



Avoiding sky high costs as you journey to the cloud

Unlock the value of cloud and optimize your AWS experience with Apptio solutions

Contents

| | |
|---|----|
| The importance of adopting a cloud-smart mindset | 3 |
| Apptio and AWS — Great alone, even better together | 4 |
| Optimize your AWS experience with Apptio solutions | 5 |
| Step one: Accelerate your business strategies with ApptioOne Plus | 6 |
| Step two: Move fast while maximizing ROI with Cloudability Shift | 7 |
| Step three: Get more value from your AWS investment with Cloudability | 8 |
| Customer success stories | 9 |
| Getting started and next steps | 10 |



The importance of adopting a cloud-smart mindset

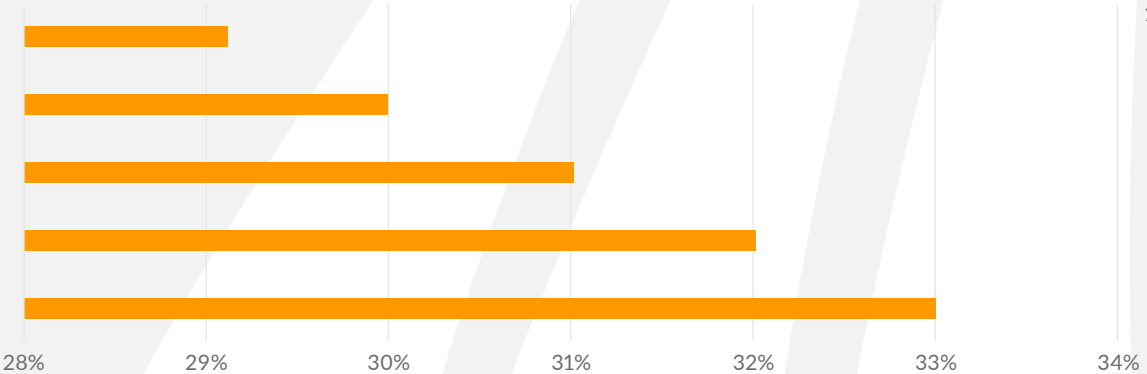
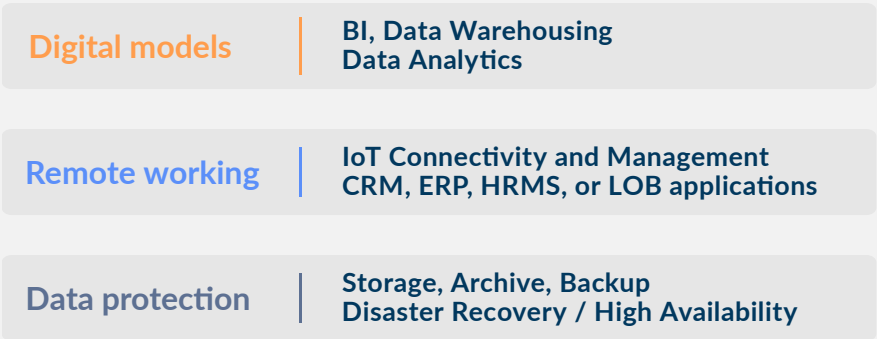
- By 2022, organizations are expected to be running up to 75% of their workloads in the cloud – Forrester
- For over 15 years, Amazon Web Services (AWS) has been the world's most comprehensive and broadly adopted cloud platform

Companies everywhere are moving their operations to the cloud for a variety of reasons. Whether because of the need to modernize security and data protection, data modernization, or improve cost and performance of IT operations, migrating to the cloud just makes sense.

But the journey isn't without potential challenges – cost overruns, fragile timelines, and unexpected disruptions are always a concern. The way to avoid these pitfalls is to adopt a cloud-smart mindset.

As you navigate your digital transformation, it's important to adopt pragmatic financial management processes that allow you to get your arms around the costs of making the move, getting things up and running, and continuing to innovate once your migration is complete. That's where FinOps, the practice of bringing financial accountability to the variable spend model of the cloud, comes into play.

What are the drivers pushing organizations to make the move to the cloud in the next three years?



1 - IDG Cloud Computing Study, 2020 - Page 4



Apptio and AWS — Great alone, even better together

Migration costs — Questions frequently asked by CIOs:

- What do we have on-premises today and what is it costing us?
- What is the most efficient destination to run these applications?
- What will my cost structure look like during the migration?

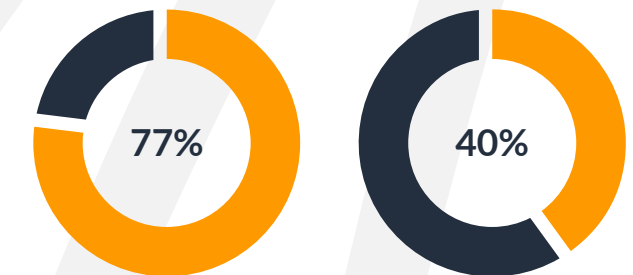
AWS is the world's leading cloud service provider — and for good reason. But every organization's migration journey to AWS is unique. To make yours successful, you must first understand the technologies you rely on, how you utilize these technologies, and how they bring value to your organization. Only then is it possible to truly quantify the value of shifting to the cloud and envision what your future end-state should look like.

That's where establishing a FinOps practice comes in. Apptio simplifies cloud financial management processes, or FinOps, by standardizing and automating key actions, best practices, and unique requirements of your organization's culture so you can make sure the goals of your teams are kept in alignment along the migration path.

By bringing together the power of AWS and the insights that come from a well-honed FinOps practice, Apptio solutions on AWS empower you to make informed decisions and effectively manage IT environments, provide business justification for migrating to the cloud, and optimize your cloud spend. They integrate with AWS services including Amazon Elastic Compute Cloud (Amazon EC2), Amazon DynamoDB, and Amazon Simple Storage Service (Amazon S3) and alert you to opportunities for cost savings, increased productivity, and risk reduction.

Metrics:

- Organizations without a formal cost optimization process in place may be overspending by 40% or more*
- 77% of CIOs have trouble articulating the true cost of applications running in a data center**



* Predicts 2018: The Cloud Platform Becomes the Expedited Path to Value
Gartner: Published 21 February 2018 - ID G00349547

** 100 IT Cost Reduction Questions You Should Be Asking - Apptio Poster
- <https://www.apptio.com/resources/posters/100-it-cost-optimization-questions/>

Optimize your AWS experience with Apptio solutions

Each Apptio solution aligns with best practices from standards-based communities to help you optimize and right-size your AWS cloud costs. Your organization needs to have confidence in what it's spending and the best way to establish that confidence is by getting the transparency you need every step along the way — when planning, when actually migrating, and when evaluating effectiveness once the migration is complete.

Each Apptio solution corresponds to these three steps, so you're always able to keep everything on track.

Step one:

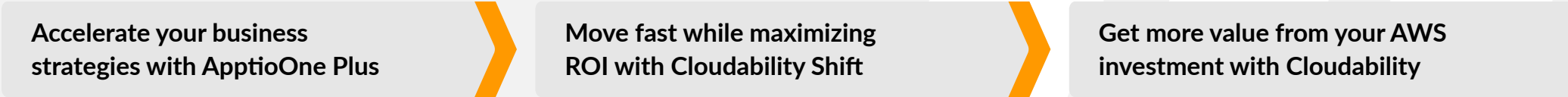
Understand the true cost of running your applications on-premises and identify leading candidates for cloud migration with ApptioOne Plus on AWS.

Step two:

Plan and manage the migration of these applications to AWS with Cloudability Shift.

Step three:

Maximize your AWS investments by continuously optimizing your cloud spend with Cloudability on AWS.



Step one: Accelerate your business strategies with ApptioOne Plus

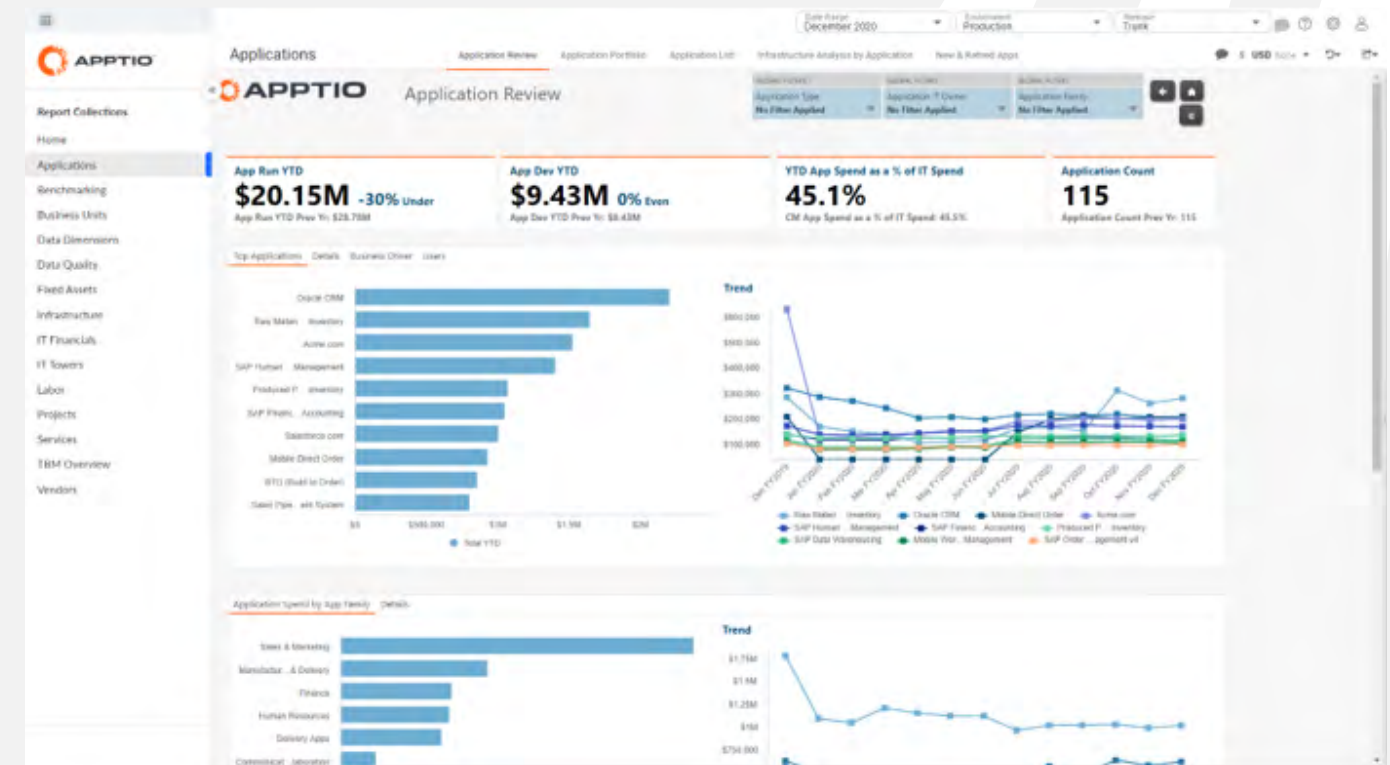
Key benefits

- **Optimize application total cost of ownership (TCO):** Lower the cost of specific applications by understanding the associated, fully-burdened cost structure.
- **Rationalize your entire application and service portfolio:** Lower your application and service portfolio costs by identifying and eliminating duplications and underutilized assets.
- **Manage business unit consumption:** Partner with business unit leaders to achieve their objectives with the most cost-effective IT solution.

ApptioOne Plus lets you see and understand the true on-premises and cloud costs of operating your applications, products, and services. It enriches your financial data by also incorporating operational data to create a consumptive view of your applications' costs. All this work is based on the industry standard TBM Taxonomy and can be included in reports submitted to finance teams, IT leaders, and business units.

Because ApptioOne Plus is built on the foundation of ApptioOne, you get the resources you need to accelerate business strategies — by streamlining applications and operations, accelerating planning cycles, and deepening business unit partnerships with a collaborative approach to investments based on cost transparency.

For more information about ApptioOne Plus, visit the [product page](#).



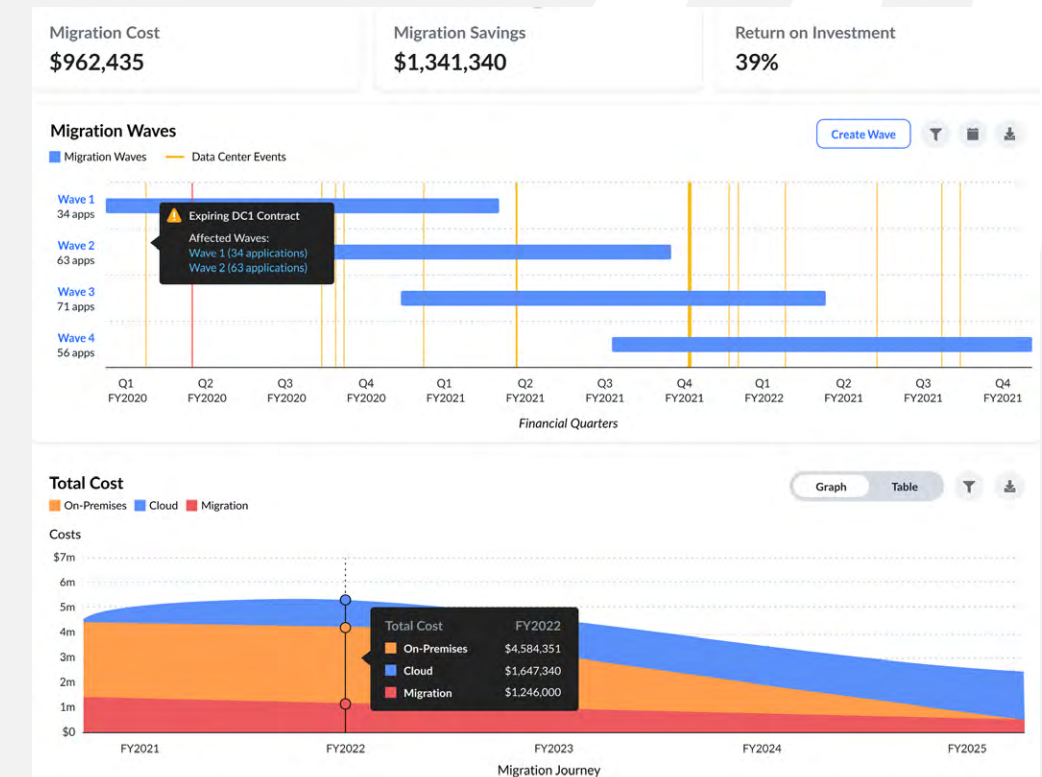
Step two: Move fast while maximizing ROI with Cloudability Shift

Key benefits:

- Accelerate AWS Cloud migrations
- Calculate total cost of ownership
- Create and compare different migration strategies
- Understand the impact of changing variables
- Easily evaluate AWS SKUs and discount programs

Easily analyze different migration strategies while determining the target end-state for your workloads on AWS. Prioritize those that maximize benefits to your organization while minimizing costs. Cloudability Shift connects on-premises and AWS cloud costs to construct defensible migration plans while preserving the ability to make changes, if and when your business objectives change.

- **Analyze migration scenarios:** Model and compare workload migration scenarios that balance on-premises commitments, business objectives, and cost impacts to create a clear, defensible migration plan.
- **Refine your plan:** Because migrations rarely go exactly as planned, Cloudability Shift minimizes financial risks by adapting your migration strategy to align with your changing needs — adjust variables in real time and remain conscious of costs and schedules, while leveraging ongoing analysis to optimize workloads.
- **Track and communicate progress:** Provide key stakeholders with the clarity they need to be confident about your cloud migration — track planned costs against your cloud actuals throughout (and after) your move, analyze costs to maximize the ROI of your migration strategy, and detect variances as they arise for greater cost and operational efficiencies.



For more information about Cloudability Shift, visit the [product page](#).

Step three: Get more value from your AWS investment with Cloudability

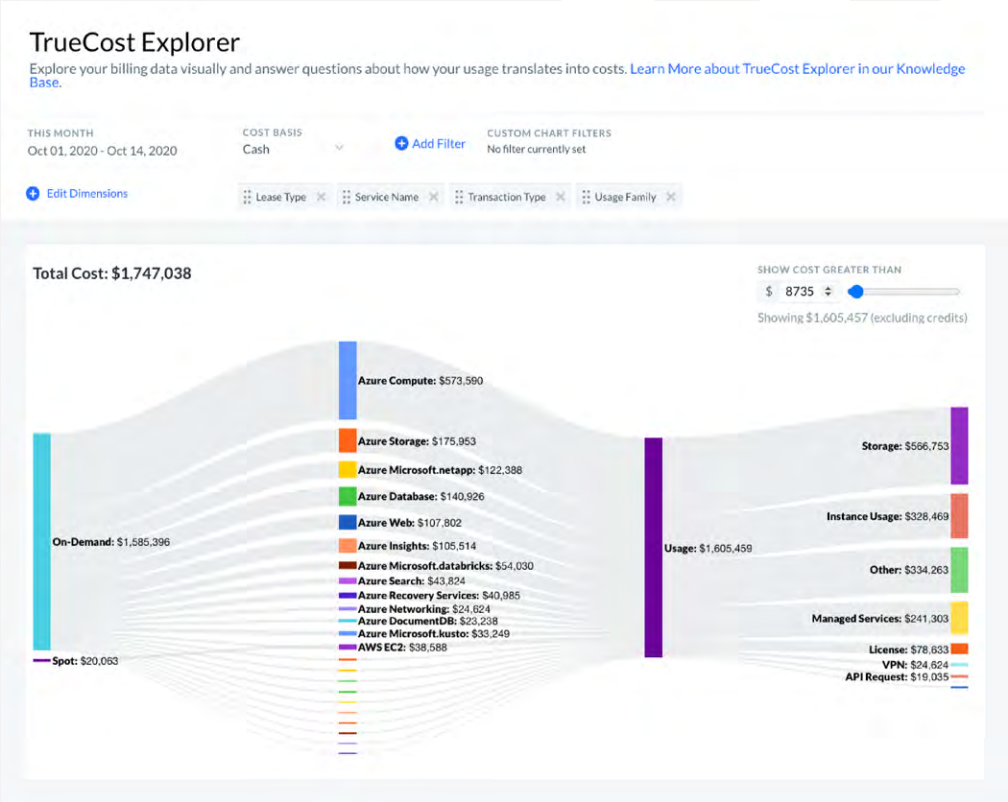
Key Benefits

- **Save 20%+** on annual AWS spend
- **Allocate 100%** of AWS costs
- **Eliminate** manual chargeback
- **Achieve 90%+** RI & SP coverage
- **Calculate** cloud TCO

Give your IT, finance, and business teams the tools they need to optimize their costs and communicate the business value of AWS with Apptio Cloudability.

Cloudability enables your organization to fully embrace the fifth pillar of the AWS Well Architected Framework: Cost Optimization. It does this by providing unique capabilities like support for multiple management accounts and integrated fully-burdened costs throughout the platform. In addition, robust allocation, visualization, and optimization tools help you increase your confidence in cloud spending and improve financial accountability at scale.

For more information about Cloudability Shift, visit the [product page](#).



Customer success stories



OLX Group optimizes its cloud operations

OLX Group, a global online marketplace that serves 300 million customers each month, realized its cloud management system wasn't providing real-time visibility into the company's cloud operations. By using Cloudability on AWS, it was able to analyze usage patterns and adjust targets for the purchase of Amazon EC2 Reserved Instances (RI). This not only saved them money, it also improved cost transparency and enabled team ownership of cloud spend.

Read the entire story [here](#).

RED | VENTURES

Red Ventures accelerates its cloud migration with data-driven decision making

Red Ventures, a platform of businesses, trusted brands, proprietary technology and strategic partnerships that work together to connect millions of people with expert advice, needed a solid understanding of its cloud spend to ensure it could respond to marketplace disruptions and pursue new opportunities. After implementing ApptioOne and Apptio Cloudability on AWS, the company improved its use of Amazon EC2 Spot Instances and RIs to gain better cost transparency and business value insight.

Read the entire story [here](#).

▲ ATLASSIAN

Atlassian improves Amazon EC2 RI Coverage

After going through a period of intense growth, Atlassian, an enterprise team collaboration software company, needed a cloud cost management solution that provided a deep analysis of its Amazon EC2 RI utilization and recommended ways to improve efficiencies. Atlassian used Cloudability on AWS to create a waterline that illustrates where RI coverage becomes high enough to yield significant savings, so it could proactively purchase additional reservations as cloud usage scales.

Read the entire story [here](#).





Getting started and next steps

Whether you need help analyzing the true cost of the cloud, optimizing your technology spend, or communicating IT's value to your business, Apptio and AWS can help all along the way:

Step one:

Accelerate your business strategies with [ApptioOne Plus](#)

Step two:

Move fast while maximizing ROI, with [Cloudability Shift](#)

Step three:

Get more value from your cloud strategy, with [Cloudability](#)

➔ **For more information and to get started,
please visit aws.amazon.com/marketplace**

