

# Cloud Cost Optimisation: A Primer (or: Shift-left on Cloud Spend)

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- Recovering sysadmin
- Devopsdays global team
- Really into measuring stuff



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speaking.dark.ca/

*Équipe beau gosse!*



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Let's talk about...

# The Cloud



# Public cloud market

	Revenue (USD)	Market Share (%)	YoY Growth (%)
Amazon Web Services	26.20B	40.8	28.7
Microsoft Azure	12.69B	19.7	59.2
Alibaba Cloud	6.12B	9.5	52.8
Google Cloud Platform	3.93B	6.1	202.8
Others	15.34B	24	25.6

Source: [gtnr.it/3B9xxhE](https://gtnr.it/3B9xxhE)

# Real money is getting spent

## \$64B

Annual spend

## 41%

Annual growth

# Real money is getting wasted

## \$64B

Annual spend

## \$17B

Annual waste

Source: [devops.com/the-cloud-is-booming-but-so-is-cloud-waste](https://devops.com/the-cloud-is-booming-but-so-is-cloud-waste)



# Real money is getting wasted

“Between idle and over provisioned resources alone, that’s \$17.6B in cloud spend that will be completely wasted this year. And the potential is even higher [...]

That’s a minimum of about **\$5M wasted per day**, every day this year, that could be reallocated toward other areas of the business.”

**\$6.6B**  
**Over-sized resources**

# Side-effects of cloud waste

- **Reduced productivity**
- **Increased risk**
- **Resource misallocation**



**Wasted cloud spend  
is a vampire that is  
making your  
organisation weaker.**



Let's talk about...

# Opportunity

# Shift-left on cloud spend

- Availability of billing minutiae
- Billing data is just that: data
- Programmatic access to that data
- The data is metrics!
- This is absolutely our wheelhouse

# Yeah but why though?

- **Get involved in product discussions**
- **Bring insight to business decisions**
- **Literally generate new value**
- **Level-up your career**



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**...yeah you probably saw that one coming ;)**





