



TRACE3

Trace3 Delivers Detailed Customer Service with Support from CloudHealth

Industry

Information technology and services

Headquarters location

Irvine, California

Employees

1,000

VMware footprint

CloudHealth®
CloudHealth Partner Platform

Key features

Cost reporting and reduction
recommendations
Professional Services
Partner Advisory Board engagement

Clouds

AWS, Azure, Google Cloud Platform,
Oracle Cloud

In 2021, Trace3 acquired Groupware Technology, a leading IT solutions provider specializing in infrastructure, cloud, data and AI, security, applications, rack integration services, and first call support. Trace3 delivers these innovative technology solutions and services to world-class companies to help them achieve mission-critical objectives, lower costs, improve agility, and increase competitive advantages.

Enabling customers to optimize in the cloud

Trace3's mission is to deliver exceptional customer service with no surprise billing. Trace3 started a cloud billing service about five years ago to assist their mid-sized customers who lack visibility into cloud spend. Being a traditional value-added reseller (VAR), a majority of Trace3's customers have a hybrid cloud model, moving from on-premises hardware into the cloud. Customers are in various stages of their cloud journeys and growing fast, with an average monthly cloud spend of about \$40,000.

Three years ago, John McGivern, senior director of cloud optimization services at Trace3 and a 30-year veteran of running large IT infrastructure organizations, came onboard to create new cloud optimization services beyond just invoicing. Trace3's cloud optimization team was formed, and their cloud optimization service began to expand rapidly.

“The AWS Savings Plan recommendation engine in CloudHealth is truly a game changer.”

John McGivern, Senior Director of Cloud Optimization Services, Trace3



Partnering with VMware

Trace3 was using a competitive cloud management tool until three years ago when they switched to CloudHealth. They chose CloudHealth for two reasons: to ensure customers get proper visibility of their spend to optimize costs as much as possible, and to accommodate the complicated invoicing needs that a partner must execute. “We feel CloudHealth is the premier product on the market,” noted McGivern. Multi-cloud reporting has become crucial for Trace3 as customers are increasingly investing in additional cloud.

“What has become even more important in the past three years since we [switched to] CloudHealth is the ability to provide a single pane of glass across multiple clouds,” McGivern explained.

CloudHealth acts as the source of truth for Trace3 customers. “With any customer interaction that comes up, CloudHealth is where we go to find accurate information,” McGivern said. The vast majority of Trace3 customers log in to CloudHealth regularly and are able to analyze their findings with the Trace3 team. CloudHealth dashboards and reporting help Trace3 strengthen their business model and engage in effective customer interaction.

CloudHealth: Playing a role in Trace3’s growth

Trace3 utilizes many aspects of the CloudHealth platform to propel their business growth, with a few favorite pieces of functionality. First, CloudHealth dashboards allow Trace3 to quickly and efficiently gather customer information and

provide meaningful customer updates on a weekly basis. The dashboards are further enhanced by the robust Perspectives and reporting options in CloudHealth. Trace3 is also an avid user of AWS Savings Plans.

Savings Plans provide a simple, flexible solution with targeted coverage and KPI-based scenario modeling. Trace3 trusts the Savings Plans analysis, insights and recommendations from CloudHealth, which help their customers save significant costs through its use.

Lastly, Trace3 standardizes the CloudHealth governance policies across their customer base. The ability to get alerts when anomalies are detected is particularly valuable for keeping teams accountable and avoiding surprises. Without the adoption and enforcement of a governance policy, it becomes extremely difficult for the customer to keep their environment properly optimized.

The CloudHealth ability to do partner-generated billing has played a relevant role in Trace3’s growth.

“At the partner level, [VMware] is invaluable. [CloudHealth] pays for itself multiple times over—we couldn’t physically do our job without the product.”

John McGivern, Senior Director of Cloud Optimization Services, Trace3

A rewarding partnership

Trace3 and VMware have a mutually beneficial relationship that continues to evolve over time. In 2017, Trace3 became the first partner to have their team complete the CloudHealth Platform Administrator and Specialist Certifications.

“We really believe in the CloudHealth certifications and dig deep into that information,” said McGivern. Trace3’s interactions with their CloudHealth technical account manager and the CloudHealth Partner Advisory Board have allowed for this strong relationship to flourish.

The Partner Advisory Board gives the team an outlet to collaborate with like-minded individuals to share best practices. “It’s very powerful for us to be a part of the Partner Advisory Board and to give that input,” McGivern said.



Trace3 also began doing staff augmentation for CloudHealth Professional Services. Coming from a partner background, Trace3's ideas provide very helpful insight for the Professional Services team, and vice versa. "That staff augmentation has been a very win-win situation," McGivern shared.

"We have an excellent technical account manager. The ideas we work through with him on a weekly basis are invaluable."

John McGivern, Senior Director of Cloud Optimization Services, Trace3

Trace3 also collaborated with VMware on various speaking opportunities, allowing the teams to share best practices and new ideas with like-minded industry experts. Trace3 presented a session at VMworld® 2020 named "A Practical Guide for Managing Cloud Reservations and Discounts," which discussed the basics of using AWS Reservations and Savings Plans. Trace3 has also been creating [educational thought leadership videos](#) explaining how they use CloudHealth that have been jointly promoted across websites and social media channels.

As Trace3 scales their business, CloudHealth will continue to be a key player in their growth.

For partners seeking guidance on how to build CloudHealth into your service offerings, please contact your Channel Account Manager or email cht-partners@groups.vmware.com.