
AWS
re:Invent

MKT201

Accelerate application modernization with off-the-shelf containers

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Agenda

Overview of AWS Marketplace for Containers

Case study: Schneider Electric and Kubecost

- Background on the challenge
- Choosing Kubecost
- Procurement and roll out
- Benefits realized

Key takeaways



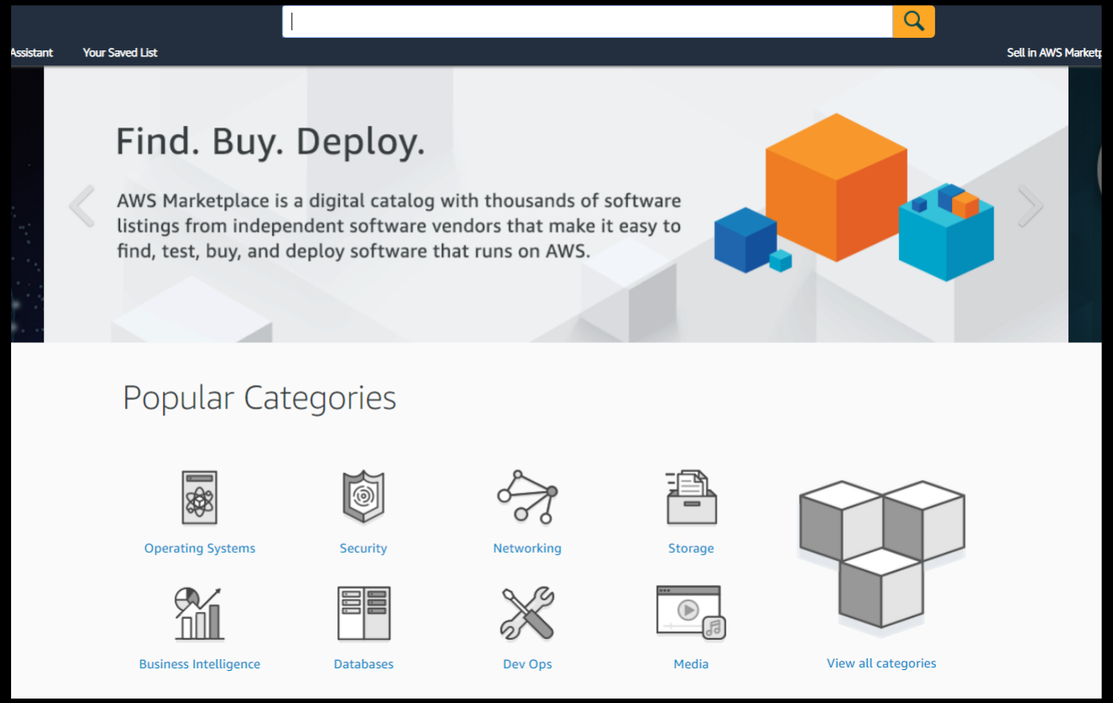
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A growing digital software catalog

aws marketplace

- Over **8,000** listings
- **1,600+** Independent Software Vendors (ISVs) – free, bring your own license (BYOL), or commercial
- Deployed in **24 regions**
- **290,000** monthly active customers
- Over **1.5 million** current subscriptions
- Offers **50 categories**

- Deploy software on demand
- Flexible consumption and contract models
- Easy and secure deployment, almost instantly
- Simplified billing



AWS Marketplace for Containers



Find and buy container products, and deploy them on Amazon Container Services

Choose from more than 394 curated container products in AWS Marketplace and on the Amazon ECS console

260 products are available for free, and 82 products are available with pay-as-you-go pricing

Container images are hosted on AWS Marketplace repositories and scanned

Deploy container products from Amazon ECR to Amazon ECS, AWS Fargate, or Amazon EKS in your AWS environment

AWS Marketplace for Containers: Broad selection of sellers and products

Infrastructure: DevOps, OS, storage, security, networking

armory
Kong
portworx by Pure Storage
CITRIX
aqua run free
Qualys.
Aporeto
alcide
kasten
anchore
StackRox
NeuVector
FORTINET
CIS Center for Internet Security
digital.ai
kubecost
JFrog
CANONICAL

Data analytics and business apps

Couchbase
TIBCO
software AG
splunk>
ROCKET.CHAT
solodev
BigID
influxdata
Qlik
Blockchain Technology Partners
envoi
modzy
NVIDIA
Orvey

Case study: Schneider Electric

We empower all to make the most
of their **energy and resources**, ensuring
Life Is On everywhere, for everyone,
at every moment

Life Is On | Schneider Electric

Schneider Electric provides energy and automation digital solutions for efficiency and sustainability

Key figures for 2019

5% of revenues devoted to R&D

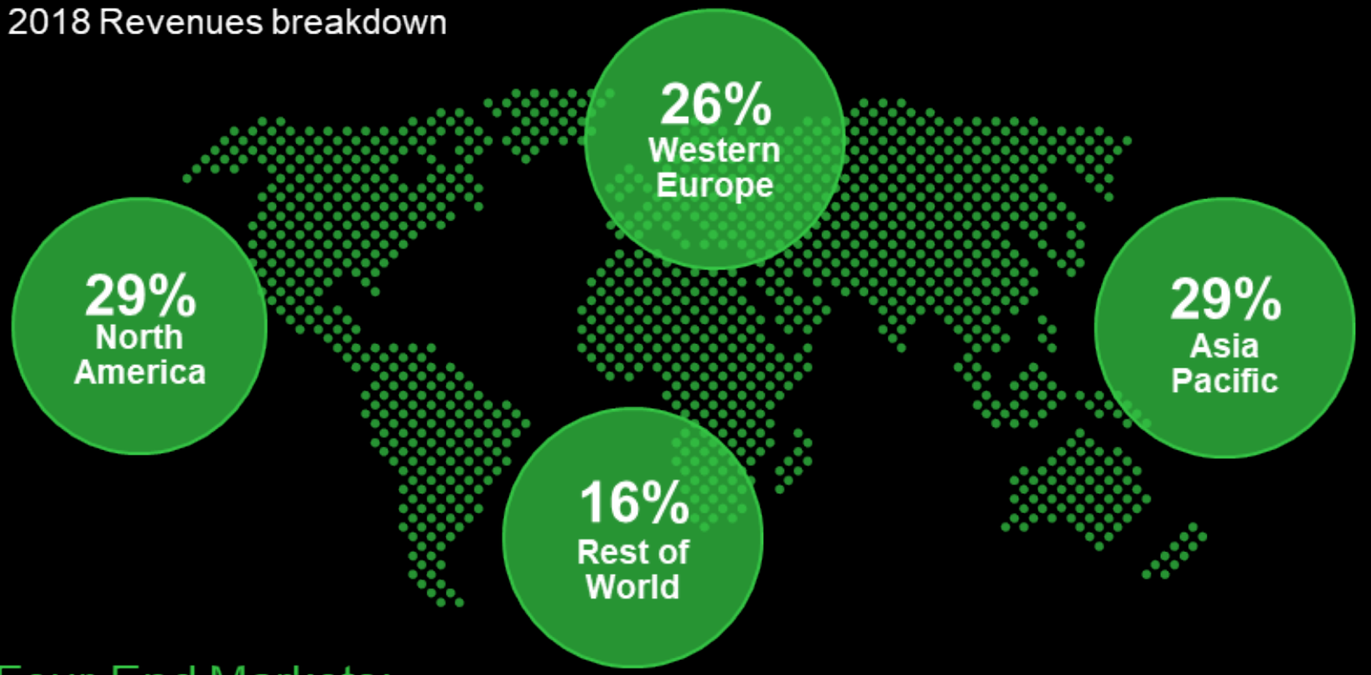
€27.2 billion
2019 revenues

41%
of revenues in new economies

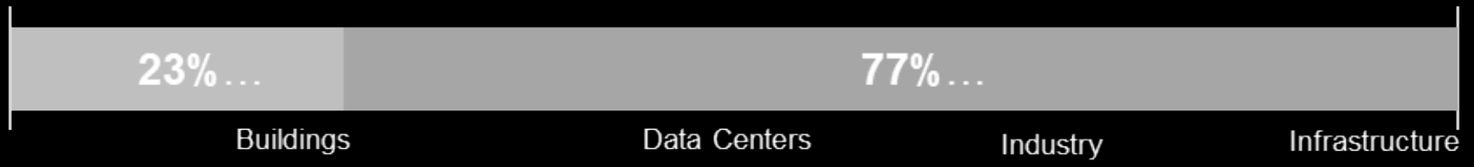
135,000+
Employees in over 100 countries

A well-balanced global presence

2018 Revenues breakdown



Four End Markets:



Life Is On Schneider Electric

Schneider Electric vision for the cloud

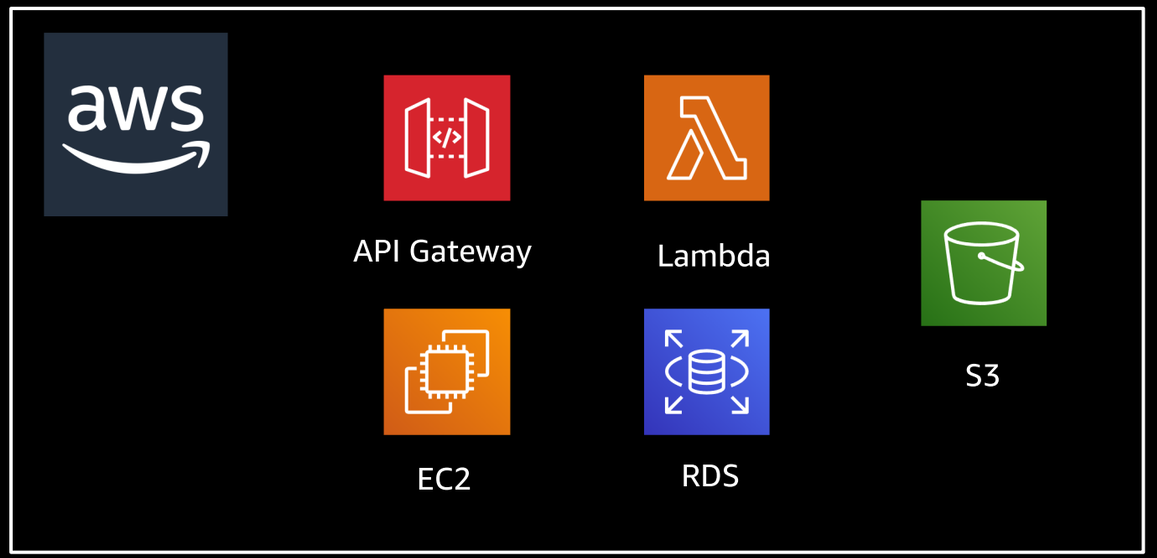
Vision: Move thousands of applications currently on-premises to the cloud, and modernize those applications using cloud-native technologies

Data centers



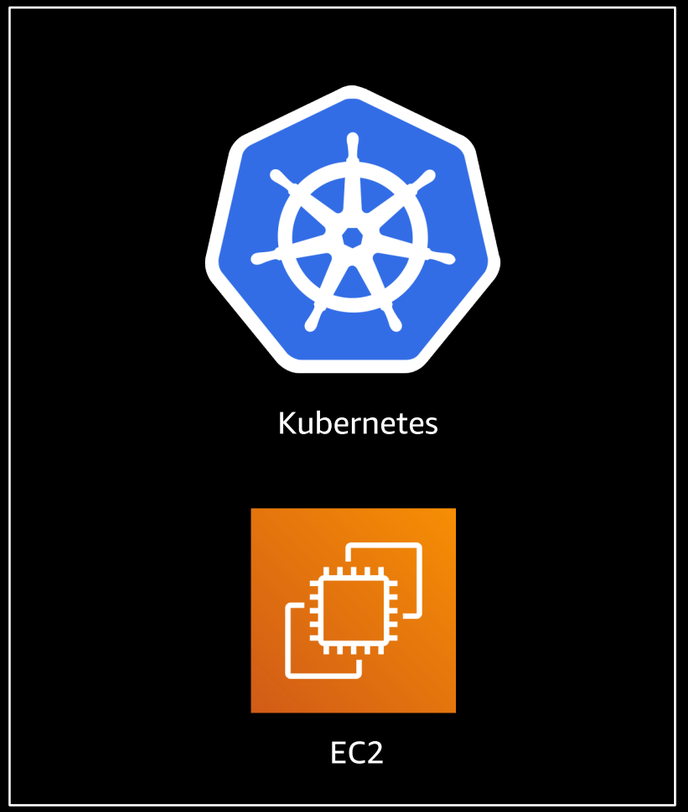


Running on AWS with a mix of containers, AWS managed services, and AWS Lambda



Central infrastructure team provides Kubernetes clusters as a service to line of business teams

Running 9 Kubernetes clusters on Amazon EC2 using Rancher today across US, EU, and China



Infrastructure team manages upgrades, security, and core integrations (e.g., Active Directory)





Serving 20 line of business customers today with a goal of scaling up to hundreds

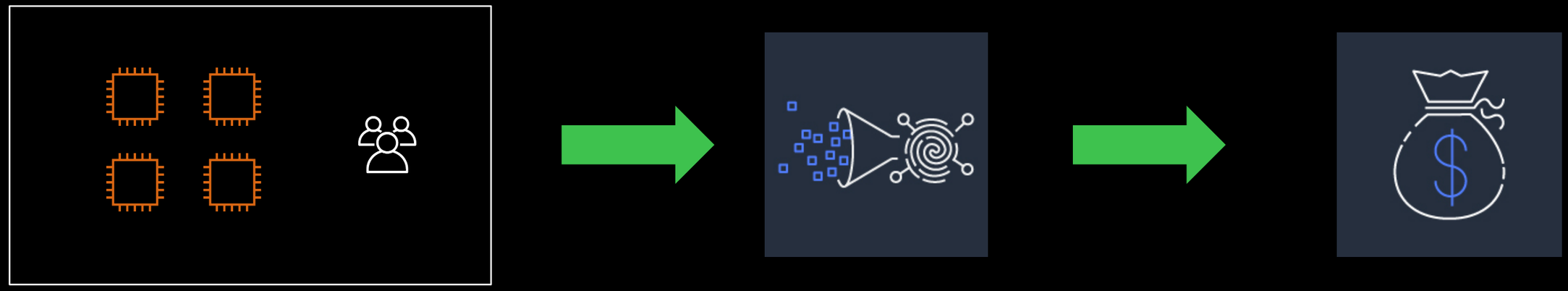






Needed full cost transparency to empower innovation while driving budget accountability

- Line of business teams (LoBs) are responsible for budgets; each LoB has its own namespaces
- Infrastructure team needs to provide visibility on costs and chargebacks and on controls to optimize usage
- Developed own formula for calculating infrastructure costs for each workload, but didn’t have real-time granular visibility into usage needed for scaling



Provision compute to LoB teams

Calculate usage

Chargeback costs

Schneider's infrastructure team chose Kubecost to drive cost transparency and democratize the service

kubecost

Key attributes

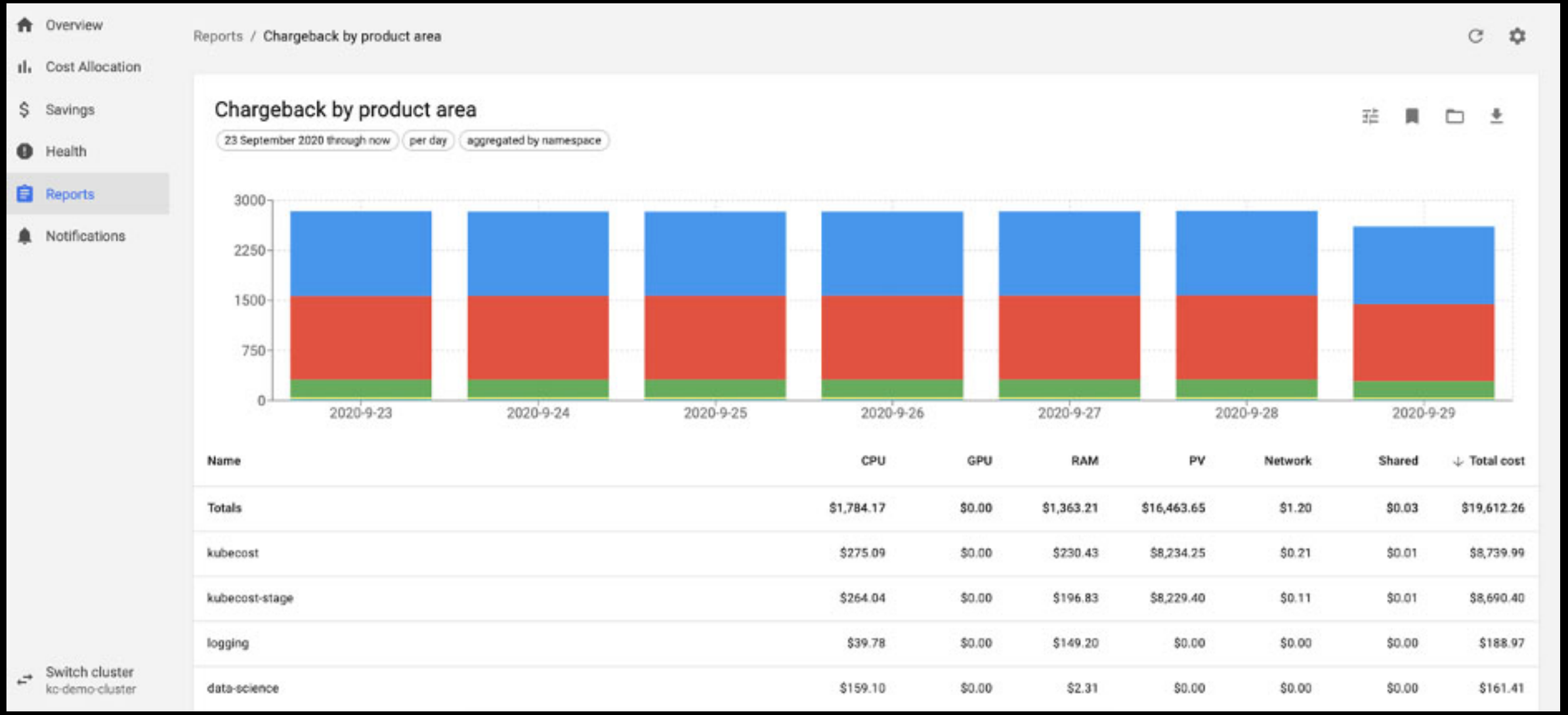
- Focuses on cost transparency and management on Kubernetes
- Runs as a self-hosted service on Kubernetes
- Simple to install through Helm



Proof-of-concept process

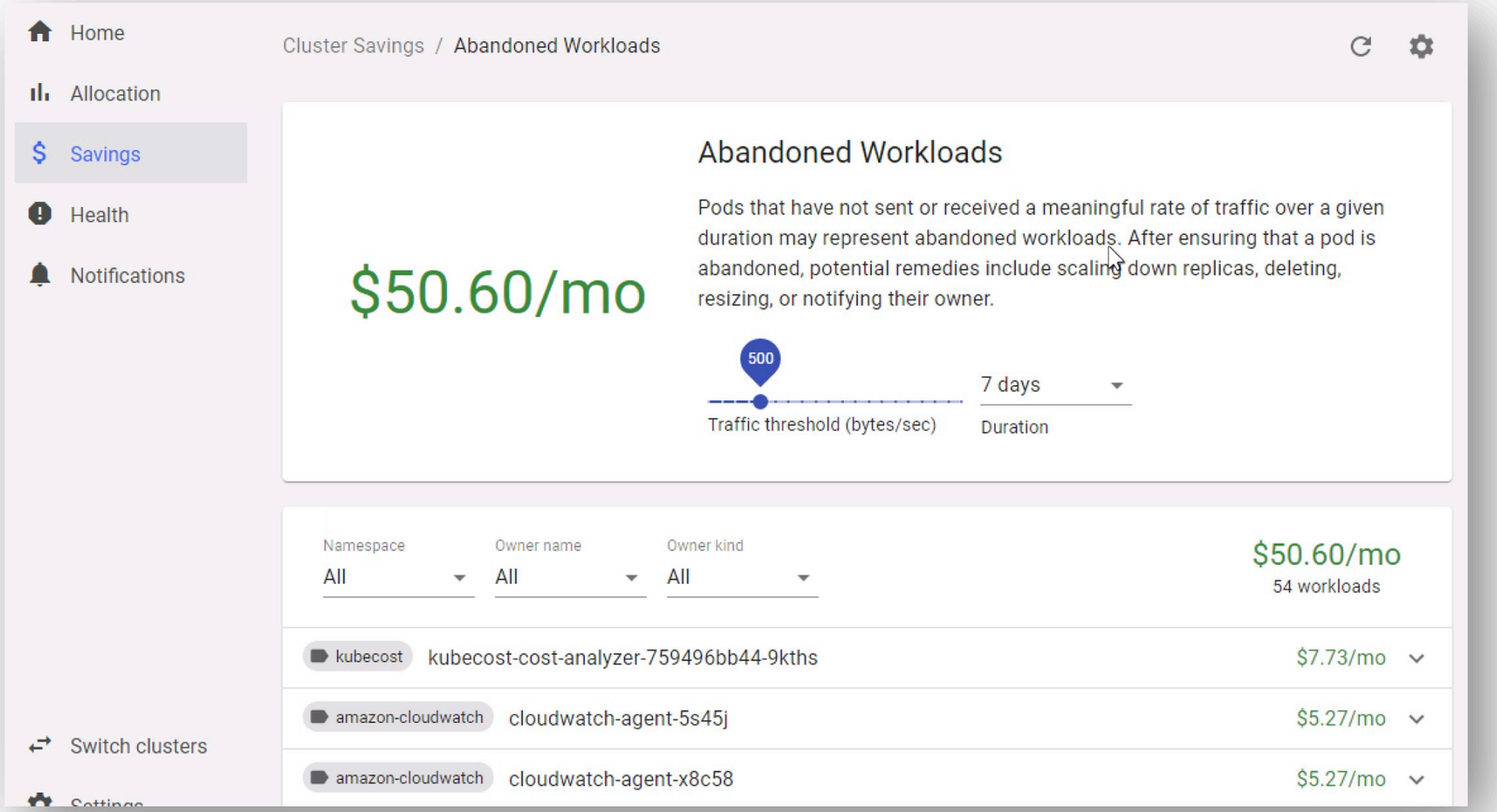
- Tested integration with Active Directory
- Validated that cost data can be separated by LoBs
- Validated that cost for related AWS services (such as Amazon Elastic File System) can also be attributed to a LoB's namespace

Detailed chargeback reports gave visibility

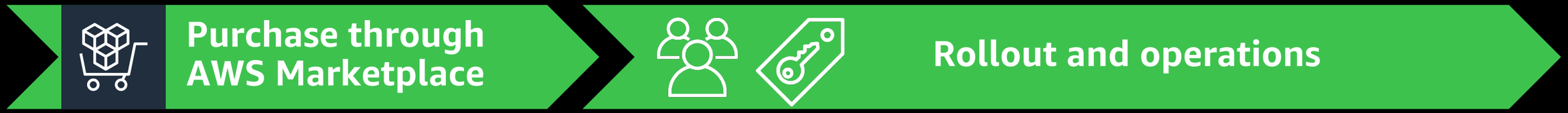


Name	CPU	GPU	RAM	PV	Network	Shared	↓ Total cost
Totals	$1,784.17	$0.00	$1,363.21	$16,463.65	$1.20	$0.03	$19,612.26
kubecost	$275.09	$0.00	$230.43	$8,234.25	$0.21	$0.01	$8,739.99
kubecost-stage	$264.04	$0.00	$196.83	$8,229.40	$0.11	$0.01	$8,690.40
logging	$39.78	$0.00	$149.20	$0.00	$0.00	$0.00	$188.97
data-science	$159.10	$0.00	$2.31	$0.00	$0.00	$0.00	$161.41

Insights into abandoned workloads identify opportunities for optimization



Schneider procures and rolls out Kubecost



- Purchase took a few days vs. weeks through the traditional vendor onboarding process
- Charges are bundled with the AWS bill
- Self-installed with Helm pulling container images onto Kubernetes cluster

- Setting up Active Directory SSO
- Governance and CI / CD pipeline setup for software version upgrades
  - Architecture governance group reviews version changes and makes change management decisions
  - CI / CD pipeline rolls out new version to sandbox → dev → production environments successively after passing tests

Goals achieved from the rollout

- A democratic Kubernetes service for line-of-business teams
- Accurate real-time transparency
- Provides autonomy to LoBs to manage costs

Key takeaways

- Moving to containers also requires Day 2 operations, which include cost visibility and governance
- Off-the-shelf commercial products accelerate time to impact
- Schneider implemented Kubecost to drive transparency and autonomy to enable a democratic Kubernetes service
- Purchase and billing through AWS Marketplace saved weeks of time
- Over 382 container-based products available on AWS Marketplace

Video



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AWS Marketplace: Homepage

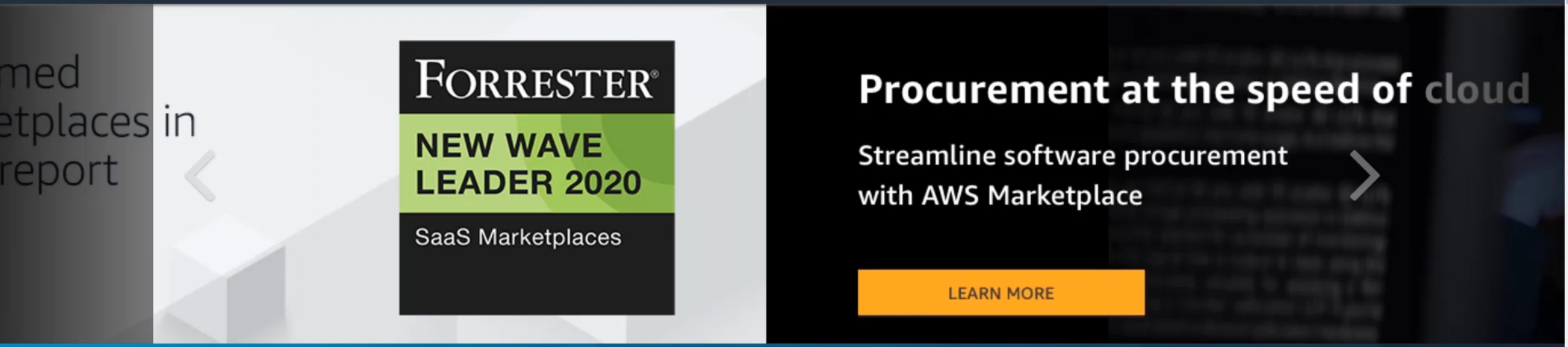
aws.amazon.com/marketplace

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aws marketplace

Hello, assumed-role/Admin/...

Categories | Delivery Methods | Solutions | Migration Mapping Assistant | Your Saved List | Partners | Sell in AWS Marketplace | Amazon Web Services Home | Help



AWS Marketplace is a digital catalog with thousands of software listings from independent software vendors that make it easy to **find, test, buy, and deploy software** that runs on AWS.

View all products

Find AWS Marketplace products that meet your needs.

Categories: All categories | Vendors: All vendors | Pricing Plans: All pricing plans | Delivery Methods: All delivery methods

9:05 PM

Join us for all AWS Marketplace & AWS Data Exchange sessions:

re:Invent Week 1			
Date	Time	Session ID	Title
Tuesday, December 1	1:00- 1:30PM PT	MKT207	Find, buy, and manage software on your terms
Wednesday, December 2	8:15- 8:45AM PT	MKT202	Ignite migration and modernization with DevSecOps
Wednesday, December 2	3:00- 3:30PM PT	MKT302	Clarity and control: Managing your third-party software spend
Thursday, December 3	1:00- 1:30PM PT	MKT204	Who gets what? Manage software licenses across AWS accounts
Available on-demand starting December 4			
re:Invent Week 2			
Date	Time	Session ID	Title
Tuesday, December 8	10:30- 11:00AM PT	MKT303	Balance agility and control with curated software procurement
Tuesday, December 8	12:00- 12:30PM PT	MKT301	Greenfield to self-service automation
Wednesday, December 9	11:15- 11:45AM PT	MKT203	Migrate and build on AWS and set up software faster with experts
Thursday, December 10	2:30- 3:00PM PT	MKT205	Navigating COVID-19 and optimizing wine delivery with data
Available on-demand starting December 11			
re:Invent Week 3			
Date	Time	Session ID	Title
Tuesday, December 15	11:30AM- 12:00PM PT	MKT208	Use data to optimize your daily fantasy sports football lineups
Wednesday, December 16	8:45- 9:15AM PT	MKT206	Simplify healthcare compliance with third-party solutions
Thursday, December 17	8:45- 9:15AM PT	MKT209	Accelerate machine learning projects with pretrained models
Thursday, December 17	2:45- 3:15PM PT	MKT201	Accelerate application modernization with off-the-shelf containers

Thank you!



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