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# AWS Cost Optimization: Reimagine Your AWS Commitment Lifecycle

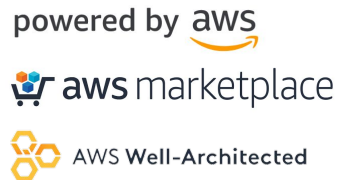




Founded in 2005, Fischer International Identity **pioneered cloud-based identity governance and administration** which led to the multi-billion dollar industry that is Identity as a Service®. Fischer's Global Identity® architecture, coupled with years of innovation in code-less delivery of identity programs has brought forth the evolution of security delivered from the cloud that billions of users benefit from today.



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.



# Meet the Speakers



**Tim Cassell**

Director, FinOps



**John Heuring**

Director, Business Operations



# AWS Cost Optimization

## AGENDA

### DETAILS *(All times PT)*

- **10:00 - 10:05 am** - Welcome & Intros
- **10:05 - 10:30 am** - AWS Cost Optimization powered by ShareSave
- **10:30 - 10:50 am** - Fischer Identity Success Story
- **10:50 - 11:00 am** - Live Q&A

# AWS Cost Optimization with ShareSave



**Tim Cassell**

Director FinOps  
nOps

# What is **ShareSave Service**

- **Key component of nOps Cost Optimization Program.** Complimentary to all nOps customers.
- **Zero financial risks & no lock-in** of long-term AWS commitments.
- **Autopilot savings for compute, period.** Real time by purchasing/selling AWS commitments based on compute usage patterns.
- **Performance-based.** nOps **shares** a percentage of the **savings**.
- **3 Zeros.** Risk, Time/Effort, Commitment. Cancel anytime.
- **Scope.** Compute-only at this time, more on the roadmap, so stay tuned.



# Challenges of AWS Compute Commitments: **INNOVATION**

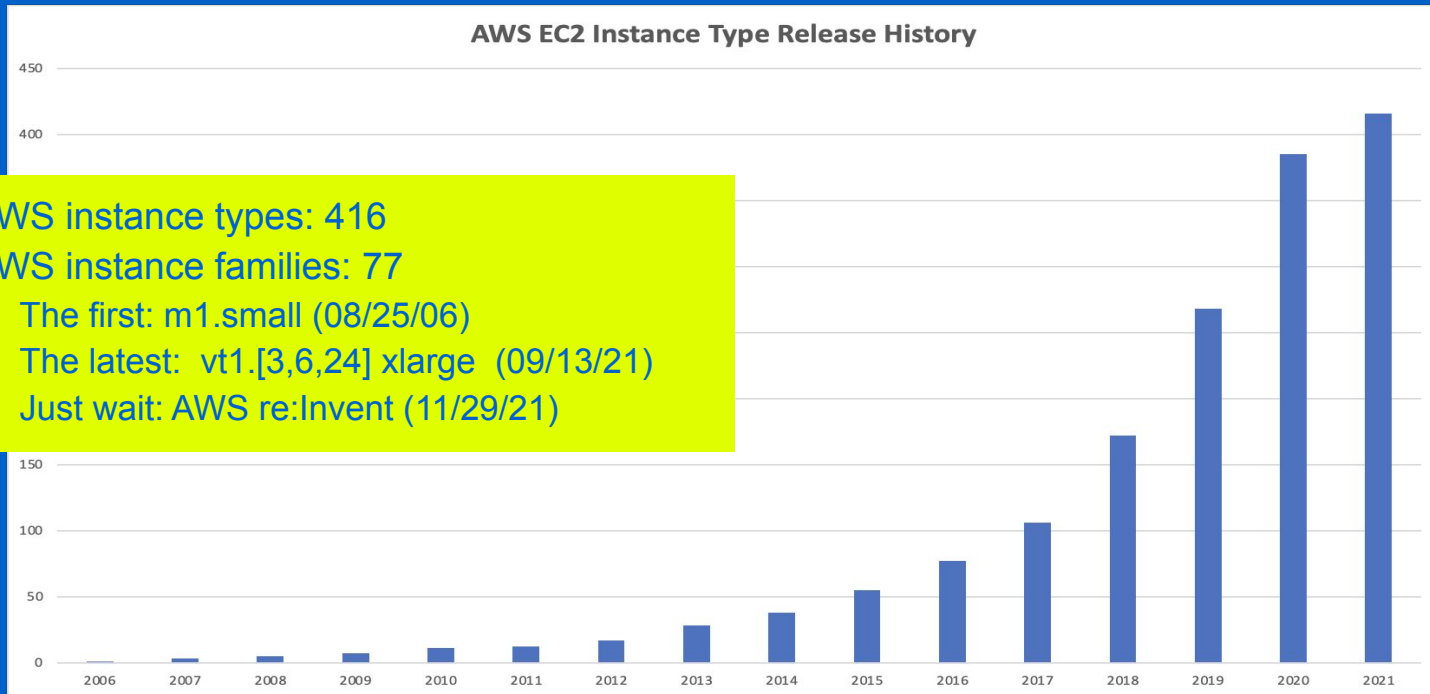
- Bought 3-year, no-upfront Savings Plans (the elephant in the room).
- Changing priorities and timing.
- Today's application modernization projects (in-flight or on the roadmap).
- Fear of lock-in to Yesterday's Tech.
- Cannot pass on commitments to other services (ie. Amazon EC2 to RDS).
- Risk of predicting future capacity needs.



# AWS History of Innovation: **COMPUTE**

AWS EC2 Instance Type Release History

- AWS instance types: 416
- AWS instance families: 77
  - The first: m1.small (08/25/06)
  - The latest: vt1.[3,6,24] xlarge (09/13/21)
  - Just wait: AWS re:Invent (11/29/21)





# AWS History of Innovation: **PRODUCT**

AWS Product Release History

- Currently, AWS has 230+ product listings
  - The first: S3 (03/14/06)
  - The latest: Instance Scheduler 2.0 (10/12/21)
- 106 Price Reductions to date!



# How ShareSave Addresses the **INNOVATION CHALLENGE**

- **Increases the speed of innovation:** Zero long-term investments in Yesterday's Tech.
- **Freedom:** Your most valuable resource (people) can now focus on innovation, not AWS pricing plans.
- **Unlocks deep savings:** Leverage AWS continuous innovation — New Tech is always cheaper (People Cost + Infrastructure) than Yesterday's Tech.
- **Provides savings on Yesterday's Tech** while figuring out the New Tech.
- **Savings based on actual usage**, not forecasted usage. AWS published savings assumes 100% utilization for the full term.
- Gives you the ability to **save while figuring out how to use Spot** for all non-persistent workloads.

# Challenges of AWS Compute Commitments: **MANAGEMENT**

- Too much information — dynamic environment with changing usage, utilization, prices, more.
- Always on — 24x7x365.
- Requires time & skills.
- Knowledge of cloud strategy.
- Cannot pass on commitments to other Services (e.g. EC2 to RDS)

## Dynamic Environment

- 100's of usage groups to consider
- 12 AWS commitment contract options
- Utilization targets
- RI expirations
- Manual conversions
- AWS pricing changes
- React to usage patterns
- Communication of change

# How ShareSave Addresses the **MANAGEMENT CHALLENGE**

- Zero financial risk (the gift that keeps on giving).
- Zero commitment - cancel at anytime.
- Buy back of unused Commitments.
- Autopilot savings.
- Increase coverage - up 90 - 95%.
- No longer trying to explain why costs increase when you went to Spot/New Tech.

# ShareSave Example: **ECONOMICS**

ShareSave vs. 1-Year AWS Commitments				ShareSave vs. 3-Year AWS Commitments			
	Convertible/Compute Savings Plans: 1-Year Term	Standard/EC2 Savings Plans: 1-Year Term	ShareSave		Convertible/Compute Savings Plans: 3-Year Term	Standard/EC2 Savings Plans: 3-Year Term	ShareSave
% Utilization over the Term	100%	100%	100%		66%	66%	66%
Hours/Term	8760	8760	8760		17213.4	17213.4	17213.4
Days/Term	365	365	365		717.225	717.225	717.225
Months/Term	12	12	12		23.58	23.58	23.58
OnDemand (\$)	\$594,000	\$594,000	\$594,000		\$1,167,210	\$1,167,210	\$1,167,210
RI/SP Effective Term (\$)	\$431,860	\$368,379	\$208,015		\$791,428	\$674,499	\$408,749
Gross Savings over OnDemand (\$)	\$162,140	\$225,621	\$385,985		\$375,782	\$492,711	\$758,461
Gross Savings over OnDemand (%)	27%	38%	65%		32%	42%	65%
Customer % of Gross Savings over OnDemand	1	1	0.65		1	1	0.65
Customer \$ Net Savings over OnDemand	\$162,140	\$225,621	\$250,890		\$375,782	\$492,711	\$492,999
Customer % Net Savings over OnDemand	27%	38%	42%		32%	42%	42%
Self Managed Commitment (\$)	\$431,860	\$368,379	\$ -		\$791,428	\$674,499	\$ -

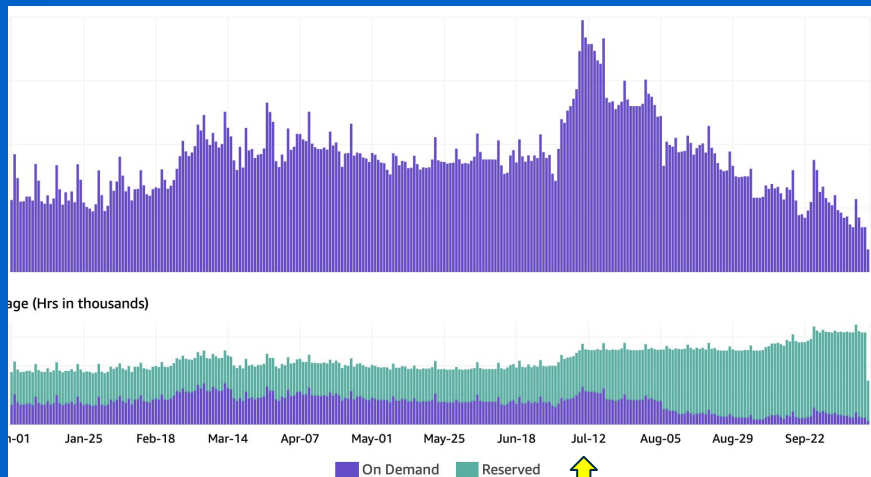
\* Tiered Savings based on overall monthly spend. The higher the spend the more savings passed to our customers.

# ShareSave **IN ACTION**

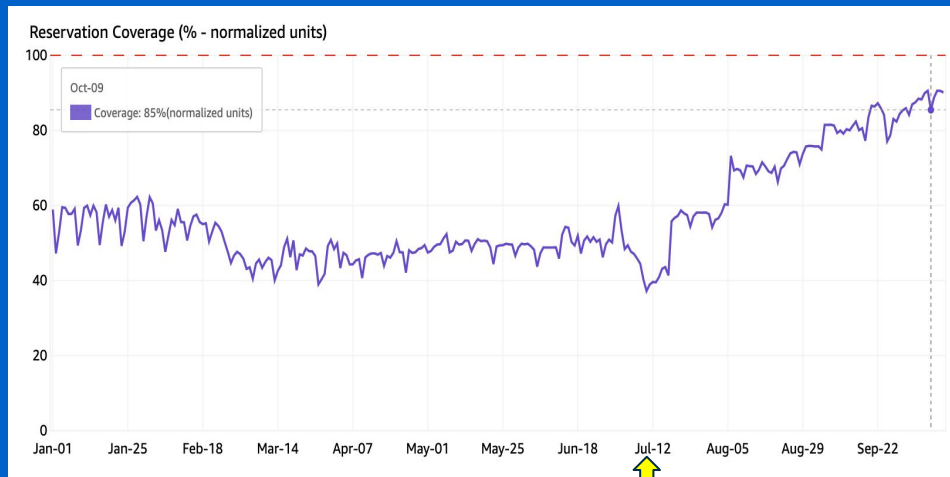


- 1 Learning usage pattern.
- 2 Makes first RI purchases.
- 3 Continues to learn usage pattern, unused RI costs are refunded back.
- 4 Sells RIs to meet new usage pattern.
- 5 Change detected in usage pattern, sells RIs.
- 6 Continues to monitor for changes.

# ShareSave RESULTS



ShareSave



ShareSave

**ShareSave increases coverage to 90%, and Net Savings to 32% — with no risk, lock-in, or worries.**



FISCHER IDENTITY

# How nOps Helped Fischer Optimize AWS Costs



**John Heuring**

Director, Business Operations



FISCHER IDENTITY



# Background **FISCHER IDENTITY**

- In 2005, the Fischer Identity IGA suite was released to provide enterprise-grade Identity Governance and Administration automation capabilities and solutions to the market.
- Fischer Identity was the first IGA vendor to offer Identity as a Service® in the cloud to minimize the need for organizations to manage their Identity programs.
- Currently managing over 1 million identities.

[www.fischeridentity.com](http://www.fischeridentity.com)



FISCHER IDENTITY



# Challenges & Needs



FISCHER IDENTITY

## Challenges

- Major **modernization initiative** - RackSpace to AWS migration.
- Avoid risk of **oversubscribing** to savings commitments.
- Avoid **long-term lock-in** to specific AWS services that would throttle innovation.
- **Time & expertise** to manage AWS savings commitments.

## Needs

- Budget **flexibility**.
- **Automated, continuous** cost optimization.
- Flexibility to **innovate**.
- Ability to **reallocate capital** to sustain innovation & growth.

# Solution & Process

- nClouds, nOps partner, performed an **AWS Well-Architected Framework Review** on Fischer's critical workload (cost optimization, security, reliability, performance, operational excellence).
- Focus on cost — Fischer moves forward with **ShareSave Service by nOps**.



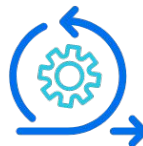
FISCHER IDENTITY



# Results & **BENEFITS**



**32% net savings in  
AWS compute costs,  
with no lock-in.**



**Agility — to pivot  
mid-step to new AWS  
services, and actively  
manage costs on  
autopilot.**



**Reallocate capital to  
support modernization  
and growth initiatives.**



Fischer Case Study

# Next Steps

## Free Cost Optimization Assessment by nOps

- Nothing pops value like seeing your real data in action.
- Get a fast, free, personalized cost analysis to see if nOps Cost Optimization Program powered by ShareSave is right for you.
- Contact: [tim@nops.io](mailto:tim@nops.io)





**Q&A**

**Thank You!**