Intel-Granulate
Real Time Cost Optimization

GRANULATE™
An Intel Company

Granulate Overview

Granulate, an Intel Company, continuously and automatically learns an application's specific resource usage patterns and data flow to identify contended resources, bottlenecks, and prioritization opportunities. Then it optimizes on the runtime level to achieve performance improvements that lead to cost reduction.

Customer Qualification Criteria

Identify Priority Initiatives being addressed this quarter
- Actively seeking solutions to reduce Cloud spend
- Cloud Resource/Infrastructure Efficiency (Kubernetes)
- Compute/Memory Efficiency for Big Data
- Capacity Efficiency On Prem for Big Data

Use Cases

BEST
Customer spends $50K per month on Big Data Cloud Solutions
- Databricks in AWS, Azure, or GCP
- Google Cloud Platform (GCP) DataProc
- AWS Elastic Map Reduce (EMR)
- On-prem—100 Servers running Cloudera or Spark/Hadoop (**this is extremely ideal**)

BETTER
Customer has $50K per month Cloud spend in Managed Kubernetes (Java, Python or GoLang)
- AWS EKS
- Azure AKS
- Google Cloud Platform (GCP) GKE

GOOD
Customer has $200K per month Cloud COMPUTE spend on Infrastructure-as-a-Service (IaaS)
- AWS EC2
- Azure Linux VM
- GCP GCE VM

Target Customer Personas

1. **BEST**: Director/Manager of Big Data, Kubernetes or Cloud Engineering responsible for day to day execution of cost optimization & platform reliability.
2. **BETTER**: Cloud Executive that owns cloud cost reduction initiative and is the decision maker on SaaS POCs.
3. **GOOD:** Application/Engineering Manager for Big Data or Kubernetes

Average Deal Size

$100K	2–8 weeks	30%
Target deals	Deal cycles	Avg Cost Reduction

[Free Granulate ROI Calculator](#)

Consumption/Pricing
- Per core consumption on active agents delivering optimizations to customer
- Available in all Hyperscaler Marketplaces
- Contracted via Private Offer in Marketplace OR via Standard Partner SW PO
- Standardized Pricing to Partner:
  - Cloud Pricing: $.003/core per hour billed monthly
  - On Prem Pricing: $.5/core per month billed monthly

Discovery Questions
- What are your top Cloud initiatives you are executing on through end of year?
- What tools/processes are you using to execute Cloud Cost reduction today?
- Are Big Data or Managed Kubernetes key focus areas this year for cost/capacity efficiency initiatives?
- What is your specific target/goal for Cloud cost reduction this fiscal year?

Key Differentiators

- **Automated Cost Reduction**-Granulate automatically delivers CPU utilization reduction directly into customer production environment with ZERO additional work from the application owners to improve both performance and cost efficiency.

- **Wholistic Value**- FinOps, Cloud Platform and Application Owners ALL benefit from performance and costs efficiency delivered via a single, autonomous optimization solution.

- **Past Initiative Agnostic –** Operating at the application level, Granulate enables significant cost reduction that are additive to all other initiatives taken.

- **Quick Time to Value –** ROI estimation within hours. Full optimization within weeks.

Learn more: https://granulate.io/

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