



# How CloudKeeper PPA+ Helps You Close More PPAs

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## Executive Summary

CloudKeeper accelerates AWS Private Pricing Agreement by removing **customer objections** and providing **enhanced value propositions** that make **commitments** more **attractive** and **achievable**.

## Key Customer Pain Points CloudKeeper Addresses

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### Commitment Risk Mitigation

#### Problem

Customers fear over-committing and facing penalties.

#### CloudKeeper Solution

Additional discounts at lower commitment levels, reducing financial risk for customers but AWS commitment remains same.

#### AWS Benefit

Easier conversations about commitment sizes.

## Complex AWS Management

### Problem

Customers lack expertise to maximize PPA value.

### CloudKeeper Solution

Solution Architect as a Service; including RI/SP optimization and usage optimization via CloudKeeper Tuner.

### AWS Benefit

Positions PPA as a managed service, not just a discount.

## Limited Cost Visibility

### Problem

Customers can't track PPA performance effectively.

### CloudKeeper Solution

CloudKeeper Lens provides granular cost analytics and PPA utilization tracking.

### AWS Benefit

Mitigates risk of under and over spend on commitment value.

## Customized Next Gen Support

### Problem

Customers shy from Enterprise Support due to lack of perceived value and high fees.

### CloudKeeper Solution

Customized Support plans backed by AWS Enterprise Support to provide flexibility.

### AWS Benefit

Customers can purchase Partner-led Enterprise, Business, or Developer support - all backed by AWS Enterprise Support - to meet PPA requirements and decrease costs.

# Competitive Advantages for AWS Reps

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## | Enhanced Value Proposition

- **Additional savings** through usage optimization beyond standard PPA discounts
- **Customized Enterprise Support** backed by AWS Enterprise Support at reduced costs
- **Zero-cost** comprehensive FinOps consulting and tools

## | Deal Acceleration Tactics

- **Lower barrier to entry**  
Reduced minimum commitments through CloudKeeper aggregation
- **Risk reduction**  
Buyback guarantees and flexible commitment structures
- **Proven Partner**  
50+ Active PPA implementations across industries

## | Support Throughout Sales Cycle

- **Pre-sales**  
PPA construct consulting and ROI modeling
- **Contract negotiation**  
Flexible invoicing and payment terms
- **Post-sales**  
Unlimited access to Solutions Architects, Engineers, and FinOps consultants to help customers grow and innovate

# Customer Success Metrics

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## | Proven Track Record

**50+ Active PPA customers** across multiple verticals and segments.

**\$100M+ savings delivered** demonstrating tangible value.

**Premier AWS Partner** status with 100+ certified architects.

## Netcore

- \$11M PPA Commit | Customer Commit - \$10M
- Direct AWS Enterprise Support
- Simplified AWS Management
  - **Stronger Security Posture** – 15+ critical vulnerabilities remediated, significantly lowering exposure risks
  - **Improved Resource Utilization** – Compute efficiency improved from 45% to 78% MoM post PPA
  - Shared Security Review to enhance the security posture
  - Reviewing the customer's architecture to help them achieve architecture excellence
  - Weekly cadence call to identify the cost optimising opportunities and drive them to closure to realise the savings
  - Have shared with them recommendations to save upto \$30,000 through cleanup, modernisation and right-sizing of resources

## zepto

- \$30M PPA Commit | Customer Commit - \$30M
- Customized SLA for Partner Led Support
- Simplified AWS Management
  - Worked with the customer on increasing the spot usage so as to bring down their On-demand usage
  - Sharing recommendations around the Reservations and CSP's with the customer on a regular basis to increase their savings on multiple platforms
  - Have shared with them recommendations to save upto \$35,000 though cleanup, modernisation and right-sizing of resources
  - Help the customer setup KubeCost to monitor their Kubernetes cost



- \$4.5M PPA Commit | Customer Commit - \$4.05M
- Customized SLA for Partner Led Support
- Simplified AWS Management
  - Trained the Customer over SQS
  - Helped customer improve their environment on Bedrock
  - Delivered the customer training over bedrock to educate the team around best practices
  - Sharing the customer security report on regular basis to enhance the security for the customer
  - We designed a comprehensive strategy that minimized risk and ensured operational stability for upgradation of MSK
  - Have shared with them recommendations to save upto \$6,000 though cleanup, modernisation and right-sizing of resources

# Sales Process Integration

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## For AWS Reps

- **Qualify prospects** with PPA potential (current or next 12 months)
- **Introduce CloudKeeper** as PPA enhancement partner
- **Joint customer meetings** with CloudKeeper solutions architects
- **Accelerated closing** through risk mitigation and enhanced value

## Customer Journey

- **Assessment:** Free cloud cost analysis and PPA readiness evaluation
- **Design:** Customized PPA structure aligned with business goals
- **Implementation:** Seamless onboarding with immediate cost optimization
- **Optimization:** Continuous monitoring and improvement throughout PPA term

## Technical Expertise

- **AWS Premier Partner** for 7+ years
- **Top 5 globally** in AWS Well-Architected Challenge
- **100+ AWS certifications** across the team

## Business Results

- **33% YoY Growth** in PPA Customer Base
- **Higher customer satisfaction** through comprehensive support
- **Improved PPA utilization** rates vs direct implementations
- **Strong renewal rates** due to demonstrated ongoing value

## Call to Action

Partner with CloudKeeper to transform PPA conversations from cost discussions to strategic growth enablement. Contact us to discuss joint customer opportunities and accelerate your PPA pipeline.

**Contact:** [hello@cloudkeeper.com](mailto:hello@cloudkeeper.com)