

**Cloud TruSpend®**

Fellow InCighters,

As IaaS becomes mainstream, our clients are looking to optimize their growing Cloud spend. A key challenge is not knowing their true spend with Cloud Providers due to:

- easy, decentralized purchasing (inc. Credit and P card)
- buying via resellers, service providers and integrator's which fogs the actual spend with IaaS vendors
- the inability of in place financial systems to provide seamless visibility

**TruSpend® = Direct + Indirect purchasing with the Cloud provider 2020 - July 2021**

OEM   Supplier   Description	direct	reseller	Total
<input type="checkbox"/> Amazon Web Services	6,877,548	5,218,796	12,096,344
<input type="checkbox"/> Amazon Web Services	6,877,548		6,877,548
AWS cloud usage / mgnt	6,877,548		6,877,548
<input type="checkbox"/> Amex Corp Card		3,836,726	3,836,726
AWS Elastic File System		3,836,726	3,836,726
<input type="checkbox"/> CDW		1,300,438	1,300,438
AWS Managed Web Services		1,300,438	1,300,438
<input type="checkbox"/> P Card		81,632	81,632
AWS EFS Storage		81,632	81,632
<input type="checkbox"/> Google Cloud Platform		7,641,748	7,641,748
<input type="checkbox"/> CDW		5,998,092	5,998,092
Google Cloud Platform		5,998,092	5,998,092
<input type="checkbox"/> SHI		1,643,656	1,643,656
Google Unlimited Cloud Storage		1,643,656	1,643,656
<input type="checkbox"/> Microsoft Azure	2,861,793		2,861,793
<input type="checkbox"/> Microsoft Azure	2,861,793		2,861,793
Azure Express Route & Overage	2,861,793		2,861,793
<b>Total</b>	<b>9,739,341</b>	<b>12,860,544</b>	<b>22,599,885</b>

Our client highlighted this month uses CIO InCight's automated vendor TruSpend to identify the full gamut of Cloud purchasing by: IT, the lines of business and what is transacted direct or indirect. The much-needed baseline and taxonomy to effectively optimize spend and use a Cloud cost management tool, if desired, is now in place.

By ingesting all vendor spend and building from the product level detail CIO InCight's AI & ML based engine details the IaaS spend by category (specifically: Compute, Storage, Networking, Information Security, Platform), how purchased (direct or through a reseller) and Cost Center which identifies spend happening outside central IT.

*From the Senior VP, IT CFO:*

*"We knew our IaaS Cloud spend was growing unabated, but pre CIO InCight we did not have the automated, detailed visibility of the actual spend to make effective use of the growing landscape of Cloud Cost Management tools. InCight provides the needed foundation for our expense reduction initiatives and allows us to easily monitor our results month over month. The net effect has been a reduction of SG&A costs."*

**Cloud Spend from a specific LOB – there were 9 LOBs doing direct Cloud purchasing – none of which was being leveraged for better pricing pre CIO InCight**

OEM   Supplier   Description	2019	2020	2021	Total
<input type="checkbox"/> Marketing Data Analytics	1,915,648	2,104,224	1,198,924	5,218,796
<input type="checkbox"/> Amazon Web Services	1,915,648	2,104,224	1,198,924	5,218,796
<input type="checkbox"/> Amex Corp Card	1,438,672	1,542,764	855,290	3,836,726
AWS Elastic File System	1,438,672	1,542,764	855,290	3,836,726
<input type="checkbox"/> CDW	452,693	523,876	323,869	1,300,438
AWS Managed Web Services	452,693	523,876	323,869	1,300,438
<input type="checkbox"/> P Card	24,283	37,584	19,765	81,632
AWS EFS Storage	24,283	37,584	19,765	81,632
<b>Total</b>	<b>1,915,648</b>	<b>2,104,224</b>	<b>1,198,924</b>	<b>5,218,796</b>

**Use Case:**

In this video clip, NASDAQ discusses how CIO InCight facilitates vendor optimization.



[View more Nasdaq Use Cases](#)

**Have questions?**

If you're a potential client and have any questions on this use case, please reach out to me.

If you're an existing client and have any questions on this use case or the use of your Augmented Data as the source for other work streams, please contact Customer Success.

Your feedback is welcome on the InCight Insider at support@cxonexus.com.

Best,  
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