

## EfficientEther Ltd launches EtherInsights: AI-powered platform for Microsoft 365 and Azure cost optimisation



**London, United Kingdom May 16, 2025 ([Issuewire.com](https://www.issuewire.com))** - *EfficientEther Ltd*, a UK-based startup specialising in AI-powered cloud cost optimisation and sustainability analytics, today unveiled **EtherInsights** – a comprehensive platform that empowers organisations to gain deep visibility into their Microsoft 365 and Azure environments. The platform uncovers cost-saving opportunities and offers actionable strategies that align with Environmental, Social, and Governance (ESG) initiatives.

EtherInsights is now available globally via EfficientEther's network of channel partners, the Azure Marketplace, or direct subscription.

## Tackling hidden inefficiencies in the cloud

Unused or under-optimised cloud resources can quietly escalate operational expenses. EtherInsights leverages artificial intelligence to evaluate usage across storage and compute workloads—including blobs, disks, and snapshots—pinpointing idle or redundant assets. With detailed reporting and historical trends, IT teams can efficiently reduce waste, repurpose capacity, and redirect budgets toward strategic initiatives.

Core features include:

- **Microsoft 365 licence optimisation** – Detects inactive users and roles, highlighting under-utilised or unused licences.
- **Storage-focused cost analysis** – Provides clear insights into storage utilisation and associated costs.
- **Azure resource cleanup** – Identifies inefficiencies from dormant VMs, unused IPs, and managed disks, offering step-by-step remediation guidance.
- **Managed device monitoring** – Assesses usage and upgrade readiness across Windows, Windows 365, macOS, and Android devices, including Windows 11 compatibility insights.
- **Billing trends and anomalies** – Visualises billing patterns and identifies unexpected cost spikes or dips.
- **Built-in AI assistant (EtherAssist)** – Now integrated, EtherAssist supports IT teams with tailored optimisation advice, setup guidance, and technical support for Microsoft 365 and Azure services.
- **Initial ESG reporting** – Includes CO<sub>2</sub>-equivalent metrics for Microsoft 365 usage, with broader sustainability dashboards under development.

“EtherInsights equips small to mid-sized enterprises with a strategic view of their Microsoft 365 and Azure deployments,” said **Ryan Mangan**, CEO of EfficientEther Ltd. “It allows them to reduce costs, enhance operational efficiency, and drive ESG impact. We’re committed to expanding the platform’s capabilities to support more Microsoft cloud services in the near future.”

## Fast results, seamless integration

Subscribers typically see tangible savings within four weeks. Delivered as a cloud-native service, EtherInsights integrates into routine workflows, promoting ongoing cost control and resource optimisation. Channel partners deliver localised support and onboarding services worldwide.

## Product availability and upcoming features

EtherInsights is officially available globally from **16 May 2025**. Upcoming roadmap items include

support for Azure Kubernetes Service (AKS), integration of advanced language models, enhanced Windows 365 insights, and deeper ESG reporting capabilities.

**Learn more and get started**

To explore how EtherInsights can help your organisation reduce cloud costs and meet sustainability goals, visit [www.etherinsights.ai](http://www.etherinsights.ai).



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