

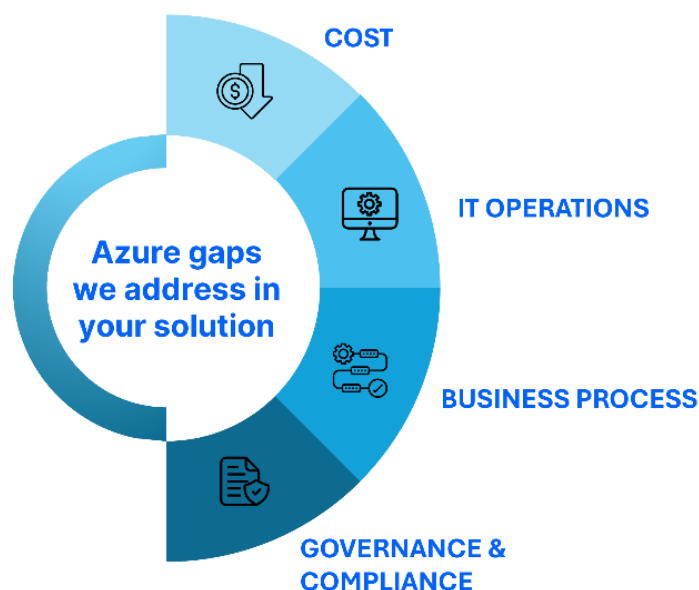
# Value Matrix

## Supercharge your Azure Cost Saving & Infra Monitoring

The platform built to maximize the ROI on Azure cloud investments.

### Why Turbo360?

Azure adoption allows Enterprises to offload infrastructure management and maintenance tasks to their cloud partner. Microsoft ensures the platform is running smoothly, but the Enterprise still needs to ensure their applications function as expected. Azure is a powerful platform to build solutions upon, but organizations find gaps when it comes to runtime operations and cost management. Turbo360 will help you address these gaps to maximize the value of your applications while minimizing the total cost of ownership.



# Product Value Matrix



## Business Applications



## Business Activity Monitoring



## Cost Analyzer



## Azure Documenter



### Value Proposition

Lower the total cost of ownership of your solution through better monitoring and operations

Reduce IT support tickets and give users confidence in your integration solution

Reduce the potentially large amount of waste in your Azure spend

Reduce the cost of writing documentation that is immediately out of date



### Perspective

IT Operations

Business Process

Cost

Governance & Compliance



### What

Monitor and Manage the Azure technical components

Manage and Monitor business transactions

Get control of your Azure spend  
Optimize your Azure resources to reduce cost

Generate Azure documentation for compliance and governance



### How

Make it easier to set up monitoring  
Make it easier to let your non-Azure experts support the solutions

Visibility & user self-service for integration and automation workloads

Democratize management of cost to teams who incur the spend

Key documents such as

- Resource details
- Resource Audit
- RBAC permissions etc



### Outcomes

Free up the time of your expensive and overloaded Azure experts to focus on delivering new value

Developers spend less time doing support tasks  
Users like your integration solutions

Actionable FinOps items such as rightsizing and workload optimization  
Lower Azure bill

Free up the time of your expensive and overloaded Azure experts to focus on delivering new value



### Target Users

- Azure Support
- L1 & L2 support operators

- Business Super Users
- L1 & L2 Support
- Developers

- FinOps
- Azure Ops
- Engineering
- Management

- Azure Admin
- Architects

## Customer Voice

Reduced resolution time resolves issues up to 80% faster

“

The whole Turbo360 team is very responsive. We did not understand why a quarterly health check was required; we just thought it was free, and let's say yes. But it's beneficial because we are very busy with our projects, and we don't think about optimization. When we have the quarterly call, they help us in optimizing the usage of the product, which is very helpful.

85%

A Netherlands based supermarket chain achieves 85% CSAT using Turbo360

Azure Advisor cost savings recommendations is limited

“

With Turbo360 the customer had democratized the management of cost to the operations teams who look after each application. This means instead of having 1 person with the right access & knowledge to look into cost, now every application team can participate.

Turbo360 had identified 336 downgrade recommendations which ranged in size from \$10 to \$12,500.

\$1M

A world-scale energy infrastructure business realized >\$1m worth of Azure cost savings

Achieve distributed tracing across the Azure environment

“

When looking for tools to overcome our challenges, we found a few tools to meet our needs, among which Turbo360 impressed us a lot. The overall experience with Turbo360 so far is good. We would suggest Turbo360 to other companies as well.

90%

A Norway based distributor of fruit and vegetables achieves 90% efficiency in distributed tracing

Lower Total Cost of Ownership by Shift left support

“

With Turbo360, we got to experience some powerful features like centralized dashboards, Deadletter resubmission, and proactive monitoring. Before Turbo360, we had to rely on multiple tools and depend on a team for managing and monitoring the Azure environment. Now, just one person is looking at the tool which helped us reduce the TCO.

75%

A London based Fintech company monitors 75% of their business environment using Turbo360

