

CLIENT CASE STUDY

Clou dyn

Multi-Cloud Cost Optimization Before Cloud Was Cool

THE CHALLENGE

In the early days of cloud computing, most enterprises were still debating whether to migrate to the cloud at all. Clou dyn, an Israeli-American startup founded in 2011, had built a multi-cloud cost management and optimization platform, but *the market barely existed yet*. Ignite X needed to help Clou dyn educate the market, establish credibility among enterprise cloud buyers, and position the company as the definitive leader in a category that was still being defined.

THE APPROACH

Over a ~2-year engagement, Ignite developed a strategic communications program to build Clou dyn's market presence from the ground up:

- **Category Creation:** Positioned Clou dyn as the pioneer in multi-cloud cost optimization, educating enterprise media and analysts on why cloud spend visibility was an emerging critical need
- **Funding Round PR:** Managed communications for \$20.5M in total funding across Series A and B rounds, securing coverage in cloud, enterprise IT, and business press
- **Influencer & Analyst Relations:** Built strong relationships with cloud industry influencers and enterprise IT analysts, elevating Clou dyn's profile among key decision-makers
- **Executive Thought Leadership:** Positioned CEO Sharon Wagner and Clou dyn's leadership as authoritative voices on cloud economics, multi-cloud strategy, and enterprise cloud adoption

THE RESULTS

EXIT

Acquired by Microsoft

15%

of Global Cloud Spend

\$20.5M

Total Funding Raised

#1

Market Leader Position

SELECT COVERAGE

TechCrunch • Bloomberg • Fortune • CIO • WSJ • SiliconAngle • GeekWire • CFO Dive • eWeek • VentureBeat • Data Center Knowledge • The Times of Israel • Haaretz • Cloud Computing Today • FierceDevOps

Category Creation

Multi-cloud cost mgmt
Market leader positioning

AWS re:Invent 2016

AWS Marketplace launch
Cloud industry visibility

Microsoft Acquisition

~\$100M exit (June 2017)
TechCrunch + Bloomberg

"Carmen and her team proved to be a great long-term PR partner for Clou dyn. The agency was savvy, dedicated, and well-connected. Ignite built strong relationships with industry influencers for us, elevated market awareness of our offering and helped us become recognized as the market leader in our sector."

— Sharon Wagner, Founder & CEO, Clou dyn (acquired by Microsoft)

About Clou dyn: Clou dyn was an Israeli-American cloud management startup founded in 2011 that built the only comprehensive multi-cloud monitoring and optimization platform supporting AWS, Azure, Google Cloud, and OpenStack. At its

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peak, Cloudyn monitored approximately 15% of total global cloud spend. Backed by \$20.5M in funding, the company was acquired by Microsoft in June 2017, with its technology integrated into Azure Cost Management.