

IBM Cloudability MSP

A competitive edge for your managed services business

Challenge: scale services while increasing customer value

It's no secret why many organizations choose to procure public cloud through an MSP. The benefits include being able to leverage existing MSAs, local-currency invoicing and bigger discounting due to the scale achieved through aggregating customers. Many MSPs deliver a huge value-add in also providing differentiated services focused on cost management and FinOps. However, scaling these service can face significant challenges including:

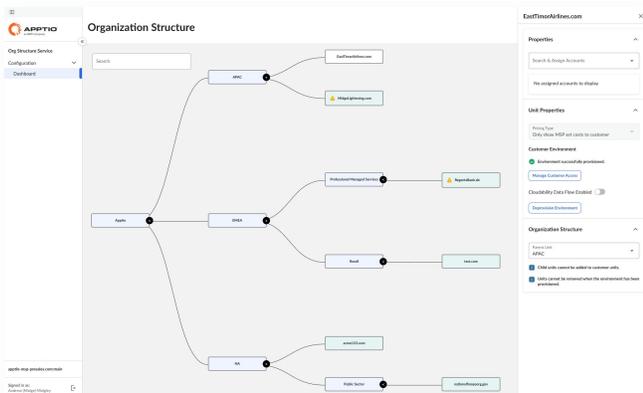
- An onerous amount of manual processing when calculating monthly customer invoices due to the need to apply custom pricing and the fact multiple customers are often consolidated in a single bill by the cloud vendor.
- The need to provide customers visibility into their cloud bills, inclusive of agreed pricing terms, and often supported with interactive reporting tools that match or go beyond what is available from the cloud vendors.
- Difficulty getting visibility across all managed cloud spend, with a lack of insights limiting the effectiveness of commitment-based discounting.

Key Benefits

- **Slash** manual rebilling work
- **Increase** vendor discounts
- **Deepen** cloud billing margins
- **Differentiate** your FinOps services
- **Create** FinOps proficient customers

Drive competitive advantage with efficient operations and differentiated services

IBM Cloudability MSP enables Managed Services Providers to ingest, structure, and customize billing data across the major cloud vendors for the cloud spend they manage on their customers behalf. With pricing updated to reflect individual contract arrangements, billing tools simplify the process of invoicing each customer for their cloud usage. With single-pane-of-glass visibility across all managed spend MSPs can leverage IBM Cloudability's detailed insights to increase discount coverage and improve margins. Harnessing their expertise, MSPs can scale FinOps best practices across their customer base, granting direct access to customized billing data and rightsizing recommendations in IBM Cloudability so that each customer can bring financial accountability and improve the economics of cloud.



IBM Cloudability MSP

- Streamline Invoicing
- Maximize Vendor Discounts
- Scale FinOps

Get complete visibility of all managed customer spend

Make educated decisions across all cloud spend

- Ingest billing and utilization data on behalf of customers with a simple interface or via API
- Get single-pane-of-glass cost visibility across your entire customer base for all major cloud providers
- Leverage insights and recommendations to increase commitment coverage and improve overall vendor discounting



Standard Price Book

Rule Name	Cost Metric	Rate Multiplier	Dimensions	Actions
EC2 Instance	Public: On Demand Cost	-15.00%	2	[Edit] [Delete]
RDS Instance	Public: On Demand Cost	-12.00%	1	[Edit] [Delete]
AWS Discount	Public: On Demand Cost	-10.00%	1	[Edit] [Delete]
Azure Discount	Public: On Demand Cost	-7.00%	1	[Edit] [Delete]
Base Rule	Public: On Demand Cost	-5.00%	0	[Edit] [Delete]

Operationalize financial processes

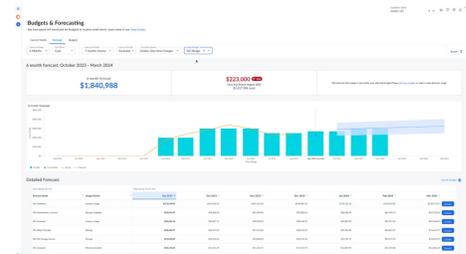
Reduce time and errors invoicing customers

- Flexible hierarchical grouping of customers and internal MSP business units by region, type, or any other business category.
- Associate cloud spend to each customer, manage markup and discount percentages using official price books
- Represent the billed cloud cost per customer to support monthly invoicing and analytics requirements

Scale your FinOps services

Enable FinOps with an IBM Cloudability instance available to each customer

- Set up business mappings for each customer's cost allocation needs
- Curate sets of themed dashboards that can be shared across users within each customer, surfacing the most important KPIs and trend information
- Reduce waste by pushing rightsizing recommendations out to engineers
- Assign official budgets tied to each financial period and have IBM Cloudability proactively alert teams when they are forecast to exceed



"Apptio is relevant for companies looking for a leading cloud cost management solution that integrates with technology business management and ITFM tools. Customer references like its flexible business mapping engine, API extraction simplicity and intuitive user interfaces."

The Forrester Wave™: Cloud Cost Management and Optimization, Q3 2022

Get Started

Apptio, an IBM Company, is the leading provider of cloud-based Technology Business Management (TBM) software that helps technology leaders manage the business of IT.

For more information about IBM Cloudability, visit

[Apptio.com/cloud](https://apptio.com/cloud)