

# Recommendations for Purchasing & Managing Reserved Instances



# Meet the Speakers



**JT Giri**

CEO, Founder



**Mike Till**

Sales Engineer



**Tim Cassell**

Director of FinOps





## CloudOps Reimagined

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.



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 **aws marketplace**

 **AWS Well-Architected**



**Free Cost-Optimization  
Assessment**  
for all eligible attendees



# Recommendations for Purchasing & Managing RIs

## AGENDA

### DETAILS *(All times PT)*

- 11:00 - 11:05 am - **Welcome & Intros** - *JT Giri, nOps*
- 11:05 - 11:20 am - **Reserved Instances on AWS** - *JT Giri, nOps*
- 11:20 - 11:35 am - **Recommendations for RI Planning** - *Mike Till, nOps*
- 11:35 - 11:50 am - **RI Purchasing Strategy** - *Tim Cassell, nOps*
- 11:50 - 12:00 pm - **Live Q&A** - *nOps*

# AGENDA & TOPICS



## Reserved Instances

Best practices for managing RIs on AWS.



## RI Planning Recommendations

Implement tagging, right-sizing, discover unused resources, more.



## RI Purchasing Strategy

RIs vs. Savings Plans, Time Commitments, Purchasing Strategies.

# Reserved Instances: What You Need to Know



**JT Giri**  
CEO, Founder  
nOps

# What are **Reserved Instances?**

- A Reserved Instance (RI) is a billing discount that allows you to save on your Amazon usage costs.
- Committing to usage over time for a discounted rate.
- Cheaper than On-Demand rates.
- Use it or lose it.





# Services Covered

- Amazon EC2, Amazon RDS, Amazon ElastiCache, Amazon Elasticsearch Service, Redshift, DynamoDB.
- If you use these services, big savings are possible.
- Up to 72% in savings vs. On-Demand.



# Recommendations for Planning Reserved Instances



**Mike Till**  
Sales Engineer  
nOps

# Recommendations for Planning Reserved Instances

1. Capacity Planning
2. Resource Audit
3. Unused Resources
4. Rightsizing
5. Tagging Strategy

# Things to Consider:

## Capacity Planning

- Do you plan for your environment to grow?
- Are you migrating from on-premises to the cloud?
- Do you have big projects or initiatives that will require lots of resources?



# Eliminate Waste with a Resource Audit

- Identify unused or stopped resources you don't need.
- Establish a baseline of utilization for your environment.
- Understand what resources are mission critical, testing, R&D, etc.



# Delete **Unused Resources**

- Snapshot or delete unattached volumes.
- Snapshot or delete stopped or unused resources like EC2, RDS, Redshift, etc.
- Find load balancers without EC2 instances.
- Configure alerts for real-time notifications for unused resources.



# Continuously **Rightsize** Your Infrastructure

- Constantly align resources with demand and business needs.
- Get started quickly but analyze historical usage to rightsize resources.
- Rightsizing will make sure the RIs you purchase are for the correct resource size.



# Implement a Tagging Strategy

- Important for accountability!
- Standardize your tags to make it easier to understand your cost centers.
- Makes it easier to justify RI purchases.





# Use **Chargebacks** to Build Better Accountability

- Bring a culture of better accountability.
- Assign budgets for teams and business units on a monthly and quarterly basis.
- RIs can help teams stay within budgets.



# Planning Your RI Purchasing Strategy



**Tim Cassell**  
Director, FinOps  
nOps

# Planning Your RI Purchasing Strategy

1. RIs vs. Savings Plans
2. Different Types of RIs
3. Purchasing Strategy
4. Time Commitment

# What's Right For You?

## RIs vs Savings Plans

- What's the difference?
- RIs can net the most savings but can lack in flexibility compared to Savings Plans.
- RIs cover more services like RDS, Redshift, etc.
- Savings Plans provide the most flexibility for changing environments and can even cover Fargate.



# Identify Your Purchasing Strategy

- What makes the most sense for your business?
- If you have the capital, purchasing RIs monthly can help ensure you have the most coverage.
- Purchasing yearly can make it easier to manage and helps align with yearly budgets.



# Establish a Time Commitment

- 1-year vs. 3-year commitments.
- The longer the commitment the better the savings.
- If there are a lot of changes planned for the environment, a shorter commitment might make the most sense.



## Next steps

### Free Cost-Optimization Assessment with nOps

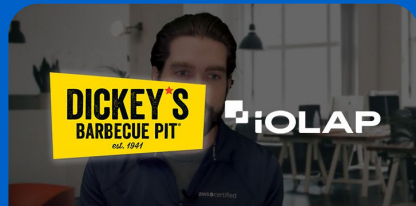
- Get recommendations on your RIs.
- Identify unused resources immediately.
- Right-size your instances.
- Establish the purchasing strategy that's right for you.





# Typical 18–50% cost savings

nOps case studies



CLIENT STORY

**Dickey's Barbecue Pit & iOLAP**  
use nOps to identify 24% AWS  
cost savings and manage  
ongoing infrastructure health.

[WATCH 3-MINUTE VIDEO CASE STUDY →](#)

24%



CLIENT STORY

**Grupo JCPM**

Grupo JCPM accelerates delivery of  
ecommerce platform on AWS to meet  
COVID-19 needs of retail customers..

[READ CASE STUDY →](#)

19%



CLIENT STORY

**6Connex**

How nOps helped 6Connex reduce AWS  
cloud costs by 50%, and comply with  
security best practices to meet the ISO  
information security standard.

[READ CASE STUDY →](#)

50%

Uber



“nOps allows us to  
operationalize costs and get  
them in front of the engineers  
directly, saving **15% in the first  
month** of implementation.  
Awesome tool!”

– Uber Advanced Technologies Group





# nOps Resources



nOps Free Trial



How Uber Reduced AWS Costs 15% in 30 Days



nOps Case Studies



451 Research Report – nOps



APN Blog Post – AWS Well-Architected, by JT Giri



Video – Get Well-Architected for Continuous Compliance & DevSecOps



Blog - AWS Networking Data Transfer Costs



# Q&A

Thank **You**