

7 Top Tips for Managing Costs in the Public Cloud

Effective planning, management, analytics and governance are key to optimizing and controlling costs — and lowering your cloud bill.



CLOUD SPEND IS REACHING NEW HEIGHTS



\$34.6 Billion

Spent globally on cloud services in the second half of 2020, up 30% over 2019¹



23% Budget Deviation

Over company projections for public cloud projects²



47% Increase

In projected public cloud expenses³

With **32%** of IT budgets being dedicated to the cloud in 2021,⁴ companies need the right strategy and tools to optimize and control their public cloud spending.

YOUR CHECKLIST TO MANAGING CLOUD COSTS

1

Plan your migration

9 out of 10 companies face migration issues.⁵

Conduct a skills assessment before you begin and leverage partners to fill any gaps. Clearly define the shared responsibility model with SLAs and KPIs.



Remove waste

Audit and remove cloud services that are not delivering value. A cloud management platform can provide reporting and analytics to take the guesswork out of your cloud bill.

\$14.1 billion surplus was spent on unused and underutilized cloud resources in 2019.⁶

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Implement effective governance

Collaborate with the stakeholders in your organization to set policies for infrastructure design, application monitoring, security and programming. Document your governance model and reassess it regularly to make sure it is effective.



Rightsize your resources

40% of cloud-based instances are at least one size too big.⁷

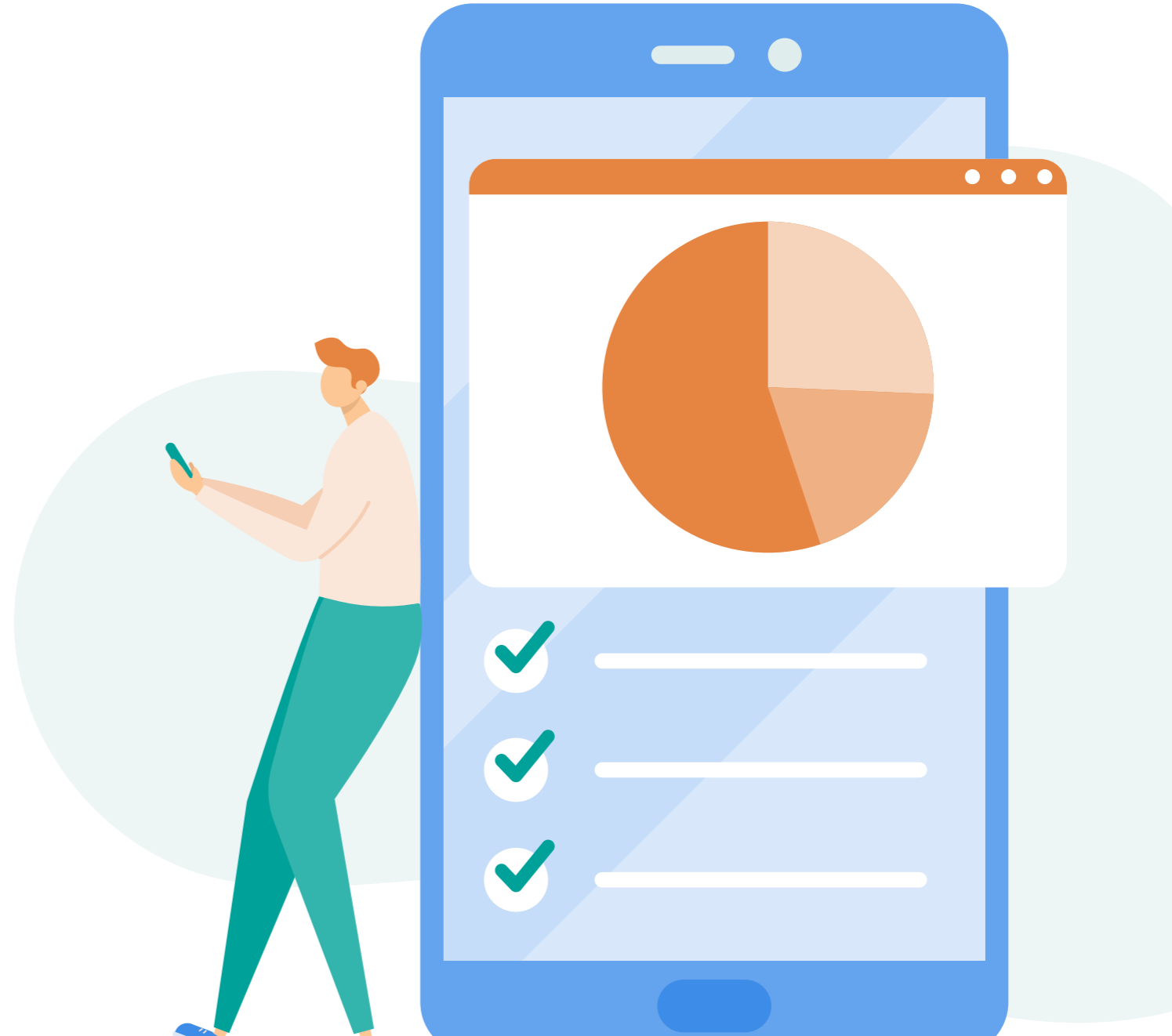
Pay attention to oversized cluster assets, build conservatively and flex to burst only when needed.

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Automate monitoring

Ongoing automated monitoring of your environment through a cloud management platform offers peace of mind by illuminating blind spots and predicting cost anomalies.



Leverage savings plans

Less than 25% of customers take advantage of cost-savings plans from cloud providers.⁸

Leverage vendor savings plans like DoIT's FlexSave features for AWS, which can help you save up to 80% on your standard monthly bill⁹ without the need for a long-term contract.

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7

Partner with experts

With industry analysts reporting that **50%** of IT spend is going to cloud services by 2024, successful partnerships with technical experts will accelerate your ability to innovate at scale and keep your cloud spend in check.



Optimize and govern your AWS and Google Cloud deployments with DoIT's cloud management platform and global cloud engineering services.

TAKE A TEST DRIVE

¹ Canalis Research Institute

² Canalis Research Institute

³ Flexera Survey

⁴ 2020 IDG Cloud Computing Study <https://resources.idg.com/download/2020-cloud-computing-executive-summary-rl>

⁵ Cloud Industry Forum Survey

⁶ Gartner

⁷ Flexera's 2020 State of the Cloud Report

⁸ Flexera's 2020 State of the Cloud Report

⁹ DoIT, "Flexible Reservations for AWS" <https://blog.doit-intl.com/flexible-reservations-3529c9c95ea0>