

Taking Control of Public Cloud Consumption



snow*

Discovering the invisible

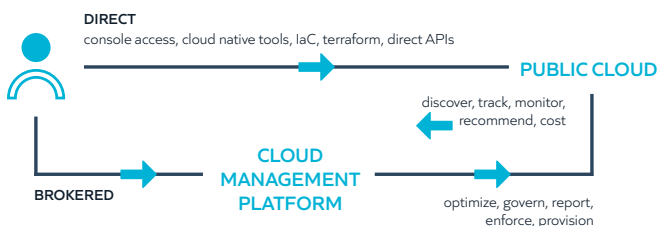
Getting control of public cloud consumption can be like trying to see in the dark: it's hard to find what you're looking for.

But if you're in charge of reducing costs without hampering innovation, you've got to discover the invisible.

To bring public cloud consumption into the light, you need visibility, standardization and cost reduction.

A modern cloud management platform (CMP) provides the cloud governance tools you need to control public cloud consumption.

How you get this control is going to depend on how your organization is consuming cloud resources right now.



There are two main consumption models:

Cloud Brokered:

Cloud resources are governed by the IT department and consumed through a portal. One method for this model is self-service provisioning.

Cloud Direct:

Users consume cloud resources directly through APIs, cloud-native tools and public cloud consoles.

A CMP provides automation and governance for both Cloud Brokered and Cloud Direct environments using Amazon Web Services (AWS), Microsoft Azure and Google Cloud Platform (GCP), as well as Kubernetes running in any of these clouds or on-premise.

This eBook will help you to understand the tools a CMP gives you for gaining visibility, implementing standards and reducing costs – while also making your team more efficient and productive.

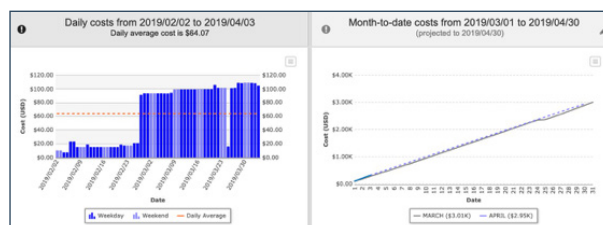
Gain visibility of public cloud usage and costs

The first step toward getting control of your public cloud consumption is to see it clearly.

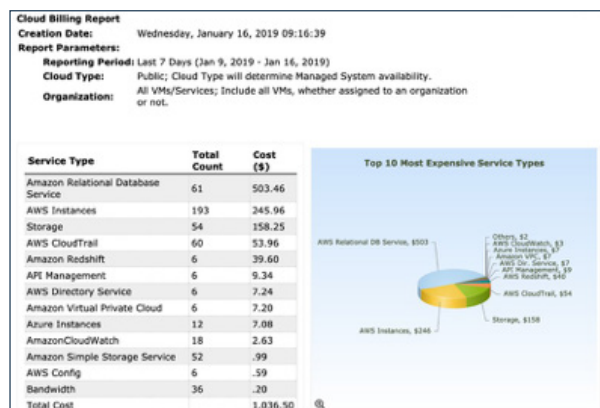
Visibility of IT assets

A CMP can provide a unified view of your public cloud infrastructure. Cloud operators can achieve this visibility through cloud management architecture designed to be public cloud independent.

Gaining greater visibility into your public cloud environment gives your IT department critical insight into the value and efficiency of your cloud assets. Combined with private cloud visibility, you can then achieve a complete hybrid cloud picture.



Daily Costs & Projected Monthly Costs – From Snow CMP Cost Analytics Dashboard



Get cost visibility through the use of a cloud billing report

Cost visibility

Integrated cloud expense management capabilities provide public cloud cost visibility, cloud cost comparisons and actionable savings recommendations.

You can present IT chargeback or showback information to your users with built-in cost calculation and simple-to-use wizard-based cost models. These can be customized for both private and public infrastructure.

With a CMP that supports multi-tenant cost configuration, you can present costs for different users, customers or parts of your infrastructure. You can also:

- Achieve visibility into all cloud costs
- Run what-if scenarios that compare workload costs on different parts of your infrastructure
- Provide out-of-the-box billing reports for the consumers of your IT services

Public cloud cost visibility allows your IT department to demonstrate the true value of the services they provide and makes business units accountable for their cloud consumption.

Standardize your public cloud environment

Now that you can see clearly, introducing standards allows you to take control. Without standards, you're constantly reacting to changes in your environment.

You need to control the change without impeding the pace of development. A set of solid standards can help to enhance productivity.

In the Cloud Brokered model, you can enforce governance upfront, so that resources are automatically compliant when provisioned.

In the Cloud Direct model, enforcement of standards must be reactive. However, they can still be quite effective.

Cloud tagging

You can certify that all your instances follow best practice through cloud tag synchronization and a tag compliance policy. The policy enforcement can then be as strict or as lenient as you like.

In the Cloud Direct model, you can report on those instances not following your corporate tagging rules. With Cloud Brokered consumption, you can be more restrictive. You can ensure that instances are always powered off when not in use, and you can even customize workflows to bring offending instances into compliance.

Ensuring that all members of your organization, from developers to IT, follow corporate standards is a critical part of proper cloud governance.

Tenant ownership

Public clouds use multi-tenancy to share IT resources securely among multiple applications and tenants (such as businesses units) that use the cloud.

Using CMP technology, you can assign tenant ownership via policy automation if end users are consuming cloud resources directly.

If your organization consumes resources brokered through a CMP, tenants can assign ownership directly through self-service provisioning.

Automatic ownership assignment not only provides enhanced security and easier overall cloud management, but also enables greater agility and scale. This allows business units to roll out new capabilities in a properly controlled fashion, as and when they require.

Intelligent placement

Intelligent placement technology helps you to ensure that application workloads are automatically deployed to optimal locations, based on defined criteria.

IT departments tap into intelligent placement capabilities through a multi-cloud service catalog. This considers cost, workload business attributes and per-destination/tenant quota.

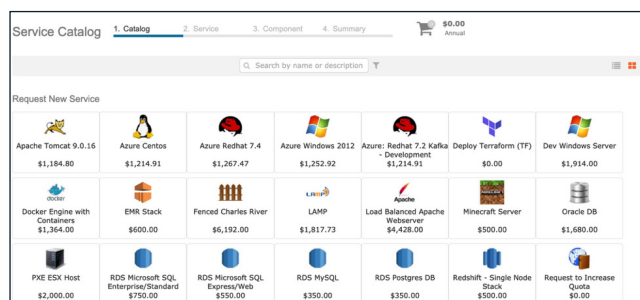
These features are all part of Snow Software's out-of-the-box policy automation capabilities.

Standardize your public cloud environment

Limited set of instance types

Controlling the instance types your developers can use keeps the number of instance types down to a manageable minimum. This allows you to gain economies of scale and take advantage of public cloud bulk usage discounts for Reserved Instances (RIs).

When using a CMP for self-service provisioning automation, you can control the instance types your developers can use. Specific instance types can be configured for each service catalog entry, providing extensive flexibility across your various service offerings. In addition, you can still enforce instance type consistency and governance.



Self-Service users select from a catalog of standardized applications

Service catalog and provisioning automation

A modern CMP's end-user service catalog can include single and multi-tier apps, multi-cloud services, ARM templates and AWS CloudFormation templates.

You can use the built-in orchestration capabilities to automate the approval process, provisioning and decommissioning. Automation reduces provisioning time, manages the lifecycle of virtual assets and eliminates sprawl.

A service catalog allows users to deploy workloads without administrative intervention. This streamlines the interface between IT and end users. Users get access to cloud resources more quickly, and your organization benefits from:

- Improved productivity
- Decreased admin workloads
- Reduced costs



Standardize your public cloud environment

Automated decommissioning

Many public cloud application workloads are deployed by engineering teams for short-term use. However, they then languish and continue to run, in some cases indefinitely, because there's no lifecycle monitoring or enforcement.

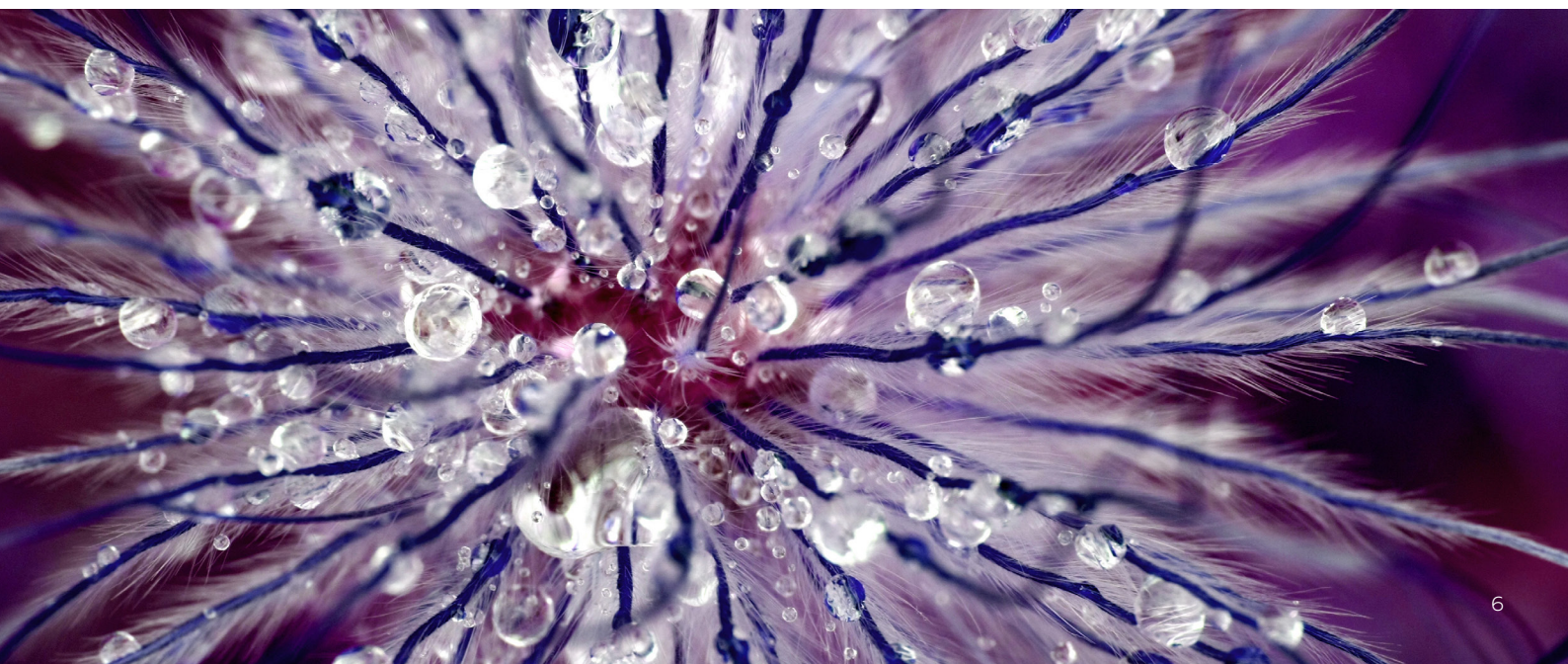
A CMP's policy engine automates application lifecycle management, ensuring that services are decommissioned when no longer needed.

Flexible notification and expiry extension options ensure that users are well informed and can keep resources active for as long as they need to, without introducing sprawl.

With cloud management, you can fully automate decommissioning, targeting only public cloud infrastructure specific to R&D (such as accounts, regions or VPCs).

Automated decommissioning allows engineering groups to spin up instances exactly as they do today, without impeding engineering velocity.

Automatically decommission expired workloads



Reduce public cloud costs

Once you've got a clear view of your public cloud usage and costs, and you've gained some control through standards, it's time to apply cost-saving measures.

Instance rightsizing

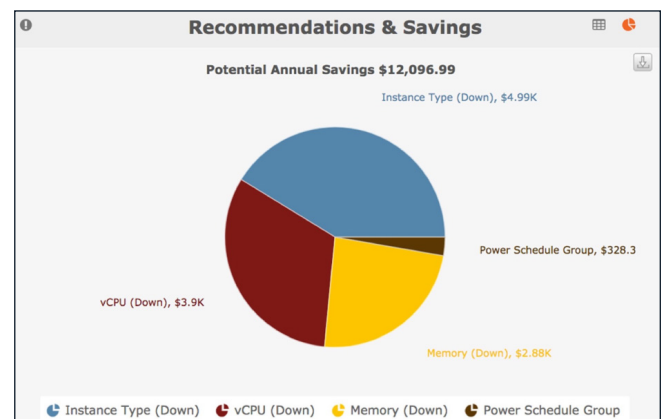
Rightsizing ensures that all instances in your public cloud environment are allocated the correct resources for their workload.

With a CMP, you can predict and identify constraining resources and provide rightsizing recommendations to both administrators and end users.

In cloud direct environments, rightsizing recommendations can be used by the IT team for reporting, while in the cloud brokered scenario, workflow orchestration can automatically rightsize in a fully governed fashion.

Rightsizing recommendations allow end users to decide when an instance is over-provisioned. They can also prevent capacity and performance bottlenecks.

With access to performance metrics and cost data, rightsizing helps your users work with you — not against you — creating a happier, more efficient IT environment for all. And since the majority of instances are over-provisioned, the typical result is significant cost savings.



Rightsizing recommendations can cut costs and boost workload efficiency

Power scheduling

Many types of dev/test workloads don't need to be running 24/7, but it's easy to forget to power them down.

You pay by the hour for the running instances you host in a public cloud environment, so the less time they're running, the better.

Power scheduling provides control while allowing engineering teams to use public cloud resources as needed. You can save 60-70% of the workload cost through power scheduling.

Policy automation supports scheduled workload shutdown and restart. A CMP can also make power schedule recommendations based on tags (such as dev, test and QA).

Reduce public cloud costs

Reserved Instance bulk usage discounts

Bulk usage discounts can have a significant impact on your public cloud bill.

AWS Reserved Instance (RI) purchase recommendations allow you to reserve computing capacity in exchange for significantly discounted hourly rates (up to 75%) compared to on-demand instance pricing.

Nevertheless, determining how to optimize your RI spending can be a challenging task. This is where a Reserved Instance Planner can be crucial for generating the analytics you need and making recommendations on the best return for your RI purchases.

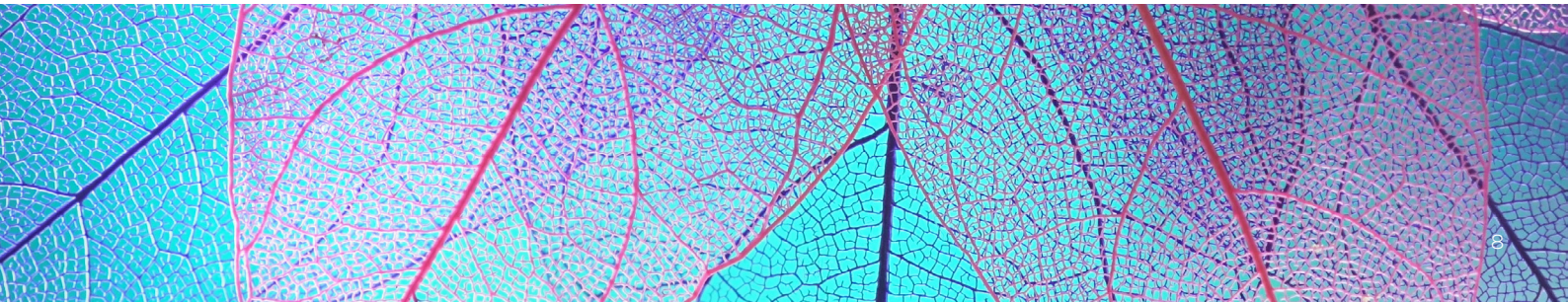
Cloud and tenant quotas

Cloud and tenant quotas allow you to assign available resources to your consumer groups based on their business requirements.

You can set compute resource or cost limits for each provisioning destination or each tenant. A self-service quota view allows tenant groups and individual group members to police their own consumption. If end-users can provision to more than one location or cloud, quota information is also used as a factor in intelligent placement decisions.

Expiry	Guest OS Scan	Maintenance	Power Schedule	Rightsizing
Power Schedule Groups				
Configure groups to automatically power VMs on and off at specified times, and then assign existing VMs to the groups. Click Configure Recommendations to define the power schedule recommendation rules. To manage power schedule recommendations, go to Tools > Recommendations .				
Name	Members	Description	Details	
Always On	442	Never power down	Name:	Weekdays EST
Night Shift	140	Power on Instances for overnight load testing	Description:	Only Run 9am-5pm Mon-Fri EST
Weekdays EST	1318	Only Run 9am-5pm Mon-Fri EST	Power On Schedule:	Weekdays at Mondays, Tuesdays, Wednesdays, Thursdays, Fridays
Weekdays GMT	984	Only Run 9am-5pm Mon-Fri GMT	Power Off Schedule:	Weekdays at Mondays, Tuesdays, Wednesdays, Thursdays, Fridays
Weekdays PST	2376	Only Run 9am-5pm Mon-Fri PST		

Configure power schedules based on workload type



Rinse and repeat

Cost optimization is an ongoing process.

Once you've rightsized, set power schedules and taken advantage of bulk usage discounts, it's critical to:

- [Monitor your cloud platform infrastructure](#)
- [Monitor your bill](#)
- [Continually optimize](#)

Summary: Controlling your Public Cloud Environment

To summarize, using a CMP allows you to:

- [Gain visibility](#)
- [Implement standards](#)
- [Reduce costs](#)
- [Make your team more efficient and productive](#)

The following table summarizes Snow Commander's public cloud capabilities for organizations accessing and consuming cloud resources directly or brokered through a cloud management platform.

Category	Cloud Direct	Cloud Brokered
Visibility		
IT Visibility	Single pane of glass visibility over multi-cloud environments	
Cost Visibility	Showback/chargeback	
Standards		
Cloud Tagging	Monitored	Enforced
Tenant Ownership	Policy Automation	Self-Service
Intelligent Placement	-	Policy Automation
Limited Instance Types	-	Enforced
Service Catalog / Provisioning Automation	-	Self-Service
Cost Reduction		
Bulk Usage Discounts	Recommendations	
Power Scheduling	Policy Automation	
Automated Decommissioning	Policy Automation	
Instance Rightsizing	Reporting	Self-Service
Cloud & Tenant Quotas	-	Enforced

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