



# Cloud optimization strategy

## Overview

The importance of cloud computing skyrocketed by cost-conscious IT departments that visualized cloud as a natural next step to stretch their tight budget. It is necessary to make an informed decision for technology leaders due to the evolution of cloud computing models. Public clouds are a crucial part of hybrid cloud strategy- they are robust, scalable and highly available. These services can also be expensive; getting an electric shock after seeing the bill at the end of the month is common.

One of the most common issues is tracking and controlling public cloud spending. Sprawl can still be an issue in data centres of enterprises, but maturing IT virtualization processes, automation, etc., identifies and remedies to these situations.

## Cloud Cost Optimization in Action

Cloud has excellent potential to uplift any organization. If you follow the right strategies and methods, you can quickly reduce costs. iSmile technologies help enterprises manage cost allocation, optimize spending and save money on their bills. With the best practice checks for compliance, security and cost management, iSmile technologies help you optimize your workloads, unused resources, identify idle, and alert you of any vulnerabilities. Using our cost management features, you can identify problems with the company's object lifecycle management policies.

## Importance of Cloud Optimization

A cloud optimization strategy helps you in ensuring your migration to the cloud. It pays off almost immediately and in the long term. Cloud optimization is helpful for organizations that want to see more cloud benefits, such as reducing costs. Here are some of the cloud optimization benefits to consider.

1. It boosts visibility: Practising cloud optimization helps your company raise the company's awareness of using the cloud. It can also help you to avoid the shocks you get from bills. Cloud optimization provides you with a clear vision to boost your companies growth. It gives you extra power to see clearly through the fog of errors and problems associated with the cloud.

1. It helps reduce unnecessary cloud costs: The Gartner survey (<https://www.zdnet.com/article/amazon-aws-has-saved-its-customers-500m-by-alerting-them-when-theyre-overpaying/>) reported cloud service billing is a headache for most of the users. Most organizations find it tough to read, query and interpret cloud pricing plans. However, cloud service providers do offer somewhat straightforward unit pricing.
2. It boosts cloud utility: If you take the Amazon Web Service as an example, it offers almost 200 exclusive features in some services. Maintaining all the new and older features can be overwhelming. Therefore, if you do not practice optimization, you can miss noticing many unnecessary tools you could be paying for.
3. It will help you improve productivity: When engineers have a light workload because of avoiding gazillions of features to optimize, they can concentrate on their primary goal: creating new code to solve problems. Using this feature can help free your DevOps teams from constantly needing to put out fires.

### **Cost Optimization Tools and strategies:**

- **Rightsizing:** Rightsizing is a term used for ensuring that all the virtual machines in the infrastructure are allocated the right resources for their workload. Its goal is to minimize costs and maximize performance. Wastage of server resources and decreased Return on Investment can occur due to over-allocation. Rightsizing reports analyze performance monitoring data for virtual machines and then send changes to resource allocation.
- **Power Schedule:** You can pay by the hour for your running public cloud instances so that they run in less time and perform better. Many workloads are not needed to run 24/7, but shutting them can be easily forgotten. For example, developers can shut down the Amazon EC2 instance only between Monday and Friday for testing. Cloud Power Schedules help you set a schedule to shut down and restart instances so that you don't leave them running overnight or on the weekend.
- **Lifecycle Policies:** Unoptimized virtual machine sprawls can negatively impact the bottom resources. The adoption of the cloud model implies changing your organization's using culture. A background process should perform a daily scan of the virtual machines to ensure their expiry date.
- **Analysis of cloud cost:** Enterprises often suffer from comparing the cost of provisioning services internally with the budget of sourcing them externally. But this comparison is not so much between likes; it varies from the situation.
- **AWS Reserved Instance:** Amazon's EC2 Reserved Instances (RIs) are best among the ways to control computing costs, allowing you to reserve EC2 computing capacity. Applications of RIs is famous for very stable usage patterns. These allow you to achieve the highest savings with quick ROI, reducing the potential impact of future unused resources.

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