



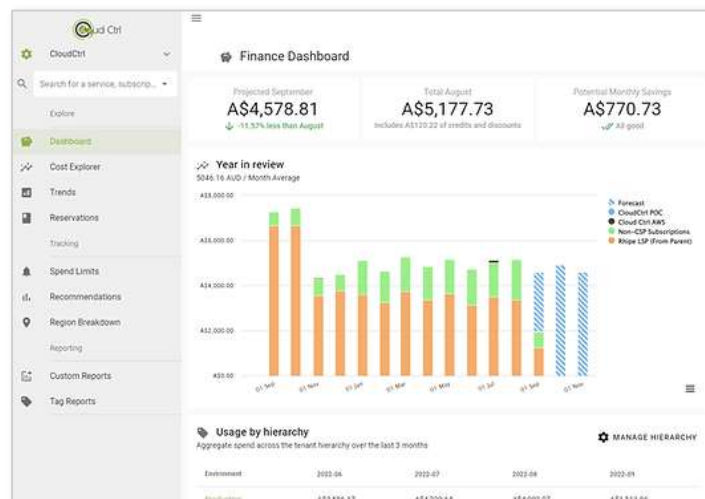
Simplify cloud costs for everyone

Better value from your cloud vendors and visibility for everyone who needs it.

Fast Insights

Get all your vendors connected in minutes and have access to spend details, anomalies, projections, and trends.

Cloud Ctrl offers visibility for all your cloud vendors using the provided connectors, and you can connect any other data using the custom data connection.



Machine learning forecasts

Get projected spend at all levels, all accounts, subscriptions, and even individual resources. Have confidence to know where spend is headed.

Recommendations

Aggregating vendor recommendations with custom optimisations across clouds. Easily see how much you could be saving.

Spend Alerts

Get notified as soon as we project your spend is going to exceed any limits you have set or whenever we see a spike in spend.

Empowering Service Providers

Cloud Ctrl gives service providers the tools that they need to manage customer spend for public and hybrid cloud and offers visibility for almost any other managed service.

Customer management

See high level customer spend metrics and recommendations, know how your margin and profit is tracking. Give customers access to their data at their prices.

Multi-currency & FX rates

Operating in more than one jurisdiction is tough, especially when you add currency into the mix. Use Cloud Ctrl's currency features to make it easier.

Customers							
Customers (Period: 1 Aug 2022 to 31 Aug 2022)							
Customer Name	# Shared Accounts	Revenue	Cost	Profit	Margin	# Other Accounts	Other Spend
CloudCtrl	1	A\$3,356.86	A\$3,356.86	A\$0.00	0.00%	3	A\$1,820.89
Moto Advisory Services	0	A\$0.00	A\$0.00	A\$0.00	0.00%	1	A\$558.68
Unearthed	1	A\$1,428.51	A\$1,360.49	A\$68.02	4.76%	0	A\$0.00
Totals	2	A\$4,785.37	A\$4,717.34	A\$68.02	-	4	A\$2,379.58

Vendor Connections

Out of the box connectors for, **Azure** (*EA, MCA, Sponsorship and other PAYG subscription types*), **AWS**, **Google Cloud Platform** & **Alibaba Cloud**

Spend Limits and Alerts

Users can specify how much they want to spend on a service, subscription, or account and Cloud Ctrl will alert them when the projected spend approaches or exceeds that limit.

Spend Projections

Cloud Ctrl offers users projections of their spend into the future based on the pattern of spend for that customer.

Spike Alerts (Spend anomalies)

Users can be alerted when the spend of a connected account has an unusual spike, so that they can investigate the reason for that change.

Summary Reports

Cloud Ctrl users can receive weekly and monthly summary emails outlining current spend, spend limit information, available recommendations, and a summary of events such as spend abnormalities.

Custom Reports

Allows users to define their own reports, specifying filtering criteria, segregation, and date periods.

Scheduled Report Delivery

Allows users to deliver Custom Reports to specific emails address on a schedule.

Vendor Recommendations

Aggregation of recommendations that can be retrieved from the vendors, removing the need for Cloud Ctrl users to access the vendor portals to see opportunities to save money or improve performance.

Cloud Ctrl Standard Recommendations

These are recommendations that have been developed by our team that can be based on service metrics, usage patterns or other vendor data sets.

Cloud Ctrl Enterprise Recommendations

Like standard recommendations, these are developed by our team and based on vendor datasets but are focused on more complex problems like license optimization.

Customer management and end user portal

Useful in any scenario where usage is resold or managed on behalf of other customers. The primary customer can consume all usage into their account then filter and share that data with their downstream customers.

During the share process usage can have prices adjusted allow resale customers to correctly report margin and profit in the Cloud Ctrl Customer screens.

Once a dataset is shared to an end customer, they can be invited to view the data related to them and have access to all the reporting and tools on offer.

Actions

Scripts that are executed during data import that can modify the usage lines as they are processed. This can be useful for tagging untagged resources based on service name or similar, you also add additional usage lines based on the existing lines for managed service charges etc.

Custom Data Push

Allow users to integrate custom datasets in Cloud Ctrl, the data is loaded alongside other consumption in the portal and is included in all reporting and dashboards. Custom data can also be filtered, adjusted, and shared with end customers.

An example of this is an MSP how resells Azure but also IP telephony services, where the IP telephony usage and charges can be pushed to Cloud Ctrl given the MSP's customers a single portal to view all the current usage.