



anunta<sup>®</sup>

# Mastering Cloud Cost Optimization

How to Reap the Best ROI on Your Cloud  
Investment with CloudOptimal

WHITEPAPER



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## What you will learn:

Read about the most pressing cloud challenges and their impact and how you can reduce up to 40% of your cloud spend leveraging Anunta's CloudOptimal.

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*\*Please note that certain functionalities described in this whitepaper are currently under development and may not be available currently.*

## 01 Overview

The rapid adoption of cloud computing has brought transformative benefits to organizations, from improved agility to increased scalability. However, with the convenience and power of the cloud come significant challenges in managing cloud usage and controlling costs.

Gartner predicts that “through 2024, 60% of infrastructure and operations leaders will encounter public cloud cost overruns”. Organizations often have to face a multifaceted landscape of cloud usage and spending challenges in their cloud journey. From complex usage patterns to inefficient resource allocation, the cloud ecosystem presents an array of challenges that often lead to overspending.

But these challenges are not without their solutions – something that this whitepaper explores in detail. Read on as we analyze each of the most pressing cloud challenges and their impact, the strategies to mitigate them, and how Anunta's CloudOptimal, our intelligent cloud cost optimization tool, can be the one-stop solution for them all.

## 02 Challenges in Cloud Cost Management

If left unmanaged, cloud usage can grow wildly resulting in significant cloud spend. One of the most formidable challenges in cloud cost management is continuous monitoring and managing the ever-elusive cloud costs.

### Lack of Visibility and Control

Organizations deploy a wide range of resources in their cloud environments, such as virtual machines, storage, databases, and various cloud services. When organizations lack the means to effectively monitor and understand how these resources are being used and what the associated costs are, it results in budget overruns and resource inefficiency.

### Limited Reporting Capabilities

Cloud usage data is essential for understanding resource performance, assessing the efficiency of cloud operations, and managing costs effectively. When organizations lack the means to obtain, process, and analyze the usage data, they face challenges in making informed decisions, controlling costs, and optimizing resource allocation.

### Manual Efforts in Cloud Spend and Usage Reporting

The data generated by cloud resources is often spread across multiple cloud services, accounts, and regions. Unfortunately, consolidating the data from multiple sources to obtain real-time insights proves to involve manual efforts that adds to the IT burden.

### Identifying and Responding to Cost Spikes in Real-Time

Cost spikes are usually the results of increased resource allocation, demand fluctuation, or any other unexpected issues. When organizations struggle to detect and respond to these cost spikes in real-time, it may result in unexpected and unbudgeted expenses, resource inefficiency, and a lack of predictability.

### Lack of Automated Cost-Saving Recommendations

Most organizations do not have automated tools or systems in place to provide proactive recommendations and insights for eliminating waste and optimizing cloud costs. The complexity of cloud services, pricing models, and the vast number of configuration options can make it difficult for organizations to navigate and identify areas of waste independently.

<sup>1)</sup> [Cloud Migration Costs and Avoiding Overspend \(gartner.com\)](https://www.gartner.com/en/articles/cloud-migration-costs-and-avoiding-overspend)

## 03 CloudOptimal: An Intelligent Cloud Cost Optimization Tool from Anunta

CloudOptimal enables customers to optimize their cloud costs by continuously monitoring their current and historical data to predict their future requirements.

It gives organizations complete visibility into their complex cloud environments by providing cloud usage and cost details. It acts as a central repository for all reporting needs, eliminating the necessity of using different data sources to fetch information on usage and spending.

CloudOptimal helps organizations identify cost spikes in real-time, which allows them to understand and avoid unnecessary spending.

### Core Functionalities to Take Charge of Your Cloud

A tool meticulously designed to empower organizations in their quest to be their own masters of cloud costs, CloudOptimal includes functionalities to help them maximize their cost efficiency, gain real-time insights, and proactively optimize cloud operations. These functionalities help organizations harness the full potential of the cloud while having complete control over their cloud costs.

#### ▪ Customers Hub

The Customers Hub simplifies the management of complex cloud environments with many customer accounts. It provides cost and cloud usage dashboards, where users can track overall cloud usage and costs of all customers and drill down into details of specific dimensions.

#### ▪ Cost Usage and Analyzer

The Cost Usage and Analyzer provides complete visibility into the areas of cloud spending and the utilization of cloud resources. It tracks the total spend, cost by service, and cost over time and can drill down into resource types and instances.

#### ▪ Chargeback Center

The Chargeback Center empowers users to streamline resource management by allowing them to assign metadata or tags, enabling effortless organization tailored to their unique business needs and simplified, customized reporting. It helps them structure the tenant and subscriptions configuration to match their organization and departmental model.

#### ▪ Budget Manager

The Budget Manager simplifies the process of creating budgets for comprehensive Azure cloud spend oversight. This functionality allows IT administrators to monitor actual spending against planned budgets from a central location. Additionally, the ability to establish cost alert threshold rules ensures timely email notifications, keeping users informed about how actual spending aligns with their budgetary plans.

#### ▪ Anomaly Detector

The Anomaly Detector is a rapid-response functionality designed to swiftly pinpoint issues. It intelligently processes time series data from across the board, automatically selecting the most suitable anomaly detection algorithm for precise results. This powerful functionality excels at identifying spikes, dips, deviations from cyclic patterns, shifts in trends, and various levels of anomalies, ensuring cloud operations remain in optimal condition.

#### ▪ Cloud Usage Optimizer

The Cloud Usage Optimizer empowers IT administrators to adhere to industry best practices for optimizing Azure subscriptions and workloads. By thoroughly analyzing resource configuration and usage telemetry, this tool offers targeted recommendations to enhance the cost-effectiveness and performance of Azure resources, helping organizations achieve optimal cloud efficiency.

**Note:** Budget Manager, Anomaly Detector, and Cloud Usage Optimizer are currently under development.

## Demystifying the Cloud Infrastructure with CloudOptimal

Navigating the intricate landscape of a modern cloud environment can be a daunting task for IT administrators. With evolving technologies, dynamic resource deployments, and complex usage patterns, achieving comprehensive clarity might not always be a walk in the park.

CloudOptimal transforms this cloudy landscape into a well-illuminated terrain by offering IT administrators a simple and intuitive way to understand their cloud environment. By providing robust insights, visualizations, and actionable data, CloudOptimal becomes an invaluable asset for the IT team to unravel the complexities of their cloud infrastructure and make the ecosystem more accessible.

- **Automated Anytime Analysis**

Real-time insights and historical data access enabling informed decision-making.

- **Allocate and Attribute with Precision**

Precise allocation and attribution of cloud costs across teams, budgets, and diverse areas of the cloud infrastructure by utilizing tags.

- **Detect Anomalies and Alert in Real-Time**

Identification of usage spikes in real-time enabling proactive management and optimization of cloud resources.

- **Trends and Forecasting Excellence**

Capability to predict future expenditures, enabling actionable insights for strategic cloud management.

- **Savings and Optimization Recommendations**

Targeted savings recommendations, suggesting resource adjustments to match demand dynamically.

- **Centralized Repository for Streamlined Data**

Processing of usage and spend data from diverse sources, providing a centralized repository for cloud financial data analysis.

- **Unprecedented Granularity**

Provides granularity with deep insights that span host pools, AVDs, sessions, and users.

- **Interactive Dashboard**

Facilitates showback and chargeback processes with precision, offering clear financial visibility and accountability across the cloud environment.

## Key Benefits: From the Boardroom to the Server Room

Cloud Optimization isn't just a matter of financial prudence, it has become a fundamental driver for success. CloudOptimal empowers organizations to achieve not only fiscal efficiency but a strategic advantage over their peers.

The benefits offered by CloudOptimal extend across the entire organizational spectrum, from finance to IT to development and operations.

## Operations: Streamlined Efficiency and Cost Savings

- Automated processes and real-time insights for time and cost savings.
- Swift identification and addressing of inefficiencies to reduce operational costs.
- Effective and trusted reporting simplifying cloud expense management.
- Confidence in data-driven decisions with accurate reporting and insights.
- Centralized billing for streamlined financial oversight.
- Empowerment of the Operations team to allocate resources strategically.

## IT/Dev: Risk Management and Future Planning

- Identifies cost optimization opportunities to mitigate financial risks.
- Allocates resources strategically for enhanced financial stability.
- Gains insights for timely anomaly detection, ensuring system stability and security.
- Utilizes clear views of past usage and spending trends for informed decision-making.
- Makes decisions on scaling, adopting new technologies, or optimizing workflows based on insights.

## Business: Understanding Cloud Investment and Determining Business Impact





- Provides invaluable insights for comprehending and evaluating cloud investments.
- Facilitates informed decision-making with transparent cost visibility.
- Ensures cloud spending aligns with strategic goals and budgets.
- Equips business leaders to determine the precise impact of cloud initiatives on the bottom line.
- Enables the assessment of ROI and cost-effectiveness of cloud strategies.

## Finance: Standardized Reporting, Predictability, and Savings

- Ensures consistent and accurate financial data, enhancing precision in budgeting and forecasting.
- Proactive management of budgets and efficient resource allocation through predictive insights.
- Focus on cost optimization leads to tangible savings.
- Aligns cloud spending with budgetary goals, ensuring financial discipline.

## 04

### Most Common Use Cases

-  **Budget forecasting**
-  **Continuous monitoring and proactive cost management**
-  **Cost optimization for multi-cloud environments**
-  **Identification and elimination of cloud cost anomalies or inefficiencies**



**Improved cost visibility**



**Right-sizing and resource optimization**



**Cost allocation and chargeback for accurate cost distribution**



**Optimization of containerized applications and serverless architectures**

## 05 Achieved Outcomes: Real-World Success with CloudOptimal

Anunta provides managed services to one of our customers, a leading player in the banking and financial sector in India. Our post-implementation services (Day 2) include end-to-end management of their infrastructure, proactive resolution of issues, and trend analysis. Anunta leveraged our SaaS-based cloud cost optimization platform, CloudOptimal, as part of our Day 2 support. CloudOptimal provided comprehensive visibility into the customer's environment, facilitating the extraction of crucial insights into resource utilization.

### Business Outcomes



#### Substantial Cost Savings:

Harnessing the power of CloudOptimal for data-driven decision-making led to a **remarkable 40% reduction** in cloud-related expenses, delivering a substantial and measurable impact on cost savings for our valued customer.



#### Optimized Resources Utilization:

Proportional adjustments and trend analysis facilitated by CloudOptimal enabled Anunta to align the number of logged-in users and powered-on virtual machines with actual requirements, optimizing resource utilization for enhanced efficiency.



#### Automated Operational Efficiency:

By seamlessly automating power management processes based on insights from CloudOptimal, Anunta achieved enhanced operational efficiency for the customer, ensuring that their resources are allocated optimally and reducing manual intervention in routine tasks.

## CloudOptimal: A Beacon of Clarity in a Foggy Ecosystem

The journey through this whitepaper has unveiled CloudOptimal as a powerful solution, designed to empower organizations with the tools and insights they need to master their cloud financial landscape.

From streamlined understanding and precise allocation to real-time anomaly detection and future forecasting, CloudOptimal not only addresses the challenges but also drives tangible results, improving efficiency, cost savings, and resource optimization across the organization.

Join the growing ranks of organizations that have harnessed the potential of CloudOptimal to achieve significant cost savings, operational efficiencies, and a deeper understanding of their cloud investments. Take control of your cloud environment and foster a culture of financial prudence and innovation.

Reach out to us at [sales@anuntatech.com](mailto:sales@anuntatech.com) and we will be happy to schedule a demo with you.

## About Anunta

Anunta is an industry-recognized Digital Workspace solution provider focused on Enterprise DaaS, Packaged DaaS, and Digital Workspace technology. We have successfully migrated 600,000+ remote desktop users to the cloud for enhanced workforce productivity and superior end-user experience.

For more information about Anunta, visit [www.anuntatech.com](http://www.anuntatech.com)

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