

# Cloudelligent Leverages CoreStack to Scale Volume and Win New Cloud Business

How this growing MSP cut architecture assessment times by 30%

Founded in 2017, Cloudelligent is the go-to strategic partner for startups, SMBs, DNBs, ISVs, NPOs, and organizations looking to transform their business with AWS. Operating from the company's headquarters in Dallas, Texas, Cloudelligent delivers a comprehensive suite of professional and managed services designed to help organizations migrate, manage, modernize, and optimize their cloud environments.

Cloudelligent is an AWS Advanced Consulting Partner, and according to the company's founder and CEO, Qasim Akhtar, the company is on track to become a Premier Consulting Partner within the year.

As a rapidly scaling MSP, Cloudelligent is always on the lookout for solutions that can streamline operations as well as provide superior value to their customers. One solution Cloudelligent has adopted to help achieve their mission is CoreStack Assessments, a powerful tool that provides automated Well-Architected assessment capabilities.

## At a Glance

### Challenges

- Manual architecture assessment processes that can be complex, time-consuming, and error-prone resulting in lower partner margins

### CoreStack Solution

- CoreStack Assessments

### Results

- Reduced architecture assessment times by one-third
- Created opportunities for upselling existing customers and onboarding new ones

## Assessment Obstacles

While cloud assessments are necessary for compliance and optimization – whether on AWS or another cloud platform – performing them often presents challenges for both MSPs and the customers they are trying to help. Cloud-native assessments, while readily available, are predominantly manual. As such, they can be time-consuming, complex, and error-prone, which can result in lower partner margins.

When going into an architecture assessment, customers typically inquire about the time that will be required from their team members. While they are interested in how an assessment can help control costs and increase revenue, they are also cautious about the time commitment. Organizations routinely encounter manual assessment processes involving lengthy questionnaires of 50 to 60 items, which often shapes their initial perceptions.

Many of Cloudelligent's customers navigate SOC2 compliance audits alongside other industry regulations and internal mandates. Particularly for clients in highly regulated sectors, undergoing a Well-Architected Framework assessment may seem like another mandatory audit procedure.

## Adding CoreStack Assessments to the Equation

Cloudelligent chose CoreStack Assessments to enhance the experience of their customers around AWS Well-Architected Framework assessments. CoreStack Assessments automates and streamlines the assessment process, empowering MSPs and SIs to run multi-cloud assessments at scale, allowing them to demonstrate immediate value to their customers and generate new business opportunities.

With CoreStack Assessments, partners can run assessments against multiple cloud-native frameworks, including the AWS Well-Architected Framework, as well as custom frameworks. Partners can quickly identify and resolve potential issues in key areas such as security, cost optimization, performance, and reliability, and they can offer remediation strategies that lead to long-term, high-value managed services contracts.



## Measuring the Impact

The implementation of CoreStack Assessments has significantly transformed cloud architecture assessment procedures at Cloudelligent, notably in terms of time efficiency. This impact is primarily attributed to two key components of the solution: the AI and automation capabilities, and the built-in frameworks, namely the AWS Well-Architected Framework. The cumulative time-savings not only reduces operational overhead for Cloudelligent but also makes for happy customers.

“With CoreStack, we have reduced the time spent on Well-Architected assessments by one-third. Previously, assessments took two weeks and approximately six sessions; now they are completed within a week, requiring only two to two and a half sessions,” says Akhtar. “This efficiency not only saves time for Cloudelligent’s solution architects and business team but also benefits our customers, who are pleasantly surprised by the faster turnaround.”

Customers are also pleasantly surprised by Cloudelligent’s ability to promptly deliver assessment insights and remediation recommendations. Solution architects no longer expend excessive time delving into results or engaging in prolonged exchanges with clients. These actionable recommendations not only streamline processes but also open avenues for generating new revenue at Cloudelligent.

The ball is in the customer’s court to decide whether they have the time to remediate or if they prefer to work with a partner to get it done more efficiently. Well-Architected Framework Reviews play a crucial role as an entry point for Cloudelligent, providing insight into the customer’s AWS implementation. But they also pave the way for subsequent work, whether that involves professional services or managed services.

With CoreStack, architecture assessments have transitioned from audit-like procedures and data-gathering exercises to a more collaborative partnership. They also enable Cloudelligent to showcase the customer’s cloud ROI and demonstrate cost savings from implementing targeted changes.

The success of Cloudelligent’s assessments is measured by the value provided to customers from Day One. This approach creates a win-win-win situation for Cloudelligent, the customers, and the AWS account representatives working to ensure compliance and optimization. This is why Cloudelligent has doubled down on Well-Architected Framework Reviews.



## The Power of Partnerships

Cloudelligent attributes its success to a collaborative effort involving both CoreStack and AWS. Building a solution involves more than just providing a blueprint; it also requires strategic partnerships and a cohesive go-to-market strategy to demonstrate value to customers. AWS has been instrumental in supporting Cloudelligent by providing essential training, education, and go-to-market support. Additionally, AWS leverages its extensive network to enhance Cloudelligent's market reach and expand its cloud customer base.

As for CoreStack, "The partnership has been immensely beneficial for Cloudelligent," says Akhtar. "Whether for upselling or acquiring new business, CoreStack's support helps secure client wins."

Partnering with CoreStack is also highly valued due to the company's responsive leadership team, which is always open to feedback from partners. CoreStack enables Cloudelligent to accelerate innovation for customers, optimizing their cloud environments and boosting their agility. Following the success of CoreStack Assessments, Cloudelligent also implemented CoreStack FinOps, a robust solution that enables customers to manage costs proactively, improve forecasting, prevent budget overruns, and make more data-driven decisions.

One way Cloudelligent measures the success of its partnerships and solutions is by NPS. The company maintains an NPS of 90 on AWS, demonstrating exceptional customer retention and satisfaction. While many companies struggle to maintain such a high level of service while scaling their business, especially when conducting over 100 Well-Architected assessments each year, Cloudelligent has successfully maintained its outstanding NPS throughout its growth.

## Looking Ahead

Building on the outcomes Cloudelligent has seen with CoreStack Assessments and CoreStack FinOps, the company is now making plans to implement CoreStack SecOps, a solution designed to enhance security and compliance for cloud resources. CoreStack SecOps comes with 2,100+ built-in policies and provides the ability to add more through customization. It also provides integration with ITSM tools and unified visibility into security threat and vulnerability data.

“We have a maturing security practice that we’re going to roll out as part of our managed services offerings, and I see us leveraging CoreStack for this requirement, as well,” says Akhtar. “So, while we double-down on Well-Architected assessments and FinOps, we’ll also be building our security offering around CoreStack. Because if you could use AI tools to meet compliance requirements automatically, why wouldn’t you?”

## Learn More

To learn more about CoreStack NextGen Cloud Governance or to schedule a demo, visit [corestack.io](https://corestack.io) or reach out to us at [contact@corestack.io](mailto:contact@corestack.io). To learn more about Cloudelligent, visit [cloudelligent.com](https://cloudelligent.com).

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– Qasim Akhtar, Founder and CEO, Cloudelligent



✉ [contact@corestack.io](mailto:contact@corestack.io)

🌐 [www.corestack.io](http://www.corestack.io)



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