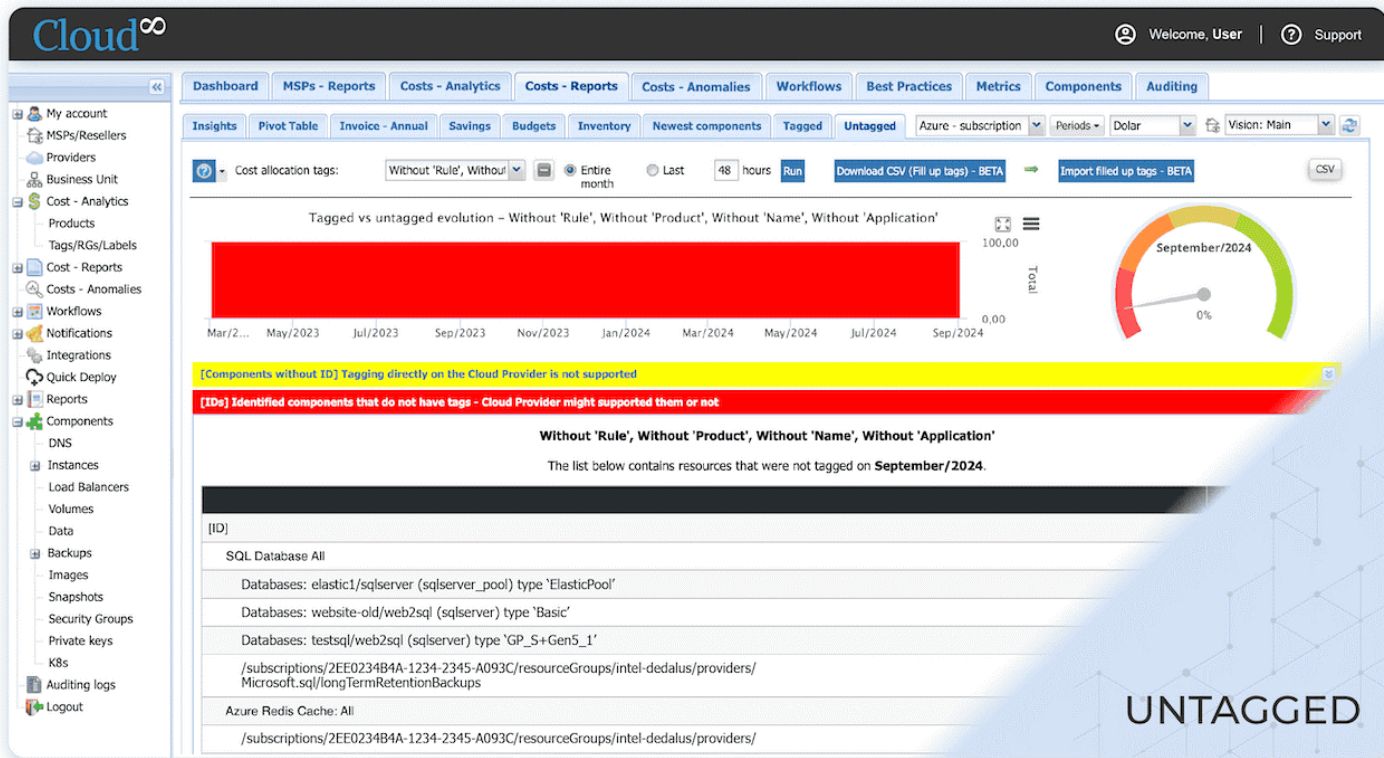
Outubro/2024

Mensal

Item	Outubro/2024 (Est.)	Setembro/2024	Outubro/2024	Setembro/2024	Agosto/2024	Julho/2024	Junho/2024
CloudWatch Web 50 (i-074c3821c4c06f5)	177,08 (+3%)	39,65	171,81 (-3%)	177,40 (+0%)	177,16 (+3%)	171,81	171,81
EC2: On Demand	172,27 (+3%)	38,70	166,92 (-3%)	172,49 (+0%)	172,26 (+3%)	166,92	166,92
\$0.22184 per On Demand Linux m7a.xlarge Instance Hour	172,27 (+3%)	(743,05 - 38,70 (166,94 h))	166,92 (-3%)	(720,00 - 172,49 (+0%))	(744,0 - 172,26 (+3%))	(743,0 - 166,92 (720,00 h))	
EC2: Savings Plan Allocated	0,00	0,00	0,00	0,00	0,00	0,00	0,00
\$0.22184 per On Demand Linux m7a.xlarge Instance Hour	0,00 (0,06 h)	0,00 (0,06 h)	0,00	0,00	0,00	0,00	0,00
EC2: Volumes	3,22 (+1%)	0,67	3,20	3,20	3,20	3,20	3,20
(30 GB) - vol-03647074eeaa96457 conectado a 'CloudWatch 50'	2,42 (+1%)	0,50 (6,29 GB)	2,40	2,40	2,40	2,40	2,40
\$0.08 per GB-month of General Purpose (gp3) provisioned stora.	2,42 (+1%)	(30,20 GB)	0,50 (6,29 GB)	2,40 (30,00 GB)	2,40 (30,00 GB)	2,40 (30,00 GB)	2,40 (30,00 GB)
(10 GB) - vol-9f069890c77ebb10f conectado a 'CloudWatch 50'	0,81 (+1%)	0,17	0,80	0,80	0,80	0,80	0,80
\$0.08 per GB-month of General Purpose (gp3) provisioned stora.	0,81 (+1%)	(10,07 GB)	0,17 (2,10 GB)	0,80 (10,00 GB)	0,80 (10,00 GB)	0,80 (10,00 GB)	0,80 (10,00 GB)
EC2: Backups	1,47 (+5%)	0,27	1,54 (+1%)	1,52 (+4%)	1,62 (+9%)	1,50	1,50
Data Transfer	0,00	0,00	0,28 (+29%)	0,28 (+150%)	0,00	0,19	0,19
EC2: Volumes	0,00	0,00	0,00	0,00	0,00	0,00	0,00
\$0.00 for 1250 Mbps per m7a.xlarge instance-hour (or partial hour)	0,00 (743,11)	0,00 (167,00)	0,00 (720,00)	0,00 (744,00)	0,00 (743,00)	0,00 (720,00)	0,00 (720,00)

COMPONENTS

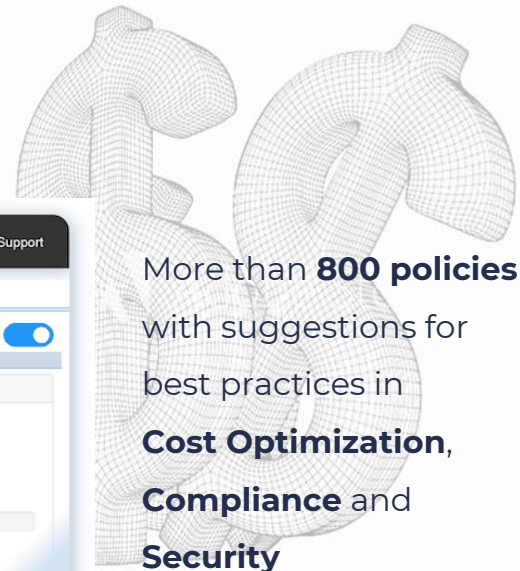
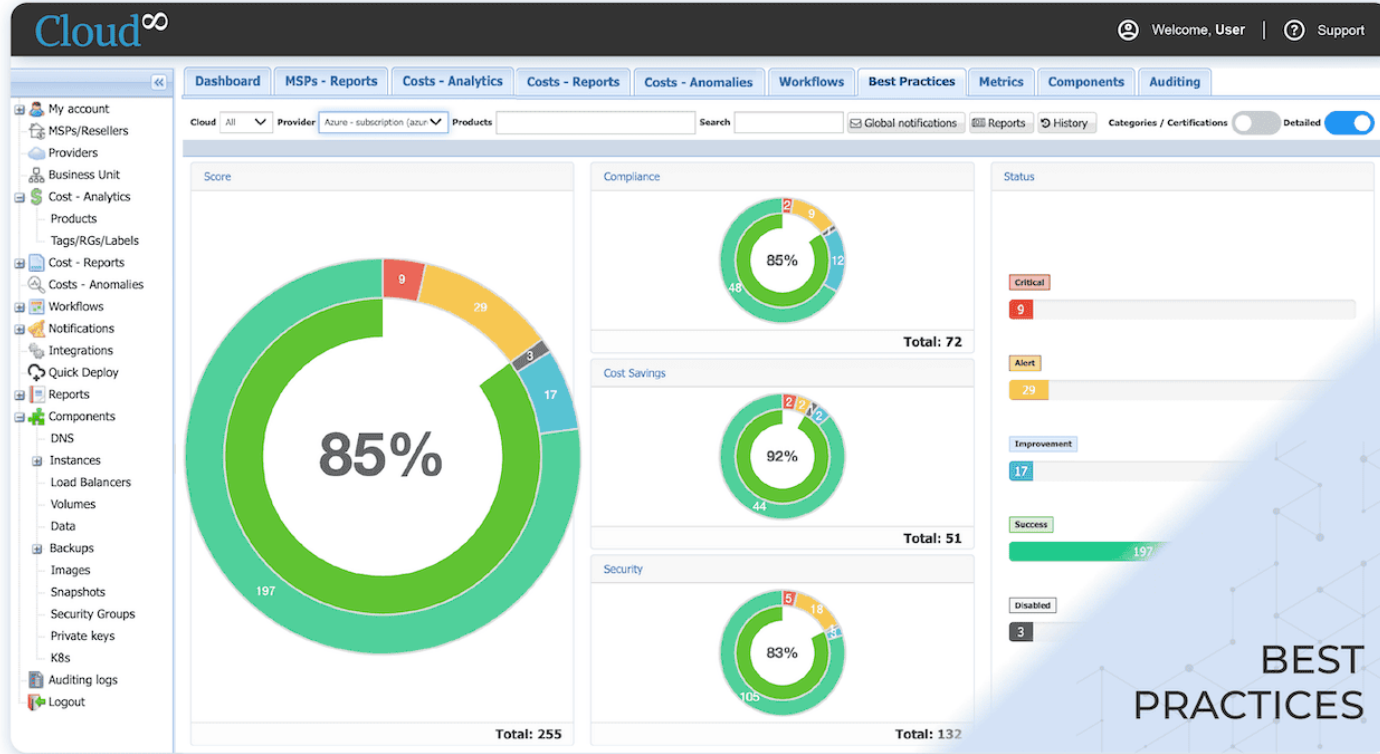
Tag Allocation/Distribution



Implement your **multicloud global tagging** strategy, apply tags to components and costs not natively supported by the Cloud Provider, create, change and supplement your history, apply **shared cost allocation** for **Compute, Database, Storage and Kubernetes**

UNTAGGED

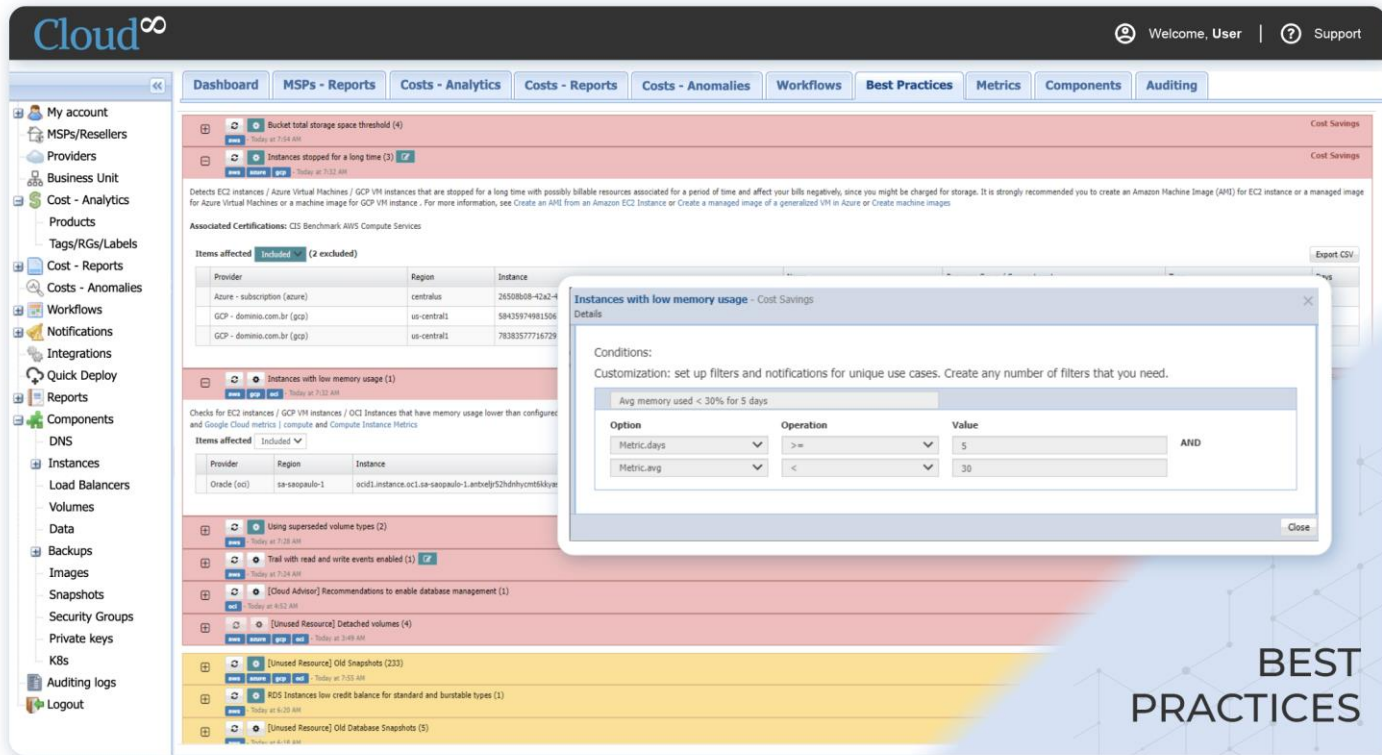
Best Practices



More than **800 policies** with suggestions for best practices in **Cost Optimization, Compliance and Security** integrated into native advisors and also many others **developed by Cloud8**

BEST PRACTICES

Best Practices



Cloud[∞] Welcome, User | Support

Dashboard MSPs - Reports Costs - Analytics Costs - Reports Costs - Anomalies Workflows **Best Practices** Metrics Components Auditing

My account MSPs/Resellers Providers Business Unit Cost - Analytics Products Tags/RGs/Labels Cost - Reports Costs - Anomalies Workflows Notifications Integrations Quick Deploy Reports Components DNS Instances Load Balancers Volumes Data Backups Images Snapshots Security Groups Private keys K8s Auditing logs Logout

Bucket total storage space threshold (4) Cost Savings

Instances stopped for a long time (3) Cost Savings

Detects EC2 instances / Azure Virtual Machines / GCP VM instances that are stopped for a long time with possibly billable resources associated for a period of time and affect your bills negatively, since you might be charged for storage. It is strongly recommended you to create an Amazon Machine Image (AMI) for EC2 instance or a managed image for Azure Virtual Machines or a machine image for GCP VM instance. For more information, see Create an AMI from an Amazon EC2 Instance or Create a managed image of a generalized VM in Azure or Create machine images.

Associated Certifications: CIS Benchmark AWS Compute Services

Items affected Included (2 excluded)

Provider	Region	Instance
Azure - subscription (azure)	centralus	26508b08-42a2-4
GCP - dominio.com.br (gcp)	us-central1	58435974881506
GCP - dominio.com.br (gcp)	us-central1	78383577716729

Instances with low memory usage (1)

Checks for EC2 instances / GCP VM instances / OCI Instances that have memory usage lower than configured and Google Cloud metrics | compute and Compute Instance Metrics

Items affected Included

Provider	Region	Instance
Oracle (oci)	sa-saopaulo-1	ocid1.instance.oc1.sa-saopaulo-1.ambvj52hdhymtkkkye

Instances with low memory usage - Cost Savings

Details

Conditions:
Customization: set up filters and notifications for unique use cases. Create any number of filters that you need.

Avg memory used < 30% for 5 days

Option	Operation	Value	
Metric.days	>=	5	AND
Metric.avg	<	30	



Customize your best practice policies by **calibrating** your analysis to be more **conservative** or **more daring**.

Suggest new **custom rules** for our roadmap.

BEST PRACTICES

Metrics Analysis



Analyze the **resource consumption** of your components through native Public Cloud **monitoring services**, without leaving Cloud8.

Decide the **best shape** for your components.

METRICS

Scheduled Automations

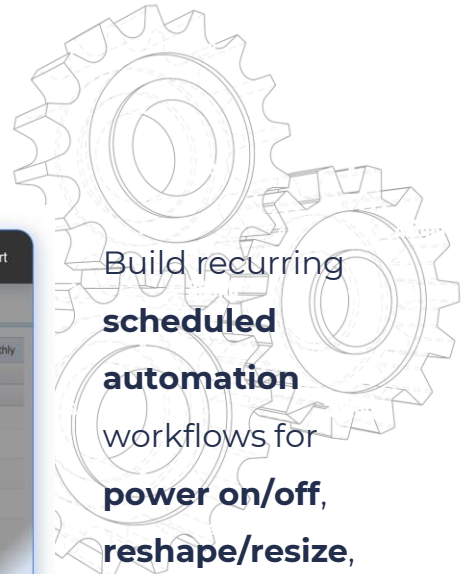
The screenshot displays the Cloudify console interface. At the top, the 'Cloudify' logo is on the left, and 'Welcome, User | Support' is on the right. Below the header is a navigation bar with tabs for Dashboard, MSPs - Reports, Costs - Analytics, Costs - Reports, Costs - Anomalies, Workflows, Best Practices, Metrics, Components, and Auditing. The 'Workflows' tab is active. The main area shows a calendar view for 'w.37 Sep 2024' with columns for days from Mon 09/09 to Fri 10/09. A list of components is on the left, including various Cloud AWS and Azure instances. The calendar grid shows vertical bars representing scheduled automation tasks for each component on specific days.

Build recurring
**scheduled
automation**
workflows for
**power on/off,
reshape/resize,
backups/snapshots/
vault copy,**
even internal script
execution within
components via
Cloud APIs

WORKFLOWS

Scheduled Automations

The screenshot displays the Cloud 100 management interface with several workflow configuration windows open. The main dashboard shows navigation tabs for Dashboard, MSPs - Reports, Costs - Analytics, and Costs - Reports. The workflow configuration windows include fields for Recurso, Nome, Quando, and Timezone, as well as task lists and scheduling options. One window shows a task list with actions like 'Desassociar grupo de segurança' and 'Backup'. Another window shows scheduling options for 'Diário', 'Semanal', and 'Mensal'. A calendar view shows the schedule for October and November 2024.



Build recurring
scheduled automation
workflows for
power on/off, reshape/resize, backups/snapshots/vault copy,
even internal script execution within components via Cloud APIs

WORKFLOWS



RENATO WEINER

CEO

renato@cloud8.com.br

<https://www.linkedin.com/in/renatoweiner/>

+55 11 98162-2396



VINICIUS HOFFMANN

Business Development

vinicius.hoffmann@cloud8.com.br

<https://www.linkedin.com/in/viniciushoffmann/>

+55 11 98162-2396

www.cloud8.com.br

+55 11 3280-7888