



vervint.

# Cloud Cost Optimization

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*The Key to Competitive Advantage*

# Cloud Cost Optimization

Managing the cloud and optimizing it — to ensure that you get all of the benefits that cloud computing offers — is a challenge for most businesses.

Cloud optimization is time-consuming, diverting resources from core businesses and strategic objectives. It requires specific technical expertise, as well as software, hardware, strategy, planning, measurement, reporting, and more.

## So why bother?

Because an unoptimized cloud is:

- Inefficient
- Expensive
- Unsecured
- Unreliable
- Difficult to scale
- Challenging to integrate

*By rectifying these issues, cloud optimization can contribute directly to improving your competitive advantage.*

## What is Cloud Optimization?

Cloud optimization is the process of evaluating, adjusting, and continuously fine-tuning cloud infrastructure to ensure that resources are utilized efficiently, performance is maximized, and costs are minimized. It involves balancing resource allocation, reducing over-provisioning, ensuring scalability, and maintaining optimal performance for business operations.

## Challenges to Cloud Optimization

If cloud optimization were easy, everyone would be doing it. But cloud optimization is challenging for a variety of reasons, including:



Complexity of Cloud Environments



Lack of Visibility and Control



Cost Management



Skill and Resource Constraints



Security and Compliance



Automation and Tooling



Performance Trade-Offs

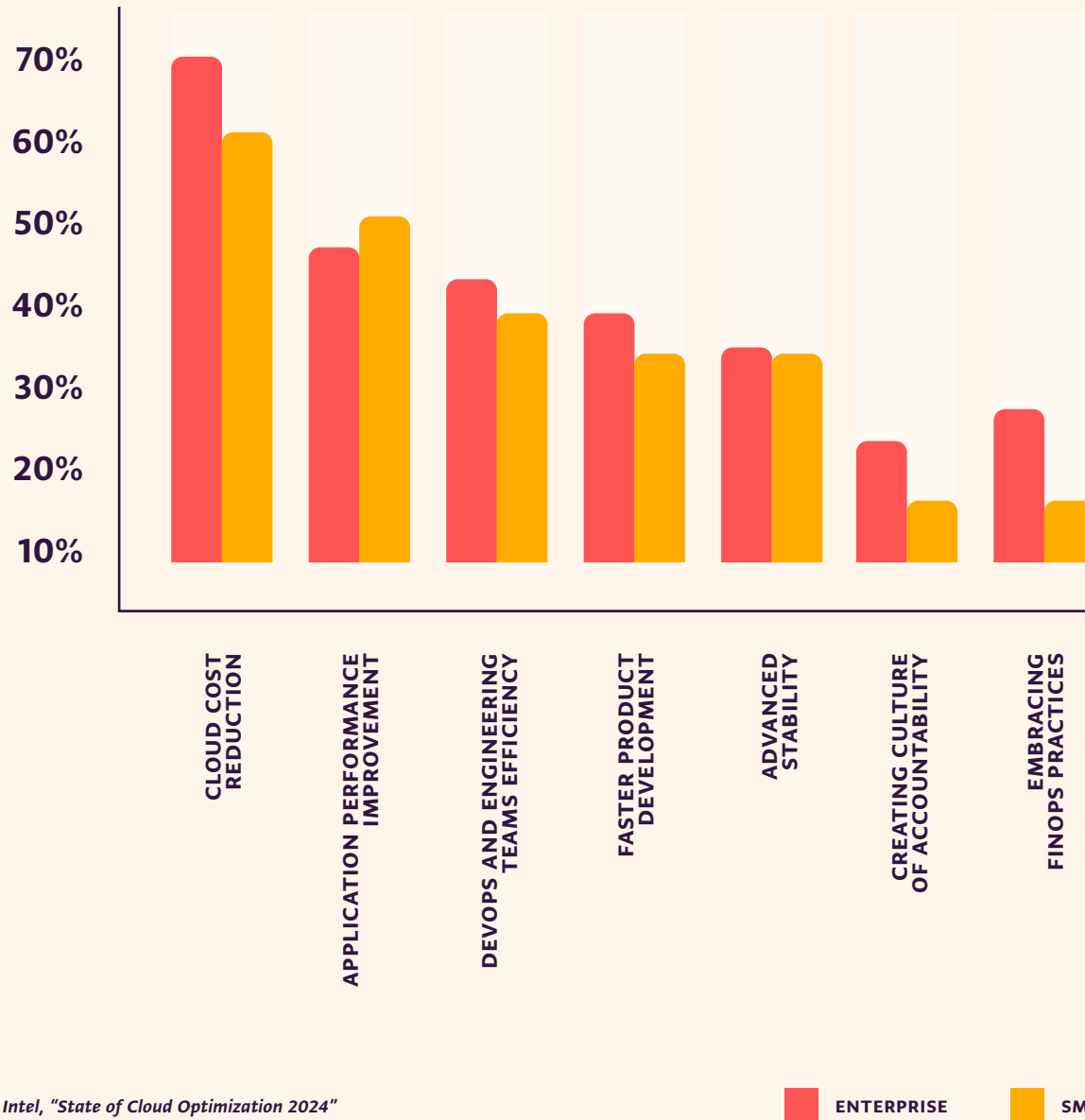


Cultural or Organizational Resistance



Alignment on KPIs and Metrics

## What Cloud Optimization Means to Organizations



Intel, "State of Cloud Optimization 2024"



## Why Invest in Cloud Optimization?

Cloud optimization requires an investment of resources that can be significant, depending on the complexity of the cloud environment and the time that lapsed since the last thorough assessment.

So why are businesses prioritizing cloud optimization? A recent study by Intel found that the top reason for cloud optimization in 2024 was cost control, followed by application performance improvement and streamlining processes.

## Do I Really Need Cloud Optimization?

Perhaps you are thinking about cloud optimization, but you're not sure if now is the right time. If you are experiencing any of the red flags below, it might be time to invest in cloud optimization.

### *Escalating Costs*

**Look for:** sudden, unexplained increases in cloud bills, suggesting that resources are over-provisioned or not managed correctly. You may also find that you are paying for idle or underutilized resources.

### *Performance Issues*

**Look for:** slow application responses, increasing latency, or frequent downtime, service interruptions, or outages. You may also be dealing with network bottlenecks or inefficient data transfers.

### *User Dissatisfaction*

**Look for:** increasing complaints from end users within the company, or external customers, which may refer to reliability, usability, or availability — any of which could be improved with cloud optimization.

### *Scaling Challenges*

**Look for:** difficulty scaling resources up or down to meet changes in demand, and over reliance on manual intervention to adjust resources rather than automated scaling.

### *Operational Inefficiencies*

**Look for:** manual processes, especially those that are standardized and repetitive. Inconsistent performance across different zones or regions. Difficulty implementing automation or cloud management tools.

### *Complex Infrastructure*

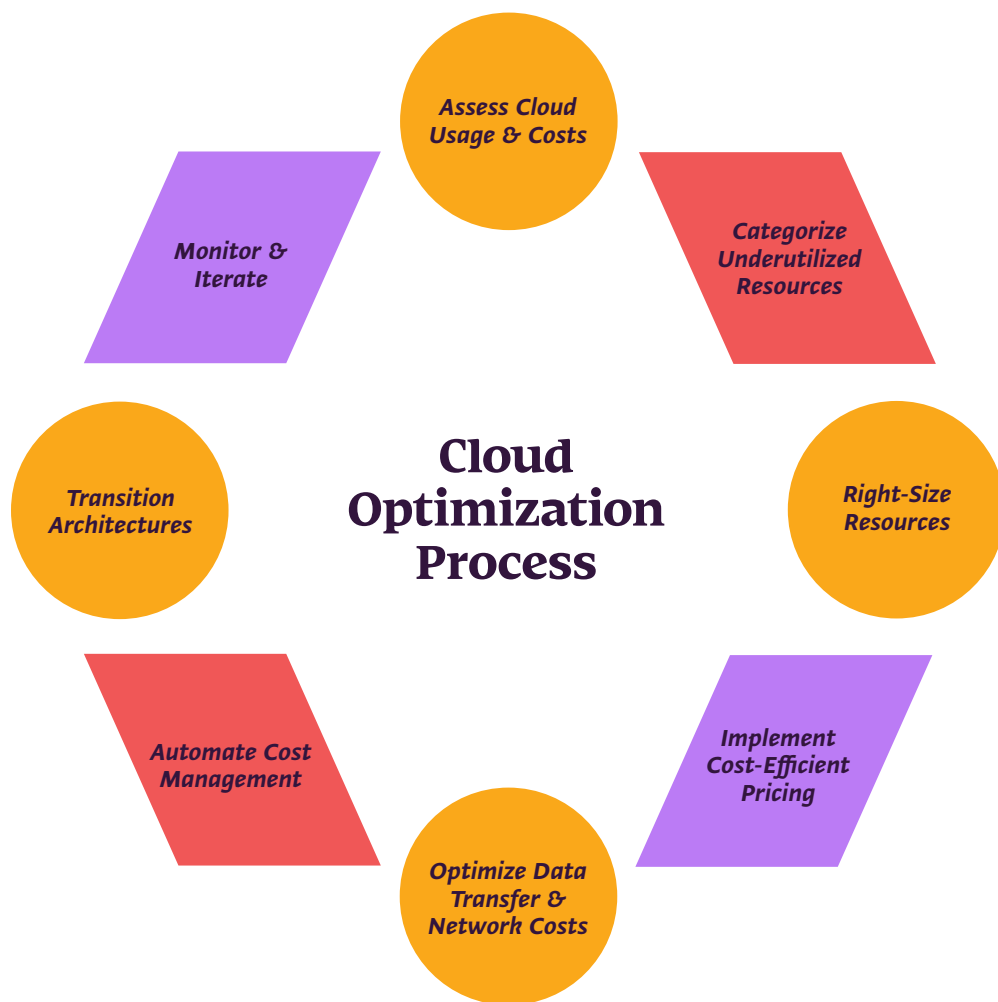
**Look for:** a lack of transparency and visibility, making it difficult to monitor and track resource utilization. Reporting may be difficult to manage. Resolving issues and root cause analysis takes longer than expected.

### *Security Issues*

**Look for:** frequent security incidents, repeated breaches, or recurring vulnerabilities. Failure to implement or maintain best practices. Difficulty maintaining regulatory compliance.

# Cloud Optimization Process

A well-architected cloud optimization is iterative and ongoing. By following a structured process, aligned with best practices, organizations can ensure their cloud environment remains both cost-efficient and performance optimized. This allows businesses to maximize the benefits of their cloud investment in both the short- and long-term.



## *Assess Cloud Usage & Costs*

Inventory Resources, Asset Management & Tagging, Cloud Provider Billing Analysis

## *Categorize Underutilized Resources*

Unused Resources, Idle Resources

## *Right-Size Resources*

Monitor Performance, Resize Compute Instances, Optimize Storage

## *Implement Cost-Efficient Pricing*

Reserved Instances, Spot Instances, Auto-Scaling & Elasticity, Scheduling

## *Optimize Data Transfer & Network Costs*

Reduce Data Egress, Use Content Delivery Networks (CDN), Network Optimization

## *Automate Cost Management*

Cloud Monitoring Tools, Automated Policies, Cost Allocation Reports

## *Transition Architectures*

Containerization, Serverless

## *Monitor & Iterate*

Set Up Regular Audits, Monitor Usage Trends, Refine Governance

# About vervint.

With nearly 30 years of consulting experience, we specialize in providing innovative recommendations that deliver measurable results. Our comprehensive approach combines strategy, technology, and experience to meet your business needs and specific goals.

Our proven track record of successful cloud projects and dedication to ongoing support ensure cost-effective and expert technology optimization. We are here to help you achieve meaningful outcomes.

Contact Vervint today to learn more about our technical debt management solutions.

[CONTACT US →](#)

Cloud optimization is not just a technical exercise — it’s a strategic imperative for businesses aiming to stay competitive. By addressing inefficiencies, reducing costs, and enhancing performance, a well-optimized cloud environment enables organizations to scale effectively and meet evolving demands. While the process may be complex, the benefits — ranging from improved security to greater operational agility — far outweigh the challenges. Investing in cloud optimization ensures that your cloud infrastructure supports your long-term business goals, delivering both immediate and sustained value.

If your cloud environment is ready for optimization, consider partnering with an experienced consultant. At Vervint, we take a holistic, thorough approach to cloud modernization that considers both technology and your unique business objectives.

## Related Resources



WHAT WE DO

### IT Architecture | Build an IT Landscape That Scales

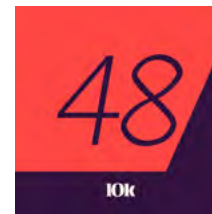
Design a dynamic IT architecture that maximizes efficiency and scales with your business. →



DOWNLOADABLE

### Cloud Cost Optimization One-Pager

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PODCAST

### Episode 48: Automation Infrastructure

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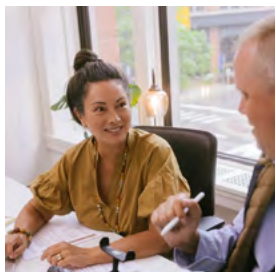
## Related Resources



WHAT WE DO

### Efficient and Reliable Cloud Solutions and Services

Strategically determine what mix of cloud services and on-prem solutions will deliver the most value and security for your IT environment. →



WHAT WE DO

### Drive Innovation Through Enterprise IT Strategy

Craft an enterprise IT strategy that aligns with business objectives and maximizes the value of your investment. →



INSIGHTS

### Transforming Industries with Cloud Solutions

Understand the potential of cloud technology with our comprehensive guide. Explore industry trends and gain expert insights to drive your business forward. →



PLATFORMS

### Strategic Microsoft Solutions Partner

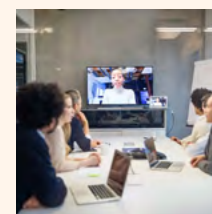
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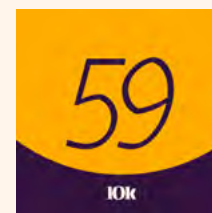
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### The Cloud Adoption Workshop

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### Episode 59: Optimization vs. Modernization

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