

Data Center & Cloud

How we help C-suite leaders modernize infrastructure, reduce cloud spend, and eliminate data center complexity.

35-55%

Reduction in
cloud overspend

40-60%

Lower data center
operating costs

95%

Client
retention rate

StratusCxO



FRACTIONAL CIO / CTO



BRIDGEPOINTE

TECHNOLOGY ADVISORY

THE DATA CENTER & CLOUD PROBLEM

Most organizations moved to the cloud to save money. Most are spending more than ever.

FINANCIAL WASTE

35%

Of cloud spend wasted on idle, oversized, or unoptimized resources (Flexera, 2024)

\$147B

In global cloud waste projected annually by 2024

3×

Higher per-unit compute costs vs. on-prem for workloads not suited for cloud

Cloud migration without optimization is just moving the expense — then growing it.

OPERATIONAL COMPLEXITY

87%

Of enterprises operate multi-cloud environments — most with no unified governance

69%

Of IT teams say cloud complexity is their top operational challenge

\$2.4M

Average annual cost of cloud misconfigurations in mid-market enterprises

Multi-cloud without a strategy is just multi-vendor chaos.

STRATEGIC RISK

82%

Of organizations report unexpected cloud cost increases after migration

60%

Of data center refresh projects go over budget due to poor vendor management

\$1.2T

In cloud value unrealized annually due to poor architecture decisions (Gartner)

Infrastructure decisions made today compound for 5–7 years. Get them right.

OUR DATA CENTER & CLOUD SERVICES

Six practice areas — from data center strategy through cloud cost optimization

01 Cloud Strategy & Migration

Lift-and-shift vs. re-platform vs. re-architect — objectively evaluated for every workload. We build the business case, select the right cloud platform, and manage the migration so your team manages the business.

💰 Avg. 30–40% lower first-year cloud costs vs. unguided migration.

02 Cloud Cost Optimization (FinOps)

Reserved instance strategy, rightsizing, commitment-based discounts, and continuous waste elimination. Most organizations are overpaying AWS, Azure, or GCP by 30–40%. We fix that — and keep it fixed.

💰 Avg. 35–55% reduction in cloud spend within 90 days of engagement.

03 Multi-Cloud & Hybrid Architecture

AWS, Azure, GCP, and private cloud — designed as a coherent architecture, not a collection of silos. Bridgepointe aligns cloud placement decisions to workload requirements, compliance obligations, and total cost of ownership.

💰 Avg. 25% TCO reduction through optimized workload-to-cloud placement.

04 Data Center Strategy & Refresh

Colocation evaluation, data center consolidation, hardware refresh, and exit strategy — objectively managed. We run competitive RFPs across 300+ colocation and managed hosting providers and negotiate terms vendors won't offer direct.

💰 Avg. 30–45% reduction in colocation and hosting costs through competitive sourcing.

05 Colocation & Managed Hosting

Facility selection, power and cooling requirements, connectivity options, and SLA negotiations — managed end-to-end. Bridgepointe's colo relationships and contract leverage consistently outperform direct procurement.

💰 Avg. 20–35% savings vs. direct colocation negotiation.

06 Cloud Governance & Security

IAM policies, cloud security posture management, compliance automation, and cost governance guardrails — built in from the start. Security and governance that scales with your cloud footprint, not after it.

💰 Reduces cloud security incidents and misconfiguration costs by avg. 60%.

THE FINANCIAL CASE FOR CLOUD OPTIMIZATION

Cloud isn't cheap — but it should be. Optimization is the fastest ROI in the infrastructure stack.

Cost Area	Low Estimate	High Estimate	Context
Cloud spend rightsizing & waste elimination	35%	55%	<i>of current cloud bill</i>
Reserved instance & commitment optimization	20%	35%	<i>additional savings on compute</i>
Colocation & hosting competitive sourcing	30%	45%	<i>vs. current colo contract</i>
Data center consolidation & exit savings	40%	60%	<i>vs. legacy DC operating costs</i>
Cloud misconfiguration & incident cost avoidance	\$600K	\$2.4M	<i>avoided annually</i>
Multi-cloud license & egress optimization	15%	30%	<i>reduction in cloud licensing</i>

Estimates based on Bridgepointe client outcomes. Actual results vary by organization size, industry, and existing cloud maturity.

BOTTOM LINE

\$1-6M

Total first-year
value per client

3-6 mo.

Typical payback
period

290%

Average 3-year
ROI

*Based on aggregate outcomes
across 500+ Bridgepointe
cloud and data center
engagements.*

HOW WE ENGAGE

Three entry points — sized to where you are, not where we wish you were.

ASSESS

Cloud & DC Cost Assessment

2–4 Weeks

Fixed Fee

- Current cloud spend audit across all providers
- Waste, rightsizing & commitment gap analysis
- Data center cost and contract review
- Workload placement and architecture review
- Prioritized savings roadmap with financial model

Right for organizations whose cloud bill keeps growing and they don't know why.

OPTIMIZE

Cloud & Infrastructure Modernization

8–20 Weeks

Scoped Engagement

- FinOps program design and tooling implementation
- Cloud migration strategy and execution
- Multi-cloud architecture design and build
- Data center consolidation or colo RFP management
- Cloud security and governance framework

Right for organizations ready to modernize infrastructure and govern cloud costs at scale.

RUN

Ongoing FinOps & Management

Ongoing

Monthly Retainer

- Continuous cloud spend monitoring and optimization
- Reserved instance lifecycle management
- Vendor contract and SLA management
- Monthly cloud cost reporting and forecasting
- Technology refresh and migration planning

Right for organizations that want cloud savings to compound — not erode over time.

WHY BRIDGEPOINTE

Five reasons the best-run cloud programs in the mid-market run through us.

01

We're independent — AWS, Azure, and GCP don't pay us. You do.

Bridgepointe has no hyperscaler or colocation vendor allegiances. Our cloud and data center recommendations are built around your workloads, compliance requirements, and cost profile — not a vendor's preferred placement.

02

We save money on day one — and keep saving it.

Most engagements deliver 35–55% cloud cost reduction within 90 days. Our FinOps model doesn't stop there — ongoing optimization, reserved instance management, and contract renegotiation keep the savings compounding.

03

We cover the full stack — from the data center floor to multi-cloud governance.

Colocation, hybrid cloud, public cloud, cloud security, FinOps, and migration — with one accountable partner. No gap between your colo provider, your cloud team, and your security posture.

04

We run the RFP so you get competitive pricing, not incumbent pricing.

300+ colocation, managed hosting, and cloud marketplace relationships. Bridgepointe runs competitive procurement processes that providers won't replicate direct. Our clients consistently receive terms the market doesn't publish.

05

\$4B+ in infrastructure spend under advisement. 500+ engagements.

95% client retention. Across healthcare, financial services, manufacturing, and 15+ other verticals. Organizations that treat infrastructure as a financial discipline — not just a technical one — choose Bridgepointe.

THE CLOUD & DATA CENTER ECOSYSTEM

300+ provider and vendor relationships — navigated objectively, on your behalf

Public Cloud	Colocation & Hosting	Cloud Mgmt & FinOps	Hybrid & Edge	Cloud Security
AWS	Equinix	CloudHealth	VMware	Palo Alto Prisma
Microsoft Azure	Digital Realty	Apptio Cloudability	Nutanix	Wiz
Google Cloud	CyrusOne	CloudCheckr	Cisco HyperFlex	Orca Security
Oracle Cloud	QTS	Spot.io	HPE GreenLake	Lacework
IBM Cloud	Switch	ParkMyCloud	Dell APEX	Aqua Security
Alibaba Cloud	Flexential	Densify	NetApp	Sysdig

Bridgepointe is hyperscaler- and vendor-agnostic — our only agenda is the right fit for your workloads at the best possible cost.

WHAT CLIENTS ACHIEVE

Outcomes our clients report within 12 months of engagement

35-55%

Reduction in cloud spend

FinOps programs, rightsizing, and reserved instance optimization deliver savings within 90 days — and compound continuously through ongoing management.

40-60%

Lower data center operating costs

Competitive colocation sourcing, hardware refresh timing optimization, and data center consolidation drive sustained cost reduction across the infrastructure estate.

\$1-6M

First-year financial value delivered

Through cloud waste elimination, colo savings, migration cost avoidance, incident prevention, and license optimization across the full infrastructure stack.

290%

Average 3-year ROI

Infrastructure optimization compounds — each year of FinOps, vendor management, and architectural governance builds on the last, dramatically lowering per-unit costs.

60%

Reduction in cloud misconfiguration incidents

Cloud governance frameworks and security posture management eliminate the misconfigurations that account for the majority of cloud security incidents and cost overruns.

Zero

Vendor lock-in on new cloud architectures

Every architecture Bridgepointe designs preserves commercial optionality. You retain negotiating leverage at renewal — not the hyperscaler.

Your cloud bill is either an investment or a waste. Fix it.

Every month of ungoverned cloud spend is a month of compounding waste, architecture drift, and missed savings.

Bridgepointe closes the gap — objectively, accountably, and faster than you think.

STEP 01 · Cloud & DC Cost Assessment

A structured 2–4 week audit of your cloud spend, data center costs, and infrastructure contracts. Delivered as a board-ready savings report with a prioritized action plan and financial model.

Start here.

STEP 02 · Cloud & Infrastructure Modernization

For organizations ready to migrate workloads, deploy FinOps, consolidate data centers, or re-platform cloud architecture — with Bridgepointe managing the program from design through delivery.

Ready to modernize? Start here.

STEP 03 · Ongoing FinOps & Management

Continuous cloud cost optimization, reserved instance management, vendor contract governance, and monthly reporting — for organizations that want infrastructure costs actively managed, not periodically reviewed.

Want ongoing savings? Start here.

Ready to **Protect Your Deal Value** with Data Center & Cloud?

Connect with our team before your next infrastructure refresh for a complimentary *Data Center & Cloud* Strategy Review. We will evaluate your workload placement complexity, pinpoint operational and security risks, and outline a practical hybrid cloud approach.

No fees, no pressure.



Schedule a Consultation

StratusCxO

FRACTIONAL CIO / CTO SERVICES

Bridgepointe Technologies

TECHNOLOGY ADVISORY & SOLUTIONS

INTEGRATE. SEPARATE. ACCELERATE.



Scan to Connect

George Alexandrou

Technology Strategist & Fractional CIO/CTO

+1-914.548.2710 | GAlexandrou@bpt3.net