



The Full Cloud and SaaS Spend Optimization Lifecycle:

How to Buy Right, Get Visibility and Keep Costs Down Permanently



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Your **cloud bill** went up again this month and nobody added anything new.

So where did that come from?

29% of cloud spend was wasted in 2026 the first increase in 5 years

8% year over year increase in average annual SaaS spend, while the number of apps companies actually use held flat, down just 0.07%.

Now you know why nobody in the room can explain that bill.

Three years of **cloud and license spend** get decided in one meeting. So do check:



How long are we locking in? The contract term, what it covers and how much flexibility survives once you've signed.



Are we paying for seats nobody uses? The seat count that's auto-renewed, unchecked, since the year you first bought it.



Are we even on the right plan? The edition you're paying for, checked against the edition your team actually runs.

This is applicable to license purchases above 50 seats and cloud commitments of any size.

Sounds Simple. So Why Doesn't Anyone Check?

Once decided at purchase, it's almost never checked again.

- ✦ Fewer than half of organizations, use any commitment discount type, with any cloud provider.
- ✦ 16.4% average yearly increase in SaaS renewal prices, as of June 2026, more than four times general inflation. The price moves even when usage doesn't.



It's become default.

Except This Time, We Checked



thyssenkrupp

was paying for
**500 licensed seats when real
usage was closer to 400.**

43%

annual Atlassian licensing
cost reduction came from
right-sizing to actual use

 **It took one audit. Not a new vendor, not a new tool.**

So What Do You Actually Check?

Ask these four questions, before anything gets signed.

✦ What's the utilization today, not the provisioned count?

✦ What does this commitment cost if usage drops 20%?

✦ When does the exit window open, relative to the renewal date?

✦ Does the tier match how the tool is actually used, or how it was sold?

This is applicable to license purchases above 50 seats and cloud commitments, any size.



You Checked at Purchase

Who's Checking After?

**The purchase is one moment.
The year after is another and almost nobody is watching it.**



You'll Get Full Visibility in **14 Days**

1. Idle cloud resources and inactive SaaS accounts, found before you go looking for them.
2. License utilization checked weeks before the renewal quote lands, not after.
3. Cloud and SaaS spend, watched from one screen instead of two separate reports.

The visibility comes first and the decision about what to cut comes after.

33%

of software licenses go unused

Barely used or not used at all,
the utilization data that tells you what to cut,
weeks before a renewal quote ever arrives.



So Why Does It Creep Back Up?

You cut the cost. A few months later, it's back.

- ✦ Someone spins up new spend and nobody's assigned to check it again.
- ✦ The project ends, but the resources it needed don't get turned off.
- ✦ New purchases sneak back outside the process, exactly like they did last time.

Cutting the cost was a project, but keeping it cut is something we help with.

The 90-Day Sequence We Follow

We assess, fix the purchases, and keep checking.

Days 1–30

We check usage against every purchase, across cloud and SaaS.

Days 31–60

We fix the purchases: commitment structure, license tiers and every renewal due in the next two quarters.

Days 61–90

We name an owner, set a review schedule and define the thresholds that trigger action.

By day 90, there's an owner, a schedule and a trigger.



Where Does Your 90 Days Start?

The next step is one conversation, built on your own data.

- We look at your current cloud and SaaS position
- We identify what's costing you and where
- We set out the measures that fix it, in order

The offer:

A free 30-minute Cost Readiness Review.



Scan for your Cost Readiness Review



Thank You!

check website for more details:

www.holographtechnologiess.com

check website for more details:

www.costroom.com