



Vantalect

SAMPLE ENGAGEMENT REPORTS

Sample Engagement Reports

Reading guide to the eight reports · prepared for Seatlark, Inc.

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June 18, 2026 · A six-week AWS cost engagement

SAMPLE DELIVERABLE

This is a sample deliverable. Seatlark, Inc. is a fictional company: every account, resource, finding, figure, and person in this report is simulated to show the form and depth of a Vantalect engagement. AWS prices are list prices from the AWS Price List API retrieved on October 13 and 16, 2026, and AWS Business Support+ pricing is from the AWS Support pricing page on October 16, 2026.

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What these reports are

These are the eight reports a client receives from Vantalect’s six-week AWS cost engagement, one for each week of it (week two has two), written for one client so you can read them as a single story. They are samples. **Seatlark, Inc. does not exist**: the company, its 16 AWS accounts, every resource, every finding, every dollar, and every person in them are simulated to show the form and depth of the work. A search on October 16, 2026 found no company, ticketing or otherwise, by this name.

Seatlark is the second sample client, chosen to be different from the first. StrataForge Robotics is a 48-account enterprise with a private pricing agreement and a mature FinOps team. Seatlark is a mid-market company with 270 employees, no commitments of any kind, and a bill that is halfway through a move from a colocation data center to AWS. That changes what a cost engagement finds, and it changes how you read the bill.

- **The method.** Each report delivers exactly what its week promises on the engagement’s page at vantalect.com, in the same order, with the prescriptive change for every finding: what to change, where, how to verify it, and how to roll it back.
- **The prices.** Every resource is costed at AWS list prices from the AWS Price List API (October 13, 2026; Direct Connect, Database Migration Service, and Application Migration Service on October 16, 2026), with AWS Business Support+ from the AWS Support pricing page. Seatlark has no private pricing agreement, so list price is what it pays.
- **The numbers agree.** One deterministic simulation builds the estate and runs the engagement. The week-two roadmap reconciles to the dollar with what the handover reports as in place, still to do, and declined, and the week-six measurement is made on the same changes the roadmap listed.

The client

Seatlark runs the Seatlark Exchange, an online secondary ticket marketplace for concerts, sports, and theater, from Columbus, Ohio. It was founded in 2009, is privately held, has 92 engineers and IT staff among its 270 employees, and sees about \$640 million in tickets change hands on the exchange a year. Traffic jumps 8 to 15 times in the first ten minutes of a big on-sale, and the company freezes changes to the marketplace around the largest ones. That calendar decides several outcomes in these reports.

What Seatlark sells.

Product	What it is
The Seatlark Exchange	the consumer marketplace for concerts, sports, and theater: web, iOS, and Android; search, listings, checkout, and delivery
Seatlark Connect	white-label storefronts and inventory APIs for about 140 partner sites: venue resale pages, travel sites, and media companies
The Affiliate API	listing feeds, deep links, and commission tracking for about 3,000 affiliates
Broker Desk	inventory and pricing tools for professional sellers, with listing sync to the exchange

Seatlark’s AWS estate as the engagement found it.

Measure	Seatlark
AWS accounts in the organization (20 at colo exit)	16
Monthly AWS bill at the start of the engagement	\$51,660
Annualized	\$619,914
Spend a year earlier (May 2025)	\$3,900 a month
Migration progress	month 11 of 24, colo lease ends June 30, 2027
Savings Plans or reservations	none

The AWS bill grew from \$3,900 in May 2025 to \$49,600 in April 2026 as the migration landed, which everyone expected. What nobody could say was whether that number was right for what had moved, or what the bill would be when the colocation lease ends. The migration business case the board approved assumed about \$1.5 million a year at the end. The CTO wanted to know, before the last and largest workloads move, whether the first half was landed well and how to land the second half better.

The engagement

The Optimization's first two weeks are the Analysis, so \$35,000 is everything Seatlark paid. A client can also buy the Analysis alone, for \$25,000; Seatlark did not.

Engagement	Dates	Fee	Second half of the fee depends on
AWS Cost Analysis & Optimization: the Optimization	May 11, 2026 to June 18, 2026	\$35,000	annualized savings in place at week six, measured on the Cost and Usage Report, of at least \$105,000 (three times the fee)

What it found and put in place

- **The bill:** \$51,660 a month, \$619,914 a year, with Business Support+ included.
- **Identified:** \$246,839 a year, 39.8% of the bill, across 29 findings, priced as 30 changes (one of them the commitment).
- **In place at week six:** 20 changes worth \$155,076 a year at the Analysis's estimates. The Cost and Usage Report measured \$148,967 of it (24.0% of the bill; 96.1% of the estimates).
- **Counted for the guarantee:** \$152,076, which is 4.35 times the fee against a gate of three times. It adds one change that was approved at the readout and later declined, counted at its estimate, as the terms say. The counted figure decides the gate only.
- **What Seatlark paid, and what it returned:** \$35,000 in total (the Analysis is the Optimization's first two weeks). The measured \$148,967 a year repays it in 2.8 months and nets \$113,967 in the first year.
- **Still to do, with owners and dates:** \$52,808 a year in 6 approved changes that wait on a production freeze, a partner's notice period, a load test, a sprint, or a build, and \$35,846 a year in 3 changes the owners declined at the readout, with the trigger that reopens each.
- **What a CFO should read first:** the commitment decision in report 5 and the ladder in report 8. Seatlark had deferred every commitment until the migration finished, which is half right: a three-year plan sized today would strand money, but a one-year Compute Savings Plan on the floor that will certainly remain does not.

One number that is deliberately not a saving

Each wave still to move has a planned cost. The guardrails and the wave runbook built in week five should make those waves land cheaper than the first six did, and the reports size that: \$100,000 to \$170,000 a year at the end-state run rate. It is cost avoidance against Seatlark's own plan. It is not measured, not counted toward the gate, and not a saving on the bill, because there is no "before" on the Cost and Usage Report for a workload that has not moved. Every report that mentions it says so.

The eight reports

The eight reports and this guide, in the order a sponsor receives them.

Report	Week	Delivers	Read it for	Pages
Cost 1: Spend Baseline and Inventory	1	Deliverable 1	Twelve months of spend as a migration ramp, the May run rate, the full inventory, and what the plan says the bill will be	23
Cost 2: Cost Analysis and Savings Roadmap	2	Deliverables 2 to 6	Twenty-nine findings, priced as 30 changes from the AWS price list, ranked, each with its change as code, and the commitment plan	47
Cost 3: Analysis Sponsor Readout	2	Deliverable 7	The number, what to plan on, the decisions for the CTO and finance, and what was decided in the room	11
Cost 4: Quick Wins Applied	3	Deliverables 8, 11, and 12	Waste, schedules, storage, logging, endpoints, and non-production databases, change by change	20
Cost 5: Rightsizing and Commitments	4	Deliverables 9 and 10	Production rightsizing before the freeze, the ticket-scan lifecycle, and the Savings Plan decision	19
Cost 6: Architecture and Guardrails	5	Deliverables 11 and 13	The guardrails, the wave runbook, and the cost-avoidance model, built during the production freeze	26
Cost 7: Week-Six Savings Measurement	6	Deliverable 14	Every change measured on the bill, and the gate	17
Cost 8: Handover Playbook	6	Deliverable 15	The remaining roadmap, the commitment ladder, and the monthly review	23

How to read a bill in the middle of a migration

Three things differ from a steady-state estate, and each shapes a report.

- 1. **Month-over-month growth says nothing.** The bill is a ramp: each wave adds a step, and the baseline is the twelve months before kickoff. What says something is cost per migrated workload against what it cost in the colo ([The migration, wave by wave. Waves 0 to 5 landed; wave 6 cut over on May 30, 2026, during the engagement](#)).
- 2. **Lift-and-shift copies the sizing.** Migration tooling launched each server at the size of its colo allocation, so the first half of the estate is oversized, on gp2 volumes, in Multi-AZ, with three NAT gateways in every VPC with its own internet egress. That is why a company with no commitments is the easiest bill there is to cut.
- 3. **The calendar is part of the finding.** The production freeze around the summer on-sales, a partner’s notice period, and a load test decided which changes landed in six weeks and which waited. Report 4 through report 7 record each one.

The migration, wave by wave. Waves 0 to 5 landed; wave 6 cut over on May 30, 2026, during the engagement.

Wave	When	What moves
0	July to August 2025	Landing zone, two 10 Gbps Direct Connect ports and a VPN backup, shared services, CI runners
1	September 2025	Marketplace development and staging
2	October to November 2025	Event media and ticket-scan uploads (from a NetApp filer to S3), CloudFront
3	December 2025 to January 2026	Seatlark Connect, the Affiliate API, and the partner around the holiday freeze
4	February 2026	The catalog database and listing ingestion
5	March to April 2026 (cutover March 28)	Marketplace web and API production, the search cluster, and sessions
6	May 30, 2026 (during the engagement)	Partner reporting and the affiliate feed generator
7	July to August 2026	Orders and checkout, and the SQL Server Enterprise database (9 TB)
8	October to November 2026	Broker Desk and the remaining SSIS hosts
9	January to March 2027	Payments and fulfillment (the PCI zone)

Wave	WhenWhat moves
10	March to May 2027The data warehouse (14 TB)
11	May to June 2027Corporate IT; colo exit June 30, 2027

What is real and what is not

A sample, not a case study

Seatlark, Inc., its people, its accounts, and its findings are fictional, and no client data appears anywhere in these reports. Vantalect never cites a client’s findings, with or without the client’s name.

- **Real:** AWS list prices as retrieved on October 13, 2026 and October 16, 2026; AWS service behavior, limits, and CLI calls as documented that week; the engagement’s weeks, deliverables, meetings, fees, and guarantee as published at vantalect.com; the infrastructure-as-code written for AWS CloudFormation and Ansible.
- **Simulated:** the company, the estate, every utilization metric, every finding, every decision an owner made, and every measured result, generated from fixed seeds so they never change between builds.
- **Not implied:** that any real organization has these findings, or that a different estate would show the same savings. The guarantee is three times the fee, measured on the client’s own Cost and Usage Report; it promises no particular result beyond that.

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