



Battle Card: EverythingCloud

VS. Apptio, CloudCheckr, CloudZero, & nOps

OVERVIEW

- EverythingCloud** helps organizations take control of their cloud costs by providing full visibility, automation, and expert guidance across AWS, Azure, (and GCP soon). Our SaaS platform offers **real-time cost insights, waste detection, and automated savings recommendations**, while our Managed FinOps service provides hands-on cost governance and strategic support for larger organizations. By **eliminating waste, preventing cost spikes, and optimizing cloud spending**, EverythingCloud ensures that businesses can reinvest savings into growth and innovation.
- Apptio, CloudCheckr, CloudZero, and nOps** are cloud cost management platforms that focus on cost visibility, compliance, and governance but lack a combination of proactive remediation and managed services.

KEY DIFFERENTIATORS

FEATURES	EverythingCloud	Apptio	CloudCheckr	CloudZero	nOps
Comprehensive SaaS	✓	✓	✓	✓	✓
Managed FinOps	✓	✗	✗	✗	✗
Auto Cost Monitoring & Notifications	✓	✓	✓	✓	✓
Proactive Cost Remediation	✓	✗	✗	✗	✗
Multi-Cloud Support	✓	✓	✓	✓	✗
White-Label Option for Enterprises	✓	✗	✗	✗	✗
Granular Cost Attribution	✓	✓	✓	✓	✓
Automated Resource Scheduling	✓	✗	✗	✗	✓
Tagging & Cost Allocation	✓	✓	✓	✓	✓
Policy-Driven Deployment & Governance	✓	✓	✗	✗	✓
Anomaly Detection & Alerts	✓	✓	✗	✓	✓
Day-over-Day Cost Reports	✓	✓	✗	✗	✓
Full Visibility (incl. Unmanaged Services)	✓	✗	✗	✗	✗
Reservations & Savings Plans Opt	✓	✓	✗	✓	✓
AI Chatbot Advisor for Teams and Slack	✓	✗	✗	✗	✗
On-premise Private Hosting	✓	✗	✗	✗	✗



Why Choose EverythingCloud Over Apptio, CloudCheckr, CloudZero, and nOps?

- **Full Visibility (Even on Services We Can't Manage)** – Unlike competitors, EverythingCloud provides a complete view of all cloud resources, even those outside direct management. CloudZero focuses on ingestion from tagged resources; EverythingCloud includes unmanaged and untagged assets too.
- **End-to-End FinOps Management** – Unlike competitors, which focus solely on SaaS tools, EverythingCloud provides a fully managed service alongside our software. Unlike CloudZero and Apptio, we don't just report insights, we execute cost-saving actions and governance strategies.
- **Comprehensive Cost Reduction** – EverythingCloud doesn't just highlight inefficiencies; we take action to eliminate waste and drive maximum savings.
- **Proactive Remediation** – While some competitors offer automated scaling, EverythingCloud takes a strategic approach with SOP-based remediation, ensuring cost savings while maintaining performance.
- **Automated Scheduling** – EverythingCloud optimizes workloads by scheduling resources efficiently to minimize costs while maintaining performance.
- **Real-Time Monitoring & Alerts** – CloudZero offers insights; we pair that with proactive alerts and remediation.
- **Policy-Driven Deployment** – EverythingCloud ensures cloud governance and security compliance through custom policy-driven deployments, reducing risk and enhancing automation.
- **New Service & Anomaly Notifications** – EverythingCloud detects unexpected spikes or drops in usage, alerting users to anomalies in real time.
- **Day-over-Day Cost Reporting** – We provide daily insights on cloud cost fluctuations, enabling data-driven decision-making.
- **Reservations & Savings Plans Optimization** – We ensure enterprises maximize cost savings through intelligent recommendations for Reserved Instances and Savings Plans.
- **White-Label Opportunities** – EverythingCloud enables enterprises to resell our platform under their brand, an option competitors lack.




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Common Objections & How to Overcome Them

OBJECTION	RESPONSE
<i>"We already use Apptio, CloudCheckr, CloudZero, or nOps for cost visibility."</i>	Visibility is just the first step – EverythingCloud takes action to reduce costs, not just report them.
<i>"We use CloudZero for engineering cost visibility."</i>	CloudZero is great for engineering teams. EverythingCloud expands that to finance and leadership with FinOps experts managing the full lifecycle.
<i>"nOps is AWS-focused, which fits our needs."</i>	EverythingCloud supports multi-cloud environments, ensuring flexibility as your business grows.
<i>"CloudCheckr's reporting is sufficient for our needs."</i>	Our platform not only reports but executes cost optimizations, reducing manual workload and cloud waste.
<i>"We need better cost allocation and tracking."</i>	EverythingCloud provides tagging and granular cost tracking, ensuring full cost transparency.
<i>"We require policy-driven governance."</i>	EverythingCloud enforces custom policy-based deployments to ensure security, compliance, and cost control.
<i>"We want better anomaly detection."</i>	EverythingCloud provides real-time notifications for unexpected cost spikes, allowing quick action.
<i>"We need better savings plan management."</i>	EverythingCloud analyzes and recommends the best Reserved Instances and Savings Plans to optimize cost.

We don't just show inefficiencies – we fix them! 

Ready to optimize your cloud costs? Let's talk! 