CLOUDBOLT

CASE STUDY

How a cloud MSP halved its AWS invoicing time and brought three clouds into one billing process

A cloud managed service provider replaced its unsupported in-house billing tools with CloudBolt. The two teams built the MSP's rerating and reporting workflow together, and the provider cut its AWS invoicing effort in half while bringing AWS, Azure, and GCP into one billing process.

At-a-glance

CUSTOMER
Cloud managed service provider (MSP)

SCALE
More than 100 customers, close to $100M in annual cloud spend under management

CLOUD MIX
Mostly AWS, plus Azure and GCP

USE CASE
MSP billing (rerating, currency conversion, invoice reconstruction), white-labeled customer reporting, internal margin tracking

ONBOARDING
Accounts onboarded in about two months

KEY RESULTS



AWS invoicing effort down from 18 to 9 hours a month



GCP brought into the billing process for the first time



Billing all three clouds now takes about 13 hours a month



Revenue, cost, and margin per customer in one view

Challenge

A cloud managed service provider runs cloud for more than 100 customers and close to $100M in annual spend, most of it on AWS. Each month its team turns raw hyperscaler bills into customer invoices that reflect the MSP's own pricing. In 2025 that work still ran on in-house tools that were no longer supported. The cost platforms the MSP evaluated were designed for companies managing their own cloud spend, and none could handle a provider billing many customers on custom terms.

Where the MSP started

Billing at an MSP involves a lot more than reading a cloud bill. The provider gets partner discounts from AWS and Microsoft and decides how much of each to pass on. In return, customers get the MSP's services and one invoice in place of several. A premium support tier, delivered by the MSP's own engineers, adds another discount layer. Some customers pay in a different currency than their cloud costs arrive in, and finance needs every line marked as net revenue (capacity resale) or gross revenue (capacity as a service).

All of it had to be right on every invoice, every month. The team also built Excel attachments by hand for many invoices and spent four to nine hours per customer on each cost optimization report. Revenue and cost sat in different systems, so working out the margin on any one customer took manual effort.

Choosing CloudBolt

The MSP needed two things most cost platforms don't offer. The first was rerating. Before a billing report reaches the finance system that generates the MSP's invoices, every line has to reflect its own discount terms and match its customer IDs. "Most tools we looked at weren't built for an MSP like us, and rerating was where they broke down," said the MSP's FinOps lead. "CloudBolt adapted to the way we bill, so at the end of the month our customers see exactly what they'll be invoiced."

The second was a portal the MSP could put its own name on. The provider holds the contracts with its customers directly, so a white-labeled tool meant customers could move over without new legal paperwork.

Some of what the MSP needed didn't exist yet. "What sold us was a team that would listen and build it with us," the FinOps lead said. "We talk every week, and some weeks I talk to CloudBolt more than to people at my own company."

A weekly working rhythm

The partnership began in mid-2025, and the MSP's accounts were onboarded in about two months. Since then the two teams have met every week. The MSP brings a problem raised by a customer or by its own finance and delivery staff. Both sides agree on the business outcome, CloudBolt tests the scenario against production-scale data, and what they learn goes into the next product cycle. They have tracked more than 40 joint activities so far, and more than 80% are complete.



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FinOps leader
Managed Service Provider

Handing rightsizing to StormForge

Executives see a summary dashboard, FinOps teams work in savings and commitment views, and finance tracks revenue, cost and margin. Reports export to PowerPoint, Excel, PDF or the API and carry the MSP's own logo and colors, so they can go straight to a customer.

CUSTOMER EXPERIENCE

A white-labeled portal with the MSP's name, logo and favicon, branded at the parent and child organization level. Permissions control what each customer can see, and SSO handles sign-in. A built-in support link opens a ticket with the MSP's team, so customers don't have to look up an email address.

BILLING AND FINANCE

Custom rerating, monthly exchange rates applied the same way to customer views and to invoicing, and net or gross revenue classification on every line.

FINOPS REPORTING

Cost trends, optimization reports, RI and savings plan coverage, budgets and commitment tracking. Teams can filter cost explorer down to a linked account or a single resource and save the view as a monthly report.

CONTROL AT SCALE

Virtual tags, cost allocation rules, multi-cloud views and safe rule testing.

Results so far

The MSP's monthly AWS invoicing work fell from 18 hours to 9. GCP used to sit outside the billing process. Now it runs on the same platform as AWS and Azure, and all three clouds go through one standard billing workflow. Invoicing across all three now takes about 13 hours a month, with 9 for AWS, about 3 for Azure and about 1 for GCP. Reconciliation against hyperscaler billing data has improved too.

For the first time, the MSP sees revenue, cost and margin for every customer in one place, including its own internal accounts. It also has API access to its billing and cost data, which it didn't have before.

More savings are expected once customers start working in the new interface. The MSP estimates that saved reports will replace its monthly Excel invoice attachments, saving 30 to 60 minutes per report, and will take most of the work out of cost optimization reports that currently run four to nine hours each.

> **"We can finally see revenue and cost in one place,** so we know exactly what margin we make on every customer. We never had that before."

FinOps leader
Managed Service Provider

What's next

Customer accounts have been migrated, and the MSP's own team works in the new interface every day. The next phase moves customers onto it in repeatable waves. That means finishing the remaining sign-offs and settling standard patterns for customer-facing reports, access and branding. The two teams are also looking at an AI assistant that could answer questions like what one customer spent on a set of linked accounts in a given month.

If you bill customers for cloud across more than one hyperscaler, talk to CloudBolt about what this MSP built.

Contact us

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