HOW TO OPTIMIZE YOUR EXPENDITURE ON AWS, AZURE, GOOGLE CLOUDS

November 2017
TOPICS

1. Cloud Myths
2. How to Reduce your Cloud Expenditure
3. How Can Rackspace Help
4. NetHope Organizations and Rackspace
The cloud is cheaper
The cloud is **cheaper**

Cloud environments operate **efficiently**
<table>
<thead>
<tr>
<th>CLOUD MYTHS</th>
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<tbody>
<tr>
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<td>I should be in a <strong>multi-cloud environment</strong></td>
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</table>
The cloud is cheaper

Cloud environments operate efficiently

I should be in a multi-cloud environment

We moved to the cloud but it seems to be more expensive
HOW CAN I REDUCE MY EXPENDITURE ON THE CLOUD?
BE EFFICIENT
BE EFFICIENT

Efficiency (definition).
ability to avoid wasting materials, energy, efforts, money, and time in producing a desired result
BE EFFICIENT

TIME
How much time do I need to perform this task?

HUMAN
How many people do I need to do this?

TECHNOLOGY
How do I achieve more with less resources?

ECONOMY
How do I achieve the results at the minimum cost?
BE EFFICIENT

AGILITY
ADD VALUE
REDUCE COMPLEXITY
SPEND WISELY
BE EFFICIENT

WASTE OF RESOURCES

HELP DESK CALLS | OUTAGES | UNAUTHORIZED ACCESS | LOST OF INFORMATION | OVER SPEND

AGILITY | ADD VALUE | REDUCE COMPLEXITY | SPEND WISELY
HOW TO REDUCE

YOUR CLOUD EXPENDITURE
HOW TO REDUCE YOUR CLOUD EXPENDITURE

IT and business alignment
HOW TO REDUCE YOUR CLOUD EXPENDITURE

IT and business alignment

Right design from the beginning
HOW TO REDUCE
YOUR CLOUD EXPENDITURE

IT and business alignment
Right design from the beginning
Monitor and continuous improvement tools
HOW TO REDUCE YOUR CLOUD EXPENDITURE

- IT and business alignment
- Right design from the beginning
- Monitor and continuous improvement tools
- Keep up with cloud releases
HOW TO REDUCE YOUR CLOUD EXPENDITURE

- IT and business alignment
- Right design from the beginning
- Monitor and continuous improvement tools
- Keep up with cloud releases
- Focus on what brings more value
HOW TO REDUCE YOUR CLOUD EXPENDITURE

CURRENT DATA CENTER

PLAN

ASSESS

DESIGN

MIGRATE

MANAGE

OPTIMIZE

Amazon Web Services
Microsoft
VMware
Google Cloud Platform
Rackspace
EXPERTISE IS HARD TO FIND

2017 TOP CLOUD CHALLENGES

1. LACK OF RESOURCES AND EXPERTISE
2. SECURITY
3. MANAGING CLOUD SPEND
4. GOVERNANCE AND CONTROL
5. COMPLIANCE
6. MANAGING MULTIPLE CLOUD SERVICES
7. COMPLEXITY OF BUILDING A PRIVATE CLOUD
8. PERFORMANCE
EXPERTISE IS HARD TO FIND

2017 TOP CLOUD CHALLENGES

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8. PERFORMANCE

SOURCE: RightScale 2017 State of the Cloud Report
HOW CAN RACKSPACE HELP?

- PLAN
- DESIGN
- MANAGE
- ASSESS
- MIGRATE
- OPTIMIZE
HOW CAN RACKSPACE HELP?

CURRENT DATA CENTER

PLAN

ASSESS

DESIGN

MIGRATE

MANAGE

OPTIMIZE

(Various cloud services logos)
HOW CAN RACKSPACE HELP?

CURRENT DATA CENTER

PLAN

ASSESS

DESIGN

MIGRATE

MANAGE

OPTIMIZE

 amazon web services™

Microsoft

vmware

Google Cloud Platform

rackspace
HOW CAN RACKSPACE HELP?

- PLAN
- DESIGN
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HOW CAN RACKSPACE HELP?

- Plan
- Assess
- Design
- Migrate
- Manage
- Optimize
HOW CAN RACKSPACE HELP?

- PLAN
- DESIGN
- MANAGE
- ASSESS
- MIGRATE
- OPTIMIZE

CURRENT DATA CENTER
HOW CAN RACKSPACE HELP?

CURRENT
DATA CENTER

PLAN
ASSESS

DESIGN
MIGRATE

MANAGE
OPTIMIZE

[Diagram showing the process from 'CURRENT DATA CENTER' to 'OPTIMIZE' with steps 'PLAN', 'ASSESS', 'DESIGN', 'MIGRATE', 'MANAGE']
HOW CAN RACKSPACE HELP?

CURRENT DATA CENTER

PLAN

DESIGN

MANAGE

ASSESS

MIGRATE

OPTIMIZE

RACKSPACE RESPONSIBILITY

CUSTOMER RESPONSIBILITY
HOW CAN RACKSPACE HELP?

CURRENT DATA CENTER

IT OUTSOURCING DB MANAGEMENT

PLAN

ASSESS

DESIGN

MIGRATE

MANAGE

OPTIMIZE

RACKSPACE RESPONSIBILITY

CUSTOMER RESPONSIBILITY
NETHOPE AND RACKSPACE
NETHOPE AND RACKSPACE

CATHOLIC RELIEF SERVICES
THE CLOUD ALONE ISN’T “SMART”
THE CLOUD ALONE ISN’T “SMART”

HIRING A GLOBAL NETWORK OF CLOUD EXPERTS IS.
CONTACT

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To help you on this journey, we’re bringing in our experts for a three-part webinar event, *Exploring Multi-Cloud*.

**December 12th** - 451 Research: Cloud Services Usage and Spending Trends  
**December 13th** - Choosing the Right Private Cloud  
**December 14th** - The Public Cloud Smackdown

All webinars begin at 11:00 AM CST

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