Automatum

AUTOMATUM × ARCHERA

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

GUARANTEED COMMITMENTS

Native discounts, without the lock-in

NATIVE COMMITMENT

1- or 3-year term

Reserved Instances, Savings Plans and Committed Use Discounts on AWS, Azure and Google Cloud.

+

ARCHERA

Money-back guarantee

Refund on the unused portion if usage drops.

=

GUARANTEED COMMITMENT

30-day or 1-year term

28.5% off on 30-day terms and 42.75% on 1-year terms, with the guarantee built in.

WHAT YOU GET

- Higher savings
- Less lock-in
- No infrastructure changes
- Multi-cloud

FUND PROTECTION

How the refund guarantee is backed

Your agreement is with Archera; a regulated insurance structure stands behind it.

Archera

Your contracting party

Issues the rebate commitment and pays every customer claim.

insures →

Crum & Forster

A-rated fronting carrier

Issues the policy and oversees the program.

reinsures →

Reserved Insurance Company

Archera's captive insurer

Wholly owned, managed, regulated, and audited. Holds the funded reserves.

- **Funded, not promised**

  A dedicated, pre-funded reserve inside a regulated captive.

- **One counterparty**

  You contract with Archera and are paid by Archera.

- **Independently overseen**

  A-rated fronting, audited annually, regulated by domicile.

The refund you're promised is money already set aside.
You are always paid by Archera; the captive never pays customers or partners directly.

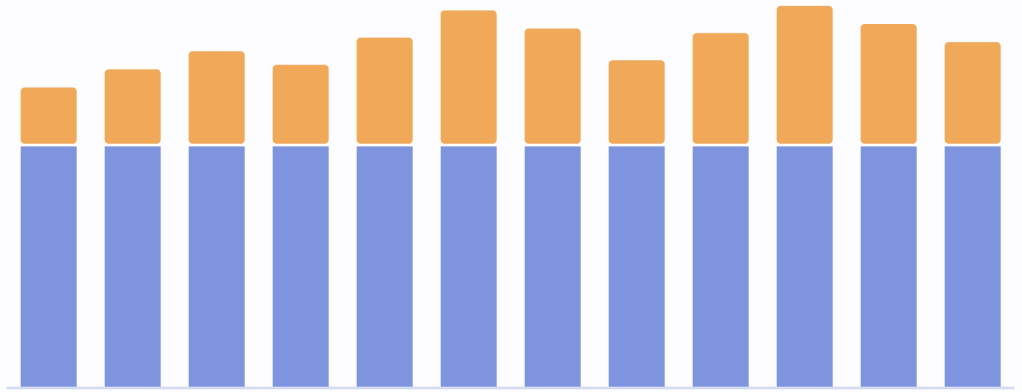
HOW IT WORKS

Coverage that follows your usage

Illustrative usage over 12 months

Native commitments

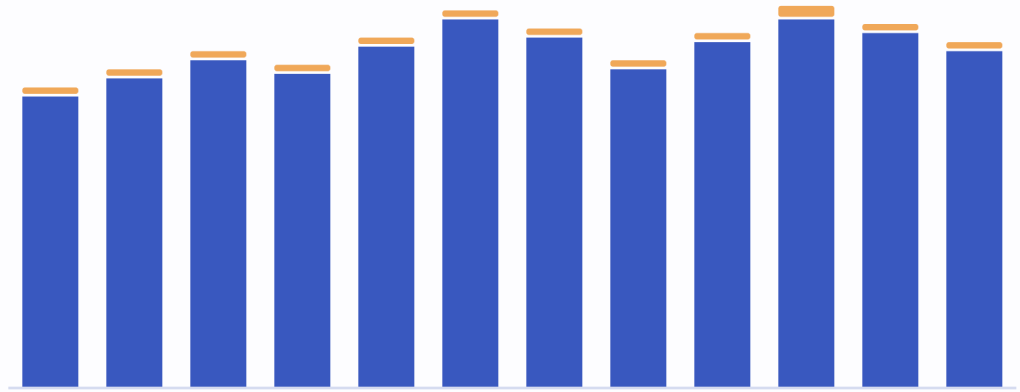
60–80% coverage; the rest runs at on-demand rates



Native commitment · On-demand, at a 30%+ premium

Archera Guaranteed Commitments

95–100% coverage, adjusted every 30 days



Guaranteed commitment · On-demand

Guaranteed Commitments run for 30 days or 1 year, so coverage can follow usage. If usage drops, Archera refunds the unused portion.

WHAT IT COVERS

Guaranteed on all three clouds

AWS

Reserved Instances and Savings Plans

EC2 · EKS · ECS · Lambda · Fargate · SageMaker · RDS · Aurora · DynamoDB · ElastiCache · OpenSearch · Redshift · DocumentDB · Neptune · Keyspaces · Timestream · DMS

Microsoft Azure

Reservations and Savings Plans

Virtual Machines · AKS · App Service · Functions · SQL Database · Cosmos DB · PostgreSQL · MySQL · Cache for Redis · Databricks · Azure OpenAI · Fabric · Blob Storage · +12 more

Google Cloud

Spend-based and resource-based CUDs

Compute Engine · GKE · Cloud Run · Cloud SQL · AlloyDB · Spanner · BigQuery

Every reservable service on AWS and Azure, plus CUDs on Google Cloud. For a SaaS estate, that reaches well past compute.

THE IMPACT

Savings land in gross margin

$4.0M Reservable spend × **37%** Blended savings = **$1.48M** Back to gross profit → **+3.7** Gross-margin points

Illustrative: $40M ARR with $4.0M of reservable cloud spend a year, at Archera's portfolio rate.

CUSTOMER RESULTS

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, with no engineering effort.

Astronomer — 26 / 37%

Cost reduction · Azure / AWS

Commitment coverage lifted to 86% on Azure and 94% on AWS for this data orchestration platform.

Wayfair — 80%+

Commitment coverage · GCP

Held across every node and region pair through a re-platform, saving millions.

WHY AUTOMATUM

Savings that fund your marketplace growth

YOUR SAVINGS

Up to **43%**

off on-demand rates

→

Offsets the cost of listing

Savings are often enough to cover your listing costs or fund the next listing, so the listing pays for itself.

→

Margin for marketplace deals

Lower COGS leaves room for marketplace fees and private-offer discounts, so you can close more deals through the marketplace.

One partner for both

Automatum already manages your marketplace listing and resells Archera, so your savings come through the same team.

COMMON QUESTIONS

Questions we hear first

“We already have Savings Plans.”

Native commitments alone cap most teams at 60–80% coverage. Guaranteed Commitments cover the rest, taking you to 95–100%.

“We can’t commit for a year or more.”

Guaranteed Commitments run for 30 days or 1 year, and Archera refunds the unused portion if usage drops.

“Is read-only billing access safe?”

Access is read-only and installed from the cloud marketplace. Nothing runs in your environment, and Archera holds SOC 2 Type II and ISO 27001:2022.

“How do we pay for it?”

The analysis and the platform are free. Archera is paid only on the commitments it guarantees, through an Automatum private offer on your cloud marketplace.

PLANS

Choose your level of support

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** for PCI DSS, SOC 2, ISO 27001 and more
- \+ **Advanced AWS Well-Architected Lens support**

Every plan starts with a free analysis of your cloud spend.

LIVE WITHIN 24 HOURS

Automatum

Start with a free analysis

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 guaranteed. Savings begin accruing from the first billing period.

YOUR AUTOMATUM CONTACT

Aein Eskandari

CEO, Automatum

Book your free analysis