
AWS
re:Invent

CMP204

Accelerating outcomes and migrations with Savings Plans

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Amazon EC2

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Comcast

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Agenda

Overview of Savings Plans

New features launched since re:Invent 2019

How Savings Plans are helping customers

Savings Plans at Comcast



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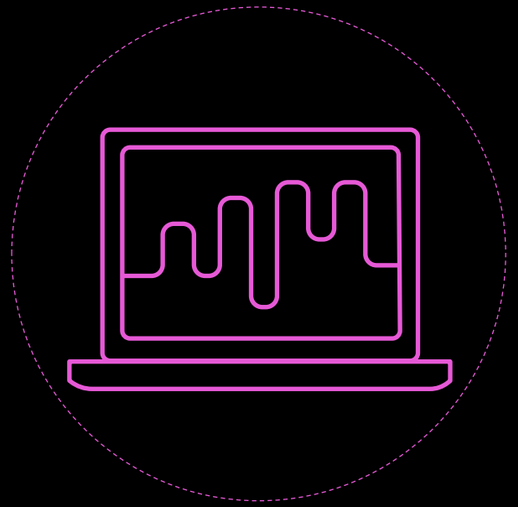
Overview of Savings Plans



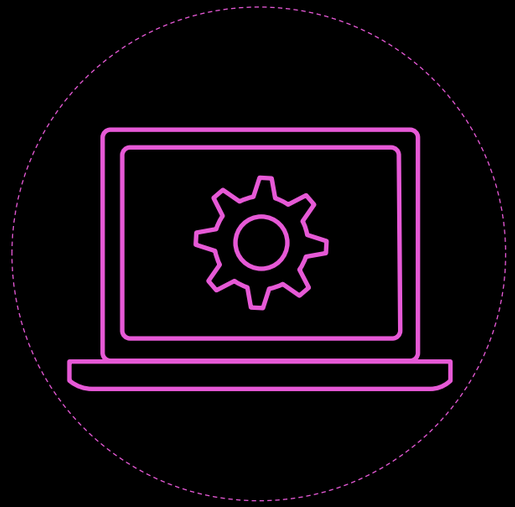
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At first there was Amazon EC2 On-Demand



Short term, spiky and/or unpredictable



Develop and test



Low cost and flexible

Then we added Amazon EC2 Reserved Instances (RI) pricing



Savings up to 72% off the On-Demand price

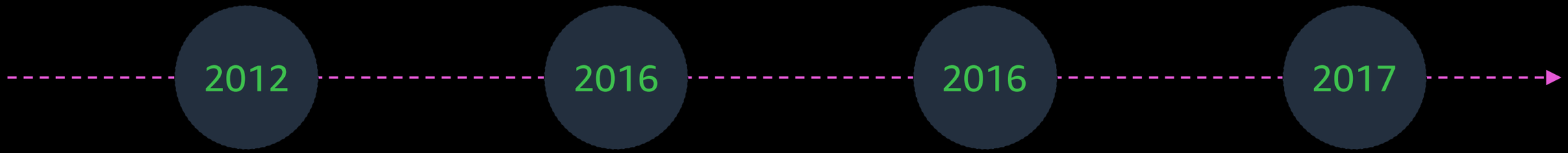


1- and 3-year terms



Steady state usage

Customers saved billions and over time



In 2019, AWS launched Savings Plans

Compute Savings Plans

Offer the greatest flexibility, up to 66% off (same prices as Convertible RIs)

FLEXIBLE ACROSS

- ✓ **Instance family:** e.g., move from C5 to M5
- ✓ **Region:** e.g., change from EU (Ireland) to EU (London)
- ✓ **Size:** e.g., move from m5.xl Windows to m5.4xl Windows
- ✓ **OS:** e.g., Windows to Linux
- ✓ **Tenancy:** e.g., switch Dedicated tenancy to Default tenancy
- ✓ **Compute options:** e.g., move from EC2 to Fargate

EC2 Instance Savings Plans

Provide the lowest prices, up to 72% off (same as Standard RIs) on the selected instance family (e.g., C5 or M5), in a specific AWS Region

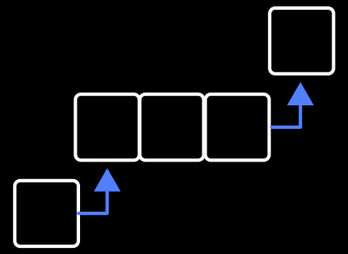
FLEXIBLE ACROSS

- ✓ **Size:** e.g., move from m5.xl Windows to m5.4xl Windows
- ✓ **OS:** e.g., change from m5.xl Windows to m5.xl Linux
- ✓ **Tenancy:** e.g., modify m5.xl Dedicated to m5.xl Default tenancy

Savings Plans help customers innovate faster

350+

instance types



Serverless and container usage

What's new with Savings Plans

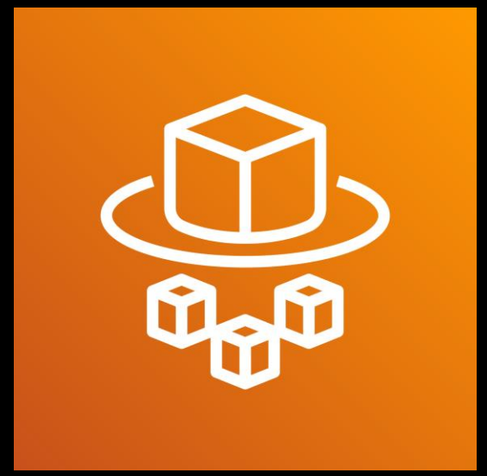


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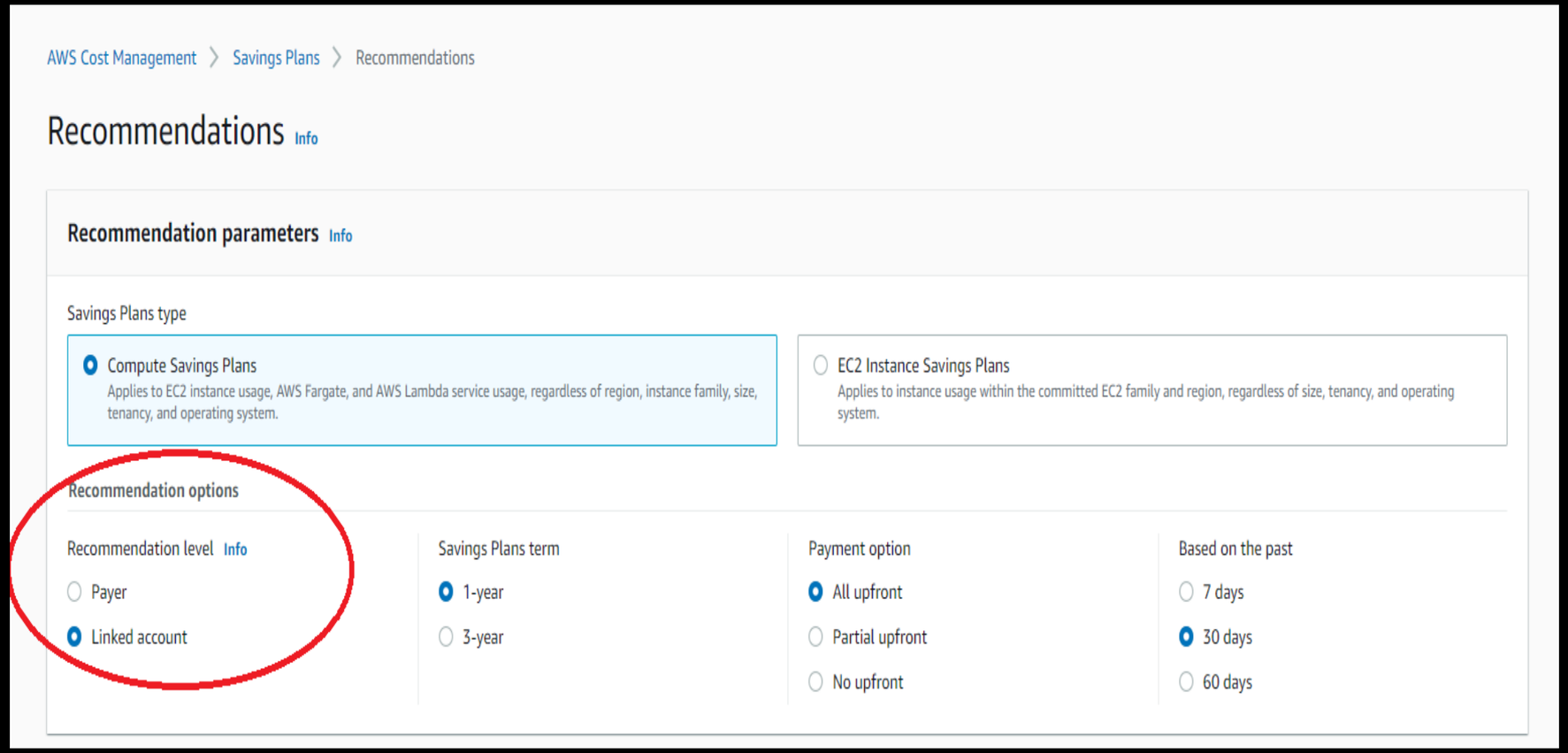
Savings Plans can help you save even more



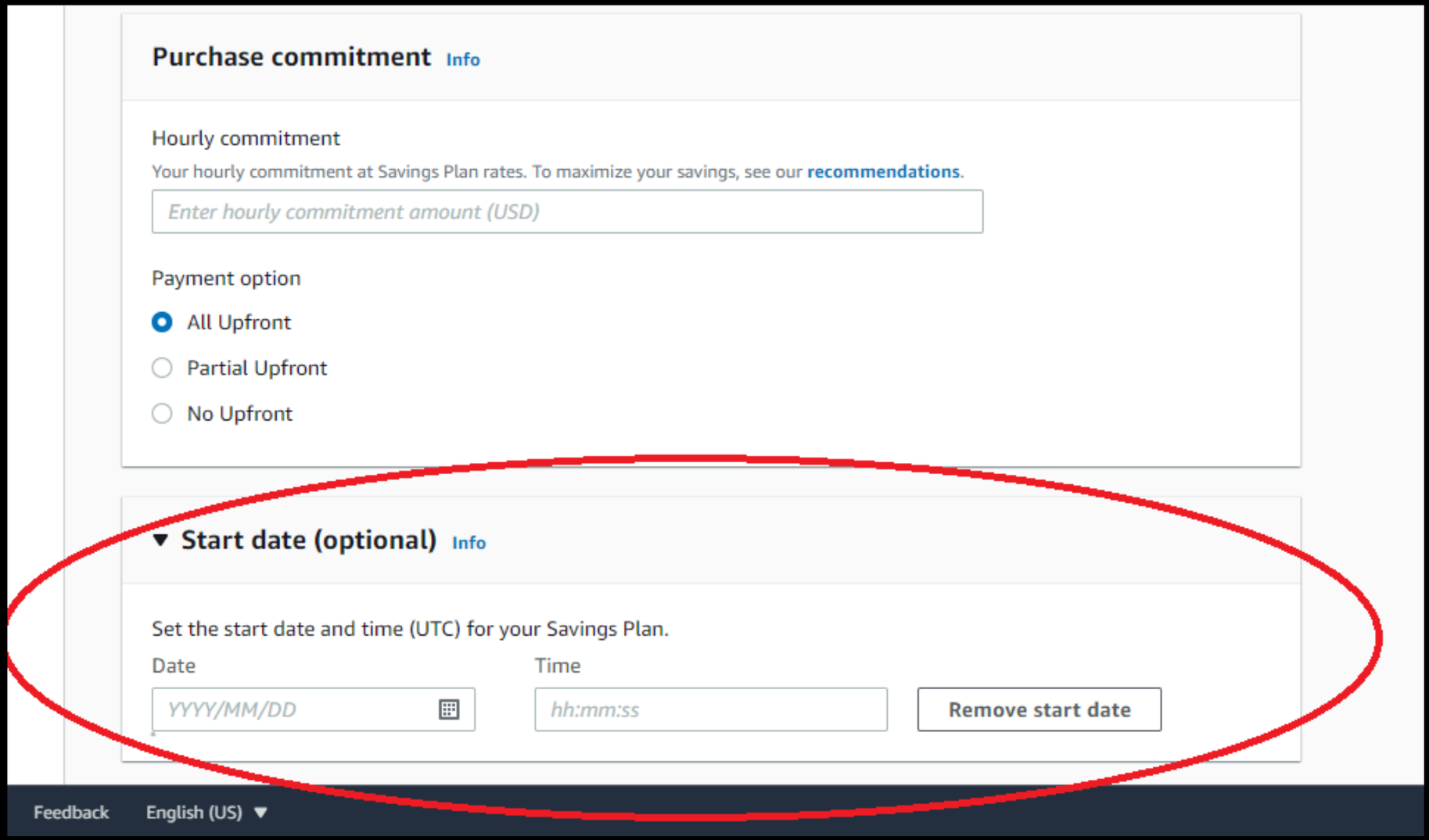


Savings Plans now provide lower prices on AWS Lambda and on Amazon EKS / AWS Fargate

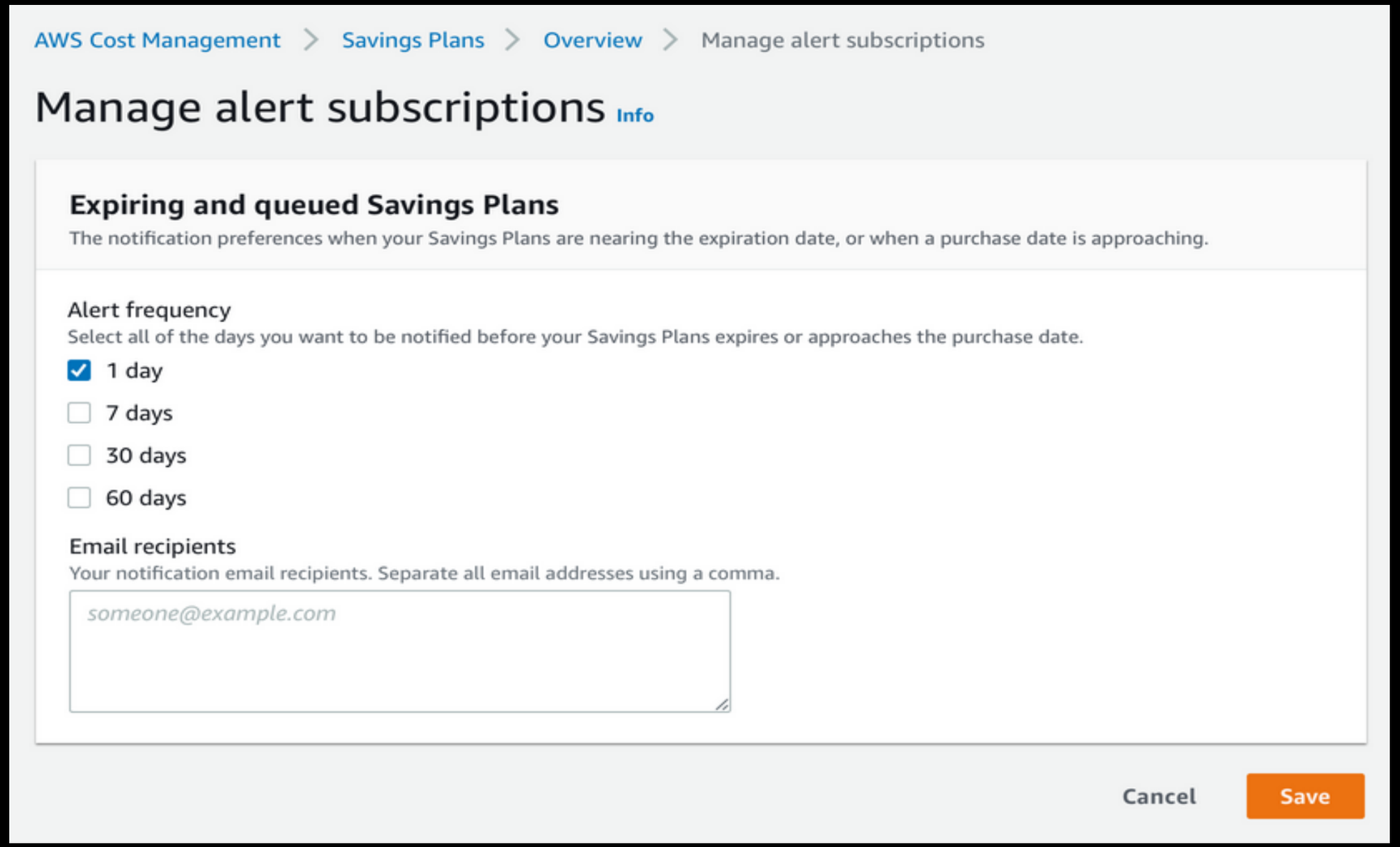
Linked account recommendations



Queued Purchases for Savings Plans



Savings Plans alerts



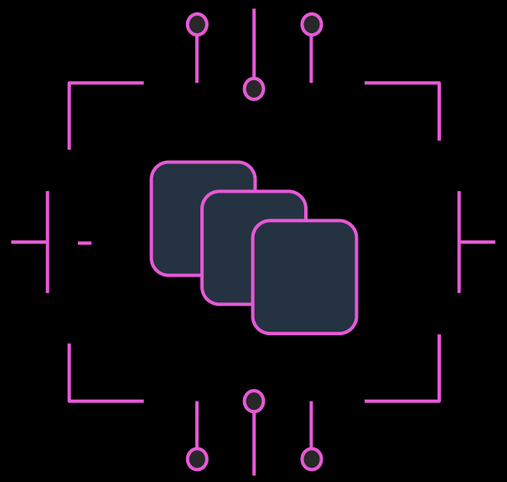
How Savings Plans are helping customers



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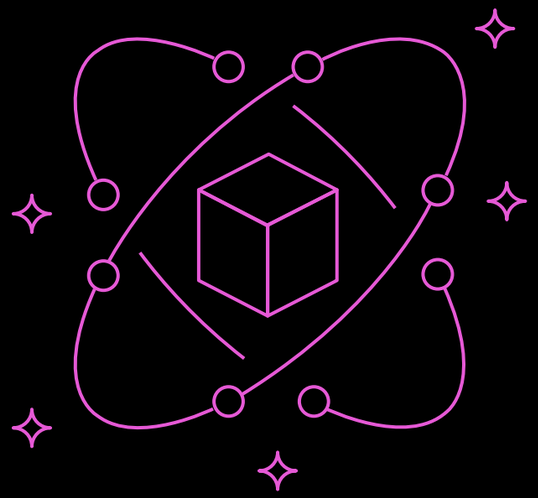
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How Savings Plans are helping customers



Modernization

Allows customers to take advantage of the latest compute technology from AWS



Flexibility

As compute needs change, savings automatically follow



Easy to use

Receive lower rates automatically in exchange for a monetary commitment

Customer testimonials

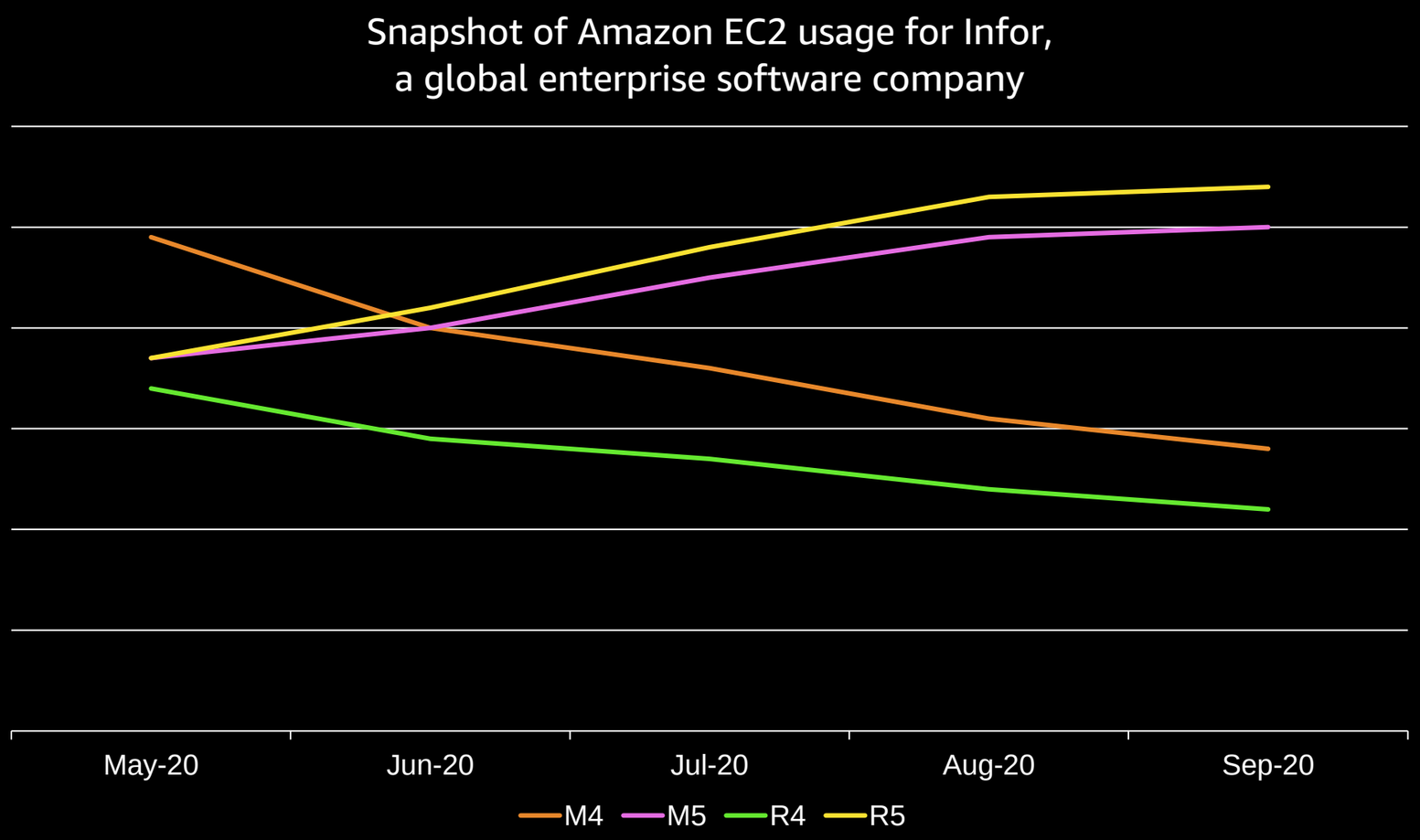
“Capital One adopted Savings Plans across all our workloads and accounts, which allowed us to increase our utilization compared to Reserved Instances. We no longer need to worry about adjusting our Reserved Instances when our infrastructure needs change. Savings Plans automatically reallocate each hour to maximize our utilization. The change has allowed us to increase savings by 20%. We look forward to continuing to roll out Savings Plans as the rest of our Reserved Instances expire.”

Don Reid, Sr. Manager, Technology, Capital One

“Savings Plans are absolutely helping us eliminate the impact of both modernizing our estate as well as actively addressing our constantly transforming estate. They allow us to take advantage of our own automation and flexibility in consumption as well as the latest compute innovation from AWS with immediate coverage. We are actively saving significant cost in the ongoing active coverage of our changing estate, but also earlier this year, we started migrating some applications from M4, R4 instance types onto the M5 and R5 instance types to benefit from better performance. As we undertook this migration, Savings Plans continued to apply to these instance types automatically and its flexibility allowed us to save money throughout our migration without incurring management overhead and cost due to delay in RI coverage. Deployment of Savings Plans has helped increase our savings by >5% annualized and accelerate our migration to the latest generation of EC2 instances.”

Dan Carlin, Vice President, Cloud Financial Operations, Infor

Modernization made easy



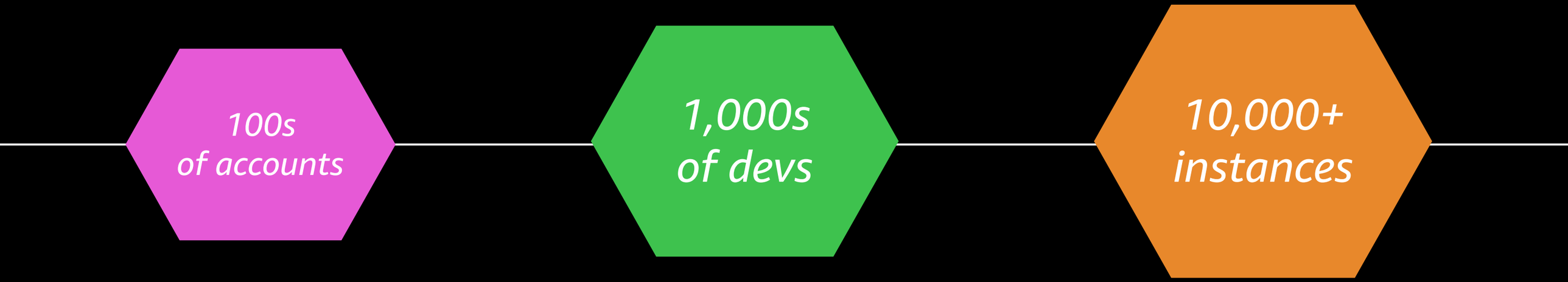
Savings Plans at Comcast



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AWS landscape at Comcast



Multiple lines of business

Dozens of AWS services

Comcast FinOps Goal: Enable Engineering Teams to understand and optimize cost through tooling, process and education, as well as to be a resource for finance, helping them link business drivers to cost and usage



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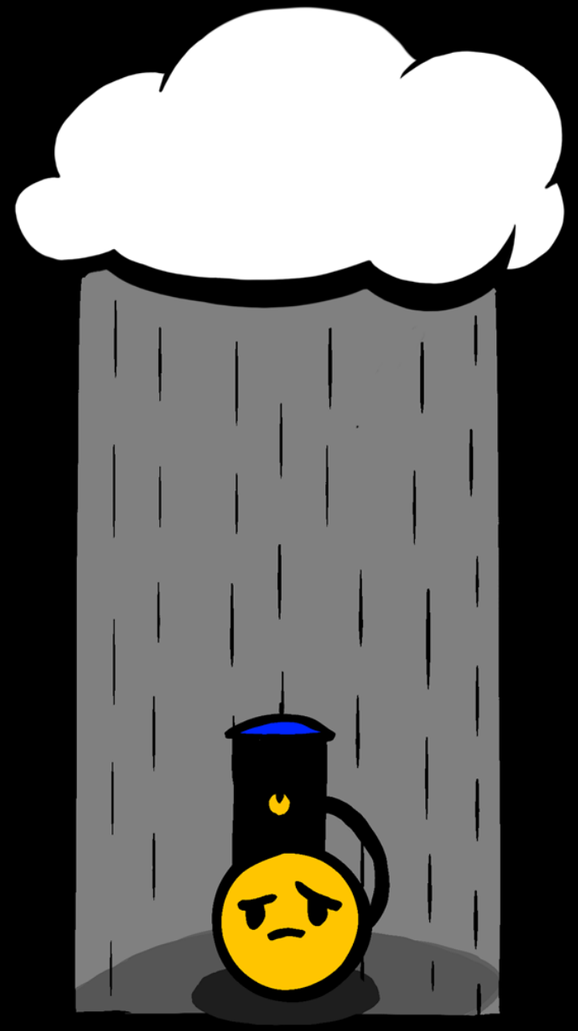
Reserved Instances: Success

- Doubled RI coverage from 40% to 80%
- Maintained RI utilization of 99%

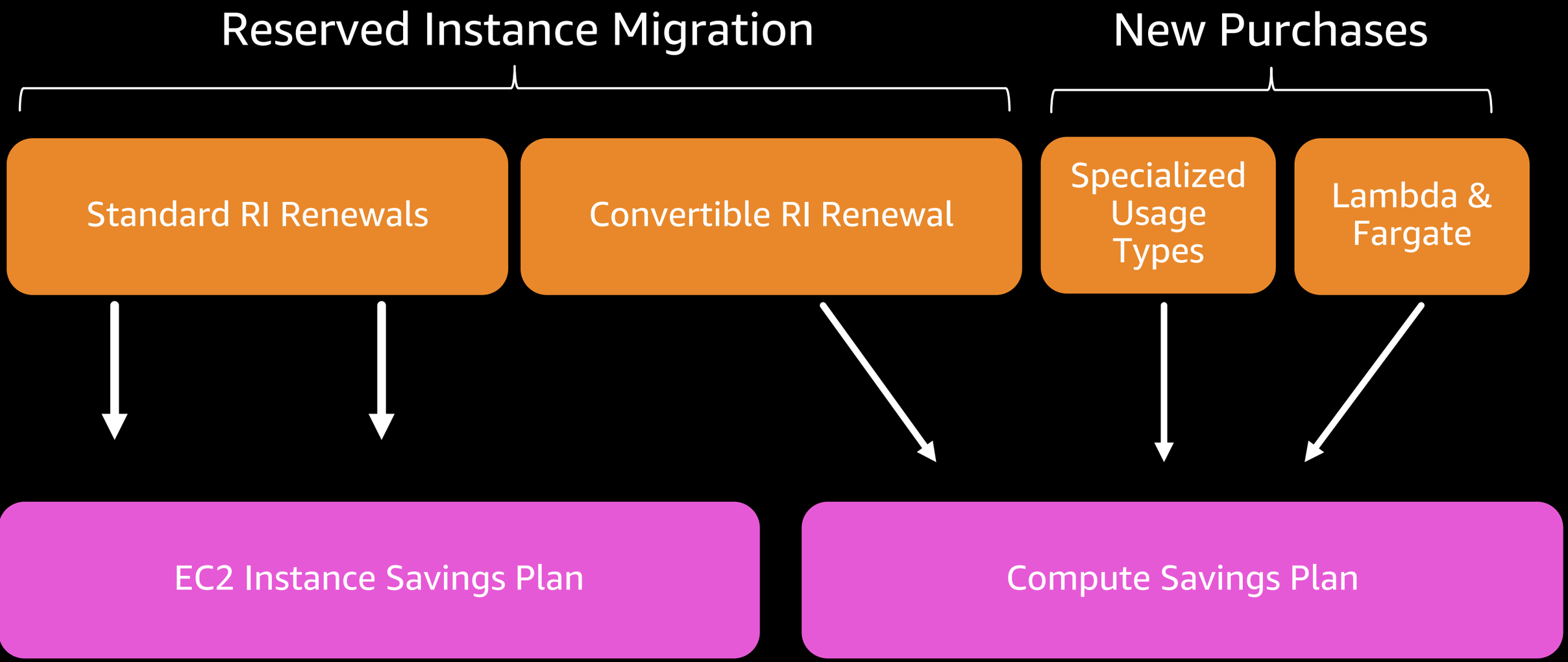


Reserved Instance: Pain points

- Low coverage for specialized usage type
- Increased operational burden

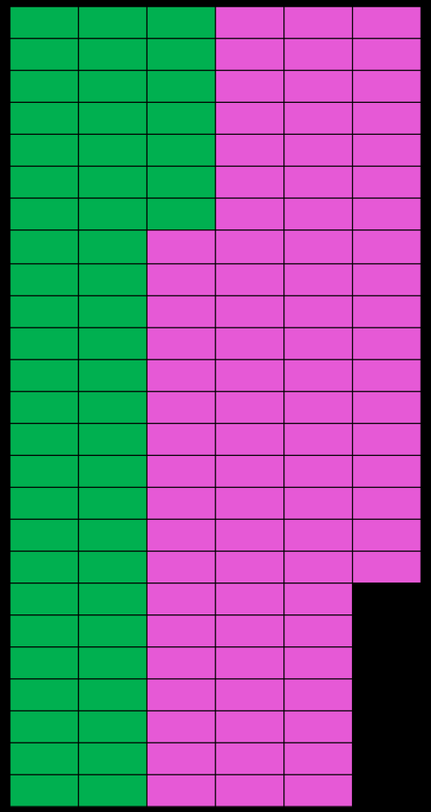


Savings Plan: Implementation

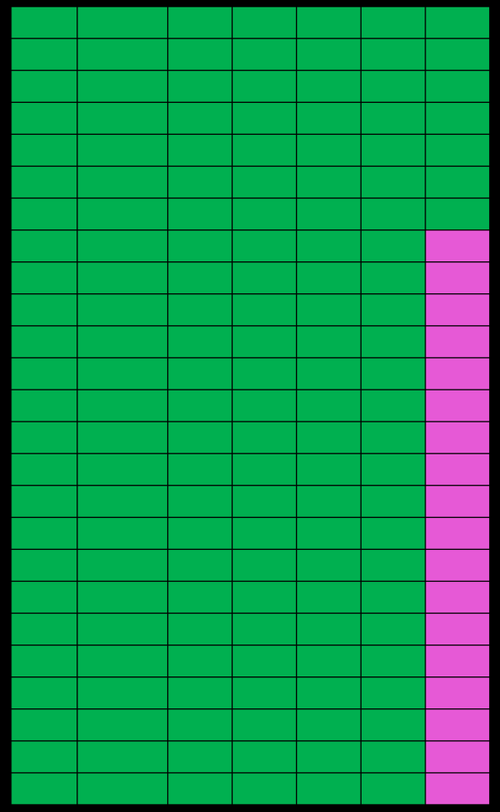


Savings Plan: Advantages of flexibility

Before



After

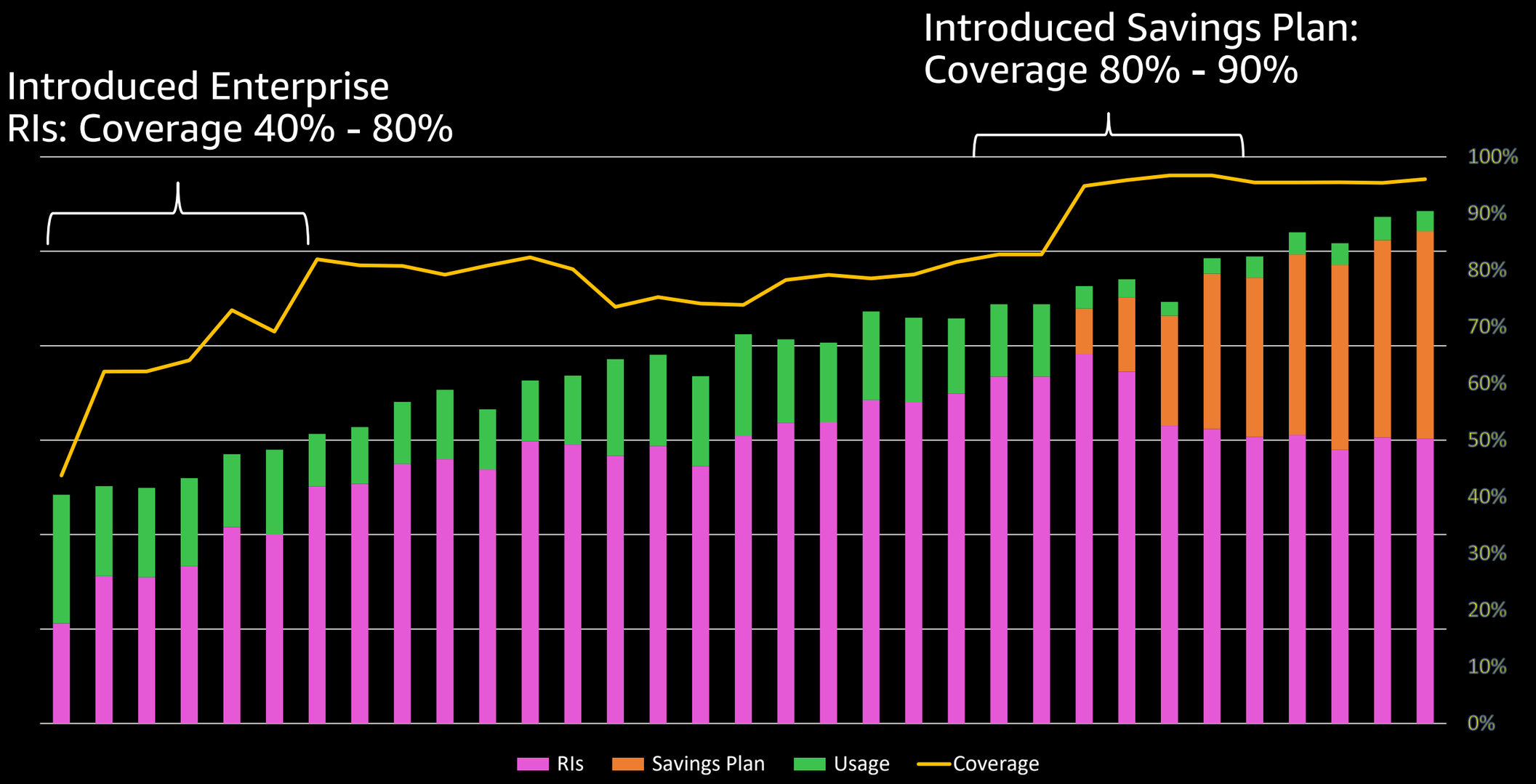


- Expanded Coverage to more usage types
- Accelerate experimentation
- Don’t have to align changes with RI expirations
- Decreased operational burden
- Reduce risk

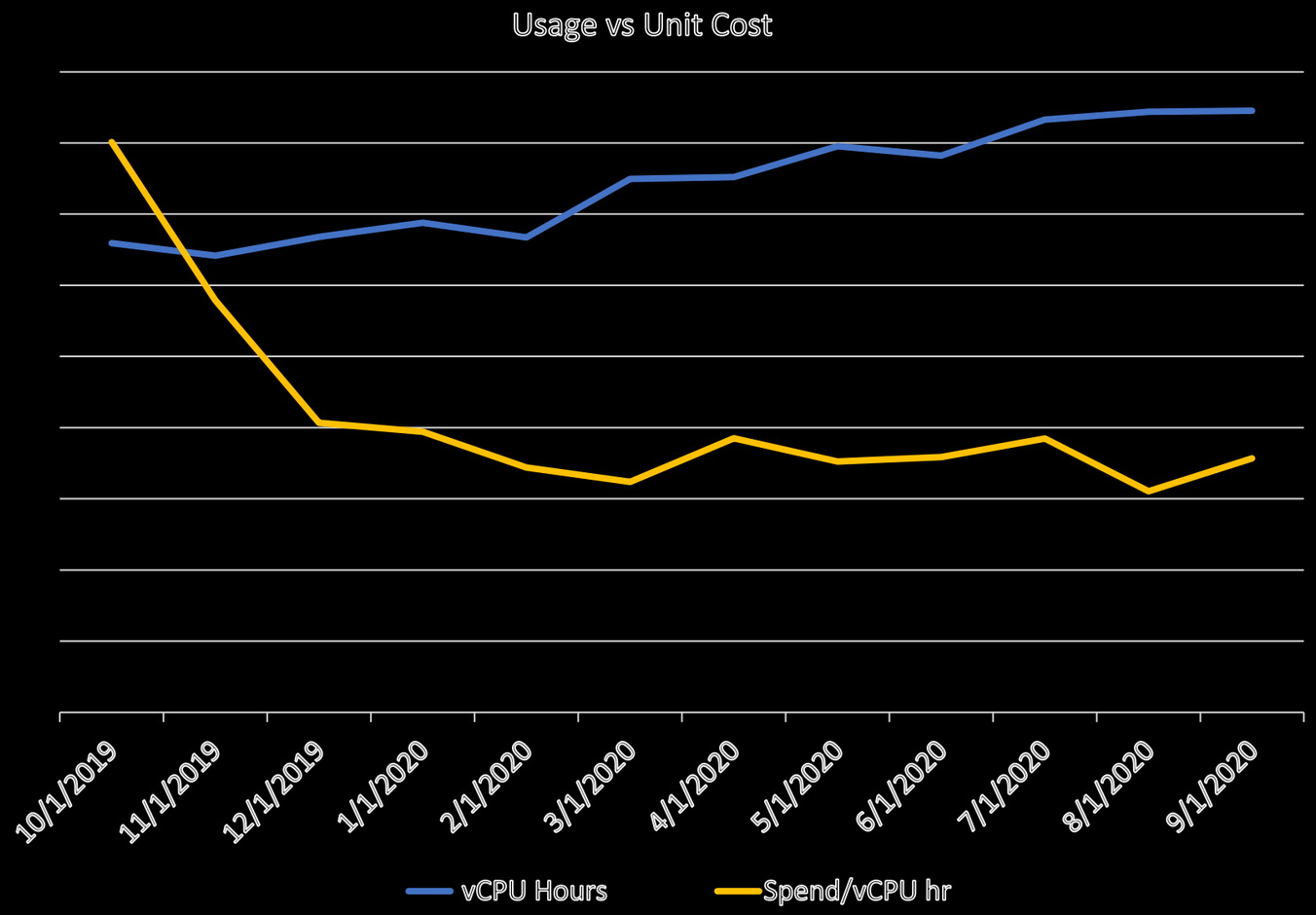
Instance Type Covered

Instance Type Not Covered

Compute Coverage



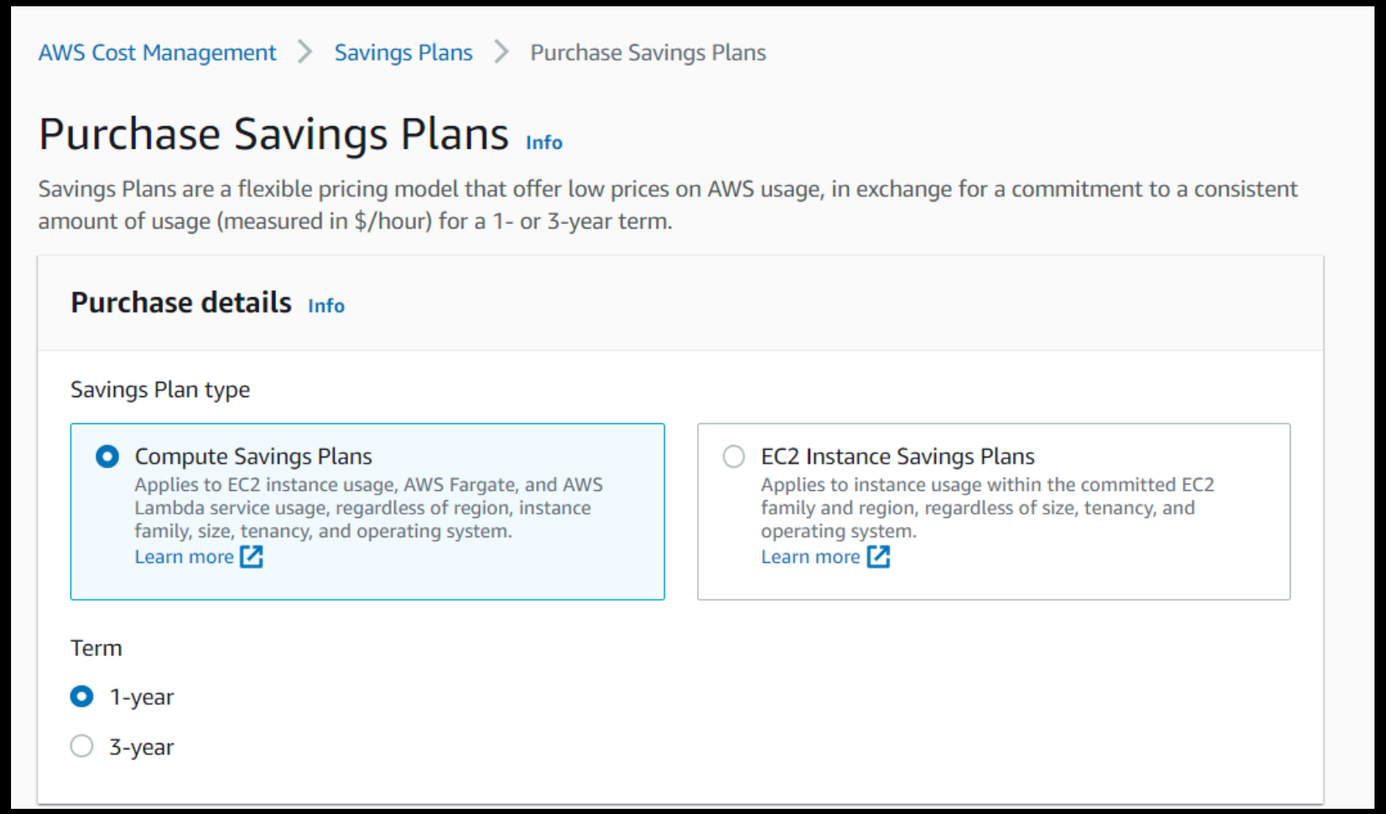
Decreased cost per vCPU



- Increased Coverage, decreased cost per vCPU by 12%

Savings Plan: Best Practices followed at Comcast

- Set targets and track against them
- Continuous process around purchasing
- Leverage CUR for usage analysis



Thank you!



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