

CLOUD OPTIMISATION



Whether you've recently migrated to cloud, or you've been operating there for a while now, you've likely realized how challenging it can be to understand exactly where your cloud spend goes and what drives your costs. Using a cloud service provider can offer many benefits, like the ability to easily scale up and down based on need, but unless you're using the right services and tools, your costs can quickly spiral out of control.

Instead of seeing cost savings that you might expect by operating in the cloud, you may actually see your costs accelerate up. This can sometimes be a good thing (for example, if your business is growing rapidly), but without the right cost visibility, you won't know why your costs are rising and what you can do to optimize your costs.

73% of cloud decision-makers experienced costs accelerate up without proper visibility.

WHY IS IT IMPORTANT?

- ✔ Cloud optimization is important for businesses looking to scale while optimizing cloud costs. Cloud cost optimization is a key component of an effective cloud optimization strategy but is not the only focus.
- ✔ Cloud optimization also encompasses measures to improve software quality, cross-team collaboration, application performance, and ongoing feedback across the organization. A strong cloud optimization strategy helps ensure an immediate and long-term return on your investment when moving to the cloud. It also helps increase developer productivity and supports the migration of business operations from on-premise environment to the cloud.

BOOST VISIBILITY

Practicing cloud optimization can raise your company's awareness of how it uses the cloud and the specific tools it employs for it. That can help avoid significant cloud billing surprises, for instance. You may think you use an efficient Pay-as-you-Use model with your cloud services platform. You may think you can auto-scale your cloud needs on-demand without reserving capacity in advance.

The Pay-as-you-Go billing model does not work as efficiently as in electricity billing, where you pay for the precise amount of power you use. Instead, you may find that you are always over-allocating cloud resources, leading to massive waste on technology.

