

WEBINAR: APRIL 25 @ 1:00 PM EST

Optimize Your Azure Cloud Spend With Crayon



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Crayon



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**Trusted by more than 300
organizations for unbiased advice
on business technology purchases.**



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Where We Engage



Cloud Contact
Center



Public Cloud
Solutions



Disaster Recovery
+ Backup



Microsoft 365
for Business



Infrastructure



Unified
Communication



Cybersecurity



Colocation



Mobility



Connectivity



SD-WAN



Virtual Desktops



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Thank you



Crayon



Optimize your Azure Cloud Spend



OPTIMIZE YOUR AZURE CLOUD SPEND WITH CRAYON

Agenda

- Introduction & Crayon Overview
- Cloud Metrics Challenges
- Cloud Economics & Optimization
- How Crayon Can Help
- Customer Success Stories



About Crayon

Headquartered in Oslo, Norway, Crayon is a customer-centric innovation and IT services company that believes in the power of technology to drive the greater good. In more than 46 countries covering 80% of the global market, Crayon's 3,700 people deliver on the promise of integrity, quality, pace and agility. Whether it's licensing, software and cloud economics, security, modern work, or data and AI, Crayon creates business value for customers and partners. From strategy to implementation to optimization, Crayon's end-to-end solutions provide a complete and proven process with trusted expertise. For more information, visit www.crayon.com.

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Azure Expert MSP



Microsoft Advanced Specializations :

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Azure

Specialist
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Migration
Azure Virtual Desktop

 **Microsoft**
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Specialist
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Identity and Access
Management
Threat Protection

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Azure

Specialist
Modernization of Web
Applications
AI and Machine Learning

 **Microsoft**
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Modern Work

Specialist
Adoption and Change
Management
Calling for Microsoft Teams
Meetings and Meeting Rooms
for Microsoft Teams
Teamwork Deployment
Modernize Endpoints

 **Microsoft**
Solutions Partner

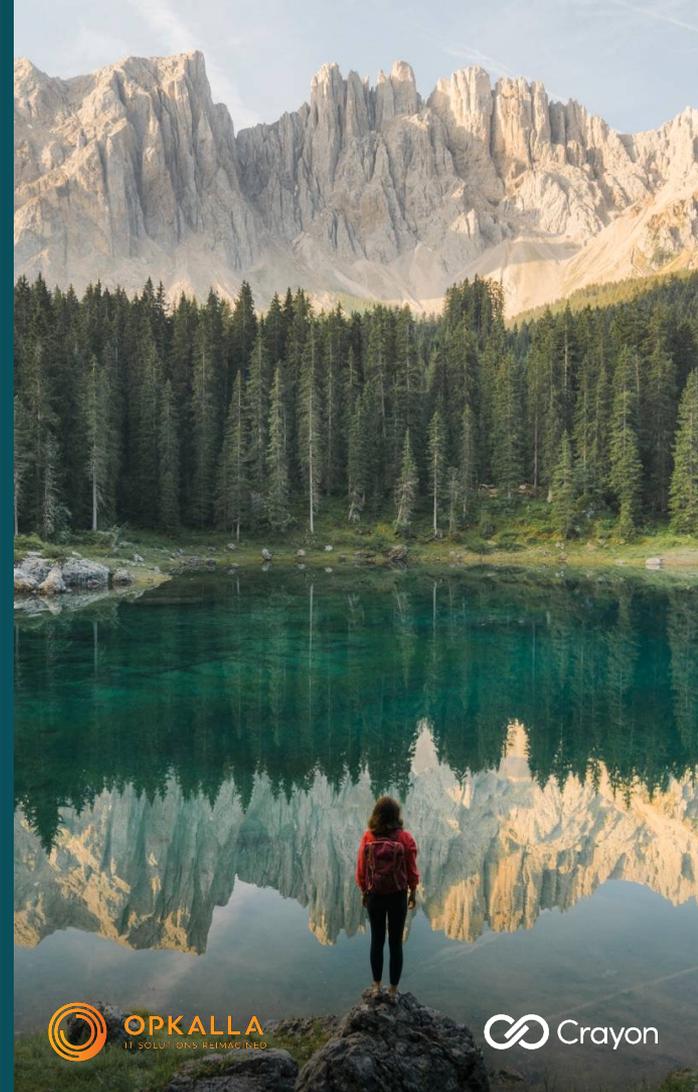
Business Applications

 **Microsoft**
Solutions Partner

Digital & App Innovation
Azure

 **Microsoft**
Solutions Partner

Microsoft Cloud



ABOUT US

Crayon at a glance

Strong relationships and strategic partnerships with leading technology vendors and cloud partners

21 years of expertise in software and cloud advisory.

9 years of experience in Data & AI

3,700 employees who are experts in their field

~7,000 certifications on a wide range of technology solutions

~70,000 customers from SMB to enterprise across all industries with a high share of public sector

Global market coverage with over 50 offices across 46 countries





Crayon Cloud Economics

23% Average savings
provided for Crayon
Cloud Economics
customers in 2022



OPTIMIZE YOUR CLOUD SPEND WITH CRAYON

Cloud metrics are a jungle

A company's Cloud estate will most likely...

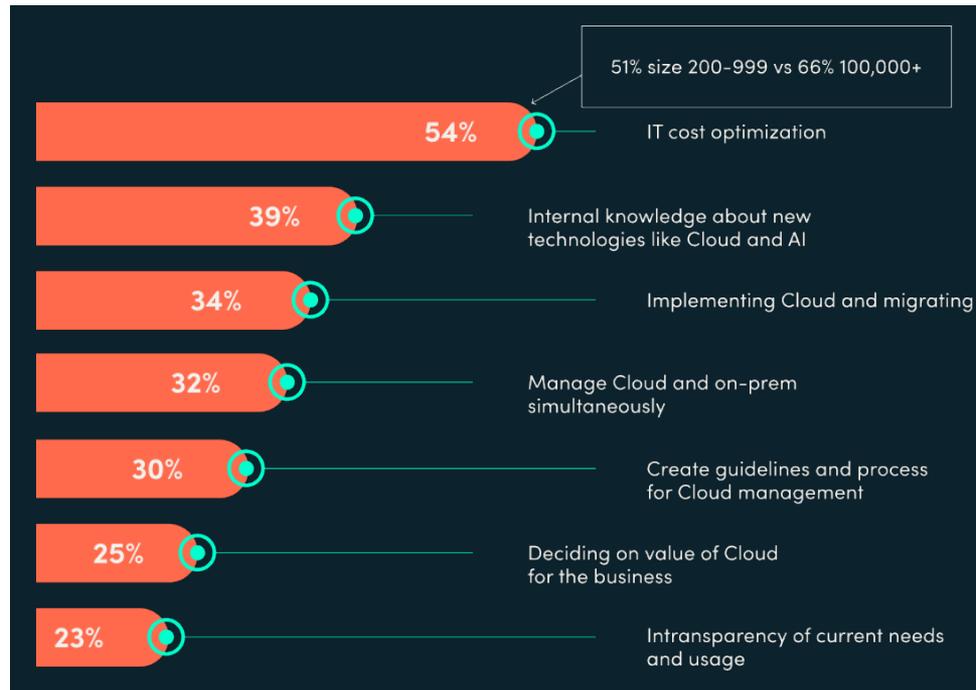
- Be subject to constant change and growing complexity
- Be expected to support numerous of new business initiatives and projects continuously
- Represent a significant, and growing portion of the IT budget



OPTIMIZE YOUR CLOUD SPEND WITH CRAYON

IT spend is increasingly difficult to oversee

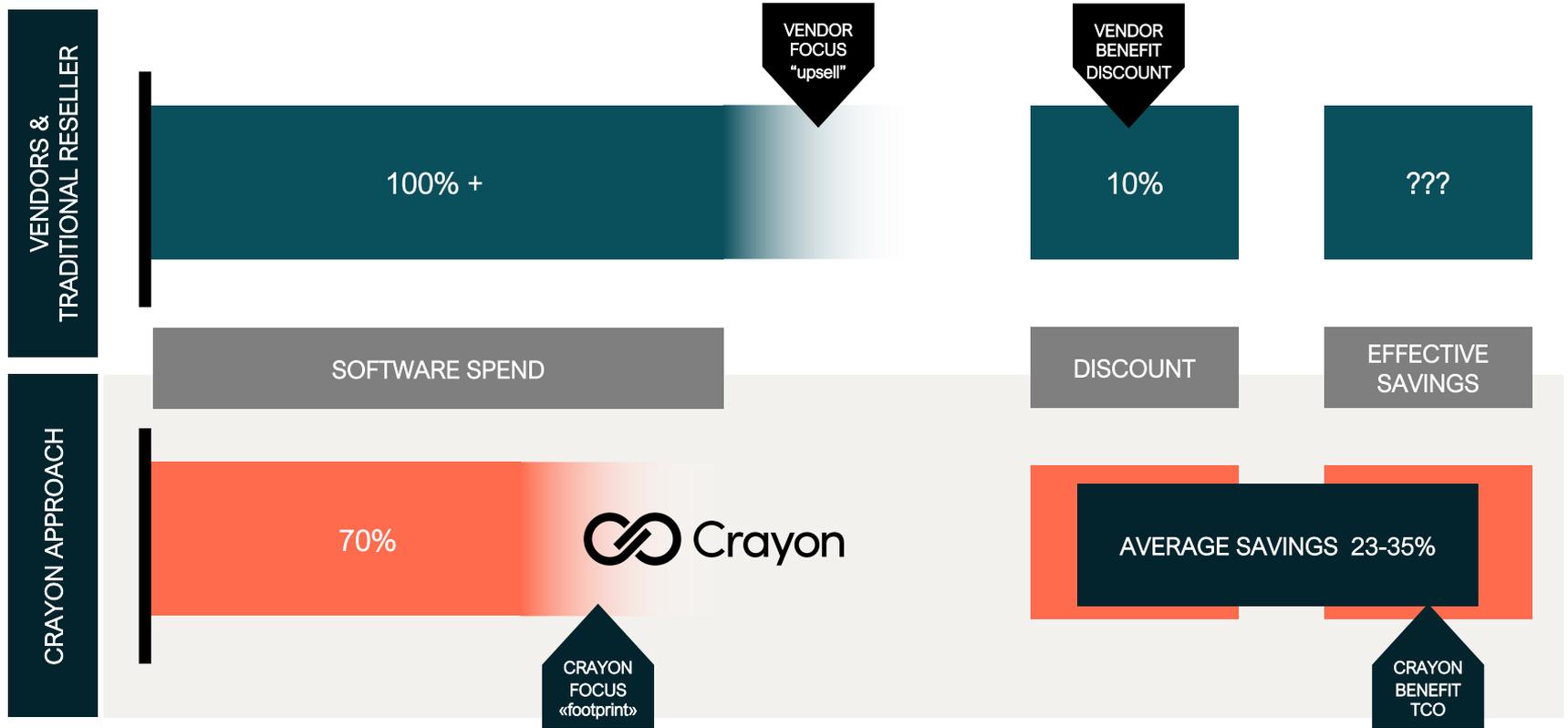
54% of business decision makers rated IT cost optimization as the biggest challenge in managing an IT estate*



* Crayon study, conducted by SAPIO research - [IT Cost Optimization in 2022 - Global Report - Crayon](#)

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Crayon Optimization DNA



OPTIMIZE YOUR CLOUD SPEND WITH CRAYON

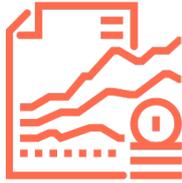
Crayon Cloud Economics

- **Direct savings** through optimization way beyond system-based recommendations
- Solid governance to ensure **budget predictability** and **better ROI**
- **Best practice** from thousands of companies



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Crayon Cloud Economics



Consumption

Examples:

- Usage in specific periods
- Use of commitments
- Use of Azure Hybrid Benefit (AHB)
- Utilization of RI for relevant products
- Usage breakdowns into areas like
 - Tags
 - Subscriptions
 - Products
 - Resource groups



Trends

Examples:

- Usage compared to budgets
- Mapping of known and unknown peaks
- Mapping of expected and unexpected downtime
- Overall timeline for new cloud service launches
- Budget predictions



Optimization

Examples:

- Potential cost savings through RI
- Potential cost savings using AHB
- Potential benefit of commitments vs pay-as-you-go vs spot
- Benefits of Dev/Test subscriptions
- Potential removals
- Potential utilization optimizations

OPTIMIZE YOUR CLOUD SPEND WITH CRAYON

Monitor your cloud spend through a Power BI Cockpit



Power BI – AWS Cost Control Report



Power BI – Azure Cost Control Report

- Choose which aspects of your business you want to highlight and monitor
- Gain insights across multiple cloud vendors in one single view
- Take action based on new insights and monitor change

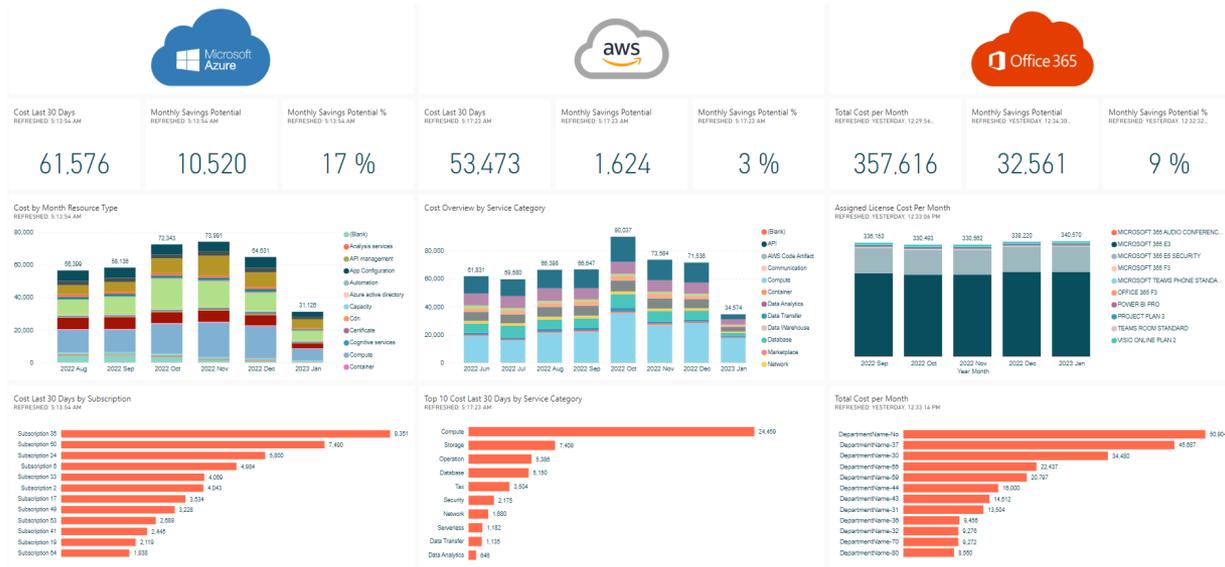
OPTIMIZE YOUR CLOUD SPEND WITH CRAYON

Monitor your cloud spend through a Power BI Cockpit

Horizontal view across all FinOps services in a self-service managed environment to fit the need of each organization.

Combine compliance, cost savings, and cost control into a single pane of glass.

From the Cost Control Cockpit, you dive into the detail of each service.



OPTIMIZE YOUR CLOUD SPEND WITH CRAYON

Azure Cloud Economics Deliverables

Dynamic Power BI Reports

Detailed visibility into Azure consumption with comprehensive drilldown opportunities.



Executive Report

Presentation and report with documented savings and risk, including:

- Executive summary
- Azure cost summary
- Risk and savings
- Governance recommendations
- Action list
- Conclusion and recommendations



Ensure maturity and growth in the cloud operating model



Inform

Transparency by increasing visibility & show back. Cloud Cost Control report as a foundation.

Optimize

Right size cloud infrastructure to fit business needs. Utilize recommendations to gain savings without impacting business value.

Operate

Culture – Where finance can move with the same speed as IT. Continuously improve innovation and efficiency. Lastly definition of governance and control for cloud usage.

Crayon Customer Success Stories

Shipping

- Annual Azure spend: \$1.98M
- Identified cost savings: \$450K
- Optimization potential: 22.7 %
- Realized savings: **\$314K (16%)**

Risk Management Company

- Annual Azure spend: \$4.56M
- Identified cost savings: \$1.12M
- Optimization potential: **24.5 %**

Car Dealership

- Annual Azure spend: \$339K
- Identified cost savings: \$61K
- Optimization potential: **17.8 %**

Agriculture

- Annual Azure spend: \$635K
- Identified cost savings: \$175K
- Optimization potential: 28.0 %
- Realized savings: **\$155K (24%)**

Public Company

- Annual Azure spend: \$142K
- Identified cost savings: \$30K
- Optimization potential: **19.6 %**

Road Safety Solutions

- Annual Azure spend: \$546K
- Identified cost savings: \$137K
- Optimization potential: **25.0 %**

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Thank you!