Automatum

Managed Cloud Optimization

A complimentary FinOps service designed to reduce cloud spend and improve cost of goods sold for software products listed on Cloud Marketplaces through Automatum.

Up to **43%** **off on-demand rates**, often enough to offset your listing costs or fund the next one

THE TRADE-OFF NATIVE COMMITMENTS FORCE

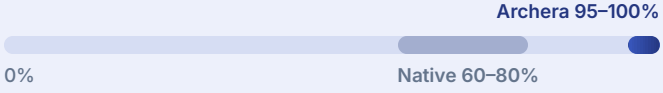
The binary trap

The shortest commitment any cloud sells is a year. Take one and you pay for capacity you stop using when demand shifts or a workload moves.

A hard coverage cap

Native commitments alone cap most teams at 60–80% coverage, leaving 20–40% of reservable spend at on-demand rates, 30%+ above committed pricing.

Archera closes that gap to 95–100% coverage, with downside protection.



CLOUD SPEND IS A GROSS-MARGIN DECISION

The part of your cloud bill not yet under commitment is where this works, and what comes off it lands in gross margin.

$4.0M	×	37%	=	$1.48M	→	+3.7
RESERVABLE SPEND		BLENDED SAVINGS		BACK TO GROSS PROFIT		GROSS-MARGIN POINTS

Illustrative on $40M ARR and $4.0M of reservable cloud spend a year, the share of your bill eligible for commitments, at Archera's portfolio rate. We rebuild it on your actual billing data in the free analysis.

PROOF

Across the portfolio: **$20.2M net savings a year**, at 93–100% utilization

PubNub — +5 pts

GROSS MARGIN

95% to 98% coverage on previously untouchable on-demand spend. No engineering effort.

Astronomer — 26 / 37%

COST REDUCTION · AZURE / AWS

Coverage lifted to 86% on Azure and 94% on AWS across a multi-cloud estate.

Wayfair — 80%+

COMMITMENT COVERAGE · GCP

Held through a re-platform across every node and region pair, on 30-day Insured CUDs.

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HOW AN INSURED COMMITMENT WORKS

A standard three-year commitment with a downside risk-hedge on top. You carry 30 days of it. Archera carries the rest.

You commit 30 days at a time; Archera holds the three-year commitment underneath. Coverage matches peak usage, and if usage drops the unused portion is refunded.

WHERE EACH OPTION LANDS

Sorted by lock-in

OPTION	YOUR DISCOUNT	LOCKED IN FOR	CAN YOU EXIT?
Archera 30-day	**28.5%**	30 days	**Yes** no native equivalent
Native 1-year	**36%**	1 year	**No**
Archera 1-year	**42.75%**	1 year	**Yes**

Native 3-year commitments discount deeper, at 57%, in exchange for three-year lock-in. Archera earns nothing on native terms, and is paid only on the terms it insures.

COVERAGE ACROSS ALL THREE CLOUDS

Amazon Web Services
Reserved Instances & Savings Plans

Microsoft Azure
Reservations & Savings Plans

Google Cloud
Committed Use Discounts

For a SaaS estate this reaches well past compute: RDS, Aurora, OpenSearch, ElastiCache and Redshift.

LIVE WITHIN 24 HOURS

01
Connect
Read-only billing API access, installed from the cloud marketplace. Nothing runs in your environment.

02
Analyze
We build your coverage gap and savings model on your actual billing data, not a generic estimate.

03
Optimize
Commitments placed and insured. Savings begin accruing from the first billing period.

WHAT YOU GET

Complimentary
$0 /month

- ✓ **Up to 43% off on-demand rates**
- ✓ **A monthly or quarterly Cloud Optimization Check-In**
- ✓ **No engineering work, no migration,** and the platform itself is free

Plus
$1,000 /month

INCLUDES COMPLIMENTARY

- + **A monthly AWS Well-Architected Framework Review** (WAFR)
- + **20 hours of remediation support** every quarter

Pro
$2,500 /month

INCLUDES PLUS

- + **40 hours of remediation support** every quarter, up from 20
- + **Monthly compliance reporting**
- + **Advanced AWS Well-Architected Lens support**

Start with a free analysis of your cloud spend.

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