

7 Simple Ways to Reduce Your **AWS Spend**



Ask the **Speakers**



JT Giri

CEO & Founder



Rodney Lester

Principal Architect, AWS Well-Architected





Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 175 fully featured services from data centers globally.

Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.



nOps is a SaaS cloud management platform designed to help rapid-growth companies build, monitor, and run a well-architected AWS infrastructure that is secure, cost-optimized, reliable, efficient, and operationally excellent. And, to help you keep it that way.



7 Simple Ways to Reduce Your AWS Spend

AGENDA

DETAILS *(All times PT)*

- **11:00 - 11:05 am** - Intro & Session Objectives *by JT Giri, nOps*
- **11:05 - 11:20 am** - Cost Management *by Rodney Lester, AWS*
- **11:20 - 11:50 am** - 7 Simple Ways to Reduce Your AWS Spend *by JT Giri, nOps*
- **11:50 - 12:00 pm** - Q&A *by AWS and nOps*

AGENDA & TOPICS



Cost Management

Optimize the most expensive costs on your AWS bill.



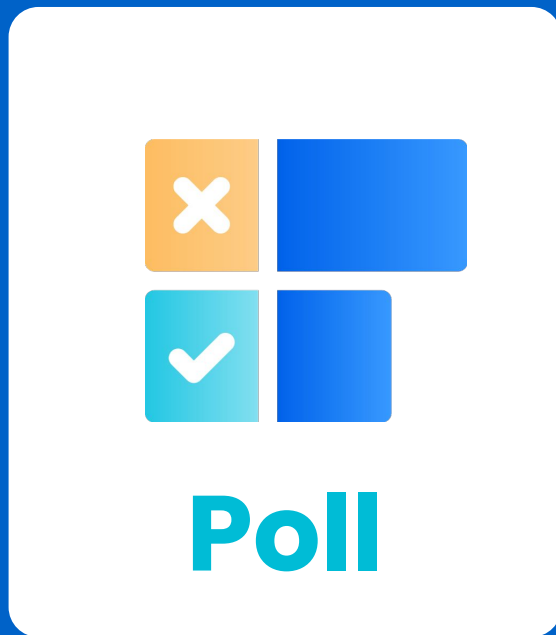
7 Simple Ways to Reduce Your AWS Spend

Implement tagging, chargebacks, discover unaccounted costs, more.



Free AWS Health Check with nOps

Apply automation to cost-optimize your AWS environment continuously.





AWS Well-Architected

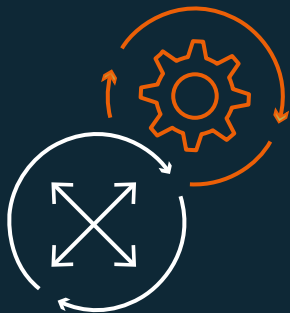
Cost Management



Rodney Lester

Principal Architect, AWS Well-Architected
Amazon Web Services

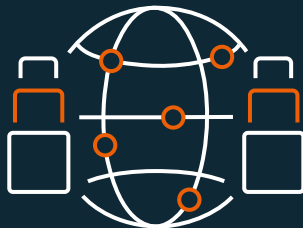
Pillars of AWS Well-Architected



Operational
Excellence



Security



Reliability



Performance
Efficiency



Cost
Optimization

Managing Costs

“Driving costs down for our customers is part of the DNA of Amazon and therefore also part of the DNA of AWS.”

– Werner Vogels, CTO, Amazon



Cost Optimization

The ability to run systems to deliver business value at the lowest price point.

– Cost Optimization Pillar - AWS Well-Architected Framework

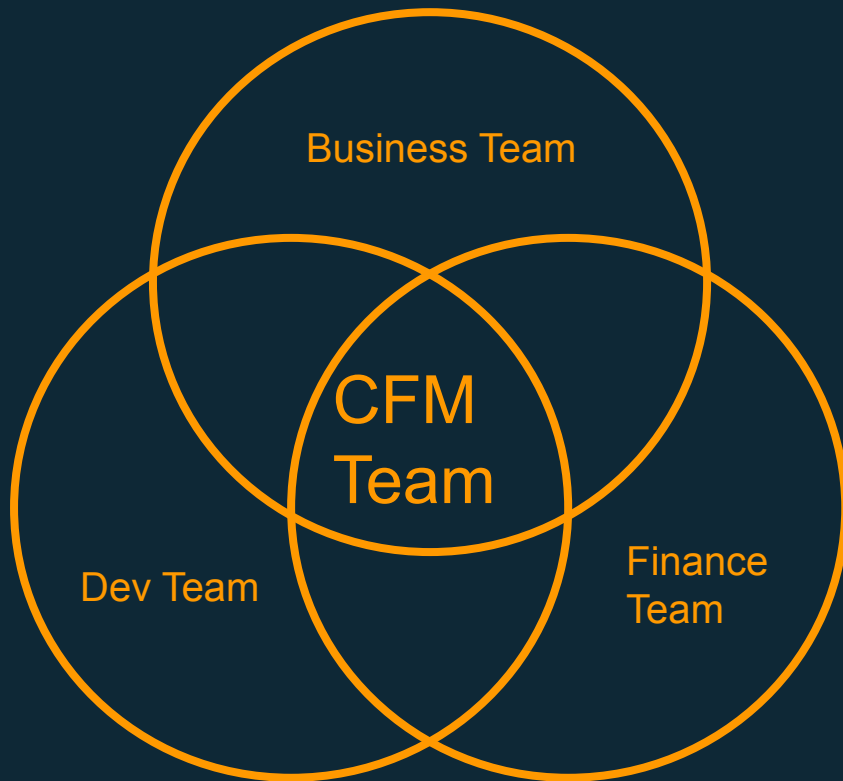


<http://bit.ly/cost-pillar>

Cost Optimization Design Principles

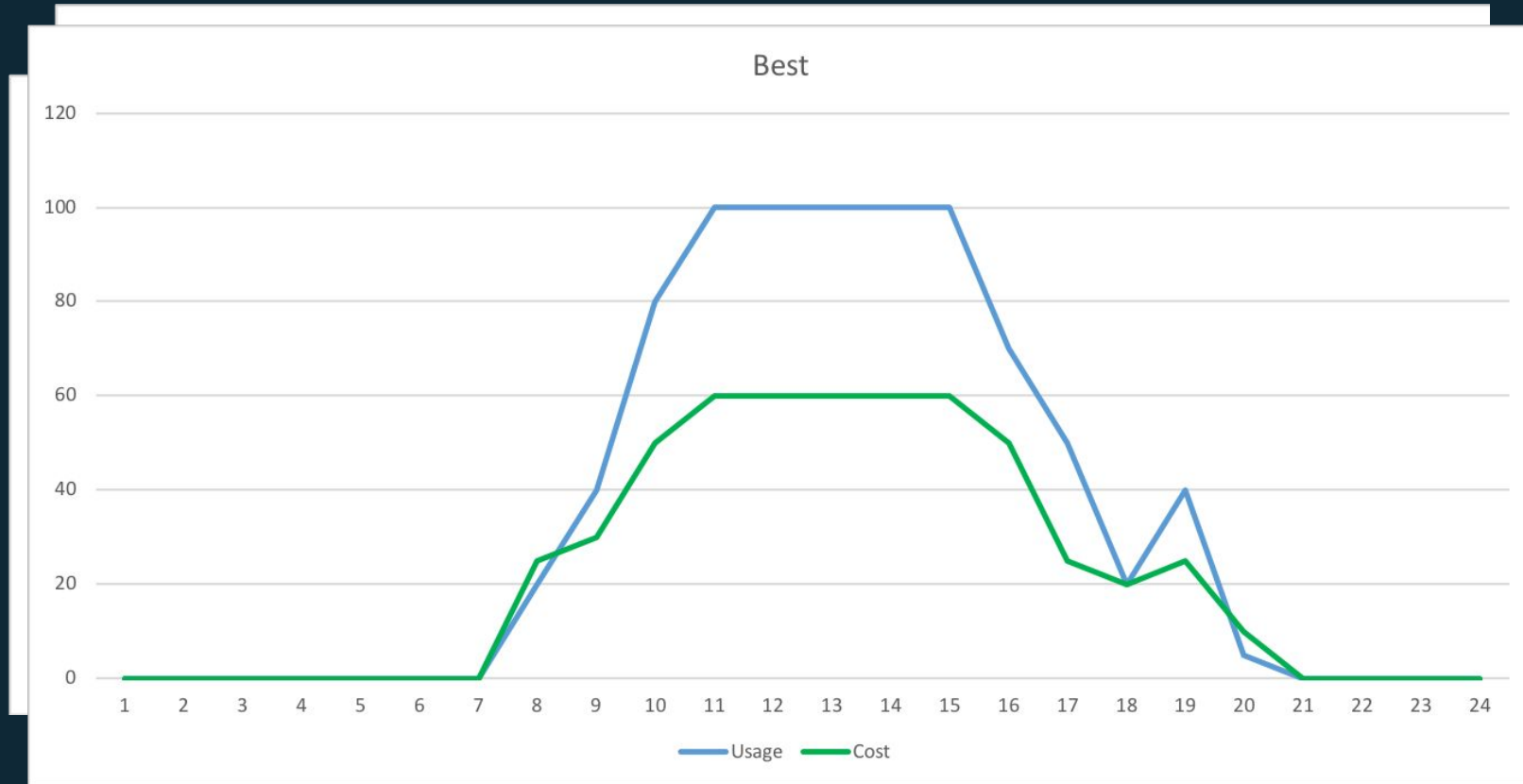
Implement Cloud Financial Management

Build Cloud Financial Management Capabilities



Adopt a consumption model

Costs and Usage

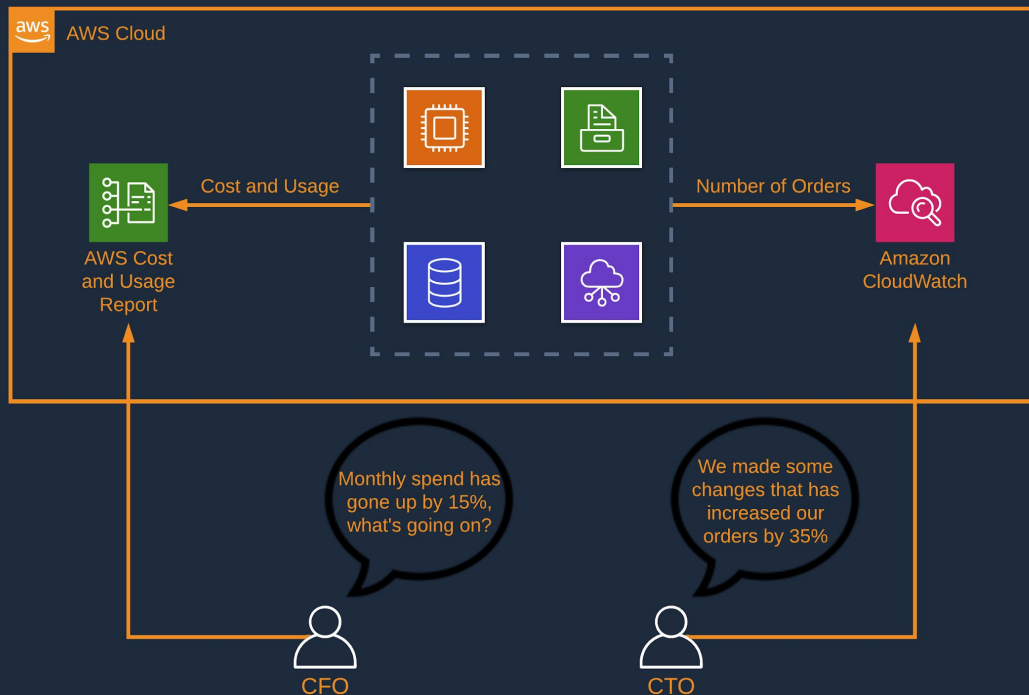


Pay for what you use



Measure overall efficiency

Look at the complete picture: Cost vs. Investment

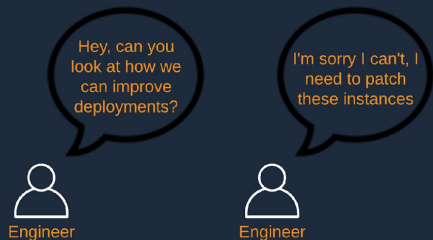
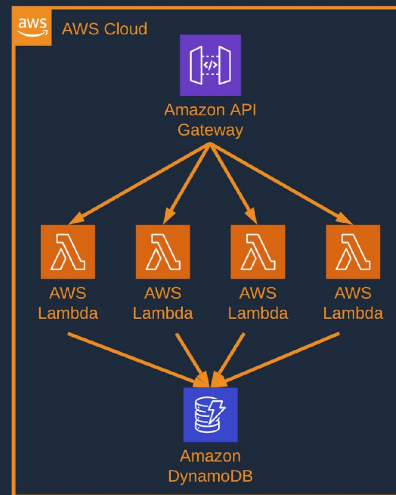
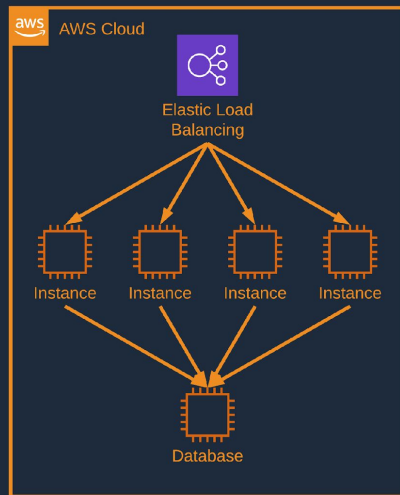


Look at the complete picture: Cost vs. Investment



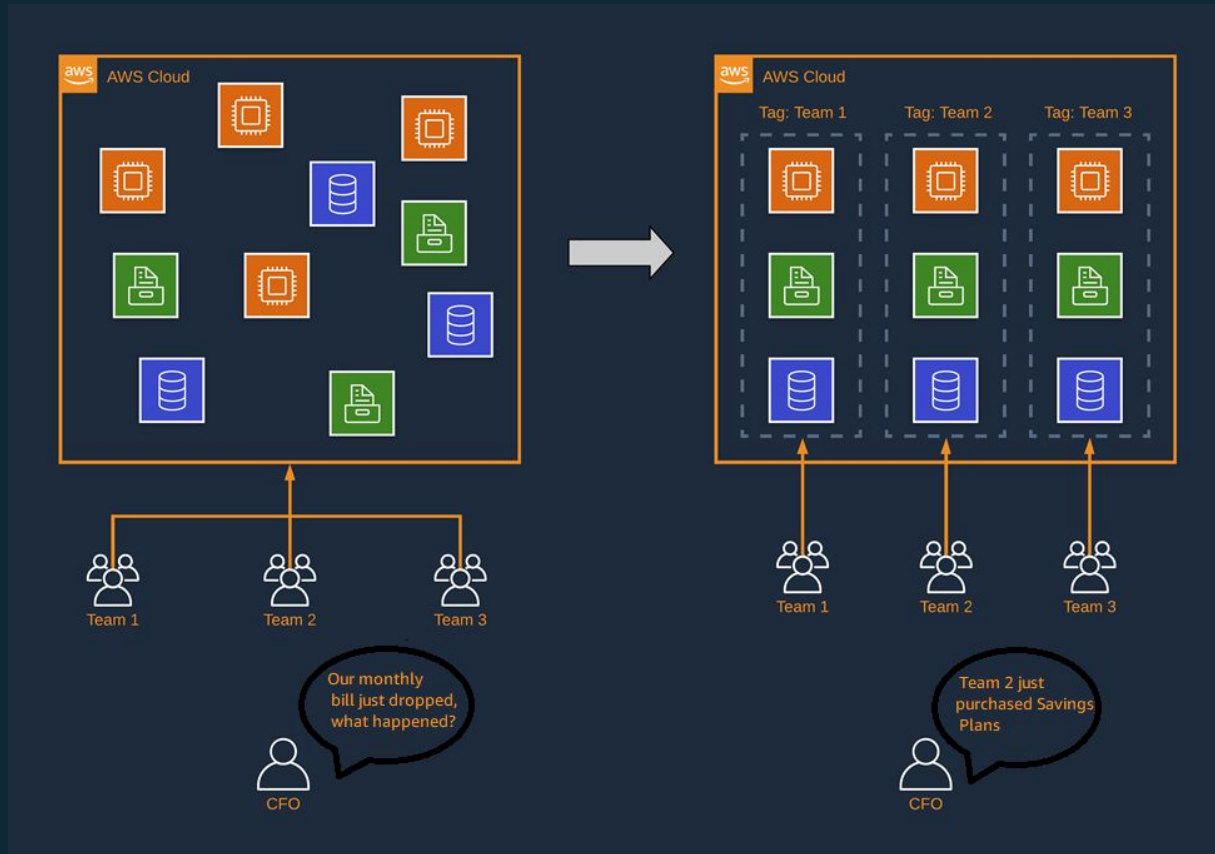
**Stop spending money on
undifferentiated heavy lifting**

We add bits, you add bytes



Analyze and attribute expenditure

Identify usage and cost



Cost Optimization design principles

- Practice Cloud Financial Management (CFM)

- Adopt a consumption model

- Measure overall efficiency

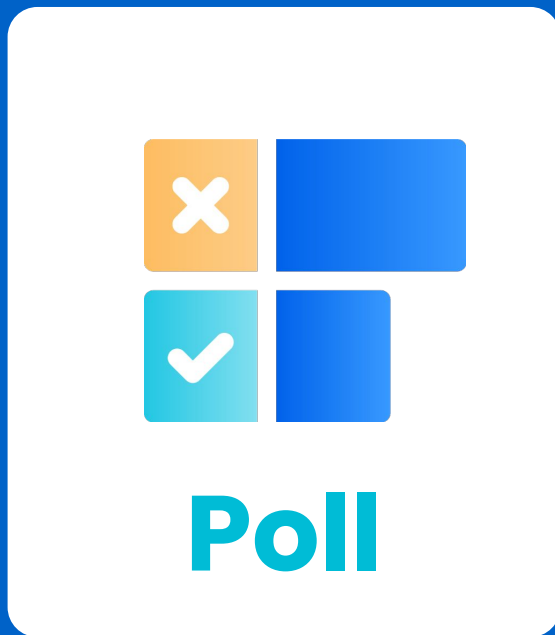
- Stop spending money on undifferentiated heavy-lifting

- Analyze and attribute expenditure



Resources

- [AWS Well-Architected Framework](#)
- [AWS Well-Architected Cost Optimization Pillar](#)
- [AWS Well-Architected Cost Optimization Questions and Best Practices](#)
- [AWS Well-Architected Labs – Cost Optimization](#)
- [Amazon Builders' Library](#)
- [Cloud Financial Management with AWS](#)



7 Simple Ways to Reduce Your AWS Spend



JT Giri
CEO & Founder
nOps



Corey Quinn @QuinnyPig · Feb 12, 2020

Myth: Your AWS bill is a function of how many customers you have.

Fact: Your AWS bill is a function of how many engineers you have.

50

961

3.8K



**Freedom of cloud comes with
accountability of teams.**

7 Simple Ways to Reduce Your AWS Spend

1. Rightsize.
2. Chargebacks.
3. Unused resources.
4. Unaccounted costs.
5. Networking costs.
6. Cost trends.
7. Schedule an AWS Well-Architected Framework Review.

1 Continuously **rightsize** your infrastructure.

- Constantly align resources with demand and business needs.
- Get started quickly but analyze historical usage to rightsize resources.



Chrome

File

Edit

View

History

Bookmarks

People

Tab

Window

Help

0:15

EXCLUDE

Reserved instance

AWS ACCOUNT

nOps-Demo (\$541.82)

nOps-Demo-915 (\$530.58)

test automation 1994 (\$496.86)

test (\$496.86)

tst (\$496.86)

nops-child-account (\$0.00)

INSTANCE TYPES

t3.large

t3.small

t3.micro

t2.medium

CLOUDFORMATION:STACK-NAME

Filters

Clear All

nops

Change Management

nOps Rules

Reports

Cost Control

Security Dashboard

Workloads

Beta

Help

Potential savings MTD

\$74.14

Potential savings from last month

\$90.20

Estimated savings for the next 30 days

\$90.40

11 List of S3 Resources

AWS ACCOUNT	RESOURCE Name	CURRENT Config	SUGGESTED Config	IDLE Idle (%)	CURRENT COST Monthly (\$)	NEW COST Monthly (\$)	SAVINGS Monthly (\$)	ACTION
nOps-Demo	nops-manual-es-snaps-bkt-us-west-2-001	Standard	Standard - Infrequent Access and 1 other	N/A	13.15	7.27	5.88	>
test automation 1994	nops-manual-es-snaps-bkt-us-west-2-001	Standard	Intelligent-Tiering Infrequent Access and 1 other	N/A	13.11	7.24	5.86	>
tst	nops-manual-es-snaps-bkt-us-west-2-001	Standard	Intelligent-Tiering Infrequent Access and 1 other	N/A	13.06	7.22	5.85	>
test	nops-manual-es-snaps-bkt-us-west-2-001	Standard	Intelligent-Tiering Infrequent Access and 1 other	N/A	13.06	7.22	5.85	>
nOps-Demo-915	nops-manual-es-snaps-bkt-us-west-2-001	Standard	Intelligent-Tiering Infrequent Access and 1 other	N/A	12.69	7.01	5.67	>
nOps-Demo	nops-elasticache-backups-us-east-1	Standard	Intelligent-Tiering Infrequent Access and 1 other	N/A	4.8	2.73	2.07	>

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2 Use **chargebacks** to build better accountability.

- Bring a culture of better accountability.
- Assign budgets for teams and business units on a monthly and quarterly basis.



Chargebacks Center

Create chargebacks and export bills and invoices with most used tags and accounts

All Chargebacks

By Accounts

By Tags

Saved Chargebacks

CHARGEBACKS	BUDGET	CREATED On	LAST Month's Bill
★ Invoice Template	\$500	14 Dec, 2020 (4:31 PM)	\$400 (\$200 Less than last mo
★ Invoice Template	\$500	14 Dec, 2020 (4:31 PM)	\$400 (\$200 Less than last mo
★ Invoice Template	Set budget	14 Dec, 2020 (4:31 PM)	\$400 (\$200 Less than last mo



You haven't created any chargebacks yet! Create chargebacks and

[+ Create New Chargeback](#)

Create New Chargeback



Chargeback Name*

Tag Chargeback

SET BUDGET

Budget Amount

Budget Period

☒ Monthly ☐ Quarterly ☐ Yearly☒ Notify me via email

Email Address (Receive alerts of overbudget)

FILTERS (Select filters to filter out the resources for this chargeback)

AWS Accounts

Regions

AWS Services

SELECT TAGS

Select Tag Name *

Select Tag Value

[+ Add Another Tag](#)[Create Chargeback](#)[Close](#)

Chargebacks Center

Create chargebacks and export bills and invoices with most used tags and accounts

Monthly Comparison

All Chargebacks

+ Create New Chargeback

Team 1

Created on 12 Feb, 2021



Business Unit

Paid

Budget: \$18000
Last Month Cost: \$20000
This Month Cost: \$19000

(-\$2000)

[See chargeback details](#)

Testing Engineering

Created on 12 Feb, 2021



Business Unit

Unpaid

Budget: \$18000
Last Month Cost: \$20000
This Month Cost: \$19000

(+\$2000)

[See chargeback details](#)

Team 2

Created on 12 Feb, 2021



Business Unit

Paid

Budget: \$18000
Last Month Cost: \$20000
This Month Cost: \$19000

(-\$2000)

[See chargeback details](#)

3 Delete unused resources.

- Find unused volumes attached to stopped instances.
- Find load balancers without EC2 instances.
- Configure alerts for real-time notifications for unused resources.



4 Identify unaccounted costs.

- Analyze tags to find resources without tags.
- Review tag distribution to expensive resources.



5 Address your **networking costs.**

- Many types of network spend:
 - DataProcessing-Bytes or REGIONNAME1-DataProcessing-Bytes
 - DataTransfer-Out-Bytes or REGIONNAME1-DataTransfer-Out-Bytes
 - **DataTransfer-Regional-Bytes or REGIONNAME1-DataTransfer-Regional-Bytes**
- Data transfer in the same AZ is free, so if your workload does not need cross-AZ for high availability, consider running it in one AZ.

[Blog post](#) on reducing networking costs.

6 Monitor your cloud cost trends.

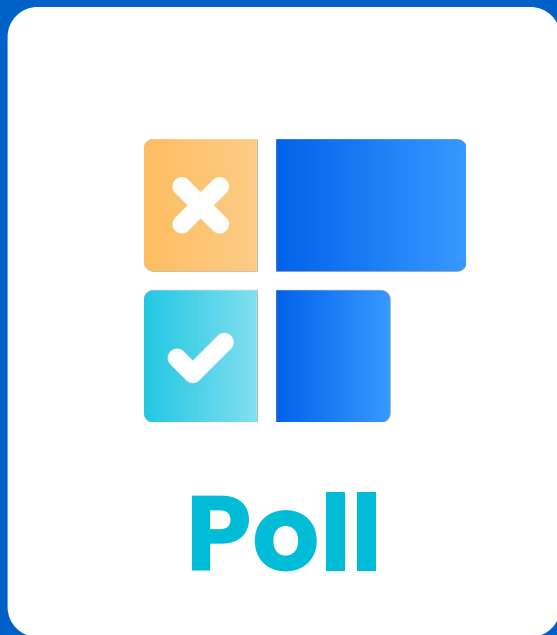
- Review cost trends daily and get to the source with root cause analysis.



7 Align your infrastructure with **AWS Well-Architected.**

- Evaluate pros and cons of your decisions real time.
- Regularly do Well-Architected Reviews.





Next steps

Free AWS Health Check with nOps

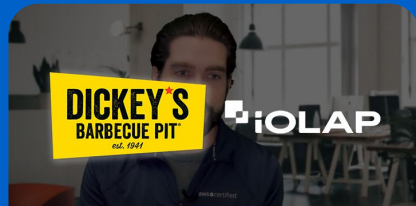
- Identify high-risk issues (HRIs) immediately.
- Optimize AWS costs – typically 18-50% cost savings.
- Customer credits for Well-Architected issue remediation.*

** From AWS, when you proceed with remediation within 30 days of an AWS Well-Architected Review.*



Typical 18–50% cost savings

nOps case studies



CLIENT STORY

Dickey's Barbecue Pit & iOLAP
use nOps to identify 24% AWS
cost savings and manage
ongoing infrastructure health.

[WATCH 3-MINUTE VIDEO CASE STUDY →](#)

24%



CLIENT STORY

Grupo JCPM

Grupo JCPM accelerates delivery of
ecommerce platform on AWS to meet
COVID-19 needs of retail customers..

[READ CASE STUDY →](#)

19%



CLIENT STORY

6Connex

How nOps helped 6Connex reduce AWS
cloud costs by 50%, and comply with
security best practices to meet the ISO
information security standard.

[READ CASE STUDY →](#)

50%

Uber



“nOps allows us to
operationalize costs and get
them in front of the engineers
directly, saving **15% in the first
month** of implementation.
Awesome tool!”

– Uber Advanced Technologies Group



nOps Resources



nOps Free Trial



How Uber Reduced AWS Costs 15% in 30 Days



nOps Case Studies



451 Research Report – nOps



APN Blog Post – AWS Well-Architected, by JT Giri



Video – Get Well-Architected for Continuous Compliance & DevSecOps



Blog - AWS Networking Data Transfer Costs



Q&A

Ask the **Speakers**



JT Giri

CEO & Founder



Rodney Lester

Principal Architect, AWS Well-Architected



Thank You