

Cloud Commitment Optimization Checklist

A practical guide for Azure MACC and AWS EDP or PPA customers

Cloud commitments should never feel like a countdown clock. With the right approach, remaining Azure MACC or AWS EDP or PPA can become a direct investment in modernization and operational excellence. Use this checklist to assess your current state and identify the most strategic next steps.

1 | Confirm Remaining Commitment

- ☐ Review your current MACC or AWS commit balance
- ☐ Verify commitment start and end dates
- ☐ Check your current consumption run rate
- ☐ Determine how many dollars remain and the timeline for retirement
- ☐ Flag if you are within 120, 90, or 30 days of expiration

Tip: The 90-day mark is the point where strategic reinvestment planning becomes essential.

3 | Assess Strategic Reinvestment Opportunities

- ☐ Identify upcoming modernization initiatives
- ☐ Review which ServiceNow modules you currently own but underutilize
- ☐ Identify modules or suites you plan to adopt in the next 12 to 24 months
- ☐ Evaluate opportunities to reduce tool sprawl through ServiceNow consolidation
- ☐ Map reinvestment opportunities to enterprise goals such as automation, employee experience, security operations, or service management maturity

2 | Understand Your Eligibility Criteria

Azure

- ☐ Confirm your workloads are under a MACC-covered subscription
- ☐ Check that you can transact through Azure Marketplace
- ☐ Validate that the ServiceNow on Azure offer is Azure benefit eligible

AWS

- ☐ Review your Private Offer terms for ServiceNow eligibility
- ☐ Confirm the SaaS instance will be fully hosted on AWS
- ☐ Ensure purchases will be made through AWS Marketplace
- ☐ Verify that invoices for ServiceNow will be dated May 1, 2025 or later for commit retirement

4 | Validate the Value Proposition

- ☐ Estimate the operational improvements that a ServiceNow expansion can support
- ☐ Forecast productivity impact for major workflows
- ☐ Identify cost avoidance opportunities through optimization or consolidation
- ☐ Document cross-functional benefits across IT, HR, security, customer operations, and facilities
- ☐ Confirm benefits that extend beyond the commitment cycle

5 | Prepare Internal Stakeholders

- ☐ Engage procurement to confirm Marketplace purchasing steps
- ☐ Align with finance and cloud operations on eligibility and timing
- ☐ Prepare business justification for reinvestment versus reactive spend
- ☐ Identify any technical or architectural requirements
- ☐ Confirm internal readiness for new ServiceNow workloads or modules

6 | Build Your Reinvestment Plan

- ☐ Select the ServiceNow products or expansions that fit your priorities
- ☐ Validate they qualify for MACC or AWS commit retirement
- ☐ Align timing so Marketplace transactions occur before commitment expiration
- ☐ Establish an adoption and rollout plan
- ☐ Set targets for ROI tracking, workflow improvement, and experience metrics

7 | Consult a Partner for Final Validation

- ☐ Confirm eligibility for commit retirement
- ☐ Validate financial and operational benefits
- ☐ Review Marketplace transaction requirements
- ☐ Build a modernization roadmap aligned with enterprise goals
- ☐ Ensure that reinvestment delivers measurable outcomes

KeenStack can assist with each of these steps so you can convert remaining commit into strategic advantage, not last-minute spend.

