



# **AWS Cost Optimization: Reimagine Your AWS Commitment Lifecycle**

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nClouds is an **AWS Premier Consulting Partner** and award-winning provider of AWS & DevOps consulting and implementation services. Our mission is to partner with customers, as extensions of their teams, to build and manage modern infrastructure solutions that deliver innovation faster. We leap beyond the status quo.



**GOLD**  
**DATADOG**  
**PARTNER** | MSP  
RESELLER



**AWS Well-Architected**



**FISCHER IDENTITY**

Founded in 2005, Fischer International Identity **pioneered cloud-based identity governance and administration** which led to the multi-billion dollar industry that is Identity as a Service®. Fischer's Global Identity® architecture, coupled with years of innovation in code-less delivery of identity programs has brought forth the evolution of security delivered from the cloud that billions of users benefit from today.

# CREDENTIALS & Recognition



 <b>Premier Consulting Partner</b>	 <b>Premier Consulting Partner</b> AWS CloudFormation	 <b>Premier Consulting Partner</b> Data & Analytics Competency	 <b>Premier Consulting Partner</b> DevOps Competency	 <b>Premier Consulting Partner</b> Immersion Day Partner	 <b>Premier Consulting Partner</b> Marketplace Seller	 <b>Premier Consulting Partner</b> Migration Competency
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 <b>Premier Consulting Partner</b> MSP Partner	 <b>Premier Consulting Partner</b> Public Sector Partner	 <b>Premier Consulting Partner</b> SaaS Competency	 <b>Premier Consulting Partner</b> AWS Well-Architected Partner Program
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**aws 100 certified**  
AWS PARTNER NETWORK



# Trusted by INNOVATIVE BRANDS



# AWS Cost Optimization: Reimagine Your AWS Commitment Lifecycle

## PRESENTERS



**Tim Cassell**

Director FinOps



**John Heuring**

Director, Business Operations



# AWS Cost Optimization: Reimagine Your AWS Commitment Lifecycle

## AGENDA

### DETAILS *(All times PT)*

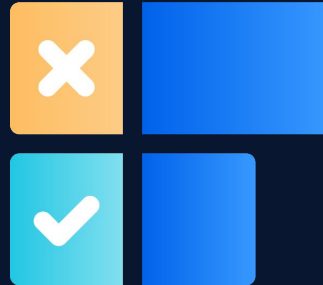
- 10:00 - 10:05 am - **Welcome & Intros** - Randy Newell, nClouds
- 10:05 - 10:30 am - **AWS Cost Optimization powered by ShareSave** - Tim Cassell, nClouds
- 10:30 - 10:50 am - **Fischer Identity Success Story** - John Heuring, Fischer Identity
- 10:50 - 11:00 am - **Live Q&A**

# Special OFFERS



**Free AWS Cost Optimization  
Assessment**  
for all eligible attendees





# Poll #1



# AWS Cost Optimization with ShareSave



**Tim Cassell**

Director FinOps



# nClouds Mission and Values: **SPEED OF INNOVATION**

## Mission

- To partner with our customers, as extensions of their teams, to build and manage modern infrastructure solutions that **deliver innovation faster**. We leap beyond the status quo.

## Values

- Partnerships based on **shared goals**.
- **Challenge the status quo**.
- **Innovation culture** that delivers client value.

*“I feel the need ... the need for speed!”* – Maverick



# What is **SHARESAVE SERVICE**

- **Key component of nClouds Cost Optimization Program.** Complimentary to all nClouds customers.
- **Zero financial risks & no lock-in** of long-term AWS commitments.
- **Autopilot savings for compute, period.** Real time by purchasing/selling AWS commitments based on compute usage patterns.
- **Performance-based.** nClouds **shares** a percentage of the **savings**.
- **3 Zeros.** Risk, Time/Effort, Commitment. Cancel anytime.
- **Scope.** Compute-only at this time, more on the roadmap, so stay tuned.



# Challenges of AWS Compute Commitments: **INNOVATION**

- Bought 3-year, no-upfront Savings Plans (the elephant in the room).
- Changing priorities and timing.
- Today's application modernization projects (in-flight or on the roadmap).
- Fear of lock-in to Yesterday's Tech.
- Cannot pass on commitments to other services (ie. Amazon EC2 to RDS).
- Risk of predicting future capacity needs.

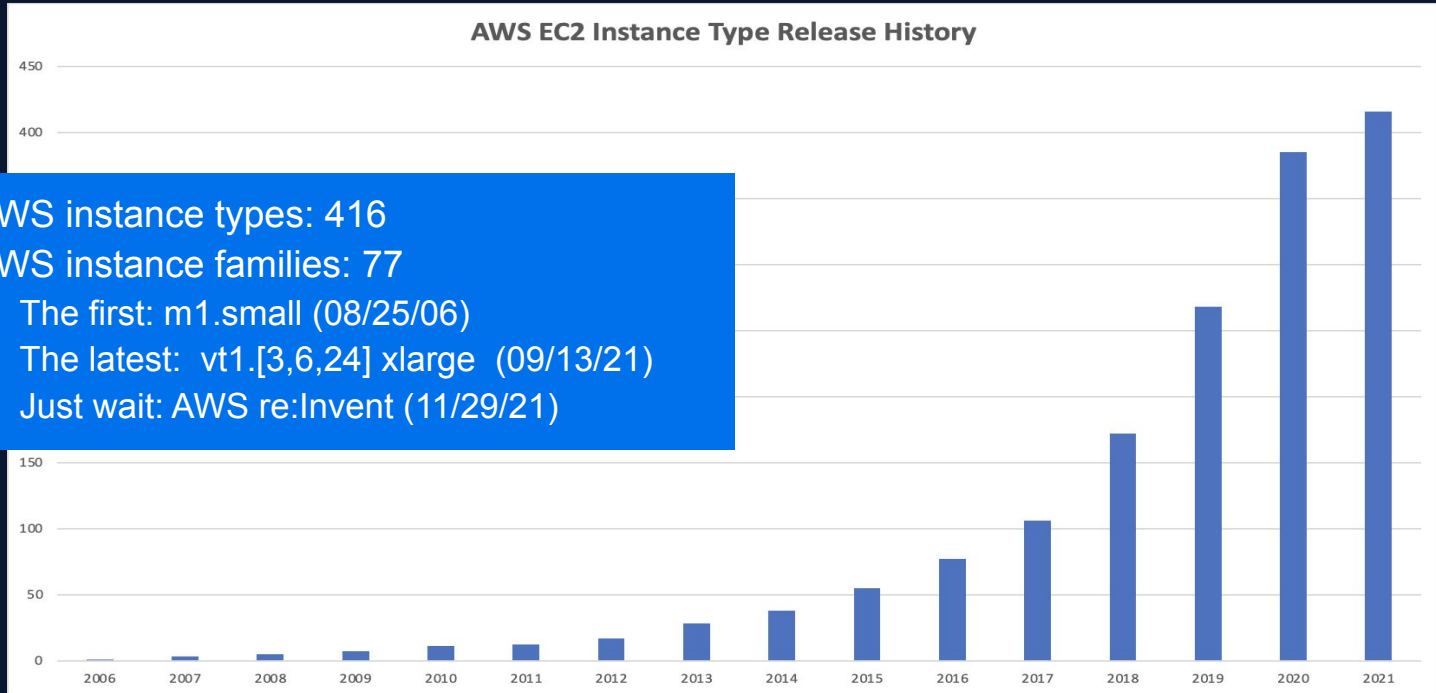


# AWS History of Innovation: COMPUTE



AWS EC2 Instance Type Release History

- AWS instance types: 416
- AWS instance families: 77
  - The first: m1.small (08/25/06)
  - The latest: vt1.[3,6,24] xlarge (09/13/21)
  - Just wait: AWS re:Invent (11/29/21)

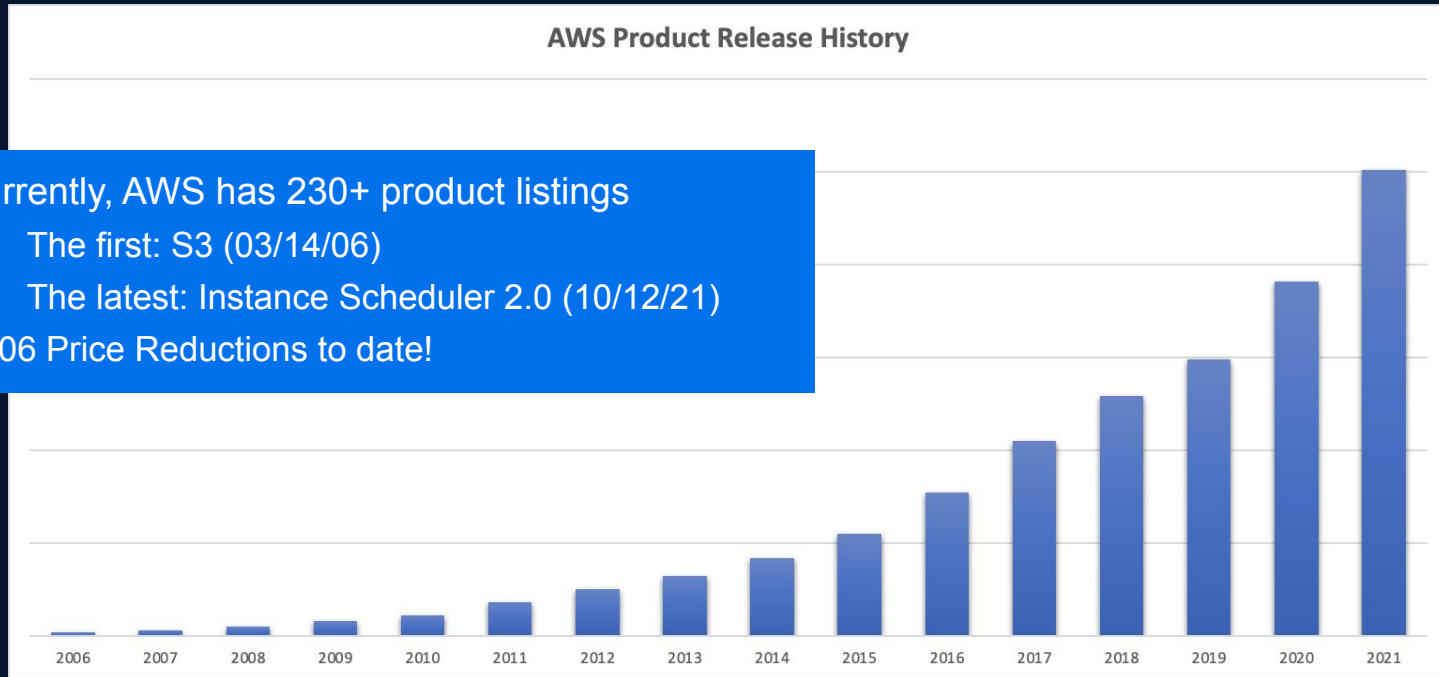


# AWS History of Innovation: **PRODUCT**



AWS Product Release History

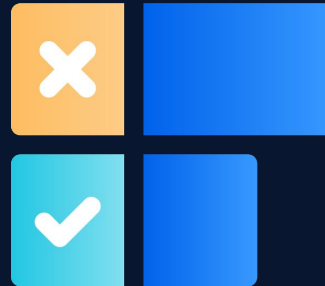
- Currently, AWS has 230+ product listings
  - The first: S3 (03/14/06)
  - The latest: Instance Scheduler 2.0 (10/12/21)
- 106 Price Reductions to date!



# How ShareSave Addresses the **INNOVATION CHALLENGE**



- **Increases the speed of innovation:** Zero long-term investments in Yesterday's Tech.
- **Freedom:** Your most valuable resource (people) can now focus on innovation, not AWS pricing plans.
- **Unlocks deep savings:** Leverage AWS continuous innovation — New Tech is always cheaper (People Cost + Infrastructure) than Yesterday's Tech.
- **Provides savings on Yesterday's Tech** while figuring out the New Tech.
- **Savings based on actual usage**, not forecasted usage. AWS published savings assumes 100% utilization for the full term.
- Gives you the ability to **save while figuring out how to use Spot** for all non-persistent workloads.



# Poll #2



# Challenges of AWS Compute Commitments: **MANAGEMENT**

- Too much information — dynamic environment with changing usage, utilization, prices, more.
- Always on — 24x7x365.
- Requires time & skills.
- Knowledge of cloud strategy.
- Cannot pass on commitments to other Services (e.g. EC2 to RDS)

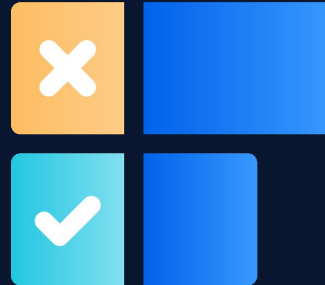
## Dynamic Environment

- 100's of usage groups to consider
- 12 AWS commitment contract options
- Utilization targets
- RI expirations
- Manual conversions
- AWS pricing changes
- React to usage patterns
- Communication of change

# How ShareSave Addresses the **MANAGEMENT CHALLENGE**



- Zero financial risk (the gift that keeps on giving).
- Zero commitment - cancel at anytime.
- Buy back of unused Commitments.
- Autopilot savings.
- Increase coverage - up 90 - 95%.
- No longer trying to explain why costs increase when you went to Spot/New Tech.



# Poll #3

# ShareSave Example: ECONOMICS



ShareSave vs. 1-Year AWS Commitments

	Convertible/Compute Savings Plans: 1-Year Term	Standard/EC2 Savings Plans: 1-Year Term	ShareSave
% Utilization over the Term	100%	100%	100%
Hours/Term	8760	8760	8760
Days/Term	365	365	365
Months/Term	12	12	12
OnDemand (\$)	\$594,000	\$594,000	\$594,000
RI/SP Effective Term (\$)	\$431,860	\$368,379	\$208,015
Gross Savings over OnDemand (\$)	\$162,140	\$225,621	\$385,985
Overall Savings over OnDemand (%)	27%	38%	65%

ShareSave vs. 3-Year AWS Commitments

	Convertible/Compute Savings Plans: 3-Year Term	Standard/EC2 Savings Plans: 3-Year Term	ShareSave
% Utilization over the Term	66%	66%	66%
Hours/Term	17213.4	17213.4	17213.4
Days/Term	717.225	717.225	717.225
Months/Term	23.58	23.58	23.58
OnDemand (\$)	\$1,167,210	\$1,167,210	\$1,167,210
RI/SP Effective Term (\$)	\$791,428	\$674,499	\$408,749
Gross Savings over OnDemand (\$)	\$375,782	\$492,711	\$758,461
Overall Savings over OnDemand (%)	32%	42%	65%

Customer \$ of Overall Savings over OnDemand

Customer \$ Net Savings over OnDemand	\$162,140	\$225,621	\$250,890
Customer % Net Savings over OnDemand	27%	38%	42%

Customer \$ of Overall Savings over OnDemand

Customer \$ Net Savings over OnDemand	\$375,782	\$492,711	\$492,999
Customer % Net Savings over OnDemand	32%	42%	42%

Self Managed Commitment (\$)	\$431,860	\$368,379	\$ -
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Self Managed Commitment (\$)	\$791,428	\$674,499	\$ -
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\* Tiered Savings based on overall monthly spend. The higher the spend the more savings passed to our customers.

# How nClouds Helped Fischer Optimize AWS Costs



**John Heuring**

Director, Business Operations



# Background FISCHER IDENTITY

- In 2005, the Fischer Identity IGA suite was released to provide enterprise-grade Identity Governance and Administration automation capabilities and solutions to the market.
- Fischer Identity was the first IGA vendor to offer Identity as a Service® in the cloud to minimize the need for organizations to manage their Identity programs.
- Currently managing over 1 million identities.

[www.fischeridentity.com](http://www.fischeridentity.com)



FISCHER IDENTITY



# Challenges & Needs



## Challenges

- Major **modernization initiative** - RackSpace to AWS migration.
- Avoid risk of **oversubscribing** to savings commitments.
- Avoid **long-term lock-in** to specific AWS services that would throttle innovation.
- **Time & expertise** to manage AWS savings commitments.

## Needs

- Budget **flexibility**.
- **Automated, continuous** cost optimization.
- Flexibility to **innovate**.
- Ability to **reallocate capital** to sustain innovation & growth.

# Solution & Process

- nClouds performed an **AWS Well-Architected Framework Review** on Fischer's critical workload (cost optimization, security, reliability, performance, operational excellence).
- Focus on cost — Fischer moves forward with nClouds Cost Optimization Program (**ShareSave Service** by nClouds, **nOps** cloud management).

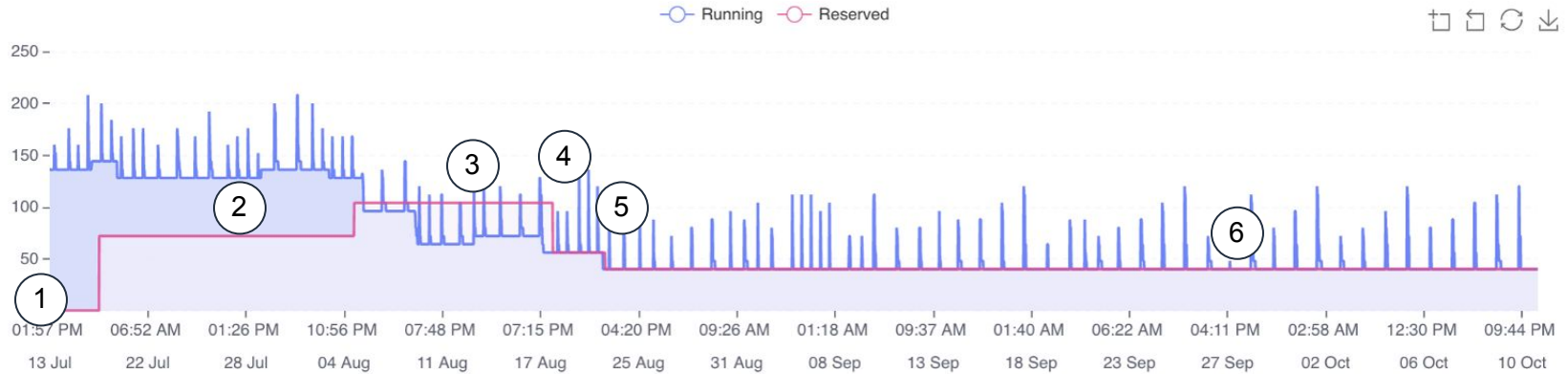


FISCHER IDENTITY





# ShareSave IN ACTION



1 Learning usage pattern.

2 Makes first RI purchases.

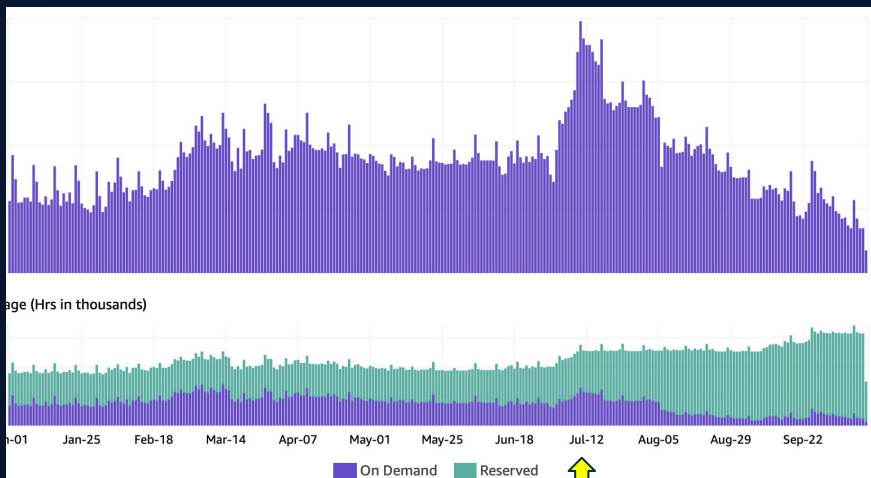
3 Continues to learn usage pattern, unused RI costs are refunded back.

4 Sells RIs to meet new usage pattern.

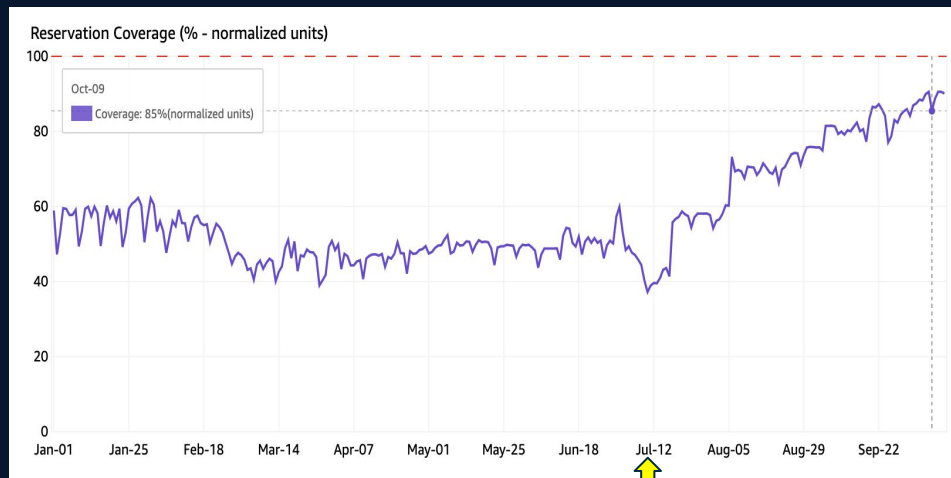
5 Change detected in usage pattern, sells RIs.

6 Continues monitoring changes.

# ShareSave RESULTS



ShareSave



ShareSave

**ShareSave increases coverage to 90%, and Net Savings to 32% — with no risk, lock-in, or worries.**

# Results & **BENEFITS**



**32% net savings in AWS compute costs, with no lock-in.**



**Agility — to pivot mid-step to new AWS services, and actively manage costs on autopilot.**



**Reallocate capital to support modernization and growth initiatives.**



# NEXT Steps

## Free Cost Optimization Assessment by nClouds

- Nothing pops value like seeing your real data in action.
- Get a fast, free, personalized cost analysis to see if nClouds Cost Optimization Program powered by ShareSave is right for you.
- Contact: [timcassell@nclouds.com](mailto:timcassell@nclouds.com)





**Q&A**

# Ask the **PRESENTERS**



**Tim Cassell**  
Director FinOps



**John Heuring**  
Director, Business Operations



# Special OFFERS



**Free AWS Cost Optimization  
Assessment**  
for all eligible attendees



# Thank You!