



Case Study

How **Cloudec** empowered **Grow Inc** to cut waste and secure long-term AWS value.



CLIENT OVERVIEW

Grow Inc is a high-growth FinTech company that simplifies and modernises superannuation management for businesses and individuals. Backed by AWS and recognised for its cutting-edge platform, Grow is on track to manage over 1 million super accounts by June 2025 and double that figure over the next 12 months.



THE CHALLENGE

With rapid expansion and increasing cloud adoption, Grow had scaled its AWS usage significantly. Like many fast-growing startups, the business had benefited from AWS support programs that provided cloud credits to encourage innovation and experimentation. As their platform matured, however, AWS recognised an opportunity to optimise Grow's cloud footprint and ensure continued alignment between cloud spend and business goals.

AWS introduced Cloudec, a FinOps Managed Services Provider and Consultancy, to support this next phase of operational maturity, enhancing visibility into cloud expenditure, identifying cost and usage optimisation opportunities, and uplifting Grow's cloud governance to enable long-term sustainability and success.

THE SOLUTION

Cloudec conducted an AWS Cloud Financial Management Capability Assessment (CFMCA), a complimentary three-hour strategic review with Grow's key stakeholders. The assessment identified opportunities to uplift maturity and cost efficiency, enabling greater business value from cloud investments and allowing capital to be redirected to higher-value initiatives.

KEY FINDINGS INCLUDED



Up to 30% of AWS spend could be reduced through targeted optimisation



Areas where forecasting and visibility could strengthen long-term platform planning



Opportunities to realign cloud investments to support future enterprise-scale growth



A need for additional engineering support to accelerate implementation

Rather than recommending a once-off cost optimisation exercise, Cloudec proposed an **ongoing augmented managed service that delivered an immediate ROI**, whilst helping Grow optimise their platform costs, and prepare for future growth milestones.

THE RESULTS

\$400K_{USD}

in potential savings over 12 months, identified through non-intrusive optimisation

SAVINGS REINVESTED

into platform innovation and revenue-generating capabilities

Signed a

THREE-YEAR

Preferential Pricing Agreement (PPA) with AWS, with advisory from Cloudec

Strengthened

TRUST

with AWS, as a result of collaborative & transparent cost management

A clear FinOps

ROADMAP

to support Grow's continued growth and cloud maturity

MINIMAL

effort from Grow, only three hours of internal time required for the initial review

AWS MARKETPLACE

Cloudec will always transact Consultancy and Managed Services through the AWS marketplace and any ISV sales for FinOps tooling.

WHY IT MATTERS FOR AWS

AWS benefited from Cloudec's involvement by avoiding unnecessary spend reductions through better optimisation, not just discounting.

The result was a more empowered, cost-aware AWS customer with greater platform loyalty and a commitment to long-term growth.

Cloudec's approach helps AWS customers not only reduce spend but also reinvest strategically, strengthen loyalty, and accelerate both their business growth and AWS Marketplace spend.