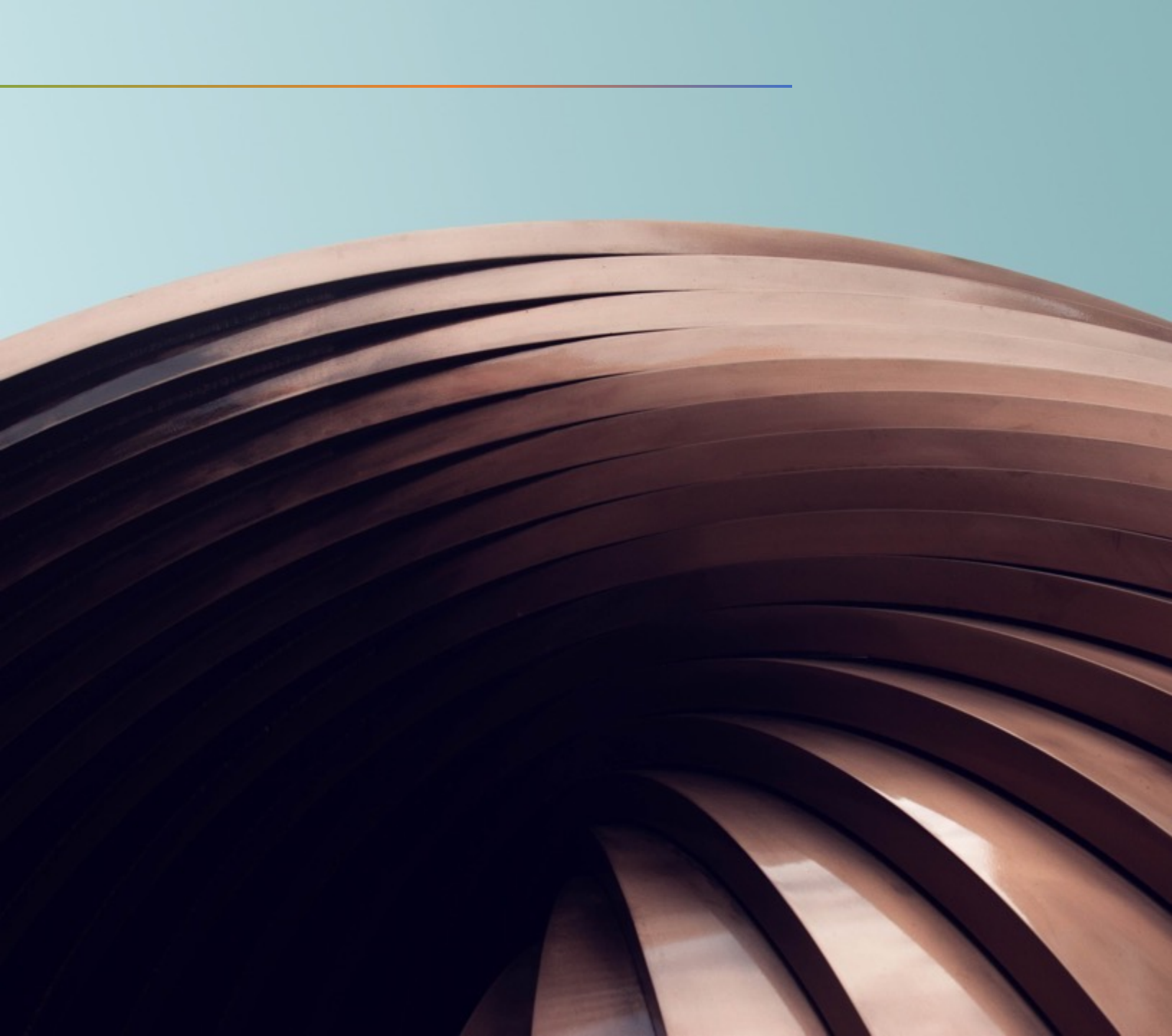


Optimize your Cloud Cost

Conf42- Platform Engineering





AGENDA

01

Why Cloud Cost?

02

Know your Cost

03

Analyze your Cost

04

Quick v/s Long-term

05

Build Cost Culture

06

Q&A

Why Cloud Cost

Gartner Forecasts Worldwide Public Cloud End-User Spending to Reach Nearly \$600 Billion in 2023

FinOps Last Maturity Assessment :-
Where are organizations in terms of Maturity

Crawl- 71.3%

Walk- 25.3%

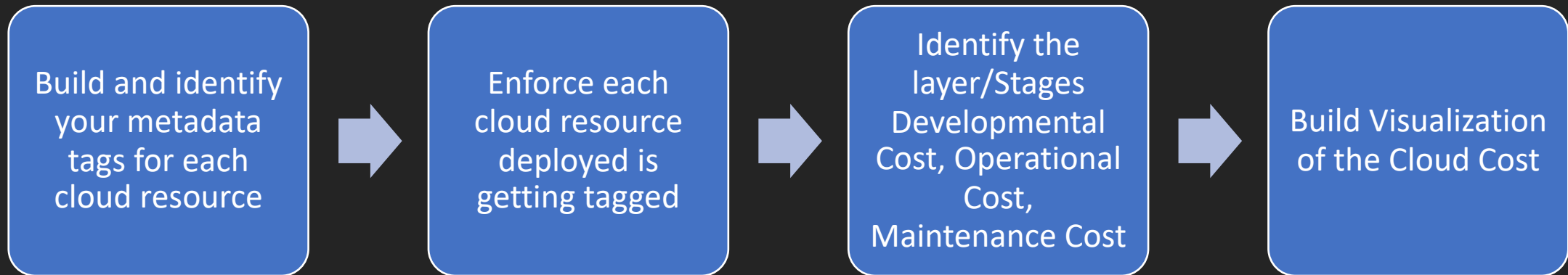
Run- 3.4%

*The FinOps Foundation is a place for practitioners to make new connections and deepen the discipline of cloud financial management through best practices, education, and specifications.



Step1-Know Your Cloud Cost

First Target is Cost Transparency then comes Cost Optimization



“Errors using inadequate data are much less than those using no data at all.” — Charles Babbage.

Step2- Analyze & Predict Your Cloud Cost

From Coarse grained to Fine Grained



Breakdown by Domain => Breakdown by Applications => Breakdown by resources

Unit Economics

- Build a FinOps team focused group to identify the Cost for Cloud
- Establish and Review the Cost attribution model from Top Leadership

Data Insights

- Do a regular daily/weekly own Reconciliation with Cloud Billing
- Perform a Chargeback to the Application /Domain As they Own their Cost
- Identify and Highlight the Top Idle unutilized resources domain offenders
- Induce the traffic pattern/seasonality with BI in Cost calculation
- Predict the Cost for upcoming Quarter and build optimization recommendation with them

“Data really powers everything that we do.” — Jeff Weiner



Step3 – Optimize Your Cloud Cost

Short Term- Quick wins

Infra Layer

- Idle Resources
- Rightsizing your instance
- Use Spot Instances and On-demand distribution
- On/Off when not in use
- Vertical Scale in/Out
- Logging Storage Cost- Retention Policies

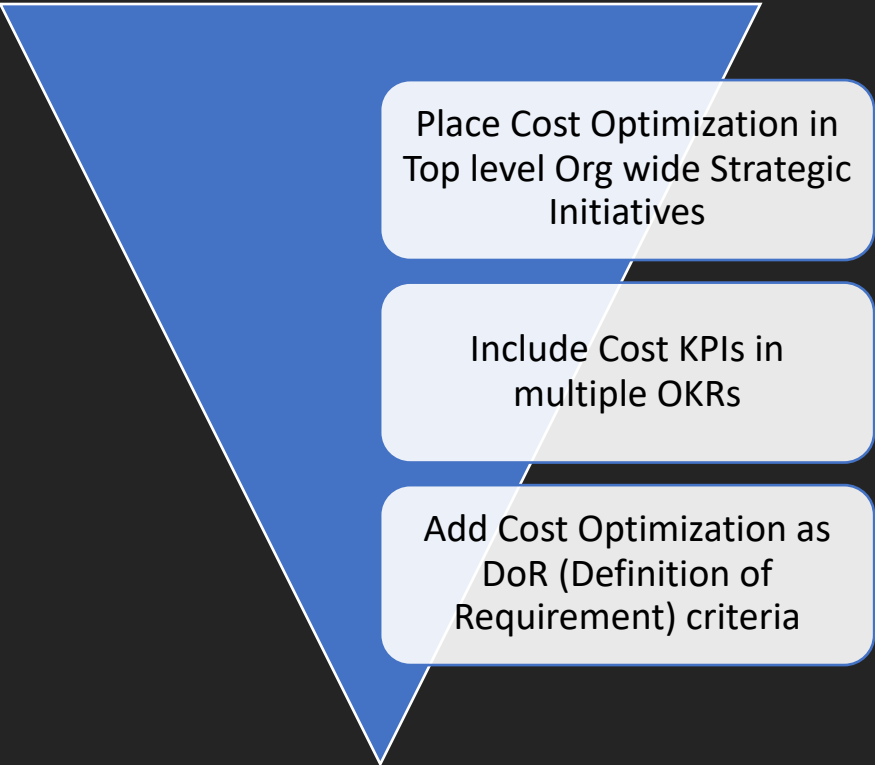
Long Term- Strategic Wins

Application Layer

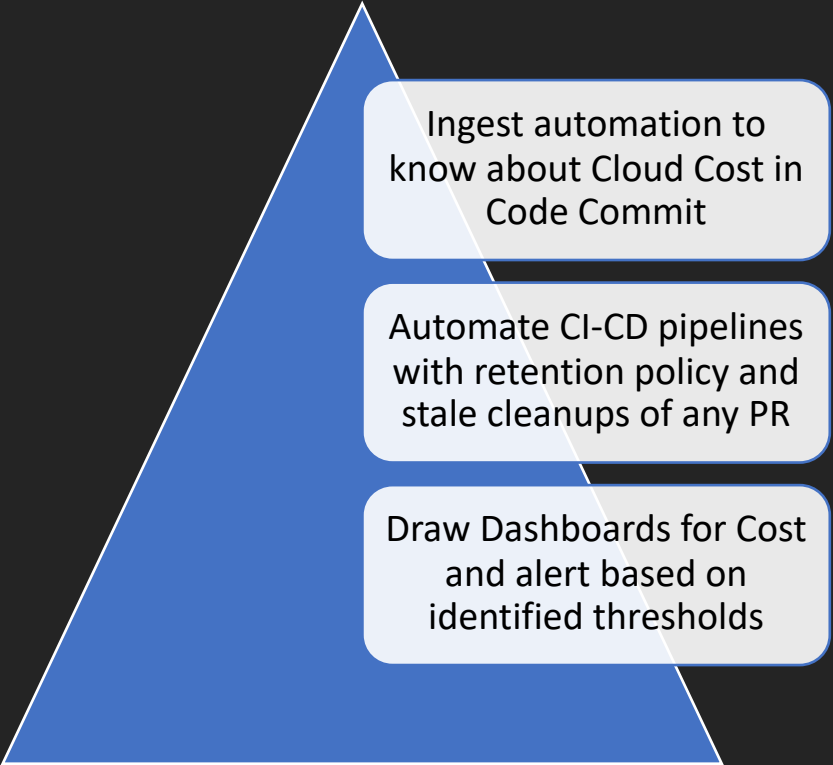
- Design application with Cost efficiency
- Buy/Build must have Cost as priority
- Cost Optimized DB Sharding
- Networking Calls resources
- Measure API driven Cost
- Data Transfer Cost

Final Step- Build Cost Culture

Top-Down Approach



Bottom-Up Approach





Thank
You

