

Manage multicloud spending effectively

Balance performance, compliance and cost



Achieving cloud efficiency is not a do once and forget process. Managing cloud costs against performance has become a huge challenge for enterprises, especially with the added complexity that multiple vendors in multicloud environments bring.

Enterprises progressing through their cloud journey need to ensure that they have cost management strategies in place to control their spend. This will help deliver tangible business value from their investment.

The economics of cloud are by their very nature complex. Cloud procurement depends on a large number of mechanisms, including working out which workloads fit best where. Effective cloud management requires a highly skilled team that can look after cost and performance optimization together with governance.

Despite its complexity, enterprises are pouring investment into the cloud. Almost 50% of enterprises are spending at least \$50 million annually in the cloud¹. But, they are tending to over provision, resulting in waste and inefficient use of cloud resources.

Orange Business Services has a portfolio of 32 expert services across all phases of the cloud journey, providing advice and knowledge on cloud readiness, cloud maturity, migration audits together with expertise in multicloud IaaS and cloud services training.

86%

of enterprises see their current cloud strategy as multicloud²

Our experts can help you prepare to move to the cloud with a cloud readiness plan, carry out the migration and provide follow up management. For those already in the cloud, our experts will assess your cloud performance and costs to see if you are benefiting from your cloud investment fully. In our experience, enterprises are using only half of the cloud capacity they have purchased, so there are instant savings to be made.

Five areas where you can reduce cloud costs



Run an audit to ensure you have the most suitable workloads running in the cloud



Identify what applications you have and who owns them. They can be group tagged according to departments to track usage



If you are running cloud in various regions, ensure you balance needs with the services that are actually running



De-allocate or delete any unused services your audit identifies



Optimize and streamline the performance of your applications. The more efficiently they run the less cloud resources they will consume

As you look to add services such as chat bots, data lakes and artificial intelligence (AI), for example, we can run further audits and assessments to ensure these services are optimized and make sure they are running cost effectively.

For ongoing service improvement, cloud services require continuous re-validating and reiterating of performance levels. The sheer number of products and services available in the cloud makes this a complex process – and one that requires on-going commitment. To make your cloud investment deliver, continual enhancement is essential.



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1. & 2. Forrester: Multicloud arises from changing cloud priorities 2018.



Getting cloud costs under control

Cloud cost management is one of the biggest pain points that you will need to solve on your cloud journey.

Cloud costs can be difficult to estimate due to the complexity of the cloud landscape – but with the right cost management and optimization processes in place, you can cut out wastage, make significant savings and ensure maximum benefits are gained from cloud investment.

Cost optimization, performance analysis and monitoring organizational accountability are not do once and leave processes. They need to be carried out on a continuous basis and can be both complex and time consuming. This is why Orange Business Services provides a professional services catalog that enterprises can pick and choose from according to their requirements.

28%
of spending in key IT segments
will shift to cloud by 2022 with
application software leading
the way³

Pay-a-you-use not as-you-go

Cloud computing is often delivered as pay-as-you-go computing. But with enterprises over-estimating their requirements they are wasting cloud resources – and budget – on capacity they just aren't using.

In addition, many enterprises aren't monitoring their cloud usage on a regular basis, so they are overpaying for resources that are not being consumed. Cost optimization and performance checks, however, are crucial to giving enterprises control and visibility over their cloud spend.

It is important to remember that you pay for your cloud infrastructure, whether you actually use it or not. Cost optimization makes sure you are getting the most from your cloud spend rather than uncontrolled ordering of on-demand services across the enterprise.

Cloud cost optimization is paramount in planning, budgeting and forecasting your cloud requirements. Our team of consultants can help you make informed decisions on your cloud infrastructure, applications and services to deliver the business results you expect from your cloud investment.



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Cloud expert services: our portfolio



**Audit &
Strategy**

Cloud
Readiness
Assessment



**Design &
Transition**

Migration
Services
Cloud Native
Factory



**Expertise &
Technical
Assistance**

Multicloud
IaaS



**Support &
Coaching**

Cloud
services
training



Security

Migration
Security
Assistance

Five steps to effective cloud optimization

Cost savings are one of the primary reasons enterprises move to the cloud. Enterprises may see initial cost savings when migrating to the cloud – but to continue to see these savings optimization and continual enhancements are essential. Here are five steps that will help you optimize your cloud environment.

- 1 Understand what is in your cloud estate, why it is there and who is using it.** Enforce tagging schema, so you know which business units own what so that you can track spend.
- 2 Cloud providers are continually introducing new features and applications.** Ensure you are only paying for the right ones for your workloads.
- 3 Size instances according to your application usage.** You can always re-size them on demand if required. Avoid setting them at a higher capacity than is actually required and set metrics to eliminate unused instance capacities.
- 4 Cloud providers offer discounts to new and existing customers** – so ensure you leverage what is available such as pre-paying services to reduce cloud bills.
- 5 If you are unable to control your cloud sprawl, use cloud cost management as part of a managed service provider (MSP) value proposition.** This frees up IT teams for business focused activities

Click here to find out more about how Orange Business Services can help you optimize your cloud investment.

3. Gartner – Market Insight – Cloud Shift 2018 – 2022