

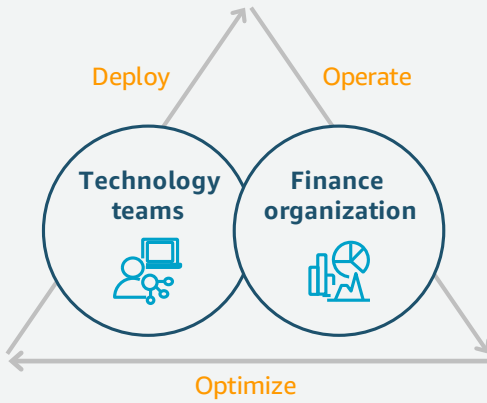


Cloud Financial Management

A guide to managing, optimizing
and predicting AWS costs

AWS Cloud Economics

Cloud technology consumption



Consumption Model

- Engineers and Finance acting as one
- Match capacity with demand
- Procurement is instant
- Low cost of failure

Cost management is more than just cost optimization

... and it requires evolving capabilities to embrace the cloud



Managing access to on-demand resources



Understanding cloud native pricing options



Selecting optimal services and resource types/sizes



Predicting the cost associated with variable usage



Awareness of resource costs



Cost governance in a continuous manner

“We’ve been able to seamlessly scale our infrastructure, better serve our customers across the globe, and reduce our fixed costs by 75% and operational costs by 83%.”

Valentino Volonghi,
CTO, Adroll, Inc.
<https://amzn.to/2J2Hlvu>

Cloud Financial Management

Realize business value with AWS

See



Measurement & accountability

- Map costs to workloads & org structure
- Detect & address unexpected cloud costs faster
- Drive cost-aware cloud consumption
- Validate cloud investment decisions & outcomes

Save



Cost optimization

- Cost-aware architecture & resource selection
- Reduce overprovisioned spend
- Improve unit economics
- Reinvest cost savings into innovation

Plan



Planning & forecasting

- Increase financial predictability
- Make faster cost-based decisions
- Prioritize spend & projects by value
- Establish long-term cloud adoption strategy

Run



Cloud financial operations

- Remove barriers to success
- Effective finance & technology partnership
- Improve cloud efficiency, continuously
- Establish a cost-aware culture

How AWS can help your cloud financial management journey



Native AWS cost management services and solutions

Deep dives and demonstrations



Education offerings

Introduction to cost management and optimization topics for finance and technology teams



Customer assessments

Cost and usage analysis and actionable optimization recommendations



Peer events

CFM practitioner meetups and peer networking



Onsite hands-on workshops

Full day, cost and workload optimization event delivered on-site for customers



APN cost management tools

Partner introductions, tool demonstrations, and extended trial periods

Resources



[AWS Well Architected Cost Optimization Hands on Labs](http://bit.ly/323gcFv)

<http://bit.ly/323gcFv>



[Laying the foundation for Cost Optimization Whitepaper](http://bit.ly/2LZ8TZT)

<http://bit.ly/2LZ8TZT>



[AWS Well Architected Cost Optimization Whitepaper](http://bit.ly/33ionOm)

<http://bit.ly/33ionOm>



[AWS Cloud Management Tools Competency Partners](https://amzn.to/2MrtB3F)

<https://amzn.to/2MrtB3F>



[AWS Cost Management Blog](https://amzn.to/2Mqjhck)

<https://amzn.to/2Mqjhck>



[FinOps Foundation](http://bit.ly/2AUhzKK)

<http://bit.ly/2AUhzKK>

For more details, please ask your AWS account team for an introduction to the AWS Cloud Economics team.

Don't have an AWS account team?

Contact us: <https://aws.amazon.com/contact-us/>