

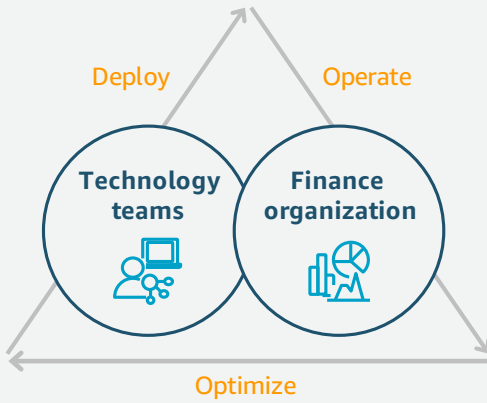


# Cloud Financial Management

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/>