

To save or not to save on cloud spend, that's not a question anymore



In today's business landscape, the ability to monitor, predict, and optimize spending on cloud resources has become indispensable. As cloud environments grow increasingly complex and the services offered keep increasing, figuring out how much money is being spent and finding ways to spend less money can be hard to do. This complexity underscores the urgency for businesses to harness tools that not only provide insights into cloud expenditures but also enable effective cost management, preventing unnecessary spending on cloud services.

94%

of respondents
in America

96%

of respondents
in APAC

92%

of respondents
in EMEA

Said that the primary cause of avoidable cloud spend is idle or underused resources (66%), followed by overprovisioning of resources (59%) and lack of needed skills (47%).

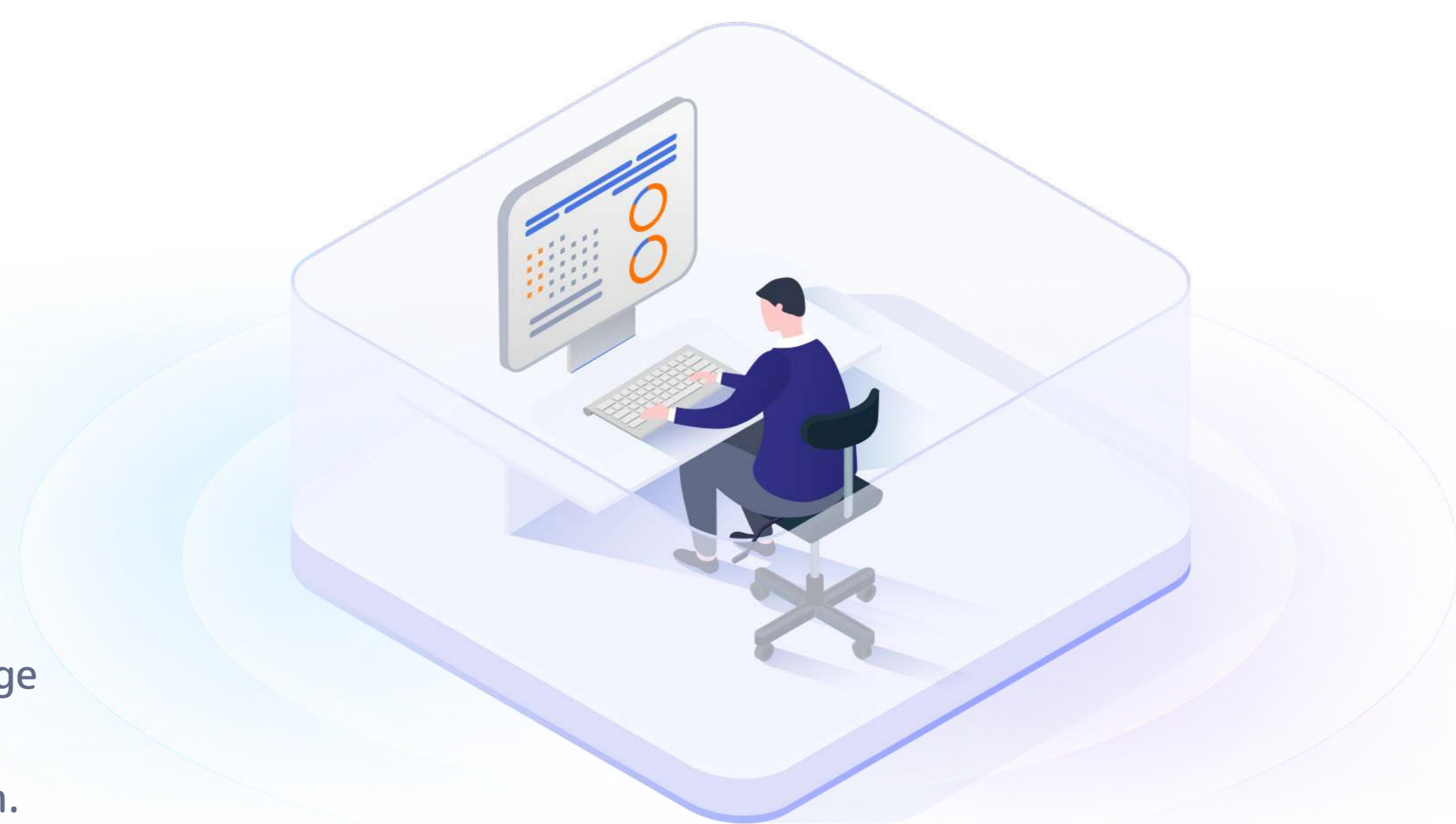
Source: [2022 Forrester study commissioned by HashiCorp](#)

The cloud cost optimization tools come in two main types:

- Software provided by cloud vendors themselves
- Third-party cost management tools

The first group of tools is easy to set up because they come already built into public cloud platforms. They don't need any installation or setup, and many of them are either very low in cost or free.

On the other hand, third-party cloud cost management tools have the advantage of working with different cloud platforms in most cases. In contrast, the tools offered by cloud vendors themselves only work with one specific cloud platform.

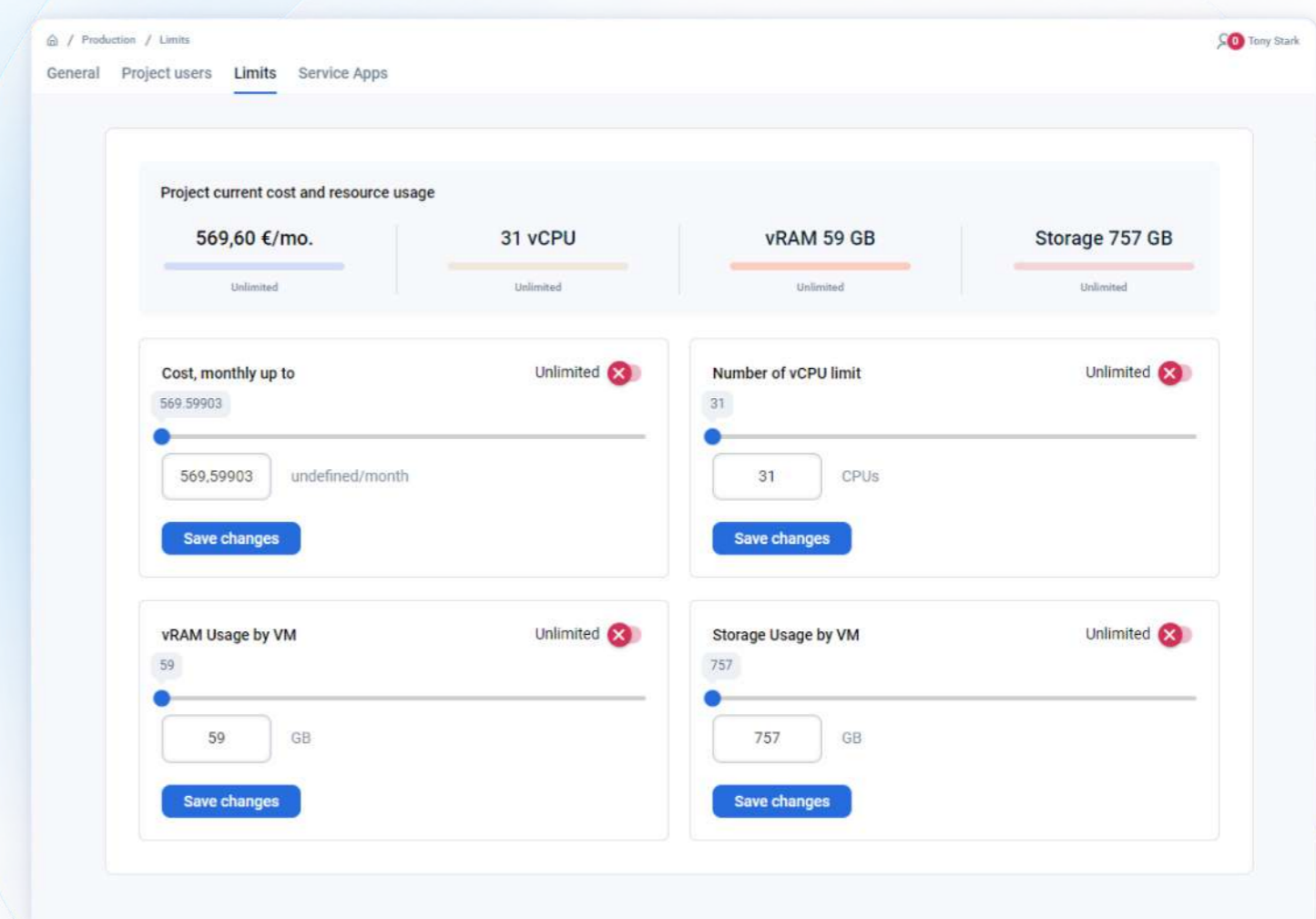


What differentiates the emma platform?

The emma multi-cloud management platform combines the best of the worlds. As a no-code platform, it combines easy deployment with a true cloud-agnostic approach to deploying workloads within multiple cloud environments — on-prem, private, edge, hybrid, or public cloud.

It stands out from pure cost management and specific cloud service provider-focused tools by offering real-time cost tracking and forecasts across these diverse cloud environments.

Easy to use, with affordability and broad multi-cloud support, the emma platform enables businesses of all sizes to efficiently manage and reduce cloud expenses, setting it apart as a comprehensive solution for cost-effective cloud operations.



Centralized multi-cloud cost management

Managing costs in a multi-cloud setup, particularly for extensive workloads, can be intricate. According to the [StormForge survey](#), on average, 47% of cloud spending is wasted. Whether you utilize AWS, Azure, Google Cloud, or other providers such as Alibaba, DigitalOcean, or regional providers such as OVHCloud, Leaseweb, Scaleway, Gcore, and others, the emma platform allows for monitoring and optimizing spending with them through a unified dashboard. This cloud-agnostic approach and true multi-cloud compatibility ensure that you can make informed decisions and achieve cost efficiencies across your entire cloud ecosystem.



Cost monitoring

Attain an encompassing perspective of your cloud spending by monitoring seamlessly and in real-time costs linked to specific cloud resources. This approach ensures cost-effectiveness without compromising operational performance.

With the emma platform, organizations can efficiently oversee and enhance cloud expenditure. It analyzes past usage and spending trends, providing real-time spending assessments and forecasts based on performance metrics. This helps prevent resource underprovisioning or overutilization.

Extending beyond the scope of conventional virtual machine monitoring, the platform offers comprehensive expense management across an array of cloud services and workloads. This includes support for containerized environments and Kubernetes-based workloads. Whether you are managing compute, storage, networking, or other cloud resources, the emma platform provides in-depth insights and management options.

This level of insight empowers you to identify areas where cost savings can be achieved, enables you to make informed decisions, and supports effective budget management.



Automated cost optimization policies & actions

With the emma platform, teams can receive proactive alerts and notifications, ensuring they are well informed about potential opportunities for cost optimization and enabling swift action to capitalize on savings. This strategic approach integrates cost optimization seamlessly into the cloud management process, enabling organizations to consistently enhance their cloud expenditure and achieve heightened cost efficiency.



Budget management

Establish fixed cloud budgets and provide a clear framework for cost control. The platform tracks actual spending against these budgets and offers real-time alerts and notifications if deviations occur. This proactive budget management capability ensures that you can maintain financial discipline and avoid unexpected overspending.

Moreover, the emma platform transcends mere cost management by introducing functionalities such as budgeting, forecasting, and cost distribution. It empowers you to proactively govern your cloud outlays, enhance budget strategizing, and equitably allocate expenses among various teams or departments.

Through harnessing historical and current spending patterns, the platform intuitively suggests strategies for expense reduction and delivers precise forecasts to facilitate budgeting.

The emma platform empowers organizations to establish a culture of accountability among cloud users by assigning responsibility for cloud spending to the teams or individuals who are using the resources. It promotes responsible resource consumption, encourages cost-conscious decisions, and ultimately drives a collaborative effort to achieve optimal cloud cost management across the entire organization.

The Future of cloud cost management is intelligent

The emma platform uses an advanced machine learning algorithm to predict cloud spend, delivering precise cost forecasting and personalized insights. It analyzes granular data to identify optimization opportunities and offers actionable recommendations.

The algorithm continuously adapts to changing cloud usage patterns, ensuring accuracy. By integrating with various cloud providers, the emma platform provides cost transparency through intuitive dashboards and reports, empowering users to optimize their cloud spending effectively.

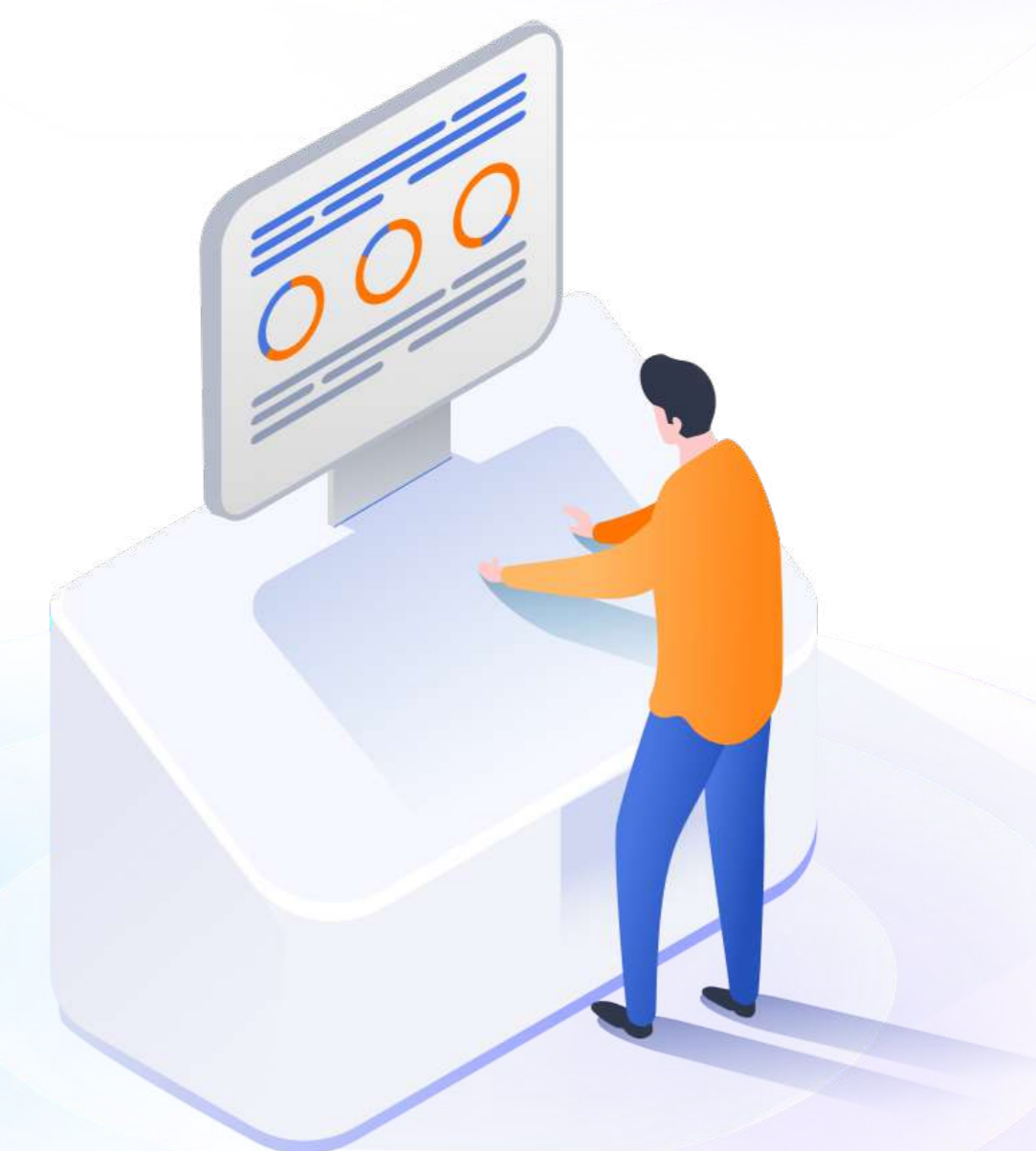
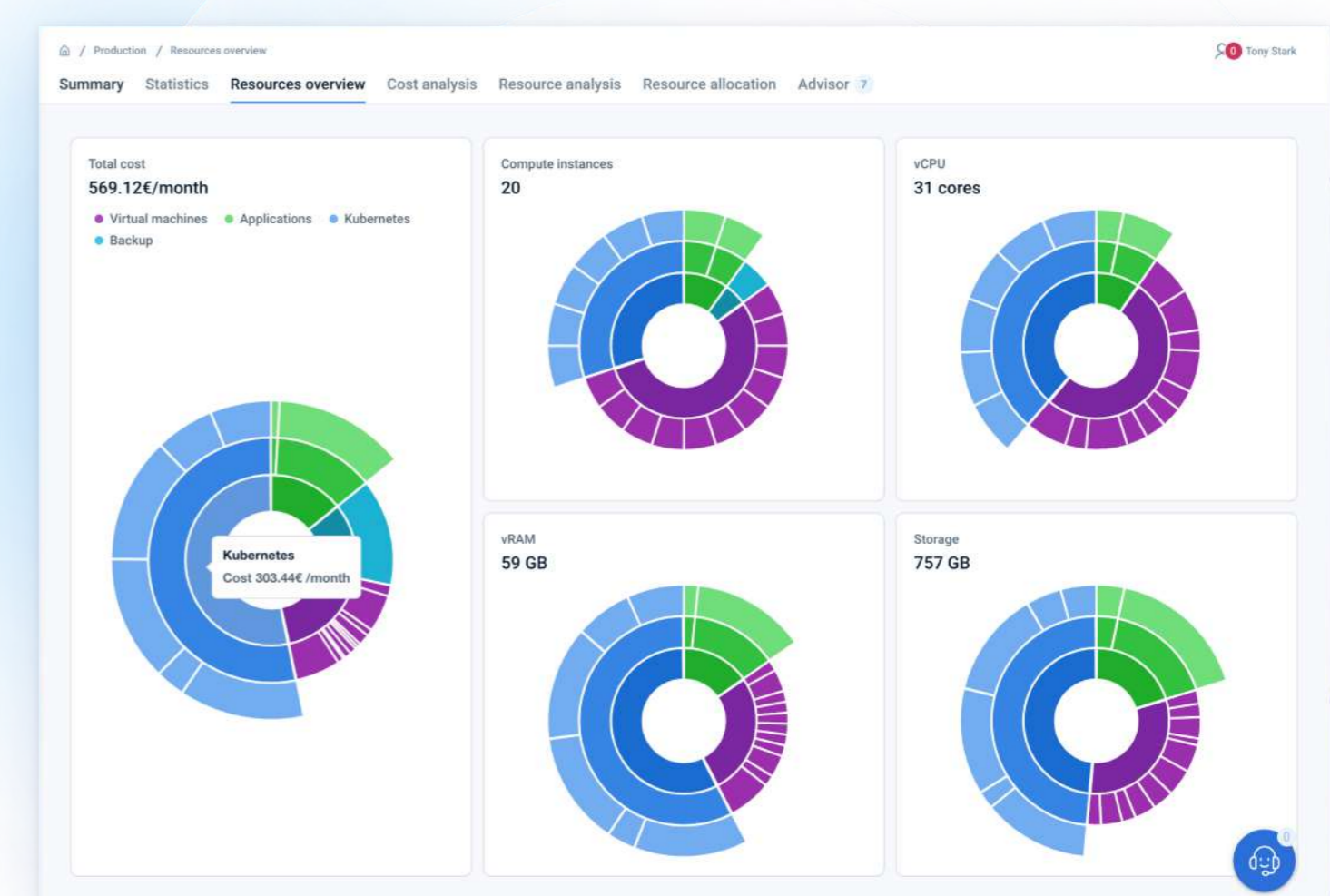
The ML algorithm extrapolates the actual usage of compute resources and predicts

- cloud capacity utilized under each project
- infrastructure costs
- seasonal bursts
- infrastructure mismatches

At the same time, the platform-embedded artificial intelligence (AI) engine analyzes all the infrastructure behavior patterns to provide comprehensive recommendations on

- cloud capacity utilized under each project
- infrastructure costs
- seasonal bursts
- infrastructure mismatches

With these intelligent features, customers can enjoy a platform that is smarter and puts more information at their fingertips.



We are emma

At emma, we believe that cloud resources should be as accessible as electricity or the internet. That's why we're creating the world's first end-to-end, no-code cloud management platform that enables organizations to unlock all the benefits of multi-cloud without the usual complexities and security risks associated with multi-cloud operations.

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