



Are you optimizing your AWS Cloud usage to reduce costs?

Companies move to the public cloud with the expectation of achieving performance gains, cost savings and asset optimization. However, effectively managing and optimizing cloud costs is very different from traditional on-premise or co-located data center costs. Specifically, organizations face challenges when it comes to understanding the actual costs of running in the cloud due to complex billing reports, the continuous consumption pricing model, and new feature releases.

Companies frequently do not understand what they need to change or how to change, and thus the expected benefits of the public cloud are rarely realized, especially for relatively new adopters with complex environments. PwC's Cloud Consumption and Financial Optimization (CFO) solution provides clients with the tools, processes, controls and skills required to effectively manage and optimize public cloud spend.

The most successful organizations recognize Cloud as a strategic enabler...



Growth of public Cloud market

Forrester forecasts an estimated 22% revenue compound annual growth rate (CAGR) in the public cloud market through 2020, reaching \$236 billion



Case for Cloud cost management

There is ample opportunity for managing cloud costs. Currently, 39% of North American enterprises do not monitor their cloud bill, 42% don't take steps to optimize workload configurations, and 44% do not use cloud incentives like chargeback, usage caps, or expiration date.



Criticality of Cloud decision making

According to Forrester Data, 52% of North American enterprise infrastructure decision makers believe that adopting public cloud is either a high or critical future business priority.



...and recognize its impact on multiple roles within an organization

CIO

Accountable for driving Cloud optimization and consumption efforts to meet budget goals

CFO

Accountable for defining the overall forecast and budget, based on input and assumptions from CIO

Cloud platform owner

Accountable for implementing and monitoring Cloud optimization efforts

Cloud cost management is clearly still a work in progress for most companies. PwC applies deep industry, operational, and business transformation expertise to help clients across industries unlock the power of the cloud to transform their businesses and disrupt their industries.

9 questions you should consider when thinking about Cloud

- Do you understand your Total Cost of Ownership?
- Are you meeting the financial savings goals that you stated in your cloud business case?
- How well do you understand your public cloud usage and spend?
- What are you forecasting in total cloud spend this year? Are you on track?
- What do you consider to be your maximum monthly cloud spend to consider it optimal?
- What type of cloud financial processes do you have in place today?
- What tools do you have in place to monitor cloud usage and assess total cost?
- What has been your biggest struggle in managing the public cloud spend finances?
- Who/what organizations are involved in managing your public cloud spend?



Key aspects of offerings



Cloud TCO

Determines Total Cost of Ownership for migrating and hosting workloads in Public Cloud



Cloud optimizer

Identifies cost saving opportunities in a single and multi-Cloud environments



Cloud efficiency

Provides an operating model and automation required to ensure optimal use and efficiency of Public Cloud

PwC Cloud Services

Transforming business through the power of the cloud

The days of looking at cloud solely through the lens of information technology are over. C-suite executives within top performing enterprises view cloud as critical to their corporate strategies. Savvy executives are moving swiftly to leverage the cloud to move to the New Technology Platform of the future; transform their business operations; and create innovative new cloud services that enhance the customer experience. When deployed as part of holistic digital transformation, the cloud can drive new business outcomes never before possible.

Yet getting the most from the cloud requires change across people, process, and technology - within context of a long term digital vision. PwC applies deep industry, operational, and business transformation expertise to help clients across industries unlock the power of the cloud to transform their businesses and disrupt their industries.

For more information contact us or visit www.pwc.com/cloud



Mike Pearl

Global Cloud Leader
Email: michael.pearl@pwc.com



Rohit Antao

US Cloud Leader
Email: rohit.antao@pwc.com

