



Recommending Budget Allocation and Pricing Optimization



Boost enterprise profitability through cognitive algorithms that unearth & forecast complex ICT infrastructure costs in unprecedented granularity

What CostNouS offers

CostNouS uses LSTech's unique Usage Stochastic Characterization algorithm and what-if simulation to translate raw data into business actionable KPIs with no 'humans in the loop' avoiding empirical techniques, aggregations, averaging and the like that distort the real information hidden in the data.

- **Forecast Cost & Profitability**

Adopt cost-driven optimization criteria to reassess, from scratch, tariffs and charges to each individual small or large client and establish profit maximizing contracts.

- **Simulate Impact of Future Service Offerings**

Evaluate new revenue sources and prospect customers by safely experimenting with multiple possible scenarios.

- **Achieve Enhanced Business Governance**

Optimize service provisioning policies, infrastructure upgrades & investments through economic-justified, cost-aware decision-making, while seizing business opportunities as they appear.

Who benefits from CostNouS?

- Financial Institutions
- FinTech providers
- Mobile & Fixed network operators
- Cloud service providers
- Web-based service providers
- Non-IT companies that operate complex infrastructure or people networks, e.g. transportation, energy, distribution, utilities, etc.
- Any business with a large and complex data center or enterprise network.

Insightful Analytics

Address tactical & strategic business questions:

- What is the exact cost of each resource/service/customer?
- How each resource/service/customer contributes – positively or negatively– to the overall profitability?
- Are the tariffs per customer/service right?
- What are the forecasted cost, revenue and profitability per resource/service/customer?
- What would be the financial impact of changes in usage patterns?
- What are the cost implications of adding new customers and what is the optimal tariff?
- What is the minimum infrastructure budget for maintaining customer SLAs?
- How should a limited budget be optimally split among hardware and software resources?



website: www.lstech.io email: info@lstechltd.co.uk

Sovereign Court, 230 Upper 5th Street, Milton Keynes, Buckinghamshire, MK9 2HR, UK

CostNous™ Gallery

Customer clustering for new scenario

Select customer clustering for this scenario
from 2015-05-01 to 2016-09-22

Customer types

Type name	Number of customers	Average service cost	Average service usage
0	82	€ 0.1424	817.18
3	1	€ 0.0651	15,357.62
4	5	€ 0.0573	7,844.74
1	4	€ 0.0963	61,102.38
2	4	€ 0.0345	9,593.62

Customer type 0

Service	Original cost	Usage	Usage adjustment
ISO2V6	€ 2.6244	650.99	
ISO5CH	€ 9.5539	590.10	
ISO5V0	€ 2.6587	342.71	
ISOAUT	€ 9.1171	233.07	
ISO5V7	€ 0.7391	147.35	
ISO4V9	€ 0.1350	131.11	
ISO5V2	€ 0.6753	114.49	
ISO2V3	€ 1.6792	92.26	
WEB005	€ 5.3433	76.95	
ISO1V3	€ 0.6053	68.97	

Scenario

Manage scenario

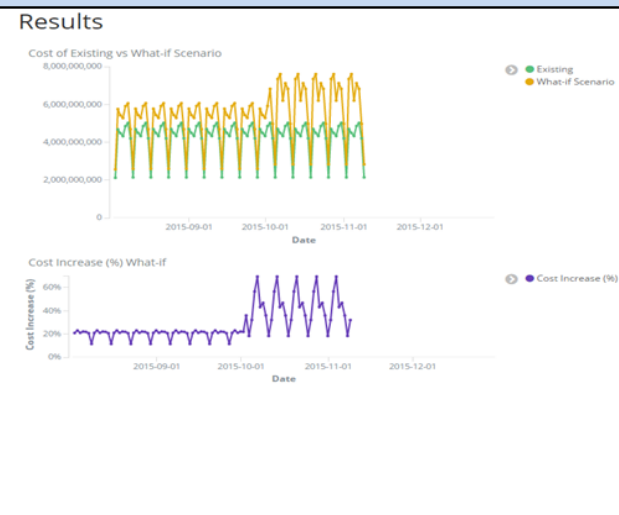
Scenario name: Vodafone_Demo

Predict from: 2015-08-01 to 2015-12-31

Customer clustering to use: from 2015-05-01 to 2016-09-22

Customer type	Number of customers	Average service usage
0	82	817.18
3	1	15,357.62
4	5	7,844.74
1	4	61,102.38
2	4	9,593.62

Customers: Vodafone



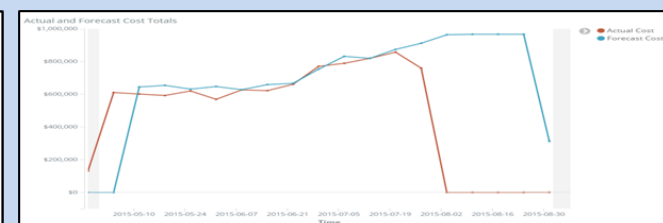
Budget Optimizer

Scenario: Large Customer Scenario - v2 - 2016-11-16 22:41

Optimization objective: Investment Minimization for Fixed SLA

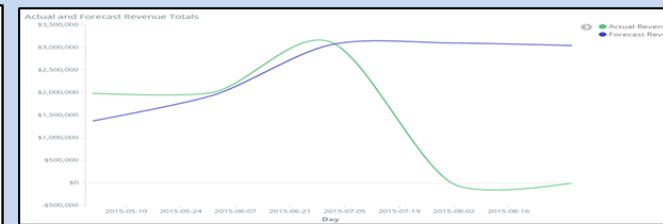
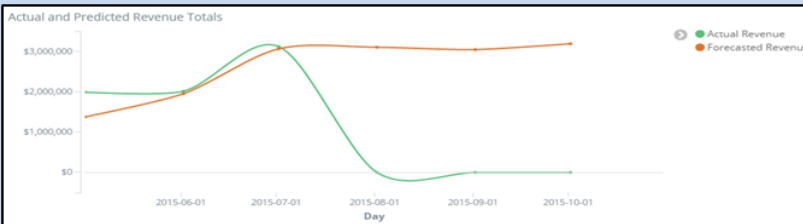
Budget: € 815,609

Resource	Lead	Unit Cost	SLA Max Utilization	Allocation	Resulting Utilization
CPU Resources	What-if SLIPs in Capacity	0.0005	80 %	€ 585,308	80 %
Storage Volume	What-if SLIPs in Capacity	0.00012	75 %	€ 21,989	75 %
Memory Capacity	What-if SLIPs in Capacity	0.00024	75 %	€ 126,308	75 %
Network Bandwidth	What-if SLIPs in Capacity	0.0003	85 %	€ 13,919	85 %



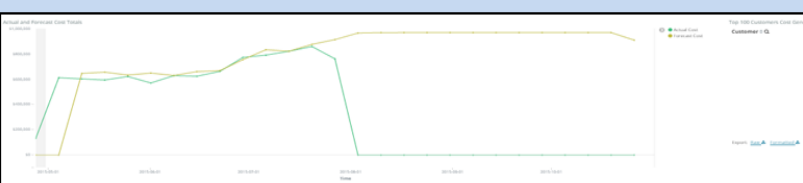
Top 100 Customers Cost Generators

Customer	Actual Cost	Forecasted Cost
Customer 1	\$1,043,716.35	\$544,553
Customer 2	\$1,033,397.89	\$517,304.97
Customer 3	\$993,220.48	\$513,803.09
Customer 4	\$697,937.67	\$295,329.12
Customer 5	\$484,487.48	\$294,176.77
Customer 6	\$388,749.94	\$259,172.36
Customer 7	\$378,552.85	\$190,511.03
Customer 8	\$375,281.78	\$184,863.21
Customer 9	\$357,826.37	\$181,924.74
Customer 10	\$324,812.46	\$178,248.47



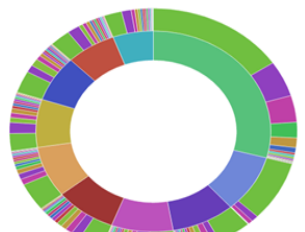
Top 100 Customer Revenue Generators

Customer	Actual Revenue	Forecasted Revenue
Customer 1	\$1,232,183.06	\$974,285.28
Customer 2	\$901,511.45	\$914,842.22
Customer 3	\$891,874.2	\$752,134.75
Customer 4	\$869,602.3	\$738,393.78
Customer 5	\$853,710.36	\$730,594.41
Customer 6	\$738,039.94	\$722,075.38
Customer 7	\$373,437.93	\$288,757.63
Customer 8	\$274,837.68	\$254,510.09
Customer 9	\$176,737.58	\$154,950.74
Customer 10	\$159,307.93	\$104,448.52



Top 100 Customers Cost Generators

Customer	Actual Cost	Forecasted Cost
Customer 1	\$1,043,716.35	\$544,553
Customer 2	\$1,033,397.89	\$517,304.97
Customer 3	\$993,220.48	\$513,803.09
Customer 4	\$697,937.67	\$295,329.12
Customer 5	\$484,487.48	\$294,176.77
Customer 6	\$388,749.94	\$259,172.36
Customer 7	\$378,552.85	\$190,511.03
Customer 8	\$375,281.78	\$184,863.21
Customer 9	\$357,826.37	\$181,924.74
Customer 10	\$324,812.46	\$178,248.47



Top 100 Monthly Cost Generators

Customer	Actual Cost	Forecasted Cost
Customer 1	\$1,043,716.35	\$544,553
Customer 2	\$1,033,397.89	\$517,304.97
Customer 3	\$993,220.48	\$513,803.09
Customer 4	\$697,937.67	\$295,329.12
Customer 5	\$484,487.48	\$294,176.77
Customer 6	\$388,749.94	\$259,172.36
Customer 7	\$378,552.85	\$190,511.03
Customer 8	\$375,281.78	\$184,863.21
Customer 9	\$357,826.37	\$181,924.74
Customer 10	\$324,812.46	\$178,248.47

