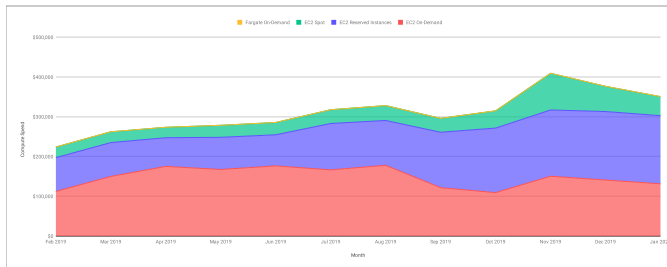


B2B SaaS with a mature engineering and cost optimization capability

- Compute spend steadily grew to over \$300k/month over 12 months
- Using material spot (green) and RI commitments (purple) to save money with the balance on-demand (red)
- **Company should be generating significant savings**

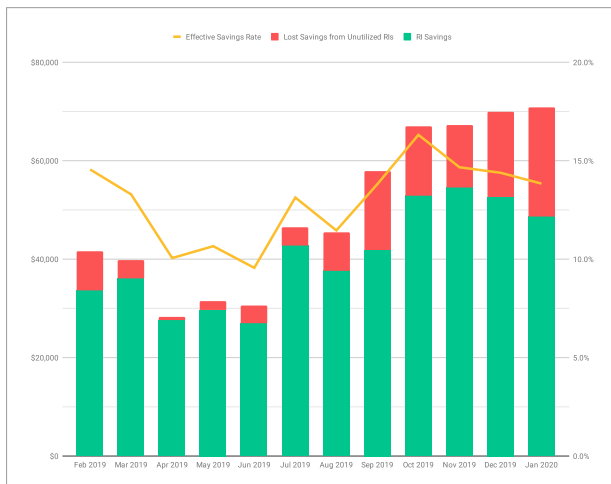
Trailing 12-month usage By spend type



Commitments were not optimized—they missed their full savings potential by \$111k over 12 months

- In Jan '20, they saved \$47k (green bars), but lost \$22k (red bars) from unutilized RIs
- We helped the customer understand their Effective Savings Rate (i.e., the overall discount they received on global compute spend)
 - Customer's trailing 12 month ESR (yellow line) averaged 13.1%, placing them in the 64th percentile of AWS optimizers
 - The average prospect ESR is ~10%

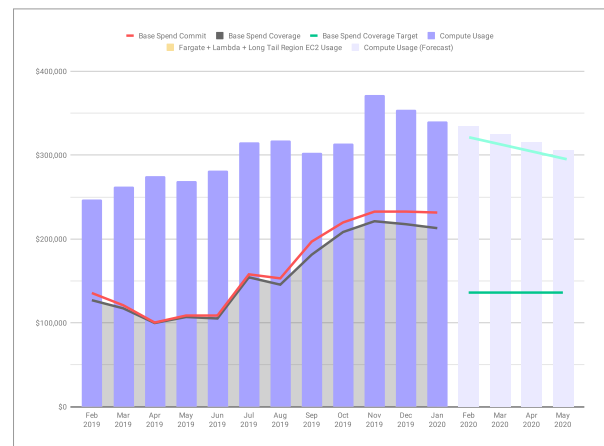
Financial savings, lost opportunity, and Effective Savings Rate



We showed them an easier way to save with more flexibility and less commitment risk

- We analyzed historical commitment planning through the financial lens: total commitments (red line) and utilized commitments (gray line) relative to usage (purple bars)
- Our opinionated strategy mitigates future commitment risk: a conservative and static "Base" commitment (green line) of Savings Plans is augmented with a dynamic, fully managed "Flex" layer (light green line) of term-optimized Reserved Instances that covers remaining usage and adapts to changes

Trailing 12-month & future commitment planning



After 5 months of service, their savings have increased 252%

- ESR has increased from 14.0% to 33.3%; this moves them into the 91st percentile of AWS savers
- Monthly net savings has increased 252% from \$44k to \$155k (net our charge)
- All flex commitments are term-optimized and expire within the next 3 months

