

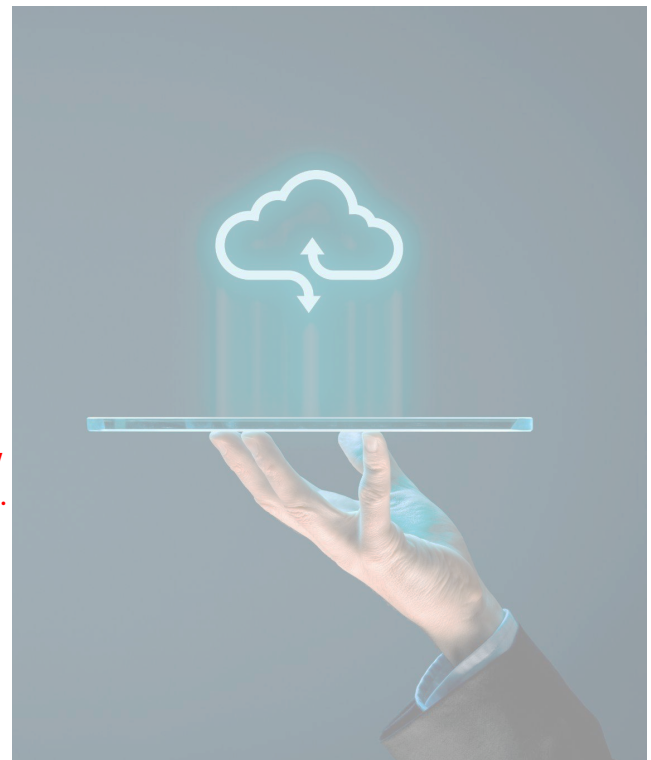
End Customer Service Description

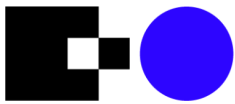
# Cloud Financial Operations – AWS

Buy Cloud Your Way,  
Track Your Vital Stats,  
Optimise Your Spend

Version 1.5

As of May 1st 2024 the Adopt and Adapt Service Plans are no longer available to new customers or existing Accelerate customers. Our team is available to discuss alternatives.





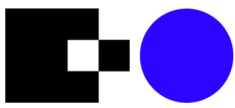
## Executive Summary

At Strategic Blue, we enable customers to buy cloud services on preferential terms, we offer “Preferential Cloud Purchasing”. For example, we offer service and pricing plans not available directly from Cloud Providers, as well as matching those that are. To help customers make the most of our capabilities, we offer a variety of Cloud Financial Operations (“Cloud FinOps”) Services, generally at no extra cost, as described in a choice of Cloud FinOps Service Plans (“Service Plans”). If Strategic Blue is the registered billing partner, the plan chosen is detailed in an Addendum to a Cloud Purchase Agreement, (“CPA”), otherwise it is through an Addendum to a Master Business Services Agreement (“MBSA”).

This Service Description covers our Customers’ use of Amazon Web Services (“AWS”) as their Cloud Provider. It details our Adopt, Adapt and Accelerate Service Plans for AWS and includes discount levels, contract duration, services delivered and plan qualification criteria. Strategic Blue also offers a range of Service Plans for other Cloud Providers that are detailed separately.

<b>Adopt - Adapt - Accelerate</b>	<b>2</b>
Our Service Plans	2
Discounts, Commitments and Plan reviews	2
Plan comparison by service	4
Plan Qualification Criteria	7
<b>Want to know more?</b>	<b>8</b>
Buy cloud your way	8
Track your vital stats	9
Optimise your spend	10
Support: Get the most from Strategic Blue	10
Bolt Ons: Tailor services specifically to you	11
<b>How do we work together?</b>	<b>12</b>
The Strategic Blue difference	12
Advanced approach to cloud resale	12
What this means to you	13
Service adoption	17
Contractual Agreements	17
Onboarding actions for New Customers	17
AWS Credits	18
Moving between Service Plans	19
Leaving us	20
<b>Which Cloud FinOps Service Plan to choose?</b>	<b>21</b>
Why Cloud FinOps?	21
Which Service Plan suits you?	21
<b>Disclaimer</b>	<b>23</b>

**This Executive Summary does not form part of the CPA.**



## Adopt - Adapt - Accelerate

### Our Service Plans

We offer three AWS Cloud FinOps Service Plans to support cloud purchasing and optimisation<sup>1</sup>:

Adopt	Adapt	Accelerate
<b>No Service Fee</b> <b>5% Savings</b> <b>1 month contract</b>	<b>No Service Fee</b> <b>5-18% Savings</b> <b>6 months contract</b>	<b>No Service Fee</b> <b>10-50% Savings</b> <b>3-36 month contracts</b>
Save 5% instantly, even if you have unpredictable usage, aren't ready to make commitments or are new to the Cloud.	Access deeper savings through a single, simple and short Cloud spend commitment.	Access better pricing than you will get directly from Cloud Providers on tailored commitment terms to suit you.

**Free visibility, analytics, insight and governance tooling across all plans**



### Discounts, Commitments and Plan reviews

Our Service Plans allow you to get the right support for, and return on investment from Cloud FinOps activities. You can balance the time and expertise you have, your ability to forecast usage and your appetite to make Commitments. The greater the commitment, the deeper the discounts.

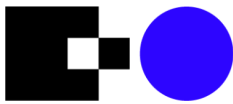
We want you to be on the right plan at the right time for you. Our plan reviews are run by our Account Management Team and help you understand and quantify the benefits of each plan in the context of your current cloud use and Cloud FinOps requirements.

<sup>1</sup> Quoted savings percentages are typical but vary based on usage and appetite to commit.



<b>Adopt</b>	<p>A flat 5% discount is applied to AWS pricing for cloud usage of <u>eligible services</u><sup>2</sup> irrespective of cloud spend level or the extent to which it may vary from one month to the next. Receiving this discount requires no specific commitment to Cloud Providers or Strategic Blue.</p> <p>The flat discount will be applied to your spend after the effects of any other applicable credits, promotions or discounts have been applied to your cloud usage.</p>
<b>Adapt</b>	<p>AWS provides discounts in exchange for commitments to minimum agreed spend levels or for use of specific resources. These are offered in the form of Savings Plans and Reserved Instances, typically on 12 or 36 month terms.</p> <p>If you are not in a position to make such commitments our Adapt plan allows you to make a shorter term commitment (through a “Spend Commitment”) in exchange for part of the discount AWS apply for their longer term commitments. Services not covered by your commitment also attract a flat discount you could not otherwise receive from AWS.</p> <p>You agree to a specified spend level for cloud services that could be covered by an AWS Compute Savings Plan, on a rolling 6 month term. Any use of EC2, Fargate and Lambda up to this spend level will attract half the AWS discount for the equivalent 12 month Compute Savings Plan (with no fees paid upfront). This reduces the proportion of, for example, your EC2, Fargate and Lambda spend at the highest, undiscounted (On-Demand) rate.</p> <p>Use of other <u>eligible services</u> (including those covered by the above Commitment) attract a further flat 3% discount off AWS pricing. If any of your accounts had a spend exceeding \$50,000 per month when onboarding with Strategic Blue the flat discount will be reduced to 2%.</p> <p>The flat discount will be applied to your spend after the effects of any other applicable credits, promotions or discounts have been applied to your cloud usage.</p>
<b>Accelerate</b>	<p>AWS provides discounts in exchange for commitments to minimum agreed spend levels or for use of specific resources. These are offered in the form of Savings Plans and Reserved Instances, typically on 12 or 36 month terms. The discount increases for longer term, more specific commitments and when fees are paid in advance.</p> <p>We enable full access to AWS commitment based savings mechanisms but with the increased flexibility to commit to terms from 3-36 months. With this you can more precisely align your usage, forecasts and business plans to maximise savings.</p> <p>With Accelerate you can access the deepest and widest discounts through one or more individual Commitments for specific resources, or for spend</p>

<sup>2</sup>The eligible services list is defined and maintained by AWS. Strategic Blue will always apply the latest definition of this or its latest equivalent as and when AWS makes changes.



levels across different services. Your overall savings levels will vary based on your usage profile and willingness to make Commitments. You will have access to the best pricing rates irrespective of how complex your workload profile or lifecycle plans are.

## Plan comparison by service

The services in our Service Plans help you:

- Buy cloud in the way you want: **The Financial Adaptor**
- Understand what you have bought: **Clarity & Transparency**
- Optimise your spend: **People Powered FinOps**

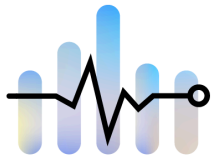
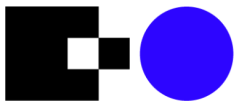


### Buy cloud, your way

Enjoy the freedom of the cloud without redesigning your procurement processes.

	<b>Adopt</b>	<b>Adapt</b>	<b>Accelerate</b>
Beneficial payment terms	30 day terms	30 day terms (additional discounts may be available for shorter terms)	30 day terms (additional discounts may be available for shorter terms)
Dynamically calculate fees at your rates <sup>3</sup>	✓	✓	✓
Use your preferred currency	✓	✓	✓
Optimise rates paid	✓	✓	✓
Maximise use of commitments between cost centres	✗	✓	✓
Standardise monthly payments	✗	✗	✓
Flexible commitment durations	✗	✗	✓
Apply customer specific pricing	✗	✗	✓
Option to pay upfront	✗	✗	✓

<sup>3</sup> Calculation of your rates will be done throughout the month based on your flat discount from Strategic Blue or any customer specific pricing agreements in place.



## Track your vital stats

See, and understand, your cloud usage, spend and value with an insights driven dashboard.

	<b>Adopt</b>	<b>Adapt</b>	<b>Accelerate</b>
Simple and clear invoicing	✓	✓	✓
Backing sheets for invoice amounts	✓	✓	✓
Dynamic spend insights dashboard	✓	✓	✓
Dashboard access accounts	<5	<10	<15
Dynamic filters, groupings & drill downs	✓	✓	✓
Analyse by account, service, region, tag or time period	✓	✓	✓
Identify spend and usage anomalies	✓	✓	✓
Clear cost allocation per account	✓	✓	✓
Demonstrate spend accountability	✓	✓	✓
Amortise costs	✓	✓	✓
Export spend and usage data	✓	✓	✓
Benchmark optimisation performance	✓	✓	✓
Generation upgrade guidance	✓	✓	✓
Regional advice	✓	✓	✓
Access and accurately attribute volume based savings	✓	✓	✓
Identify commitment wastage	✗	✓	✓
Spend alerting	✗	✗	✓

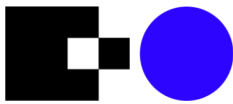


## Optimise your spend

Unique ways in saving money and effort in maximising the value of cloud.

	<b>Adopt</b>	<b>Adapt</b>	<b>Accelerate</b>
Recommendations <sup>4</sup>	Plan review (up to 1/quarter)	Plan and commitment review (up to 1/quarter)	Plan and commitment review (up to 1/month)
Cloud Provider news and information	✓	✓	✓
Cloud Provider promotion guidance	✓	✓	✓

<sup>4</sup> Review meetings can be requested by the customer, and held up to the frequency shown.



FinSA Report	<b>X</b>	Up to 1/quarter	Up to 1/month
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## Support - Get the most from Strategic Blue

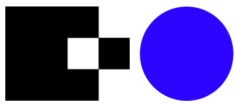
Our dedicated team, here to help.

	<b>Adopt</b>	<b>Adapt</b>	<b>Accelerate</b>
Support access	3 working days response	2 working days response	2 working days response
Service management and information requests	✓	✓	✓
Technical support for Strategic Blue Services	✓	✓	✓
Commitment renewals	<b>X</b>	✓	✓
Custom commitment pricing	<b>X</b>	<b>X</b>	✓
Spend alert analysis	<b>X</b>	<b>X</b>	✓
Named Account Manager	<b>X</b>	<b>X</b>	✓

## Bolt ons - Tailor services specifically to you

Additional, chargeable services tailored for your specific needs. Please reach out to our Account Management Team or your Account Manager to discuss your needs in more detail.

	<b>Adopt</b>	<b>Adapt</b>	<b>Accelerate</b>
Cloud FinOps Capability Development	Develop your Cloud FinOps understanding and capability through our modular consultancy framework to discover, review and enhance expertise, process and tools.		
Access your raw data	<b>X</b>	We will share your optimised usage data in a raw format. You can integrate it with your other reporting systems to build your own analytics and dashboards.	
Dashboard customisation	<b>X</b>	<b>X</b>	Expand your standard dashboard with additional views showing charts and data specifically tailored for you.

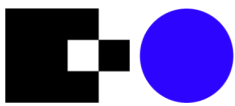


## Plan Qualification Criteria

Each of the plans are designed to align with your organisational preferences to provide you value at different points in your cloud adoption and Cloud FinOps capability development journeys. In order to provide these offerings, we need to consider key qualification criteria. These Plan Qualification Criteria enable us to deliver mutually beneficial offerings, set expectations and prerequisites or provide guardrails to keep you on the best plan for you at all times.

Plan Qualification Criteria	Adopt	Adapt	Accelerate
<b>Spend</b>	At the time of onboarding with us, none of your cloud accounts can spend over \$50k/month.	No spend criteria.	Most suitable for customers with a total spend in excess of \$50k/month.
<b>Existing Commitments using Savings Plans and Reserved Instances</b>	You cannot have any existing commitments.	We will review any existing commitments you have and where possible create a management plan to accommodate them. Where this is not possible, Accelerate may be the better option for you.	We will ensure that the effect of your existing commitments will continue to be applied.
<b>Accounts consolidated under a Strategic Blue organisation</b>	Yes	Yes	Optional
<b>Organisation level services</b>	Not used	Not used	Can be used
<b>Customer Specific Price List</b>	Not supported	Not supported	Supported
<b>Strategic Blue is your Cloud Reseller</b>	Yes	Yes	Optional
<b>Credit</b>	You must pass our credit checks.		
<b>Direct commitments to Cloud Provider</b>	You shall not make any form of commitments to Cloud Provider directly, such as monthly commitments or the purchase of reserved instances or Savings Plans, without the prior written consent of Strategic Blue.		
<b>Location</b>	United Kingdom, United States and European Economic Area Commercial and Public Sector		
<b>AWS Account Model</b>	End Customer Account Model, ECAM		





## Want to know more?

### Buy cloud your way



Services that allow organisations to procure cloud in a way that is not generally available from Cloud Providers directly. This includes additional discounts for shorter than standard payment terms, Local Currency Invoicing, Cash Flow Shaping and Flexible Commitment Durations.

#### **Use your preferred currency**

Invoices payable in the currency of your choice. Standard currencies are USD, GBP and EUR, other currencies may be available upon request. Non standard currencies are subject to an assessment and approval process and may incur additional charges.

#### **Standardise monthly payments**

Payment management to enable a level of predictability to your cloud expenditure. This can be delivered through these potential models:

- Pre-paying for cloud consumption with usage tracked through a cloud credits scheme.
- Upfront payments amortised over a given period of time (chargeable).
- Avoid large peaks or upfront licence costs through a rolling average payment (chargeable).

The nature of the service required here will be defined between you and your Account Manager. Where appropriate the service and any associated fees will be written into your contractual agreement.

#### **Maximise use of Commitments between cost centres**

Making purchasing decisions at an organisational level introduces extra optimisation potential but at the expense of making it harder to attribute costs reliably. We provide this visibility so that you can maximise the benefits without compromise to cost attribution and accountability.

#### **Optimise rates paid**

Reduce the proportion of your cloud spend that attracts the highest, undiscounted rate. We enable savings without any Commitments but provide you the tools to understand what Commitments you could make for varying levels of discount. With the ability to specify durations as precisely as you need from 3-36 months, you remove the limitations of buying direct.

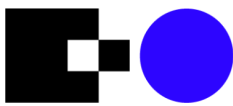
#### **Flexible commitment durations**

#### **Apply customer specific pricing**

When you match the qualifying criteria, we can help you negotiate customer specific pricing agreements for superior overall rates from AWS. With such agreements in place, including any that predate your relationship with Strategic Blue, we ensure the additional benefits these provide are combined with other optimisation approaches.

#### **Dynamically calculate fees at**

We calculate and apply the benefits from customer specific pricing and schemes such as the egress waiver to your cost and usage



## custom rates

reports throughout the month. When buying direct, you must wait till after month end to see an accurate view of the amount you will have to pay.

## Pay upfront

Pay for services in advance rather than in arrears to realise additional savings or fit with your purchasing preferences.

# Track your vital stats



Cloud Provider bills are often transparent as they list everything that the End Customer has used, however they are often far from clear. This group of services offer clear and transparent billing enriched with the ability to perform trend analysis and highlight anomalies. Our experts are available to help you interpret the data if needed.

## Clarity Invoice      Backing Sheet      Dashboard

**Strategic Blue**

**TAX INVOICE**

Invoice Date: Strategic Blue Services Ltd  
3 More London Riverside  
London  
SE1 2NS  
UNITED KINGDOM

Invoice Number: 563 286

Reference: VAT Number:

Description	Quantity	Unit Price	VAT	Amount USD
Amazon Web Services utilisation				
Inst: Spend Rebate: %				
Upfront Rl purchase: Subscription,				
Inst: Spend Rebate: %				
Inst: usage on account, credit from Advanced Purchase applied \$683.43				
Inst: upfront Rl purchase account previously invoiced and credit from Advanced Purchase applied				
<b>*GDP Equivalent Conversion</b> 1 GBP = 1.28117 USD				
<b>VAT AMT</b>	<b>NET AMOUNT</b>	<b>VAT</b>		<b>TOTAL USD</b>
Outside the Scope (Sales)	0.00			GBP

Subtotal: TOTAL, OUTSIDE THE SCOPE (SALES)\*

**TOTAL USD**

Due Date: Please arrange payment to  
Account: Strategic Blue Services Ltd

Company Registration No: 07933261. Registered Office: 1 More London, London, EC2M 4RQ, United Kingdom.

Clear, simple invoices issued monthly to illustrate costs, savings and purchasing preferences.

**Strategic Blue**

Usage Month:

Please find below your Amazon Web Services usage cost summary (in USD) for the last 6 months, up to and including this month's usage.

Accounts: AWS Account Numbers:

**Top 20 resources used over the last 6 months**

Resource	Usage (USD)
EC2 m5.large Linux	~900
ElastiCache cache.m5.large	~800
ElastiCache cache.r5.large	~700
ElastiCache cache.m5.medium	~600
RDS db.m5.large	~500
ES m4.large.elasticsearch	~400
EC2 t2.medium Linux	~300
RDS db.t2.medium	~250
EC2 Storage	~200
EC2 M3 Gateway	~150
ES i2.medium.elasticsearch	~100
EC2 Load Balancer Application	~80
VPC Cloud Connectivity	~60
CloudWatch Metric	~40
EC2 Storage Snapshot	~30
RDS Database Storage	~20
EC2 t2.micro Linux	~10
ES Elastic Search Volume	~5
GuardDuty	~2
EC2 m5.large Linux	~1

Usage cost at on demand prices:  
(Note that this is a higher number than you will see when you login to your account due to the way AWS perform their consolidation.)

Adjustments: Savings      Subscription      Total Adjustment

AWS costs this month:      USD

Assessory ID: 07933261-0141-3050-0893-01104a40f020. Generated at:

Created for each account/defined group of accounts under management to provide the context behind the invoice amount and illustrate key consumption trends.

**Strategic Blue, working for you**

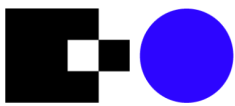
Usage Month: \$169,094      Savings: \$359,326

Additional savings potential by:

Category	Current	Target	Opportunity
Usage	\$17.16	\$17.35	\$17.16
Savings	-0.43%	0.53%	-0.46%
Subscription	\$17.16	\$17.16	1
Other	\$17.16	\$17.16	2

Rep: data      \$17.16

Dynamic dashboard refreshed daily reflecting any updates provided by data AWS has released between refreshes. Designed to support near-real-time trend analysis, enable drill down from high to low level detail, facilitate conversations between your internal teams, identify optimisation opportunities and evaluate financial impact of recent changes to your cloud use.



**Spend Alerting** At customer request, on eligible plans, a single threshold can be set to trigger alerts when cloud spend is 25% over the most recent, rolling three month average. Strategic Blue access is restricted entirely to, and the alerting relies upon, cost and usage data. It should be noted that any such alerting mechanism is limited in its ability to capture sharp rises. Other protection mechanisms should be put in place for these.

**Dashboard access accounts** The number of user accounts available for accessing the dashboard is limited by plan. Requirements beyond this can be discussed with the Account Management Team but fees may apply.

## Optimise your spend



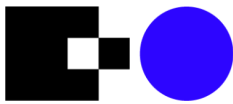
Our Cloud FinOps specialists and FinSAs work together with our industry-leading pricing tools to provide better pricing than you'd get from Cloud Providers directly. Our FinSAs proactively search for optimisation opportunities on your behalf.

Recommendations	FinSA Report	News and Information
<p>Our Blueprint report provides a concise illustration of your current spend, potential additional savings and any wastage. With its scoring mechanism, it can help you evaluate how effective your optimisation processes are and whether you are on the correct plan.</p>	<p>When you request this report it will expand on the Blueprint to detail optimisation opportunities specifically tailored to you, your usage, buying preferences and the additional flexibility Strategic Blue offers to minimise the proportion of your spend purchased at un-discounted rates.</p>	<p>Our monthly newsletter provides a roundup of all things Cloud FinOps. It varies to ensure it remains relevant but it can include:</p> <ul style="list-style-type: none"> <li>• The latest links to educational resources such as our webinars, podcasts and blogs</li> <li>• Insights from our FinSAs</li> <li>• Updates from our product team</li> </ul>

**Cloud Provider Promotion Guidance** There are a huge number of promotions, initiatives and incentives available to support you in your cloud development. If you keep us informed with your plans, we can help you take advantage of these opportunities. We call this treasure hunting as it can provide you with migration support, technical assistance or credits for cloud spend for example.

## Support: Get the most from Strategic Blue

Our dedicated Account Management Team is here to help you make the most of our services. They act as your internal champion and central point of contact to ensure your voice is heard and needs are met.

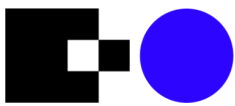


<b>Service management and information requests</b>	General support regarding your invoices, backing sheets, dashboard or your Service Plan. The team will provide advice, guidance and issue resolution and will invite your feedback on our services and feature requests you would find useful for the future.
<b>Technical Support for Strategic Blue services</b>	Our FinSAs will provide any technical assistance required to adopt our services, migrate between Service Plans or satisfy due diligence requests on our service delivery mechanisms.
<b>Commitment renewals</b>	Contractual management and purchasing from AWS required to provide discounts associated with spend or resource Commitments.
<b>Custom commitment pricing</b>	We will produce pricing proposals for Commitments built to your specific requirements in term, flexibility and volume to ensure they remain tightly aligned to your organisational needs.
<b>Spend alert analysis</b>	Your Account Manager will support you in exploring your cost and usage data to understand where spend anomalies arise and help remedy where required.

## Bolt Ons: Tailor services specifically to you

Additional, chargeable services tailored for your specific needs. These are designed to enable you to get more from our services or help you progress on your Cloud FinOps development journey.

<b>Cloud FinOps Capability Development</b>	Develop your Cloud FinOps understanding and capability through our modular consultancy framework to discover, review and enhance expertise, process and tools. We will discuss the framework with you to establish the scope of the engagement and provide a Statement of Work detailing deliverables, timescales and time and materials based fees.
<b>Access your raw data</b>	We will share your optimised usage data in a raw format for you to integrate with your other reporting systems, build your own analytics and dashboards as required. Depending on how you want the data shared and any assistance you require in understanding the data, a Statement of Work may be defined to detail a time and materials consultancy engagement. Provided the sharing process can be automated, no recurring fees would be applied.
<b>Dashboard customisation</b>	Expand your standard dashboard with additional views showing charts and data specifically tailored for you. Depending on the complexity of customisation, a Statement of Work may be required. Once the customisations are complete, there will be no recurring fees but Strategic Blue reserves the right to charge for any changes.



## How do we work together?

### The Strategic Blue difference

#### Advanced approach to cloud resale

We build trusted relationships with our customers and partners. Key to that is transparency. Understanding how we operate and make our money is a large part of that and helps explain the implications of working together.

Unlike most cloud resellers, our entire business model and technology is focused on making the most of cloud pricing models. There is a huge degree of complexity and opportunity offered by elements such as:

- Tiered pricing and volume discounts
- Discounts for usage commitment  
(e.g. *Customer specific Pricing, Reserved Instances and Savings Plans*)
- Data Egress waiver
- Support

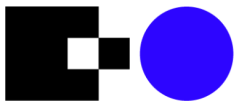
**Finance  
focused  
cloud  
resale**

**We access economy of scale benefits of the cloud pricing model** Our internally developed systems analyse cloud usage to identify the best way of combining these pricing opportunities to secure the best rates possible. We do this analysis first at an individual customer level to provide you optimisation recommendations. These may be in the form of making usage commitments or completing migrations to more cost effective services or regions for example.

We then treat the sum of usage over our customer portfolio as a whole to find additional opportunities related to overall volume and increased diversity of use. This enables us to access tiered pricing and volume discounts not possible at the scale of individual customer use alone. It also widens the opportunity to make Commitments for overlapping resource use between customers as usage becomes more consistent and persistent.

It is through making the portfolio level, rather than individual customer level purchasing decisions, that we generate additional value. What we buy to provide your discount might not entirely reflect what you have bought from us. For example, maybe you use a particular resource at times, throughout the month but the consistency of your use means that the wastage from making a usage commitment outweighs the benefits of the discount. At a portfolio level we might have a number of customers whose combined use is consistent enough for the benefit to outweigh the wastage. We would

**We do not buy  
from Cloud  
Providers what  
we sell to you**



therefore make the commitment, at our risk, to access that discount. The cloud cost and usage report would reflect the impact of the commitment we had purchased where those individual customers had not made such a purchase. We adjust for this so that the data you are presented accurately reflects your purchasing decisions.

**Additional value is shared** We share additional value with customers, giving discounts for levels of commitment they are comfortable with and to provide access to our team and visibility, analytics, insight and governance tooling free of charge.

## What this means to you

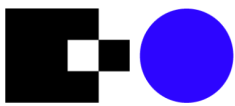
Our advanced approach to cloud resale has implications for you:

- **You lose access to tools like Cost Explorer.** We must be able to buy and sell cloud differently. This means that the cost and usage data from Cloud Providers does not reflect what you have purchased and is therefore on your invoices. To avoid the confusion this causes, we remove your access to that raw Cloud Provider data and tools like Trusted Advisor, Cost Explorer and the Billing Console. In their place, we provide our Clarity & Transparency tools. These give you visibility of what you have purchased without the need for you to create your own dashboards and reports. We understand that this is your usage data so we can also make it available for you in a raw format compatible with that provided by AWS for you to interrogate as you need.
- **You do not buy commitments directly from AWS.** One of the ways we buy and sell differently is through usage commitments. We therefore need to control all commitment purchasing decisions. The impact of which varies by plan:

<b>Adopt</b>	You do not purchase any usage commitments.
<b>Adapt</b>	You make a single Spend Commitment to us, on Strategic Blue paperwork. We manage purchasing decisions and the process required to provide that discount effectively.
<b>Accelerate</b>	You make a variety of Commitments to us, on Strategic Blue paperwork, for a variety of resources at different durations. We manage purchasing decisions and the process required to provide that discount effectively.

Any AWS commitments that we make to provide discounts to you will be held in dedicated "Commitment Holding Accounts". These standard AWS accounts will not generate any cloud usage..

- **You lose access to AWS free tier benefits.** AWS provides some services **free of charge**. All access to these is lost but this is typically far outweighed by the wider savings and other benefits.



## Committable Services

Committable services relate to usage that can be covered by Compute Savings Plans or Reserved Instances.

## Account Consolidation – Making Strategic Blue your Billing Partner

Consolidation is the AWS process by which your cloud accounts are registered into Strategic Blue’s AWS organisation. It enables us to use AWS consolidated billing processes combining your cloud usage with that of our other customers to realise the additional economies of scale and risk mitigation benefits of our Advanced Approach to Cloud Resale.

## Organisation Level Services

There are AWS services that operate at the organisation level that can affect your ability to be consolidated under a Strategic Blue organisation shared with other customers. The impact depends on implementation for some services, for others we would suggest the Accelerate plan where it is not necessary to consolidate. The list of services below is indicative<sup>5</sup>; the impact can be discussed with our FinSAs if required.

Implementation Dependent	Prevents Consolidation
Amazon CloudWatch	AWS Control Tower
AWS Artifact	AWS Directory Service
AWS CloudTrail	AWS Firewall Manager
AWS Config	AWS Licence Manager
AWS Service Catalog	AWS Resource Access Manager
AWS Single Sign-On	

## Customer Specific Price List

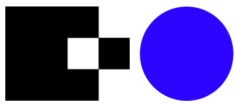
Under various initiatives and when you meet specific criteria it is possible to access customer specific pricing agreements with AWS. These agreements are applied at the AWS organisation level and typically mandate that an organisation should only contain accounts that are for the customer who signed the agreement. If you have such an agreement, or if you wish us to help you negotiate such an agreement, you will no longer be eligible for the Adopt or Adapt plans.

## Account Model

AWS support two models for customers working with partners:

- **The End Customer Account Model, ECAM**

<sup>5</sup> AWS documentation includes more details on [services that can be used with organisations](#).



You remain an AWS customer, you create, own and manage your cloud accounts and sign up to the End Customer AWS agreement (or your equivalent agreement with AWS) to maintain the contractual relationship. Under this model you delegate the financial management (invoicing and billing) of your cloud accounts to a third party, such as Strategic Blue, acting as a reseller. That financial management is governed by an agreement between you and the third party and it must meet a number of obligations under the AWS resale program.

- **The Solution Provider Account Model, SPAM**

You have no contractual relationship with AWS, all your cloud use is governed by an agreement with a third party acting as a reseller such as Strategic Blue. The third party creates, owns and can manage the accounts.

Strategic Blue services are offered under the ECAM model. If SPAM is required, please discuss with your Strategic Blue contact and they will help explain the available options.

## Engagement Model

We have created two engagement models to support your preferences on working with Strategic Blue.

- **Resold: Direct Advanced Resale**

Strategic Blue is your Cloud Reseller. This is the typical cloud resale model where AWS invoice us for your usage, we invoice you, you pay us, we pay AWS. This model can be used with any of the plans.

- **Customer Owned Payer: Direct Outsourced FinOps**

Strategic Blue is not your Cloud Reseller. You maintain your existing cloud purchasing processes (including any current reseller agreements) but outsource the financial management and optimisation activities to us. This model can only be used with Accelerate.

The services we provide in each of these models are the same, but contractual and operational implementations differ to reflect the different roles, responsibilities, obligations and liabilities.

## Custom Management Account Access Control

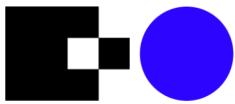
We usually own, control access to and manage the roles we need in the Management Account<sup>6</sup>. These roles are deployed through an Administrative Access role and ensure we only have the minimum required access required to enable strict control and audit.

**For Accelerate customers** a custom approach to access control is possible.

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<sup>6</sup> Previously known as Master Payer Account

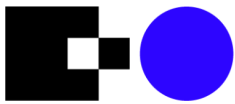




Custom access control will be established upon Customer request during the FinSA pre-consolidation review and will impact:

Root Password	The preferred approach is for Strategic Blue to hold the Root Email and Password and the Customer to hold the MFA token. This makes the Management Account a collaborative account in which both parties must be actively involved in any root level activity.
Organization Admin Access Role	In standard operation Strategic Blue requests removal to reduce access propagation. The Customer may retain this role mitigating the risk in other ways.
Strategic Blue roles	Strategic Blue provides access roles in the form of a JSON script for the Customer to review and deploy.
Commitment accounts	These accounts are used to store Reserved Instance/Savings Plan Commitments purchased by Strategic Blue on Customer's behalf in order to deliver required savings and flexibility. They must be created either by Strategic Blue or by Customer when requested by Strategic Blue. Strategic Blue requires Admin access and the ability to sell RIs on these accounts.

A charge may apply if a Custom Management Account Access Control process is selected. It is the Customer's responsibility to support the access level requested by Strategic Blue. Without such access Strategic Blue accepts no liability for failure to deliver any of its services.



## Service adoption

### Contractual Agreements

Our agreement together comprises the elements shown below:

#### Cloud Purchasing Agreement, CPA/Master Business Services Agreement, MBSA

Overarching agreement with common terms between plans. Represents the most significant part of the total Agreement. Draws relationships with, and precedence of, the Service Description, Plan Addendum and Commitment Letters.

**The CPA** applies when Strategic Blue is your Cloud Provider Billing Partner and can be used with all Service Plans.

**The MBSA** applies when Strategic Blue is not your Cloud Provider Billing Partner and can only be used with all the Accelerate Plan.

#### Service Description

Details the services provided, points of differentiation between plans and key elements of our partnership.

#### Plan Addendum

A different addendum applies for each plan. Each describes specific terms of that plan and its effective start date. The addendum with the most recent start date applies.

**Adopt**

**Adapt**

**Accelerate**

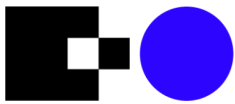
#### Commitment Letters

Detail specific resources and terms for which deeper discounts can be applied.

### Onboarding actions for New Customers

Within one working day of the effective date of the first signed Addendum Strategic Blue will:

1. Setup and provide access to your dashboard.
2. Provide support contact details and access to raise support requests under your account within our support system.

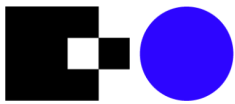


## AWS Credits

If you are issued credits by AWS, you need to notify us in writing (e-mail sufficing) by the 25th day of the month of issuance of the credits to include:

- the start date, amount, and expiry date of the credits, and
- the AWS account(s) the credits apply to, and
- the scope of the credits (i.e. which AWS cloud services they apply to), and
- any AWS reference number given to the credits allocation (if any).

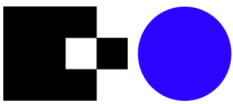
It is important that you notify us by that date as AWS does not provide the above information within the cost and usage data. Delays in notification may impact our ability to make best use of those credits to reduce your cloud spend. This is particularly important where that is impacted by the purchasing of Reserved Instances & Savings Plans.



## Moving between Service Plans

Your Account Manager will support you in moving between plans to ensure you remain on the right plan at the right time but the table below summarises the process of moving **from** one plan **to** another.

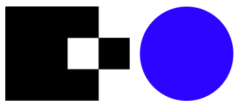
		To		
		Adopt	Adapt	Accelerate
From	Adopt		Sign a contract Addendum that details your new plan and its effective date. The Addendum obligates a Spend Commitment and associated discount made over a period with a rolling end date.	Sign a contract Addendum and one or more Commitment Letters. The Addendum details your new plan and its effective date. Each Commitment Letter describes the nature of resources that will obtain a discount and the duration for which that will apply.
				Requests to move from Adopt will become effective at the start of a month provided the Addendum is signed before the 15th of the preceding month. Under Accelerate a signed Commitment is not mandatory at this time but is recommended.
	Adapt	An end date reflecting your notice period will be set for your existing rolling commitment. A new contract Addendum will be signed to take effect at that end date.		
	Accelerate	Your Account Manager will help plan the most cost effective way of managing the move based on the remaining term of any active Commitments. A new contract Addendum will be signed to take effect at the agreed end date of your last active Commitment. To maximise savings, when moving to Adapt a new Commitment should be signed to be effective at the effective date of the new addendum.		-



## Leaving us

The process for leaving varies by plan. Your Account Manager will guide you through it but in summary:

<b>Adopt &amp; Adapt</b>	<p>From the moment you join us you can provide notice, at any point, in accordance with the terms of each plan Addendum . We will coordinate with you, on the first working day after your notice period has been served, to schedule the AWS deconsolidation process to be done within UK business hours.</p> <p>This will not impact the running of any of your cloud services.</p> <p>We will then issue your final invoice for services used up to the point of deconsolidation.</p>
<b>Accelerate</b>	<p>As described in your Accelerate Addendum you are free to leave after the end date of the Delivery Term of your longest remaining Commitment</p> <p>Up to this time you can continue to make Commitments for shorter terms or to co-term with your existing Commitments.</p>



# Which Cloud FinOps Service Plan to choose?

## Why Cloud FinOps?

Innovation, flexibility, scale and agility are key attractions of cloud. To build sustainably you need to control, and make the most of, the time and money you're investing in the cloud. It's difficult to strike a balance whilst sustaining all the attractive features.

Cloud FinOps enables you to manage this. It gives you the means to buy cloud in a way that suits your needs, with visibility of what you're using for cost attribution and accountability, reducing waste and allowing access to the best pricing rates.

Our Service Plans allow you to strike the balance that works for you in terms of financial return, control, visibility and the investment of your time and effort. This leaves you free to harness the power of the cloud knowing your spend is understood and under control no matter what direction your cloud and Cloud FinOps journey takes.

## Which Service Plan suits you?

We offer three AWS Service Plans - Adopt, Adapt, Accelerate. The first step in selecting the right plan for you is to understand where you are on your cloud and Cloud FinOps journey. You'll then be able to set your priorities and align expectations with what you can achieve. As you move from Adopt to Adapt to Accelerate, you increase:

**People:** Your human resources/expertise available

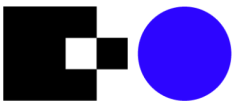
Understanding the time and skill of the people available for Cloud FinOps activities aligned to your specific organisational requirements is vital. It determines what activities will be effective and from this priorities, expectations and development plans can be set.

**Preference:** Understanding your preferred flexibility/cost balance

Maximising the flexibility of cloud resource use comes at the cost of the highest, undiscounted rates from Cloud Providers. Some flexibility can be exchanged for discounts associated with spend level or specific resource use. Having the tools to help make the right decisions on the level of flexibility to give up maximises savings without compromising innovation or generating wastage from underutilised commitments.

**Persistence:** Ability to accurately forecast your cloud requirements

Understanding what you use now and what you are likely to need in the future helps you access the best pricing rates and more easily detect anomalies. You may be limited by historical data availability, your rate of innovation or huge demand variations.



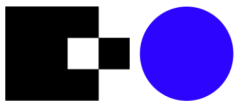
**Profit:** ROI and scale of cloud use

Cloud FinOps should be carefully considered against its Return on Investment of time and money. At smaller scales of cloud use, fast, easy to deploy Cloud FinOps activities that set the foundation for the future are likely to have a greater return than in-depth, more complex activities designed to maximise efficiency.

<b>Lower</b>	<b>Higher</b>
<b>Adopt - Adapt - Accelerate</b>	

Our plans help you strike the balance that works for you, your priorities, skills and the effort you make on Cloud FinOps.

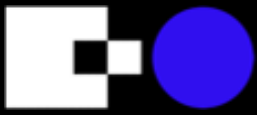
<b>Adopt - Adapt - Accelerate</b>		
Discounts that are smaller but easy to access, understand and quantify	<b>Cost</b>	Greater discounts, with more flexibility to tailor to your usage
Maximum cloud and service flexibility	<b>Commitment</b>	Spend or usage Commitments made for flexible durations suiting your preferences
Strong visibility and analysis tools meeting typical requirements	<b>Control</b>	Visibility, analysis and data tools that can be specifically tailored for your needs



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Strategic Blue

# Plug in and Power Forward

