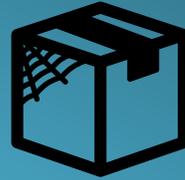


Avoiding the
7 Deadly Sins
of Public
Cloud Costs





Rescue your public cloud spend from the depths

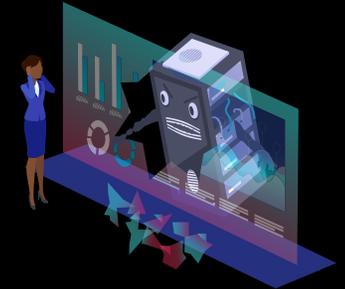
The promise of public cloud is the allure of decentralization and agility. But without proper methods to gain oversight and ensure optimization, chances are you may be succumbing to a variety of sins that are costing you time, money, efficiency, and governance.

The key to avoiding these sins is to know what they are and to be able to recognize them in all their various forms. CloudBolt hopes that by enabling you to better understand common cloud transgressions, you'll optimize your cloud utilization and effectiveness.

So, what are the 7 deadly sins of public clouds? Let's find out.

Sin #1: Zombie resources that never die

It always starts with the best intentions: spinning up VMs or storage in public clouds for enterprise use. But after they serve their purpose, they're forgotten. That is, until the bill shows up, or they cause a security incident. Yes, they're zombie resources, and they're as scary as you might think.



While these zombies can drain your IT budget, controlling them takes rigor. For example, once a month you should investigate and spot resources that are no longer needed. You can also set automated weekly or biweekly policies to find and destroy them once and for all.



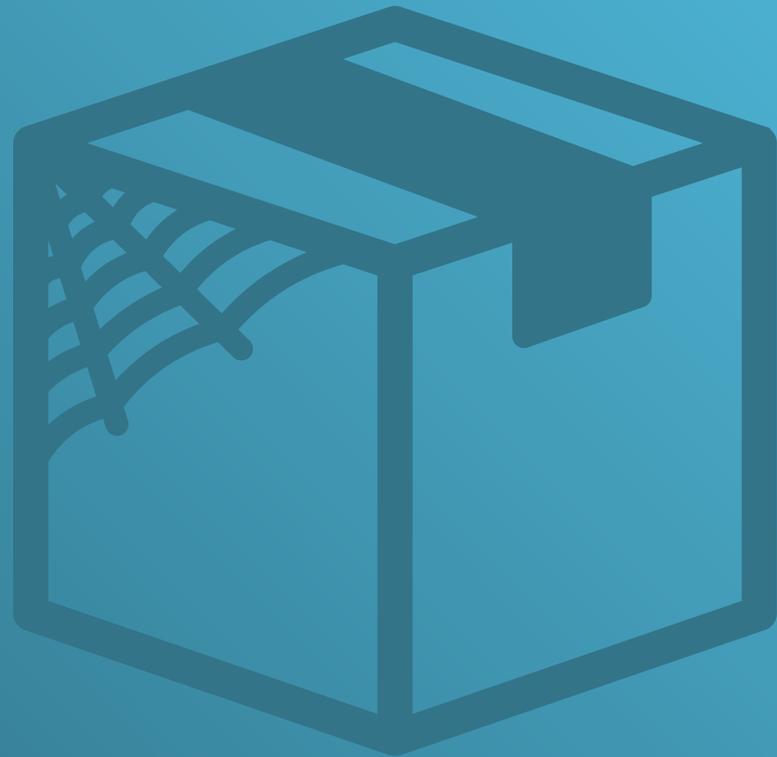


Sin #2: Keeping resources on 24/7

Ever leave the lights on in your garage for the entire night without noticing them? Hate it when that happens! And just like electricity, public cloud uses a pay-what-you-consume model. Thus, if you spin up public cloud resources and don't turn them off when not in use (such as weekends or weeknights) you'll pay out the nose without even realizing it. If you're running a big team or have lots of applications, this can get out of hand quickly.



Pushing owners to turn off their resources when not in use is an easy solution. You can use reports and dashboards to understand your usage and spot the underutilized resources. It'll help you save and maintain resource efficiency.



Sin #3: Leaving orphaned storage behind

Sometimes, spinning down public cloud resources has unintended consequences. For example, the attached storage from a spun-down VM can be left running unwittingly. That means you have orphaned storage running that you aren't using, or don't even know exist. This eats up your bottom line without the right safeguards in place.

Develop processes to check for unattached resources. Drive financial transparency through showback. And, let IT admins wind these resources down over a period of time if still unattached.





Sin #4: Overspending, even if you didn't mean it

Old habits die hard. Sometimes, your developers or users may be used to provisioning more resources than really needed. It might stem from trying to avoid delays. They might not be responsible for actually ensuring those resources are paid for. It doesn't make them bad people, but overprovisioning could lead to a gaping hole in your IT budget.



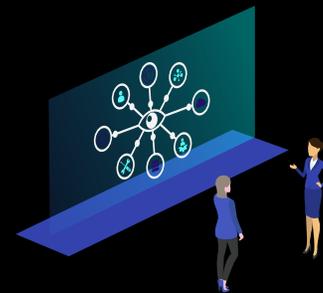
Ensuring resources are well-utilized is critical. For example, if storage is underutilized, move it to a less-expensive tier of storage. You can do this by checking the resource usage by the peak, average and lowest usage. This way, you'll make conscious decisions to save more money.

Sin #5: A lack of cloud accountability

Some organizations have the right intentions to empower their developers. They want fast, agile, productive, innovative, all that. However, without accountability, you'll never find out who might be running up a big public cloud spending spree at your expense.



You can only control what you can measure. Put in place tools to take a close view of cloud spending. Develop KPIs that set alert points. They'll help you drive more accountability to keep costs in check.





Sin #6: Keeping disaster recovery snapshots for too long

Things can go wrong anytime. It's malpractice not to account for disaster, so taking disaster recovery (DR) snapshots, especially when using public cloud for the first time, is important. But, these DR snapshots can get outdated fast, and cost a boatload to maintain for no good reason.

Make a plan for how long you want to backup your snapshots. It doesn't matter where the snapshots are backed up: they're costing you. Make it a rule that anything older than a certain number of months should be deleted forever.



Sin #7: Strong management is MIA

Public cloud gives organizations a lot of flexibility to deploy and support mission-critical applications. That's a great thing. Awesome, in fact. But left unchecked, costs can get messy.



Many organizations struggle with the management of hidden costs associated with data migration, compute, and storage. Strong management can help you deploy cloud resources in a manner that best suits the business needs, and doesn't run up a huge bill.

Absolve Yourself

Now that you know what the sins are, you'll want to actually do something about them. That's where CloudBolt enters the picture. CloudBolt can help you fix and/or avoid these deadly sins right away. In fact, we've saved global enterprises more than 40% of public cloud spend – dollars that they were then able to reallocate to better, more noble purposes that advanced their digital transformations.

Visit cloudbolt.io to learn more or contact us now at sales@cloudbolt.io.
Discover a more angelic approach to your public cloud strategy and sin no more.



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