
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

PRT086

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The nonstop way to find AWS-recommended savings opportunities

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CEO
CloudFix

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1



Why cost savings are hard

2



What we've learned

3

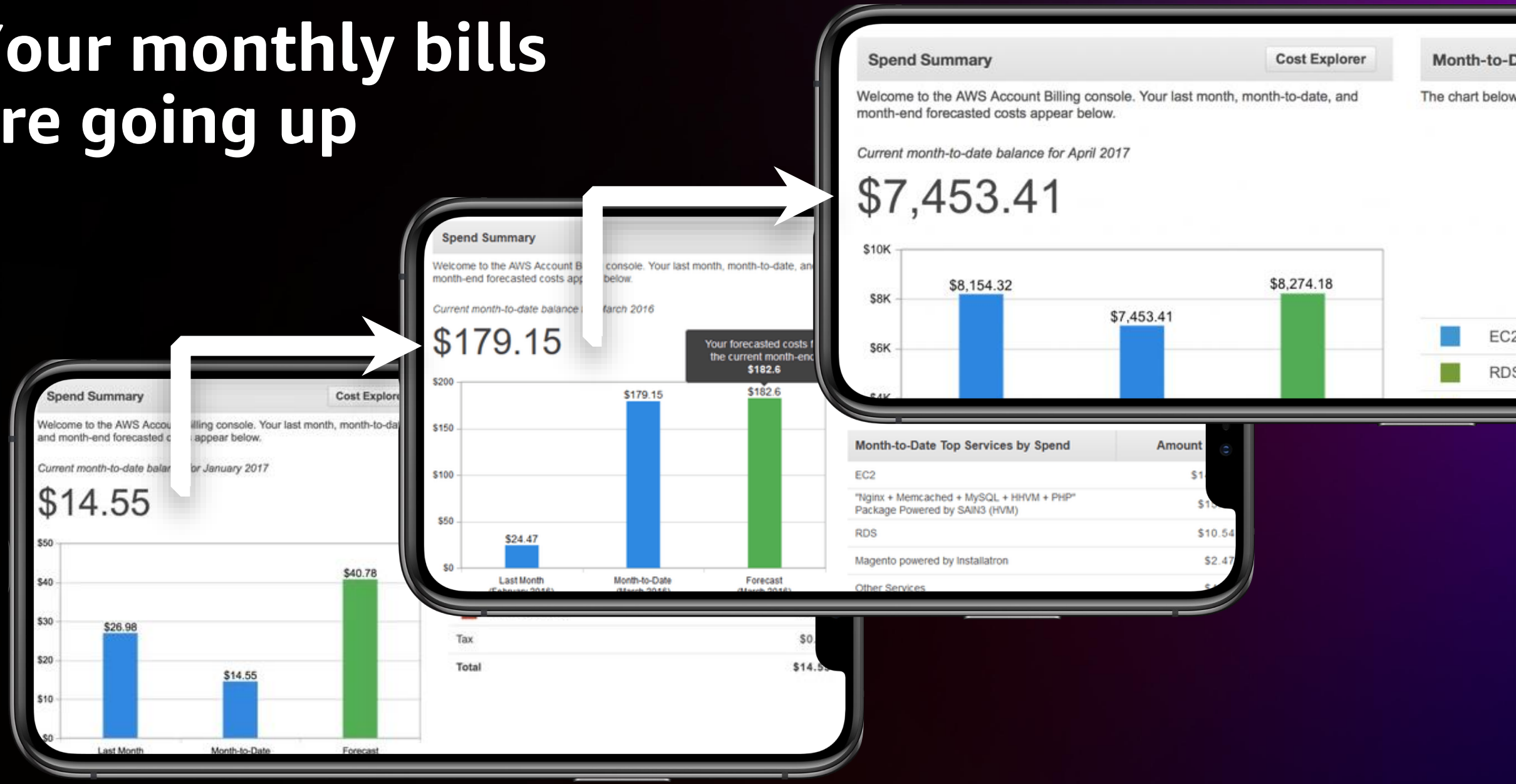


The systematic savings plan to get you 10%, 30%, or up to 50% in savings

aws

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Your monthly bills are going up

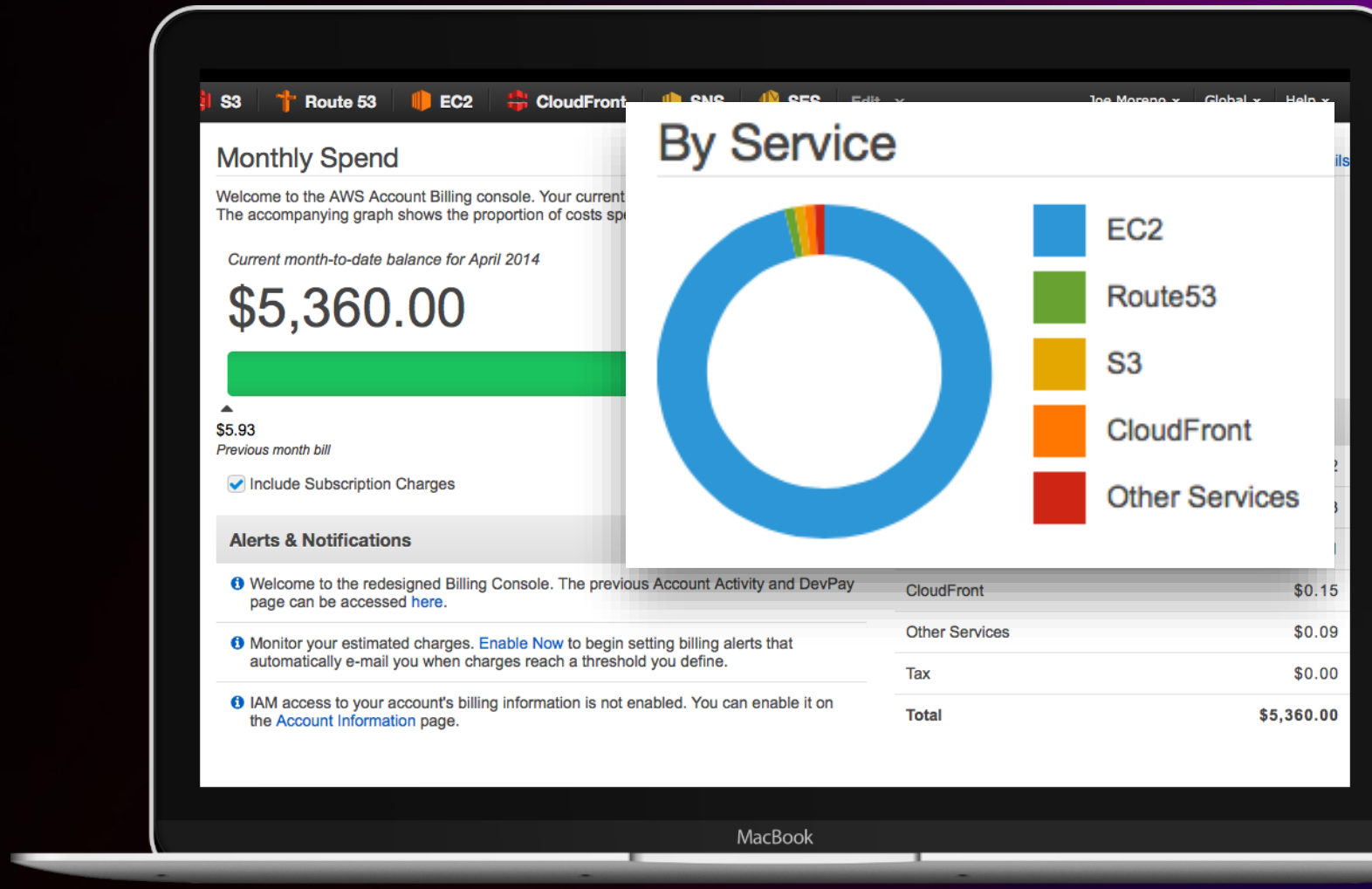


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The problem:
Saving money isn’t intuitive or easy

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The largest expense isn't always the simplest savings opportunity

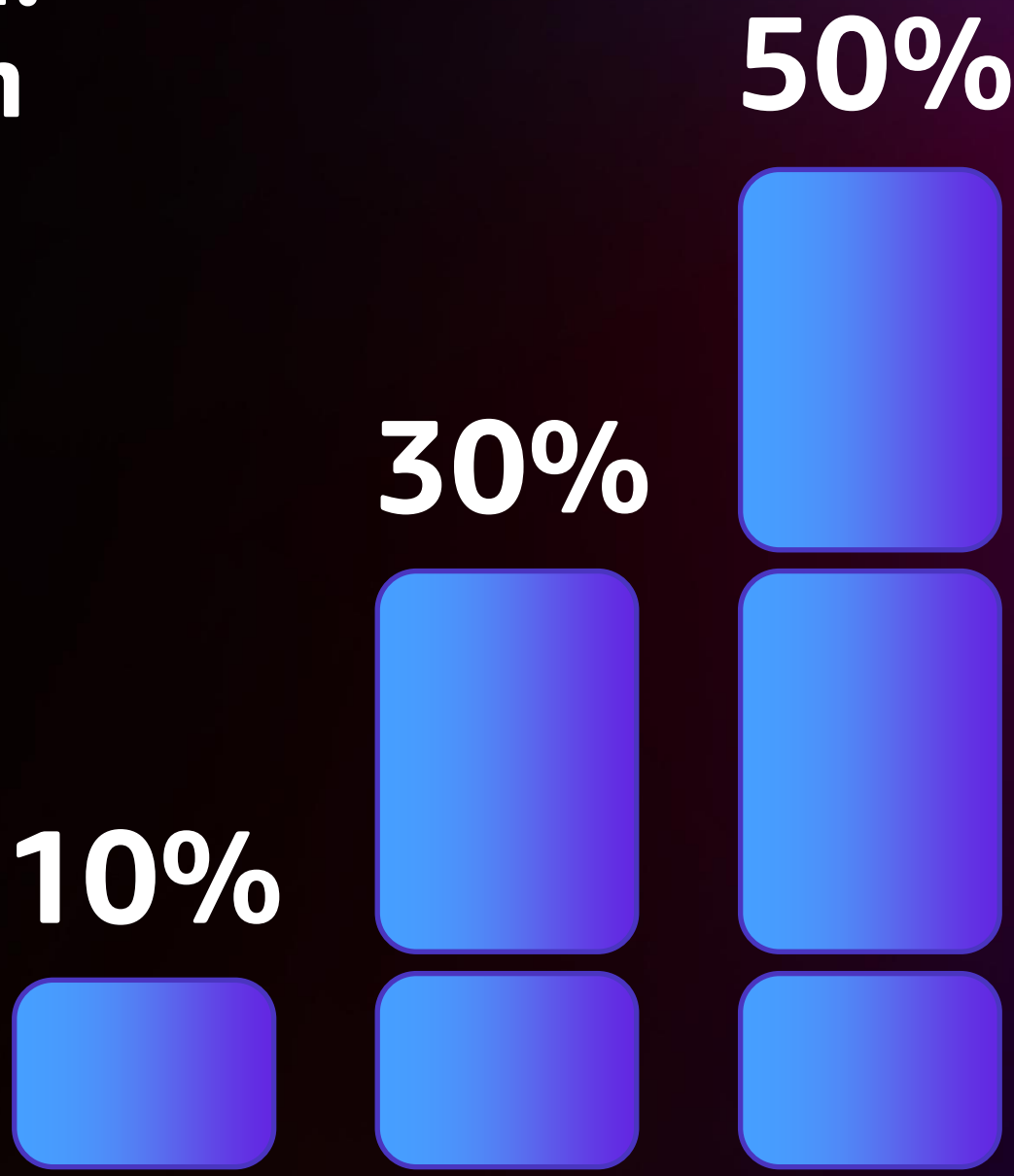


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Application modernization is hard

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What we've learned: Approach savings in three tiers



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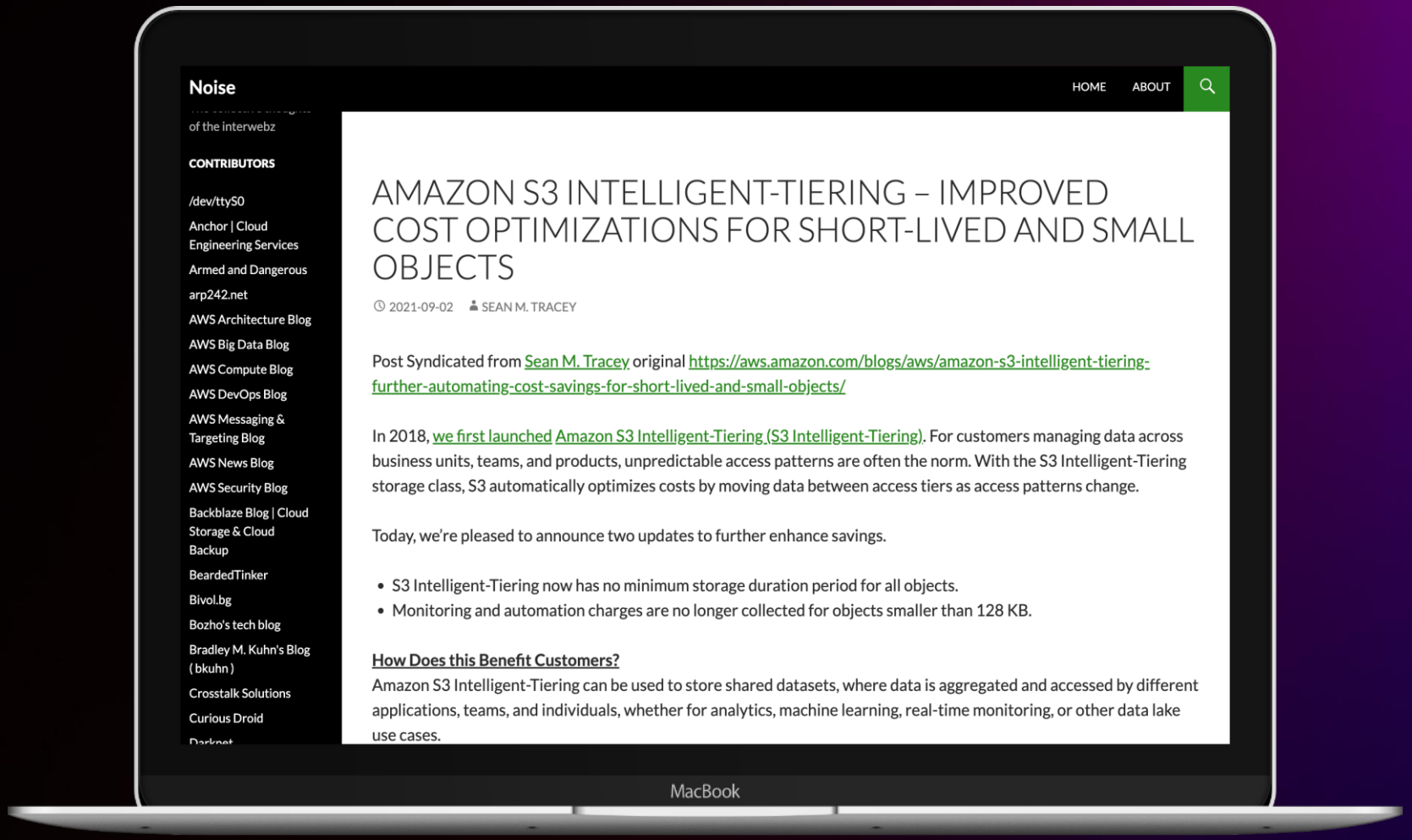


Save 10% with super easy, non-disruptive fixes

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EXAMPLE 1

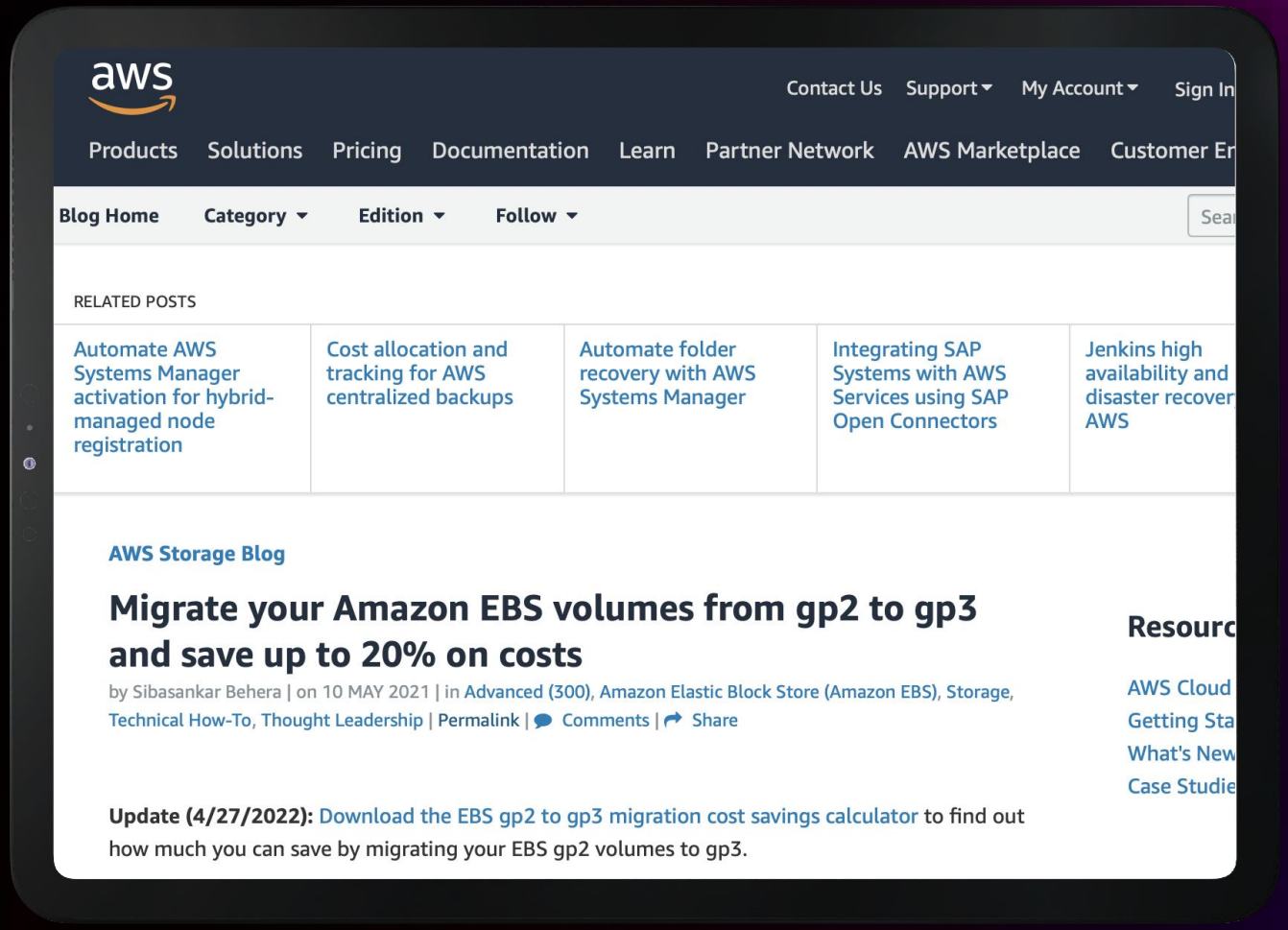
Turn on Amazon S3 Intelligent-Tiering



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EXAMPLE 2

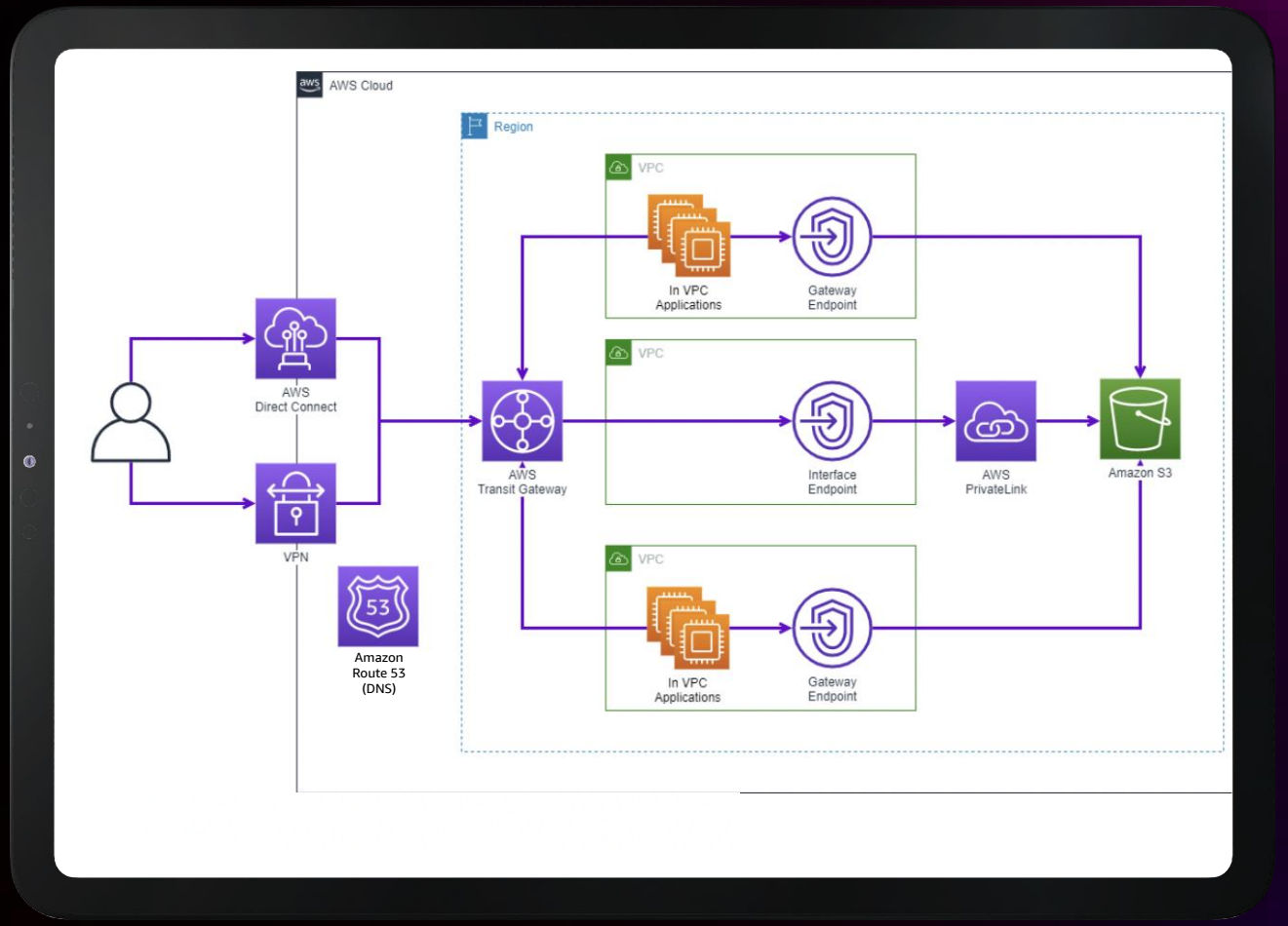
Move Amazon EBS volumes to gp3



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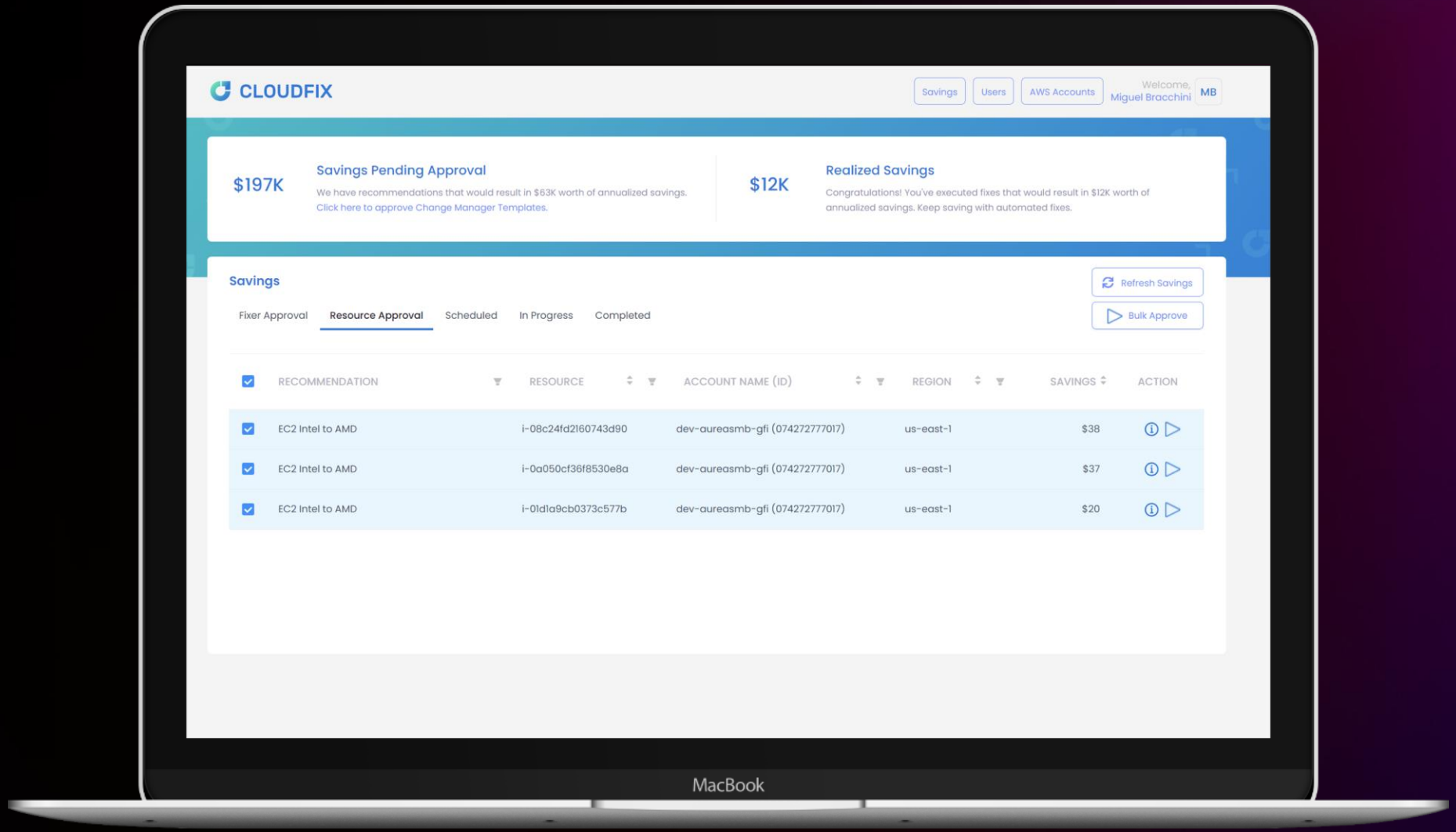
EXAMPLE 3

Turn on VPC endpoints



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How we do it



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Change Manager



No admin rights to the tool



Full audit trail of changes



Change management via AWS Systems Manager documents



Puts you in control

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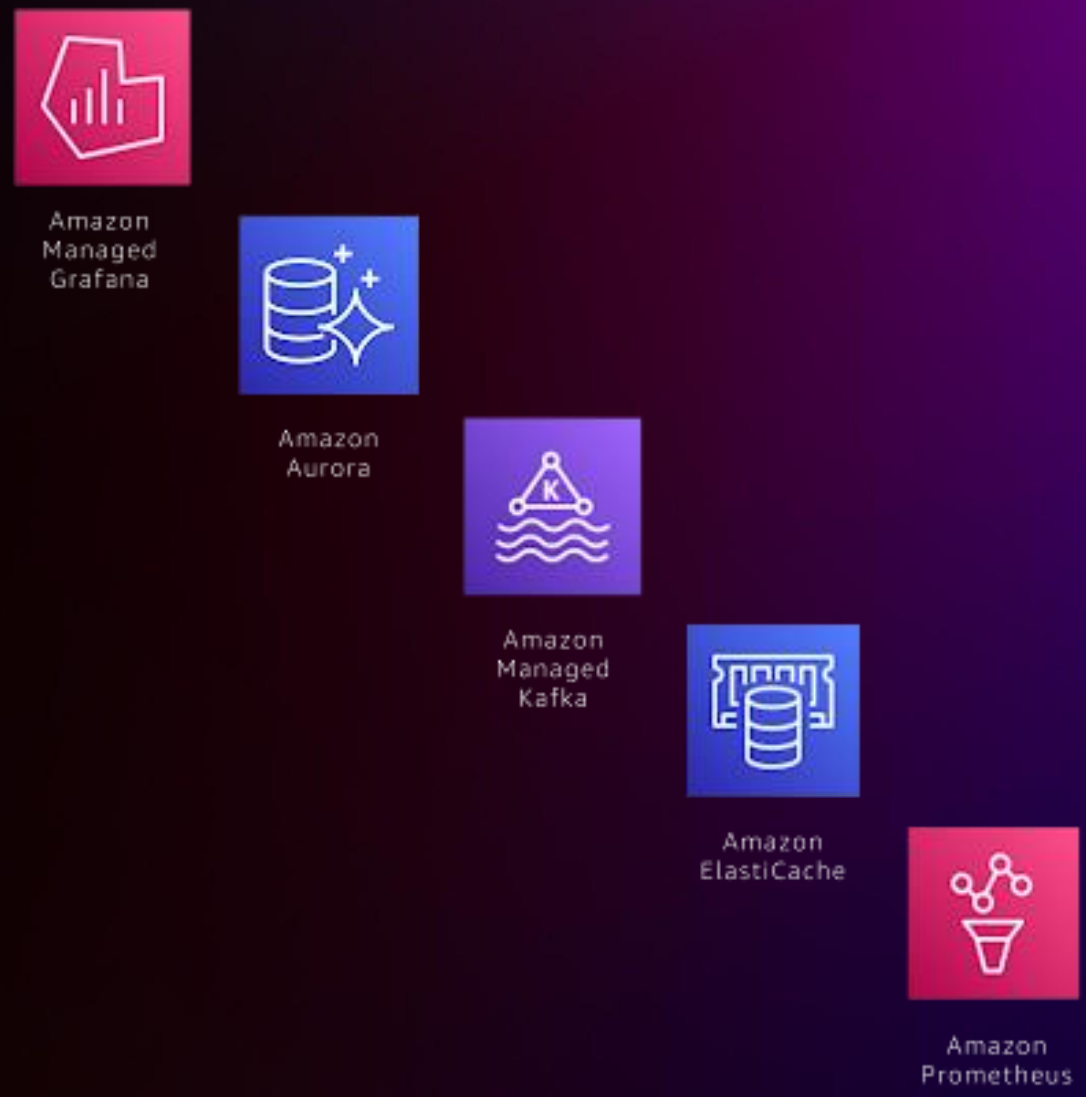
Save 30% by choosing an AWS managed service



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EXAMPLES

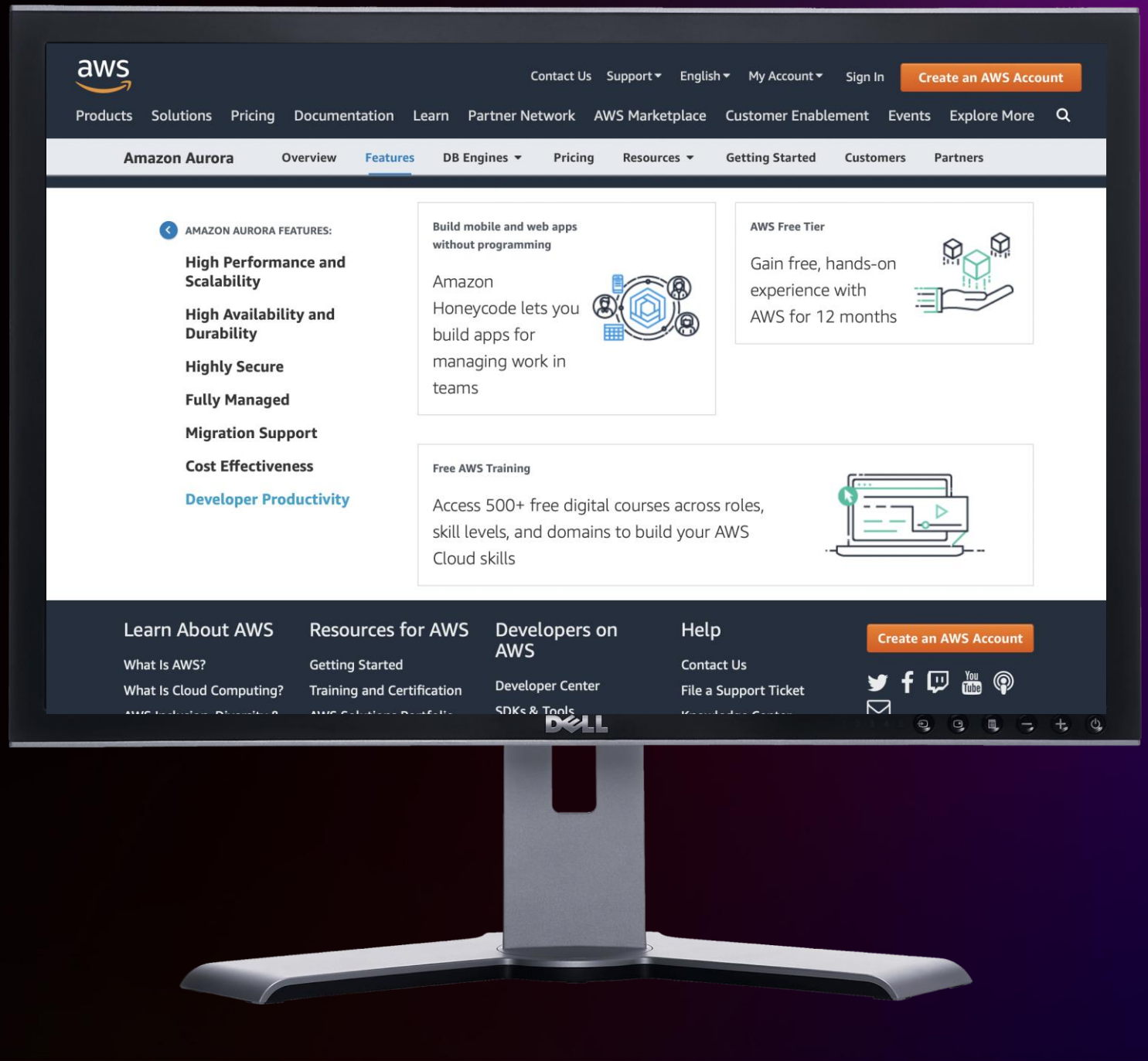
Find functionality in your product that can be replaced with AWS services



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EXAMPLE 1

Use Amazon Aurora instead of your managed DB



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EXAMPLE 2

Utilize these managed services



Amazon Pinpoint



Amazon SQS



Amazon OpenSearch Service



Amazon SES



Amazon SNS



Amazon EventBridge



Amazon ElastiCache



Amazon Connect

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EXAMPLE 3

Use higher order services



Amazon Rekognition



Amazon Personalize



Amazon Pinpoint



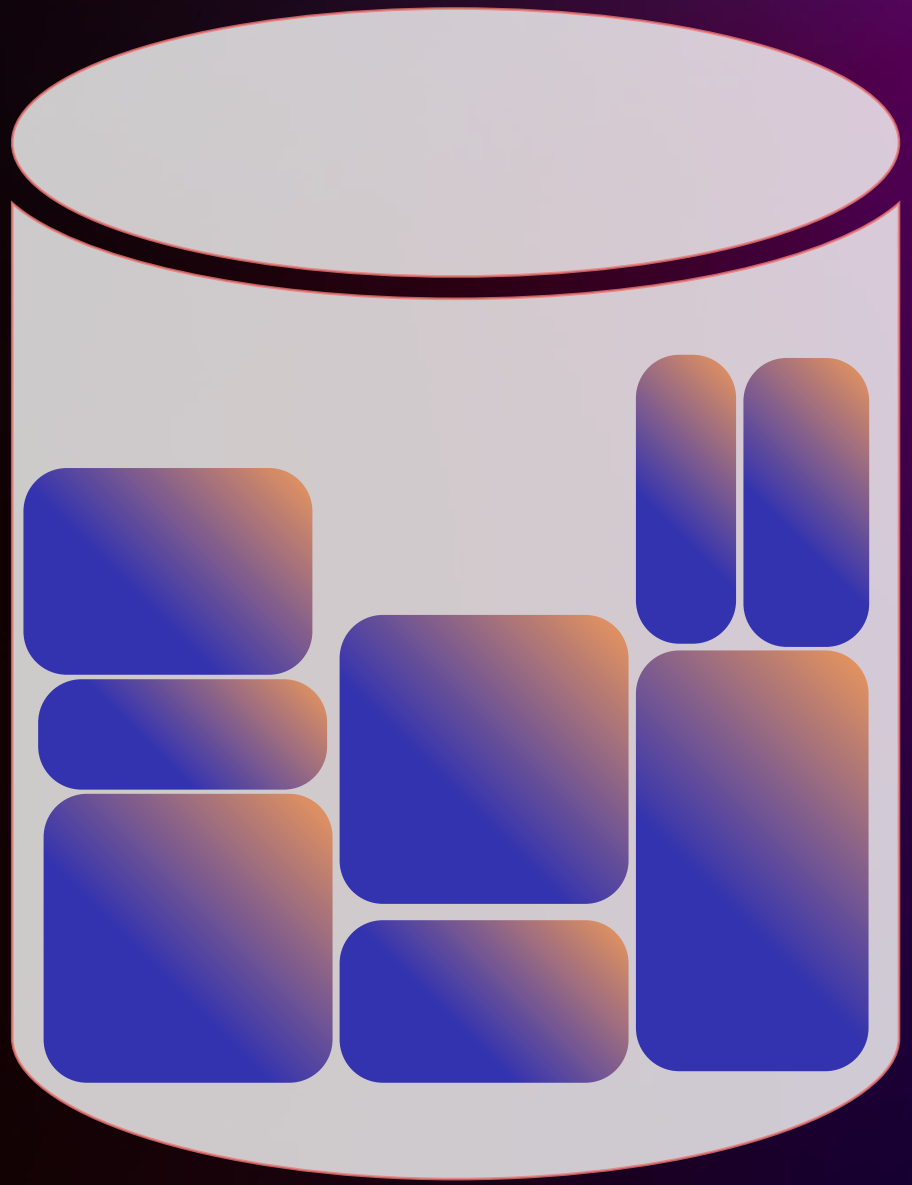
Amazon Forecast



Amazon Transcribe

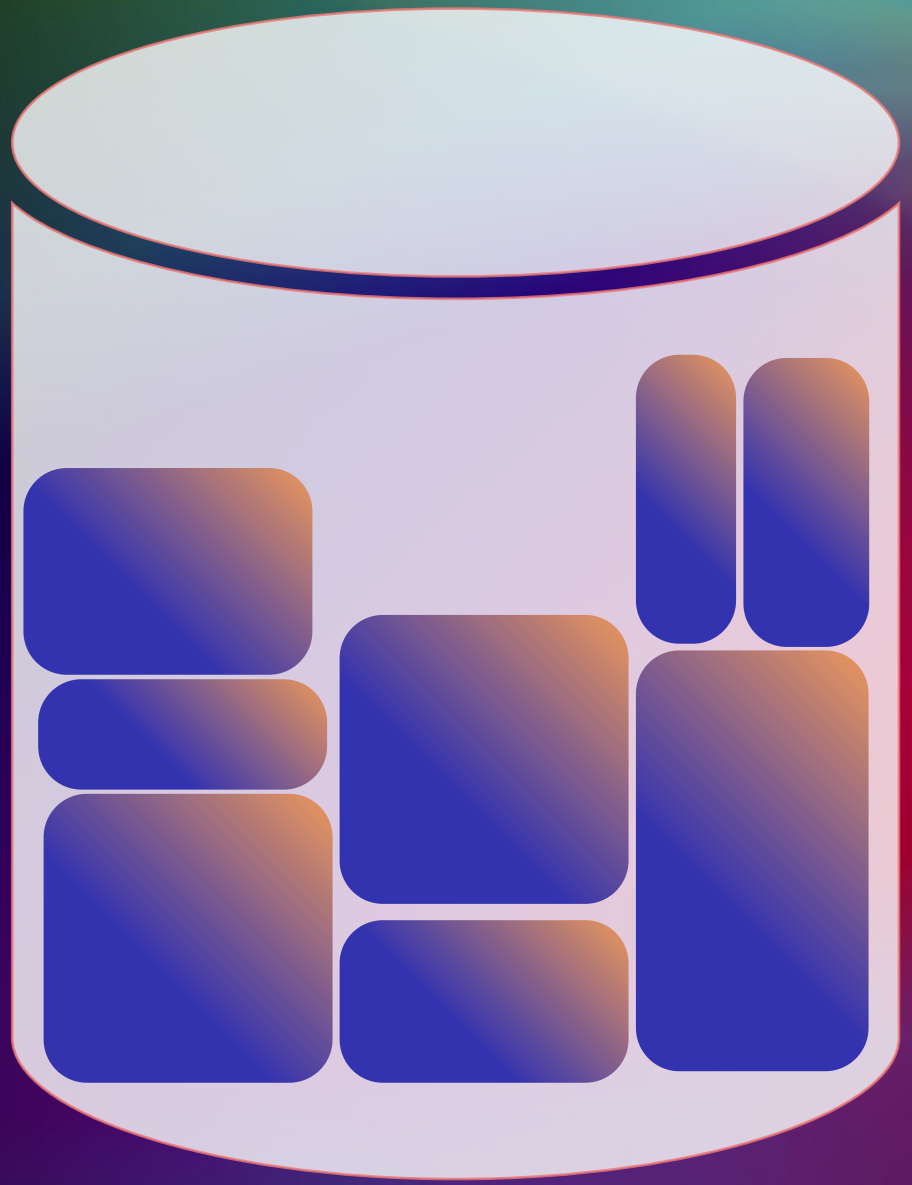
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How we do it
Aurora bin packing



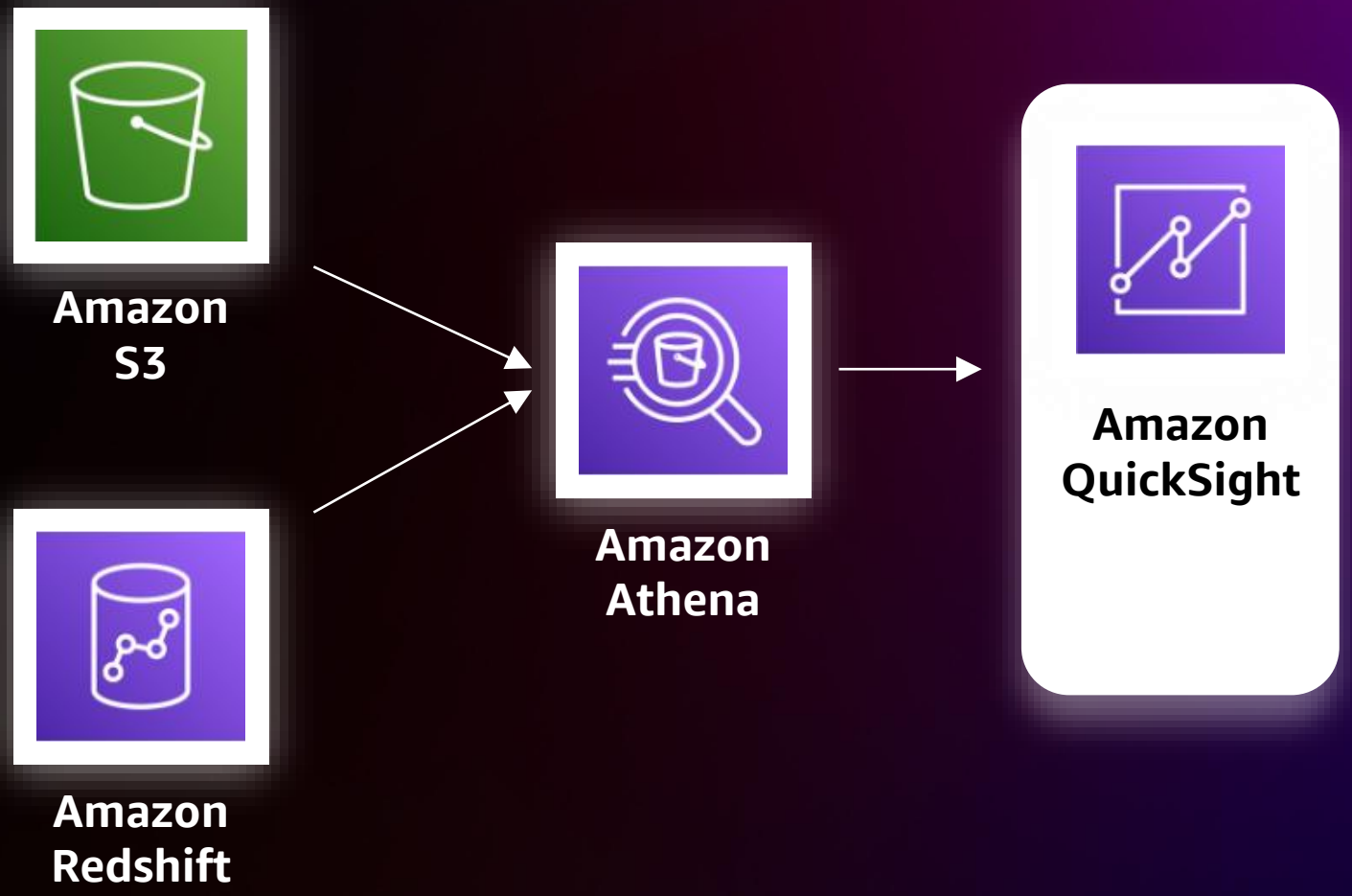
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- 2,000+ schemas per cluster
- Db.R5.24xl x 4
- Waiting for 24xl on R6g



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How we do it
BI tooling across our enterprise products



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Save 50%+ with true product rewrites



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What is a **true** product rewrite?



Doesn’t replicate your current product functionality



Preserves the core value of the product – but built with AWS services



Delivers 10x the value for up to 10x lower cost

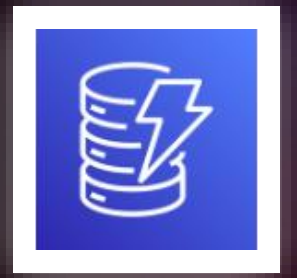
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EXAMPLES

The OLTP stack

Amazon DynamoDB



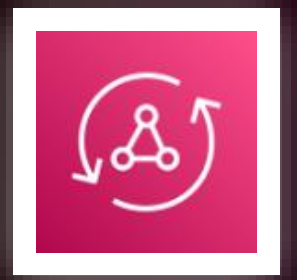
+

Amazon Cognito



+

AWS AppSync



+

Amazon Amplify



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How we do it
CloudCRM



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Cost saving is nonstop

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Thank you!



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