

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.



powered by aws

 **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

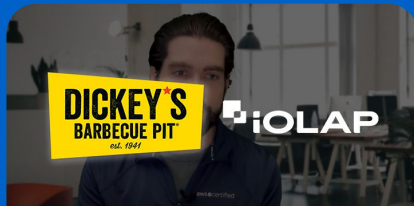
Free Cost-Optimization Assessment with nOps

- 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**