



# How Much Could You Save on Cloud Costs with Lightbits?

Companies of all sizes struggle to control costs as public cloud becomes the majority of their IT spend

## The cloud challenge

TODAY  
**#1**

Managing spend is the top cloud challenge cited in a survey by Flexera!

BY 2025  
**51%**

Of enterprise IT spending will be on the public cloud according to Gartner?

## What's your organizational spend on public cloud?

Next twelve months

Current spend

30%

Anticipated growth in cloud spend that businesses report for next year

Current cloud spend

Original budget

18%

Amount over budget on cloud spend that businesses report this year

## A TCO Analysis for an eCommerce Company on Azure

### The Company

World-class online vendor of consumer products

Lightbits worked with an online vendor to calculate how much they'd save with Lightbits on Azure.

**#1**

Online vendor in product segment in huge market

**27%**

Annual growth rate of online sales in this market region

### The Challenge

Controlling cloud costs during double digit growth

The company needed to cut cloud costs and put that money back into the business to sustain their growth targets.

Company's Existing Cloud Environment

Multiple databases running on Azure

800 Azure DS16 VM instances

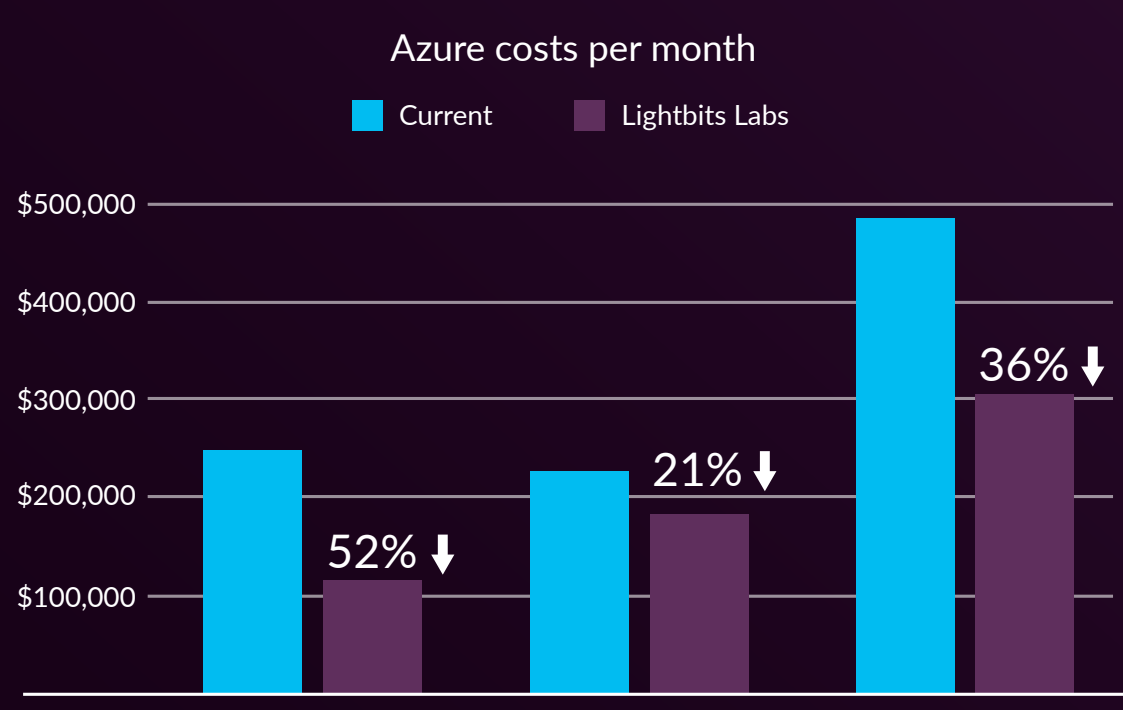
2 PB of Azure internal Premium SSD



### The Results

36% lower TCO with a platform that scales efficiently

The company was wasting both storage and CPU resources to get the performance they needed. With Lightbits, they can also boost storage utilization and reduce software licensing costs for a 36% overall lower TCO.



**↓ 36%**

Lower TCO with Lightbits

**↑ 50%**

Increase in storage utilization

**↓ 15%**

Reduction in software licensing

### The Guarantee

Superior cloud storage performance for less than half the cost

Let Lightbits prove cloud value with you in three steps—and with a risk-free guarantee.

**↑ Superior**  
cloud storage performance

**↓ 50%**  
lower cloud cost

**STEP ONE**  
Schedule a 30-minute cloud assessment

- Assess key application workloads running on AWS or Azure
- Predict potential cost savings and performance improvement

**STEP TWO**  
Purchase Lightbits Cloud Quickstart Kit

- A refundable investment of \$25k-\$50k gets you started
- We will test & optimize your cloud workloads with Lightbits and deliver a comprehensive Cloud Quickstart Report

**STEP THREE**  
Deploy Lightbits into production or get a full refund

- Deploy: Full value of Cloud Quickstart Kit will be credited
- Decline: Receive full refund if we fail to meet our guarantee



Get started with your risk-free guarantee today.

[Learn More](#)



1. Flexera 2023 State of the Cloud Report, <https://resources.flexera.com/web/pdf/Flexera-State-of-the-Cloud-Report-2023.pdf>  
2. Gartner Report: Market Impact: Cloud Shift – 2022 Through 2025, <https://www.gartner.com/document/4010122>

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