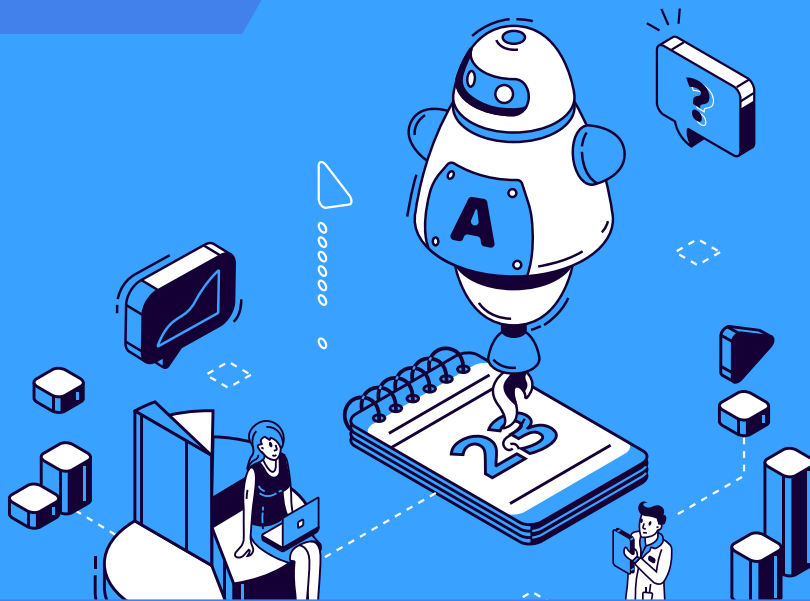




NEWSLETTER SEPT'25

Accelerated Computing Enterprise is the Indian arm of Cloud Ace Group.

Cloud Ace was established in Japan in 2014 and became the first Managed Service Provider (MSP) for Google Cloud in the country. Cloud Ace have won the Google partner of the year award in 2018 & 2021 as we continued to grow our business to other part of Asia and now we are expanding into Europe, North and South America as well as Africa.

We can help you in digital transformation by modernizing your infrastructure with best in-class cloud-native and cloud advisory services.

Inside This Issue

- Our Mission, Vision & Commitment
- Specialization
- Our Services
- **On Going Case Studies**
- **Article**
- **New Clients**

12+
Locations

600+
Experts

1000+
Happy Clients

OUR MISSION

Build our work on Honesty.

It is our mission with an unwavering pride that we are always aware of as we work to realize our vision; not just being honest, but “Honesty itself is our work and our service.”

OUR VISION

To contribute to building a world where all people can utilize advanced technology and realize the dreams they have envisioned.

We aspire to build a world where every person in the world can achieve their ambitions through the use of advanced technology. Our vision is to create such a world and help those who want to achieve it.

OUR COMMITMENT

As Google Cloud Partners, we are committed to providing our clients with cutting-edge technologies and exceptional customer service. Our team of experts is trained and certified to help you leverage the full potential of the Google Cloud Platform, from cloud storage and networking to machine learning and artificial intelligence.

SPECIALIZATION

This achievement reflects our continued commitment to delivering exceptional cloud solutions and deep technical expertise on the Google Cloud Platform (GCP). More importantly, it enables us to offer you enhanced support through Google Funding, specifically for any Engineer Support work related to GCP.

What this means for our Clients:

- Access to Google-backed funding to support your cloud engineering initiatives
- Priority support from certified experts across various GCP services
- Improved delivery capabilities and faster time-to-value for your projects
- Recognition that you're working with a trusted, Google-verified partner

We'd love to explore how we can leverage this specialization to add more value to your current or upcoming cloud initiatives. Please let me know a convenient time for a quick call or feel free to reply here — we're excited to help you get started.

Looking forward to continuing our collaboration with even more momentum!



OUR SERVICES



Managed & Consulting Services

Our Managed & Consulting Services Portfolio includes Cloud Infrastructure Services, Cloud Migration Assessment & Planning, Billing & Cost Optimisation, Monitoring, Security, Incident Management and on-going Support Activities.



System Migration, Design, Development & Automation

We provide Application Development, Modernisation Solutions, Cloud Migration Deployment & Optimisation, POCs, Infrastructure Orchestration & Continuous Improvement Activities.



Multi-Cloud, Hybrid Cloud, Backup & Recovery Solutions

If our Customers have Multi-cloud or Hybrid Cloud needs, as Google Cloud Partners, we can help them manage the most Complex Cloud Environments.



AI/ML, Gen AI, Data Engineering, Reporting & IoT Services:

We specialise in providing AI/ML and GenAI Solutions. We can also help our Customers with Data Warehousing, Data Analytics, Dashboarding & Reporting Solutions on top of Google Cloud's Data Services.



Training & Adaptation

Our Certified Professional Google Certified Trainers can help you in Training to ensure that your Team & your Customers are Knowledgeable in GCP & GWS Best Practices, which can inspire Client Confidence.



Google Workspace

We provide Google Workspace Deployment & Migration Business Solutions for setting up Gmail, Google Drive, Google Calendar and other Productivity tools.

ON GOING CASE STUDIES

Strategic AI Development for a Leading Financial Services Firm

Industry: Financial Services & Data Analytics



Services: Cloud Advisory, AI & ML Solution Design, System Architecture

The Challenge: Navigating Architectural Complexity for a Mission-Critical AI Chatbot

A forward-thinking leader in the financial services sector wanted to empower its internal teams with instant, conversational access to a wealth of complex, structured data. Their vision was clear: an intelligent AI chatbot that could serve as a powerful internal tool for over a thousand daily users, dramatically improving efficiency and data accessibility.

However, the path to realizing this vision was fraught with critical architectural decisions. The client faced several potential approaches—from direct API integrations to building a sophisticated vector database—each with significant implications for scalability, long-term performance, and cost.

The core challenge was to select the right technical strategy that would deliver immediate value without over-engineering a solution or locking them into an expensive, inefficient design.

The Solution: A Pragmatic, Phased Approach to De-risk and Validate

Cloud Ace engaged with the client to provide strategic guidance, moving beyond a simple technical recommendation to propose a pragmatic, phased approach designed to maximize value and mitigate risk.

Phase 1: Rapid Proof of Concept (PoC) with a Direct API Architecture

Instead of committing to a large-scale data pipeline upfront, we recommended starting with a lean and agile PoC. The proposed architecture leverages Google Cloud's Vertex AI Agent Builder to create an intelligent chatbot that connects directly to the client's existing data APIs.

This "API-first" model allows for the rapid development of a functional chatbot. It enables immediate, real-world testing of the core user experience and provides crucial data on how the AI interprets and responds to user queries.

Phase 2: A Data-Driven Roadmap for Scalability

The PoC is designed to provide concrete metrics on performance, accuracy, and cost. Based on these findings, a clear path to a more robust architecture is already mapped out. If complex queries demand higher performance, the solution can seamlessly evolve to incorporate a dedicated BigQuery data warehouse, fed by a managed ETL pipeline.

This ensures the final solution is built on evidence, not assumptions.

The Strategic Advantage: Building Confidence Before Committing

Our phased methodology provided the client with a clear and secure path forward, transforming a complex technical challenge into a manageable, data-driven project.

Speed to Value: The PoC model allows the client to validate the core concept and demonstrate value to stakeholders in weeks, not months.

De-risked Investment: By starting with an agile PoC, the project avoids the significant upfront cost and complexity of building a full data pipeline, allowing for informed decisions before committing to a larger investment.

Cost Transparency: This approach provides precise data on API usage and AI model consumption, enabling a highly accurate forecast for the operational costs of the final, scaled solution.

Future-Proof by Design: The plan includes a clear, contingent roadmap for scaling, ensuring the solution can grow with the company's needs without requiring a fundamental and costly redesign in the future.

By focusing on a strategic, validation-first approach, we provided the client with the confidence and clarity needed to move forward on their innovative AI initiative.

Architecting an AI-Powered Creative Engine for a Leading Digital Marketing Agency

Industry: Digital Marketing & Advertising



Services: Custom Application Development, AI/ML Solution Design, Cloud Architecture, System Integration

The Challenge: Building a Custom, Brand-Compliant AI Platform

A leading digital marketing agency envisioned an all-in-one platform to revolutionize its creative process. The goal was a custom tool that could use AI to generate on-brand social media assets, automate multi-channel posting, manage paid campaigns, and provide real-time analytics. The primary challenge was designing a sophisticated, scalable, and cost-effective cloud architecture that could be trained to adhere to strict client brand guidelines.

The Solution: A Serverless-First Architecture on Google Cloud

Cloud Ace designed a comprehensive, serverless-first architecture on Google Cloud, providing a clear and cost-efficient blueprint for the platform. The core components include:

Custom AI Model Training with Vertex AI: To train a foundation model on the agency's repository of past creative assets, ensuring all AI-generated content is strictly brand-compliant.

Scalable Application Hosting with Cloud Run: To host the platform using a microservices approach, providing ultimate scalability and pay-per-use cost-effectiveness.

Integrated Campaign and Social Media Management: Using Cloud Functions and Cloud Tasks to create a robust system for scheduling posts and running campaigns via third-party APIs.

Powerful Data Analytics and Insights: Leveraging BigQuery and Looker Studio to power real-time, interactive analytics dashboards embedded directly within the platform.

The Strategic Advantage: A Clear Path to Innovation

Our detailed architectural blueprint provided the agency with a complete vision for their platform, enabling them to move forward with confidence. The solution directly solves the core challenge of brand-compliant AI while establishing a cost-efficient, serverless foundation. The microservices-based design ensures the platform is scalable and future-ready, providing a holistic tool that integrates the entire workflow from creative ideation to performance analysis.

By providing a clear and strategic technical plan, Cloud Ace empowered the agency to make an informed investment decision and laid the foundation for a tool that promises to redefine their creative and marketing operations.

Predictive Analytics for a Global Manufacturing & Export Firm

Industry: Manufacturing & Global Trade



Services: Shifting from Reactive to Proactive Decision-Making

The Challenge: Building a Custom, Brand-Compliant AI Platform

A global manufacturing and export firm, reliant on volatile raw material markets and complex sales cycles, needed to move beyond traditional, reactive business analysis. They sought a solution to analyze historical data to predict raw material price fluctuations, identify profitable sales patterns, and accurately forecast demand. The core challenge was to securely integrate their on-premise SAP ERP data with a powerful cloud platform to unlock predictive insights.

The Solution: An End-to-End Data Analytics Platform on Google Cloud

Cloud Ace designed a secure, scalable data analytics solution on Google

Cloud to transform the client's raw data into a strategic asset. The key components include:

Centralized Data Warehouse in BigQuery: We established a secure data pipeline to consolidate sales, production, and inventory data from their on-premise SAP system into Google's serverless data warehouse, creating a single source of truth.

Predictive Modeling with Vertex AI: Leveraging the data in BigQuery, we used Google's unified AI platform to build and train custom machine learning models for forecasting raw material prices and predicting product demand.

Interactive Visualization with Looker: Actionable insights are delivered to business teams through interactive dashboards and reports in Looker, allowing for real-time KPI tracking and deep-dive analysis.

The Strategic Advantage: Data-Driven Forecasting and Optimization

Our solution provides the firm with the tools to make proactive, data-informed decisions with significant business impact.

Optimized Procurement: By forecasting raw material price fluctuations, the company can optimize its procurement strategy, leading to substantial cost savings.

Increased Profitability: The ability to identify the most profitable products and sales trends allows the firm to focus production and sales efforts where they will have the greatest impact.

Improved Efficiency: Accurate demand forecasting helps optimize inventory and production schedules, reducing waste and improving operational efficiency across the board.

By bridging their on-premise data with the power of Google Cloud's AI and analytics, we empowered the client to turn historical data into a powerful tool for predicting and shaping their future success.

Beyond the Bill: 5 FinOps Strategies to Master Your Google Cloud Costs in 2025

As businesses across India accelerate their digital transformation, the adoption of powerful platforms like Google Cloud has become a cornerstone of innovation and growth. But with this power comes a critical challenge: controlling the spiraling costs of a dynamic, consumption-based environment. Too often, the monthly cloud bill arrives as an unwelcome surprise, filled with complex line items that are difficult to trace back to business value.

This is where FinOps—the practice of bringing financial accountability to the variable spend model of the cloud—is no longer a luxury but an essential business discipline. Mastering your cloud costs isn't about cutting spending; it's about maximizing the value of every rupee invested. Here are five practical FinOps strategies to help your organization take control of its Google Cloud expenditure in 2025.

1. Establish Granular Visibility with a Robust Tagging Policy

You cannot control what you cannot see. The first step in any successful FinOps practice is gaining a crystal-clear understanding of where your money is going. Google Cloud's power and flexibility mean resources can be spun up by multiple teams for various projects. Without a proper system, this can lead to financial chaos.

The Strategy: Implement a mandatory and consistent resource tagging policy. Tags (or labels in Google Cloud) are key-value pairs that allow you to categorize resources by project, team, environment (e.g., prod, dev), cost center, or business unit. This transforms a monolithic bill into an actionable report, allowing you to accurately allocate costs and identify which initiatives are driving the most spend.

2. Proactively Leverage Google's Pricing Models

Google Cloud offers powerful native tools to reduce your costs, but many businesses only scratch the surface. Moving beyond the default pay-as-you-go model is critical for significant savings.

The Strategy:

Committed Use Discounts (CUDs): For predictable workloads like core applications or databases that run 24/7, purchasing CUDs for one or three years can provide discounts of up to 57-70% compared to on-demand pricing.

Sustained Use Discounts (SUDs): Google automatically applies these discounts for many Compute Engine resources that run for a significant portion of the month, but they are less substantial than CUDs.

Spot VMs: For fault-tolerant or batch-processing workloads, Spot VMs offer massive savings (up to 91% off) on spare Google Cloud capacity. They are perfect for tasks that can be paused and resumed.

3. Right-Size Your Resources and Eliminate Waste

One of the most common sources of cloud waste is overprovisioning. Engineers often allocate more compute or storage resources than an application actually needs, "just in case." These idle resources accumulate costs silently but significantly over time.

The Strategy: Regularly use Google Cloud's built-in Rightsizing Recommendations engine. This tool analyzes your VM utilization patterns and suggests more appropriate machine types, helping you eliminate waste without impacting performance. Similarly, conduct regular audits for "zombie" resources—like unattached persistent disks or unused IP addresses—and decommission them promptly.

4. Automate Cost Controls with Budgets and Alerts

Relying on manual monthly reviews is a recipe for budget overruns. A modern FinOps approach uses automation to enforce financial governance proactively.

The Strategy: Set up Budgets within Google Cloud Billing for different projects or teams. Configure Billing Alerts to automatically send notifications to stakeholders (like project managers or finance teams) via email or Slack when spending reaches certain thresholds (e.g., 50%, 90%, and 100% of the budget). For advanced control, you can even use these alerts to trigger a Cloud Function that automatically disables non-essential services to prevent further spending.

5. Cultivate a Culture of Cost Accountability

Ultimately, FinOps is not just an IT or finance function; it's a cultural shift. The most cost-efficient organizations empower their engineers and developers to make cost-aware decisions from the very beginning of the development lifecycle.

The Strategy: Make cost data visible and accessible to the teams incurring the spend. Create shared dashboards that show the financial impact of their work. By integrating cost considerations into the design and architecture phase, you move from reactively cleaning up messes to proactively building efficient, cost-effective solutions from the start.

The Partner Advantage: Navigating the FinOps Journey

Implementing these strategies requires expertise, dedication, and continuous monitoring. This is where a specialist partner can be invaluable. A Google Cloud Premier Partner like Cloud Ace acts as your dedicated FinOps expert, helping you implement robust tagging policies, analyze workloads for CUDs, automate cost controls, and foster a culture of financial accountability.

By leveraging our expertise, you can accelerate your FinOps maturity and ensure you're getting the maximum possible value from your Google Cloud investment, allowing your team to focus on what it does best: innovation.

Ready to move beyond the bill and master your cloud costs?

Contact Cloud Ace today for a complimentary cloud cost assessment!

NEW CLIENTS

Positive Mantra Consulting

Positive Mantra Consulting is an Indian-origin global advisory firm that helps government policy-makers turn positive intentions into real, lasting impact—empowering India's transformation by translating vision into meaningful change, delivering practical results for communities, citizens, and public sector outcomes.

What we did:

- We are supporting Positive Mantra Consulting in setting up a staging environment on Google Cloud to accelerate their internal development, testing, auditing, and client demonstrations.
- Technology Setup – Starting with compute instances, MySQL database, storage, and Windows OS, the environment is designed for flexibility and rapid scalability.
- Account Assistance – We have successfully assisted them in creating a new GCP account, enabling them to begin with confidence on Google Cloud.
- This marks the beginning of their cloud journey, and we are excited to partner with them in scaling future projects. □



DEP INDIA PRIVATE LIMITED

Dep India provides engineering services and develops its own product, the Mex application software, which is currently undergoing AML activity. They indicated a need for Google Cloud due to high project file sizes and GPU memory requirements exceeding 80 GB, as their current Google Collab setup is insufficient.

What we did:

They faced a quota-related issue with their direct GCP billing, which we successfully resolved. Additionally, we assisted them in optimizing their cloud costs for better efficiency.



Vend Viitor LLP

Vend Viitor LLP is an IoT-based company established in 2020. Primary focusing on bridging the gap between vending machine operators and current payment technologies.

What we did:

They faced challenges with credit card payments due to the new RBI guidelines, and we guided them to use our invoice-based billing system available under the Premier Partner program.



Accelerated Computing Enterprise Pvt. Ltd.

Delhi NCR

www.c-ace.co | in@cloud-ace.com

Cloud Ace Global | Japan, China, Hong Kong,
Taiwan, Thailand, Vietnam, Singapore, Indonesia,
India, and Brazil.