

# Cloud Services Are Infinitely Tunable

## But how do you know your teams are selecting the right instances?

The instances you select have a direct impact on the cost and performance of your workloads. Optimization can pay major dividends, but optimizing thousands of workloads against thousands of choices across multiple cloud providers is a daunting challenge. It's no surprise that organizations struggle to achieve true cost efficiency in the cloud.

FinOps can shed light on the problem, but it's not possible for finance organizations or manual analysis efforts to optimize at scale. Thankfully, there are software-driven ways to tackle the challenge.

### Optimizing cloud services? Choose your path wisely.

#### The hard way

#### The smart way

#### Do it by hand USE A MIX OF TOOLS

Sift through results from multiple platforms and data sources. Spreadsheets, open source software, vendor and homegrown tools—the average FinOps pro juggles 3.7 tools.<sup>1</sup>

#### Let the machine do it AUTOMATE

Replace manual labor with machine learning and analytics. Cloud analytics software can match workload behavior to optimal cloud infrastructure for you.

#### Use free cloud provider tools



Get basic suggestions that might not be actionable. Free tools from a cloud provider offer basic suggestions that are unlikely to be trusted by app owners.

#### Use cloud-agnostic analytics



Put your price and performance goals first with objective measurements. Agnostic cloud analytics software serves your needs first by applying your goals as optimization policies that extend across clouds.

#### Trust a black box



Who needs detailed data to make a decision? Some cloud optimization software products don't share their data or their rationale. That's OK for determining commitments and cross charging but not enough to make instance changes.

#### Define your own priorities



Make policy-driven decisions based on transparent analytics. Advanced analytics engines reveal their underlying logic and make recommendations based on your policies. Improving performance cost becomes programmatic and auditable.

#### Treat every instance and application the same



Just get the basic sizing right and you'll be fine. Very few optimization solutions go beyond basic workload needs or address the underlying details of application requirements.

#### Scrutinize workloads to optimize instance selection



Sort through thousands of possible capabilities and combinations to find the right fit. Intel spends billions developing hardware optimizations and working with enterprise software providers to tune performance. The right analytics software can match workloads to the best possible hardware target for maximum performance per core.

#### Talk to yourself NOBODY LISTENS!

30% of FinOps leaders say their biggest challenge is getting engineers to act on optimizing costs.<sup>1</sup> Hoping engineers and app owners act on your recommendations usually ends in disappointment. Their applications are business critical so they require a clear understanding of the risks and benefits in order to make changes.

#### Provide credible proof that earns trust BECOME INDISPENSIBLE

Deliver recommendations engineers and app owners will trust and use. With the right analytics engine, you can provide continuous data that proves workloads can run better and more cost-effectively. With your crucial insights, app owners will choose instances that improve performance and reduce costs.

### Automate your cloud optimization risk free

Get a 12-month subscription to the Intel® Cloud Optimizer by Densify. It uses machine learning to observe your organization's workloads in the cloud and make recommendations for your real-world needs.

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