

THE CLOUDSLAYER CHRONICLES™

TAMING CLOUD COST
COMPLEXITY WITH FLEXSAVE



The CloudSlayer Chronicles

Taming Cloud Cost Complexity with FlexSave

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Credits

I'd like to thank DoiT International, especially Kristen Cardinalli, and the ActualTech Media team, especially Katie Mohr and Eric Strong, for their desire to embark on the Cloudslayer journey and for all of their efforts in bringing to life the Cloudslayer and his cast of crafty cloud champions. We all hope you enjoy reading this story as much as we enjoyed creating it!

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Scott D. Lowe is the CEO and Lead Analyst for ActualTech Media. Since 1994, Scott has helped organizations of all stripes solve critical technology challenges. He has served in a variety of technical roles, spent ten years as a CIO, and has spent another thirteen as a strategic IT consultant in higher education. Today, his company helps educate IT pros and decision makers and brings IT consumers together with the right enterprise IT solutions to help them propel their businesses forward.

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ActualTech Media

About ActualTech Media

ActualTech Media is a B2B tech marketing company that connects enterprise IT vendors with IT buyers through innovative lead generation programs and compelling custom content services. ActualTech Media's team speaks to the enterprise IT audience because we've been the enterprise IT audience. Our leadership team is stacked with former CIOs, IT Managers, architects, subject matter experts and marketing professionals who help our clients spend less time explaining what their technology does and more time creating strategies that drive results.

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AFTER SIX LONG MONTHS OF WORK BY OUR TEAM, I CAN'T WAIT TO GET V3 OF OUR PLATFORM INTO PRODUCTION ON GOOGLE CLOUD!



...THIS PROJECT IS FINALLY READY TO DEPLOY TO GCP!

THIS IS GOING TO TRANSFORM THE BUSINESS!



I CAN FINALLY SEE MY FRIENDS AGAIN!



I CAN RESUME SHOWERING ON A REGULAR BASIS!



I GET TO HAVE MY LIFE BA...

THUMP!
THUMP!
THUMP!



WHAT IS THAT?

THUMP!
THUMP!
THUMP!
THUMP!



STOP THE DEPLOYMENT!!!

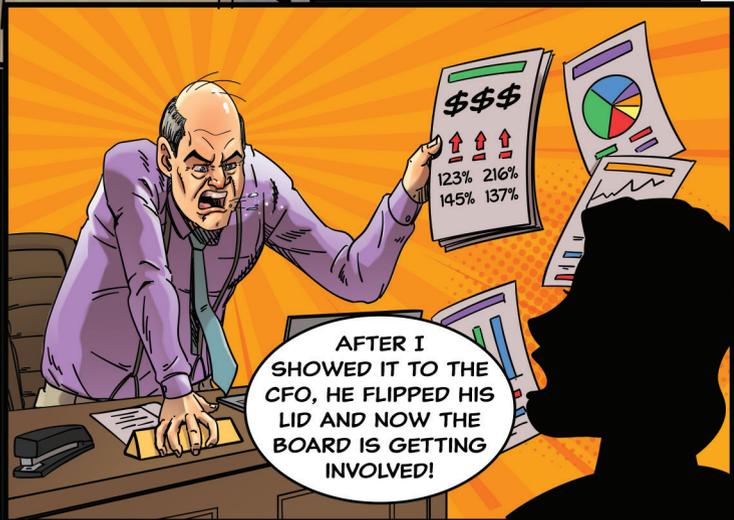


-PANT!
-PANT!

FINN!
WHAT ARE YOU DOING OUT OF THE FINOPS OFFICE? IS EVERYTHING OK?



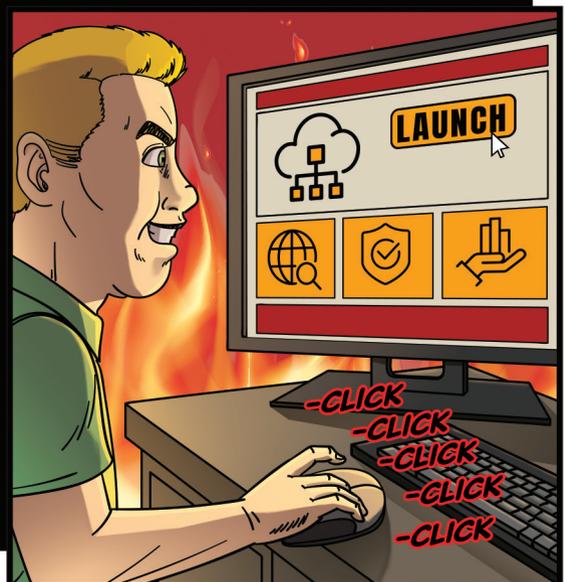
DEVON!
I JUST OPENED THIS MONTH'S CLOUD BILL!



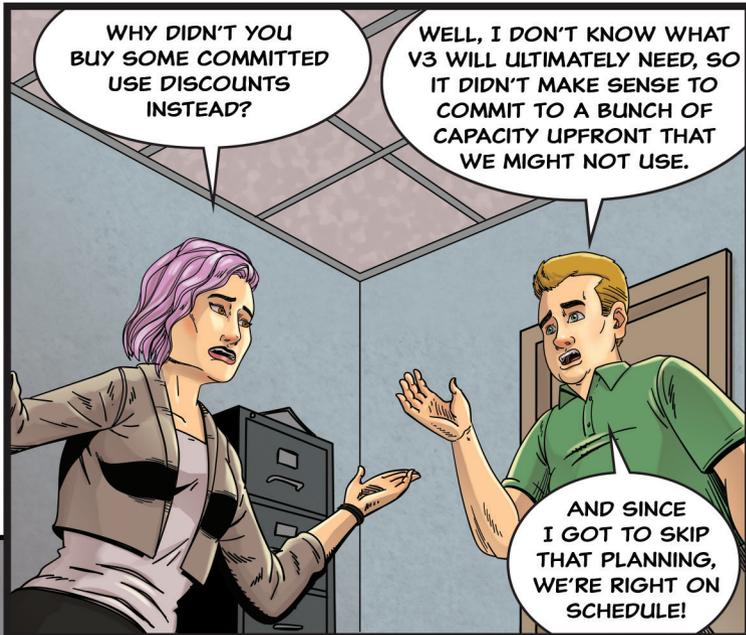
AFTER I SHOWED IT TO THE CFO, HE FLIPPED HIS LID AND NOW THE BOARD IS GETTING INVOLVED!



SO... I MAY HAVE PURCHASED A BUNCH OF ON-DEMAND INSTANCES LAST MONTH SO WE COULD GET V3 OUT THE DOOR ON SCHEDULE...



-CLICK
-CLICK
-CLICK
-CLICK



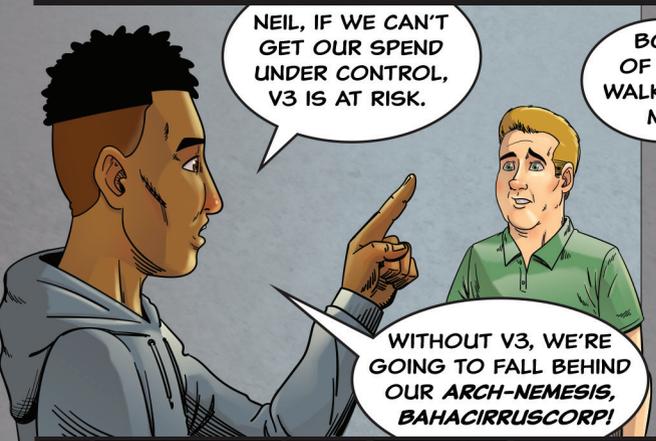
WHY DIDN'T YOU BUY SOME COMMITTED USE DISCOUNTS INSTEAD?

WELL, I DON'T KNOW WHAT V3 WILL ULTIMATELY NEED, SO IT DIDN'T MAKE SENSE TO COMMIT TO A BUNCH OF CAPACITY UPFRONT THAT WE MIGHT NOT USE.

AND SINCE I GOT TO SKIP THAT PLANNING, WE'RE RIGHT ON SCHEDULE!



WE MAY BE ON SCHEDULE, BUT WE'RE MASSIVELY OVER BUDGET. THE CFO'S EXACT WORDS WERE "GET THEM TO CUT OUR CLOUD BILL... OR ELSE."



NEIL, IF WE CAN'T GET OUR SPEND UNDER CONTROL, V3 IS AT RISK.

BOTH OF YOU. WALK WITH ME.

WITHOUT V3, WE'RE GOING TO FALL BEHIND OUR ARCH-NEMESIS, BAHACIRRUSCORP!



NO PROBLEM! I'LL GO BUY SOME CUDS RIGHT NOW.

IF WE DON'T END UP USING THEM, WE'LL JUST SELL THEM ON THE SECONDARY MARKET OR SOMETHING.



WHAT!?

WHAT!?

WHAT?



HEY NEIL... UMMM... YOU DO KNOW THAT YOU CAN'T JUST, YOU KNOW, DO THAT, RIGHT?

YOU CAN'T JUST EBAY SUDDENLY-OBSOLETE CUDS WE BUY.



THANKS FOR YOUR BUSINESS!

THANKS, BUDDY! I'LL BE BACK NEXT MONTH TO BUY SOME MORE.



OH... WELL, I GUESS WE HAVE A PROBLEM, THEN.

I'VE BEEN HAVING TROUBLE KEEPING UP WITH ALL THINGS *GOOGLE CLOUD* WHILE ALSO TRYING TO PERFECT V3 AND START ON V4 FOR OUR CUSTOMERS.



CONGLOMOBANK HAD A SIMILAR PROBLEM LAST YEAR. THEY MANAGED TO GET SOME HELP AND THEY'RE NOW GROWING FASTER THAN EVER BEFORE!



TEAM... I THINK WE NEED TO MAKE A SERIOUS CHANGE.

YOU'RE FIRING ME!?

WHAT? NO! WE'RE CALLING IN THE BIG GUNS...



IT'S TIME TO MAKE THE CALL.



FINN! I RECEIVED YOUR SUMMONS. HOW CAN I HELP YOU?

SCREAM!

CLOUDSLAYER! THANK YOU FOR COMING SO QUICKLY!

WHO ARE YOU?

WE ARE HAVING SOME SERIOUS CHALLENGES WRANGLING OUR COMPUTE ENGINE COSTS AND WE NEED HELP.

I AM AN ON-DEMAND SUPERHERO, HELPING YOU SOLVE YOUR MOST VEXING CLOUD CHALLENGES.



FIRST OF ALL, WE WANT TO PURCHASE CUDS BUT I DON'T HAVE A CLUE WHAT AMOUNT OF RESOURCES I SHOULD COMMIT TO.

WHAT IF V3 ENDS UP BEING THE GAME-CHANGER WE HOPE IT'S GOING TO BE?

...OR IF IT FLOPS?

EXACTLY! IT FEELS LIKE I'M DESTINED TO OVERCOMMIT OR UNDER-COMMIT RESOURCES.

IT'S NOT LIKE I'M SOME ORACLE THAT CAN SEE INTO THE FUTURE!



SECOND, EVEN IF WE PURCHASED CUDS, NO ONE HAS THE TIME TO MONITOR THEM AND ENSURE WE'RE KEEPING UP WITH OUR COMMITMENTS.



BECAUSE OF THIS, WE'VE BEEN BUYING ON DEMAND, AND WE HAVE THE INCH-THICK CLOUD BILL—AND SLIMMER BANK BALANCE—TO PROVE IT.



SOON, THESE PEOPLE WON'T HAVE ANY TIME ONCE I GET DONE STEALING IT!

FINALLY, WE DON'T KNOW WHAT WE DON'T KNOW. **GOOGLE CLOUD** HAS SO MUCH POTENTIAL THAT, FOR US, IS UNTAPPED, AND COMPLETELY UNKNOWN.



WE HAVE A GREAT TEAM HERE, BUT BETWEEN V3 AND SIMILAR PROJECTS GOING ON IN OTHER BUSINESS UNITS, WE STRUGGLE TO STAY CURRENT.

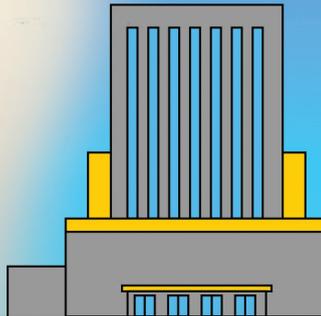
BECAUSE OF ALL OF THIS, WE'RE OVERSPENDING, BUT WORSE, WE'RE LOSING OUT ON REAL BUSINESS OPPORTUNITIES WE MIGHT BE ABLE TO LEVERAGE.



10 YEARS FROM NOW...



ALTOTECHCORP



BAHACIRRUSCORP

JUST LAST WEEK, ANOTHER BUSINESS UNIT TOLD ME THEY WERE STRUGGLING TO BUILD THEIR OWN AI/ML SOLUTION.

IT WOULD HAVE BEEN A TRIVIAL DEPLOYMENT WITH GCP, BUT THEY SPENT WEEKS TWEAKING A HOMETGROWN SOLUTION THAT SIMPLY WON'T SCALE.

WE CAN'T AFFORD THAT KIND OF DELAY WHEN IT COMES TO BUILDING NEW SOLUTIONS.



LET'S ATTACK THESE PROBLEMS ONE AT A TIME.



YOU'RE TOO LATE, CLOUDSLAYER!

ALTOTECHCORP'S CLOUD TEAM IS TOO BUSY TO OPTIMIZE THEIR CLOUD SPEND!



CHRONOCLEPTA!
WE MEET AGAIN! YOU WILL FAIL!



WE'LL SEE ABOUT THAT!



THUNK!



HA! I'VE ALREADY WON, CLOUDSLAYER!

I HAVE A NEW PARTNER...

ONE THAT WILL THWART YOU...



BZZSOOH!

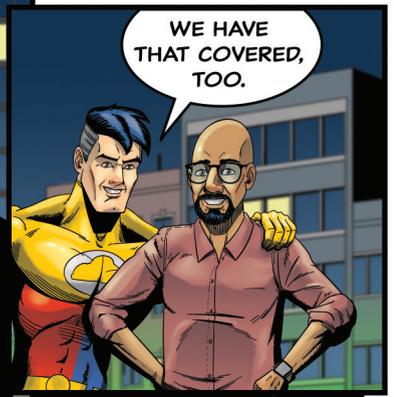


AAHH!



WHAT... WHAT IS THIS?

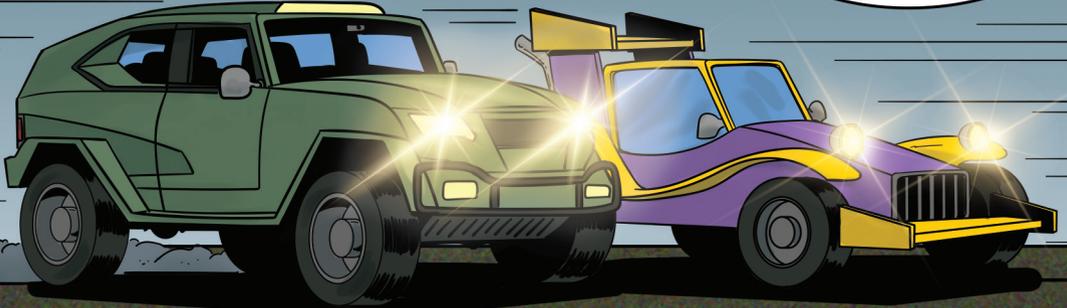
THAT'S MY NEW PARTNER, **DOIT INTERNATIONAL**. THE CLOUD IS TOO BIG FOR EVEN A SUPERHERO TO GO IT ALONE. **DOIT'S** LEGION OF CLOUD EXPERTS INCLUDES HUNDREDS OF PROS DEDICATED TO SLASHING THROUGH ANY AND ALL CLOUD COMPLEXITIES.



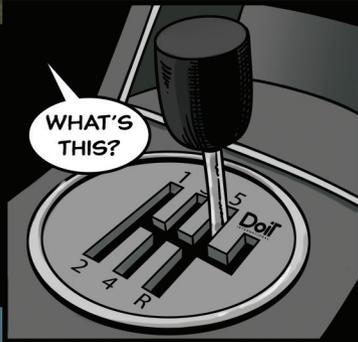


THAT'S WHERE YOU'RE WRONG! MY PARTNER, DOIT INTERNATIONAL WORKS DIRECTLY WITH YOUR TEAM TO ADVANCE YOUR GOALS

AND HELP YOU NAVIGATE THE DOZENS OF CLOUD SERVICES TO BUILD FUTURE-READY APPLICATIONS ON GOOGLE CLOUD.



DEVON, LOOK AT YOUR GEAR SHIFT.



WHAT'S THIS?



NICE!



ZZVVOOOF!



WHOA! ARE YOU TELLING ME THAT I CAN JUST ASK THEIR TEAM OF SENIOR CLOUD ARCHITECTS FOR ADVICE?

EXACTLY! AND, YOU'RE ALREADY SEEING WHAT'S POSSIBLE.

DOIT IS ALSO A RESELLER OF GOOGLE CLOUD SERVICES THAT CAN-

SCREECH!

SSHTTT!

CRASH!

WAIT... YOU WANT TO HAVE A RESELLER GET BETWEEN US AND **GOOGLE CLOUD**?



DOIT IS SO MUCH MORE THAN JUST A RESELLER. DEVON, REMEMBER YOUR FRIEND AT CONGLOMORBANK?

SURE... THEY'RE DOING SOME AMAZING THING... WAIT... DID THEY PARTNER WITH **DOIT**?

THEY DID! AND YOU'RE SEEING THE RESULTS. IN FACT, IN MONTH 1, THEY **SAVED 40%** ON THEIR CLOUD BILL.

AND THEIR DEVOPS TEAM CUT THEIR PRODUCTION SCHEDULE BY 3 WEEKS THANKS TO THE ADVICE FROM **DOIT'S** TEAM.

MY WORK HERE IS DONE! I'M JUST ONE HERO. **DOIT'S** LEGION OF EXPERTS WILL HELP **ALTOTECHCORP** CHART A NEW PATH FORWARD!

DR. COPILOTO, WHY DON'T YOU GIVE THE TEAM HERE A RUNDOWN.

ABSOLUTELY! WE MIGHT LOOK LIKE A MIDDLEMAN, BUT WE'RE JUST LIKE YOU...



... EXCEPT WE HAVE HUNDREDS OF PEOPLE WHOSE SOLE JOB IS STAYING ON TOP OF ALL THINGS *GOOGLE CLOUD*.

I STRUGGLE JUST KEEPING UP WITH WHAT WE NEED TO GET V3 DEPLOYED. I KNOW THERE'S A LOT MORE WE CAN DO WITH *GCP*, BUT THERE'S JUST NO TIME.

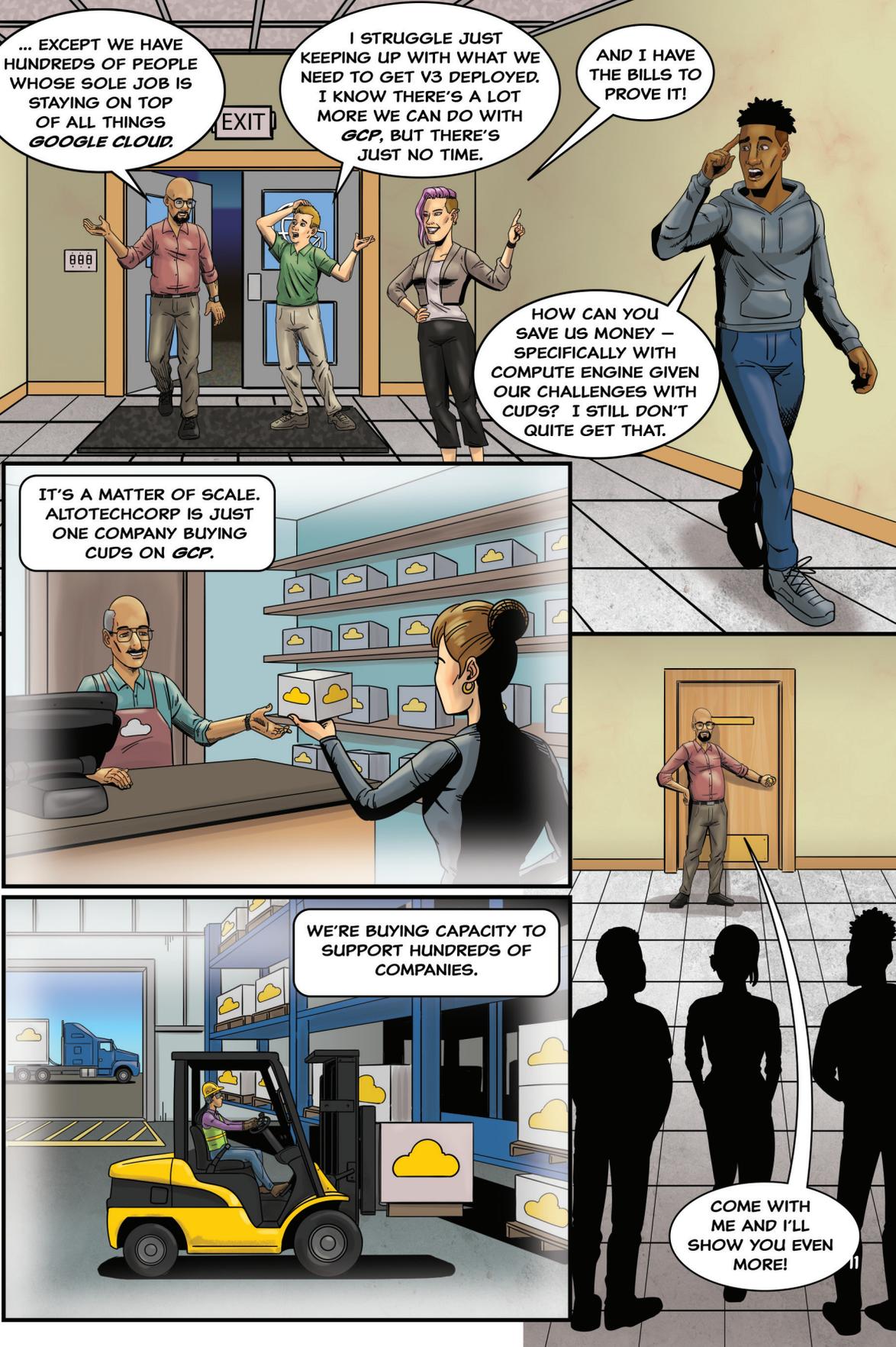
AND I HAVE THE BILLS TO PROVE IT!

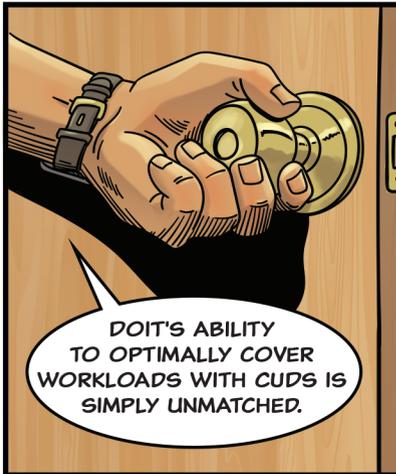
HOW CAN YOU SAVE US MONEY – SPECIFICALLY WITH COMPUTE ENGINE GIVEN OUR CHALLENGES WITH CUDS? I STILL DON'T QUITE GET THAT.

IT'S A MATTER OF SCALE. ALTOTECHCORP IS JUST ONE COMPANY BUYING CUDS ON *GCP*.

WE'RE BUYING CAPACITY TO SUPPORT HUNDREDS OF COMPANIES.

COME WITH ME AND I'LL SHOW YOU EVEN MORE!

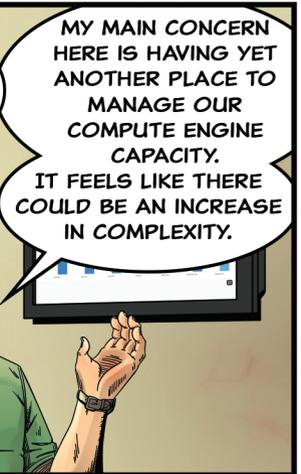




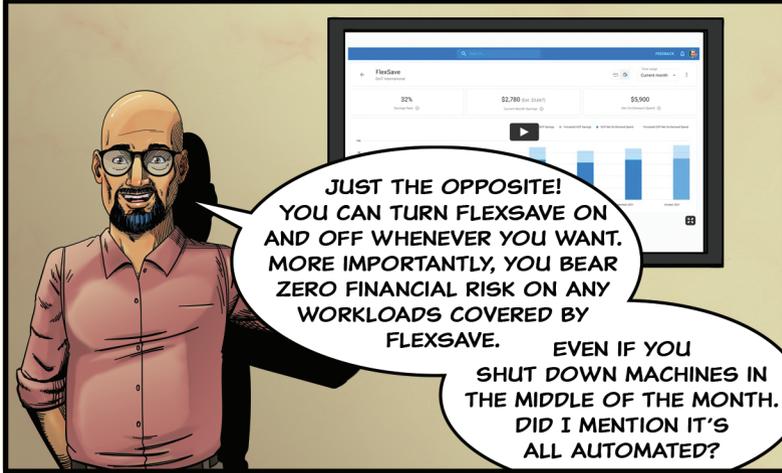
DOIT'S ABILITY TO OPTIMALLY COVER WORKLOADS WITH CUDS IS SIMPLY UNMATCHED.



WE AUTOMATE THE MANAGEMENT OF CUDS FOR YOU, WHILE PASSING ON 1-YEAR CUD SAVINGS TO OUR CUSTOMERS. IT'S A PROGRAM WE CALL FLEXSAVE.



MY MAIN CONCERN HERE IS HAVING YET ANOTHER PLACE TO MANAGE OUR COMPUTE ENGINE CAPACITY. IT FEELS LIKE THERE COULD BE AN INCREASE IN COMPLEXITY.

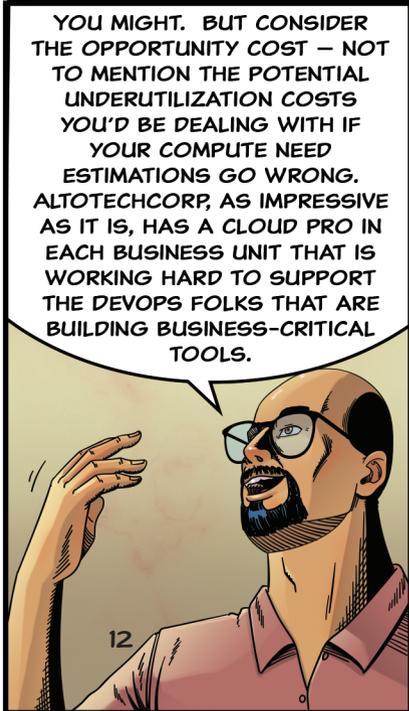


JUST THE OPPOSITE! YOU CAN TURN FLEXSAVE ON AND OFF WHENEVER YOU WANT. MORE IMPORTANTLY, YOU BEAR ZERO FINANCIAL RISK ON ANY WORKLOADS COVERED BY FLEXSAVE.

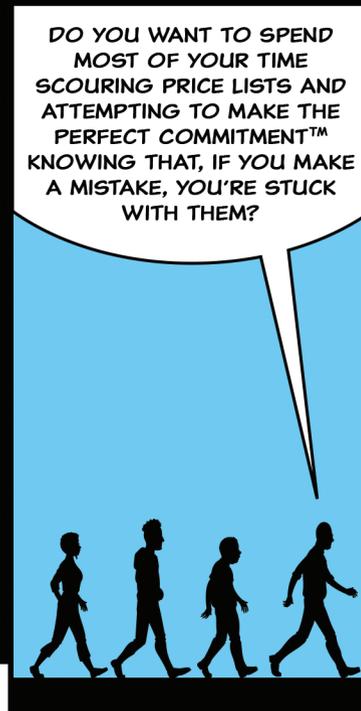
EVEN IF YOU SHUT DOWN MACHINES IN THE MIDDLE OF THE MONTH. DID I MENTION IT'S ALL AUTOMATED?



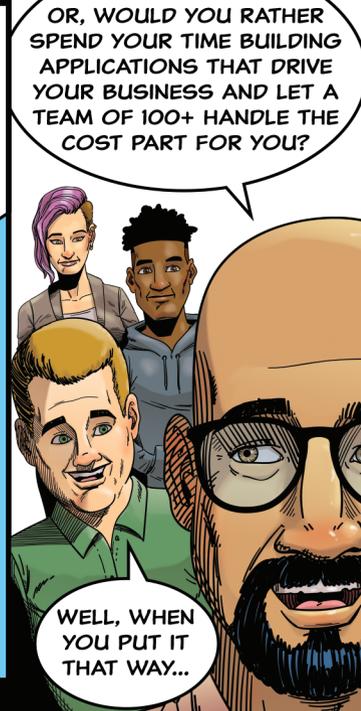
BUT, IF WE REALLY FOCUSED ON IT, CAN'T WE GET THE SAME SAVINGS AS WE WOULD WITH FLEXSAVE AND JUST GO IT ALONE?



YOU MIGHT. BUT CONSIDER THE OPPORTUNITY COST – NOT TO MENTION THE POTENTIAL UNDERUTILIZATION COSTS YOU'D BE DEALING WITH IF YOUR COMPUTE NEED ESTIMATIONS GO WRONG. ALTOTECHCORP, AS IMPRESSIVE AS IT IS, HAS A CLOUD PRO IN EACH BUSINESS UNIT THAT IS WORKING HARD TO SUPPORT THE DEVOPS FOLKS THAT ARE BUILDING BUSINESS-CRITICAL TOOLS.



DO YOU WANT TO SPEND MOST OF YOUR TIME SCOURING PRICE LISTS AND ATTEMPTING TO MAKE THE PERFECT COMMITMENT™ KNOWING THAT, IF YOU MAKE A MISTAKE, YOU'RE STUCK WITH THEM?



OR, WOULD YOU RATHER SPEND YOUR TIME BUILDING APPLICATIONS THAT DRIVE YOUR BUSINESS AND LET A TEAM OF 100+ HANDLE THE COST PART FOR YOU?

WELL, WHEN YOU PUT IT THAT WAY...

WHAT'S THE CATCH, THOUGH? ARE WE THEN LOCKED INTO USING FLEXSAVE FOR A PERIOD OF TIME?

WE GET THAT QUESTION A LOT. THERE'S NO LONG-TERM COMMITMENT. IF YOU WANT TO STOP USING FLEXSAVE, YOU MAY TURN IT OFF AT ANY TIME.

OK, BUT HOW DO WE ACTUALLY GET THE SAVINGS? DO WE HAVE TO WAIT FOR YOU TO CUT US A CHECK OR SOMETHING?

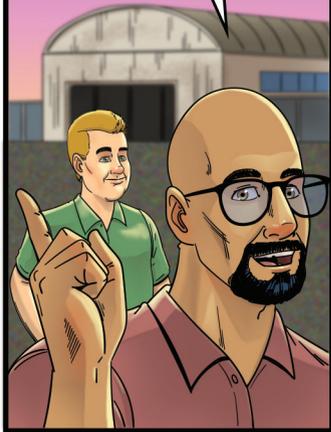


FLEXSAVE SAVINGS ARE AUTOMATICALLY APPLIED TO YOUR CLOUD INVOICE.

I WONDER IF THIS WILL MESS UP THE CUDS WE'VE ALREADY PURCHASED – OR OUR SUDS...

FLEXSAVE ONLY APPLIES TO ON-DEMAND WORKLOADS – SO THOSE NOT ALREADY COVERED BY CUDS.

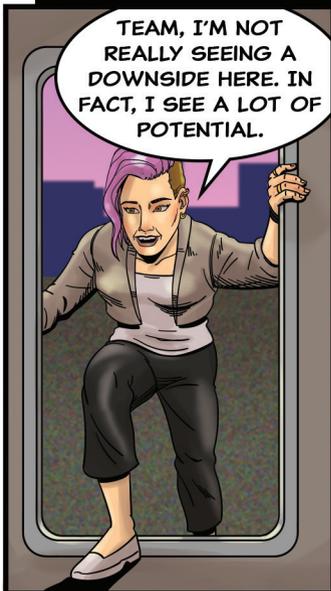
ON-DEMAND WORKLOADS COVERED BY SUDS WILL BE COVERED BY DOIT'S FLEXSAVE PROGRAM.



TEAM, I'M NOT REALLY SEEING A DOWNSIDE HERE. IN FACT, I SEE A LOT OF POTENTIAL.

THERE REALLY ISN'T A DOWNSIDE. YOU'RE GUARANTEED TO SAVE WITHOUT MANAGING A THING. PLUS, IT'S RISK-FREE, REMEMBER?

I DOUBT WE'RE THE ONLY GROUP HAVING THIS PROBLEM AT ALTOTECHCORP...



NO... YOU ARE NOT...

WE NEED TO REIN THIS IN EVERYWHERE. V3 WAS JUST THE ONE THAT GOT NOTICED FIRST.

IT SEEMS LIKE *DOIT* COULD HELP A LOT ACROSS THE COMPANY.

IT FEELS LIKE WE GET SOME GUARDRAILS TO HELP PROTECT US FROM WHAT WE DON'T KNOW OR JUST DON'T FULLY UNDERSTAND.

WE STAY ON BUDGET AND OFF THE CFO'S RADAR.

THAT WOULD BE REALLY NICE FOR ONCE...

BINGO! IN A WORD: GOVERNANCE. WE ENABLE IT TO HELP COMPANIES LIKE ALTO TECHCORP CONTINUE TO INNOVATE WITHOUT SUFFERING FROM THE UNFORESEEN.

THINK OF US AS YOUR PERSONAL STACKOVERFLOW. WE MAKE THE CLOUD OUR BUSINESS, SO THAT YOU CAN FOCUS ON YOURS.

UHH... I DON'T KNOW HOW TO FLY THIS THING.

YOU WILL WHEN WE'RE DONE! NOW, JUMP IN AND I'LL TALK YOU THROUGH IT.



WE'RE HERE TO HELP CUSTOMERS ACHIEVE THEIR GOALS WITH THE CLOUD.



WE LIVE AND BREATHE CLOUD AND WE LOOK FORWARD TO BEING ALTO TECHCORP'S TRUSTED COPILOT ON ITS CLOUD JOURNEY!

ONE MONTH LATER



THAT WAS A GREAT RIDE! I CAN'T BELIEVE HOW FAR WE'VE COME IN THE PAST MONTH!

NO KIDDING! WHEN DOIT SAID THAT WE'D SEE SAVINGS IN MONTH 1, I WAS PRETTY SKEPTICAL, BUT THEY CAME THROUGH AND DID EVEN BETTER THAN WE EXPECTED!

WHERE'S THE COPILOT?

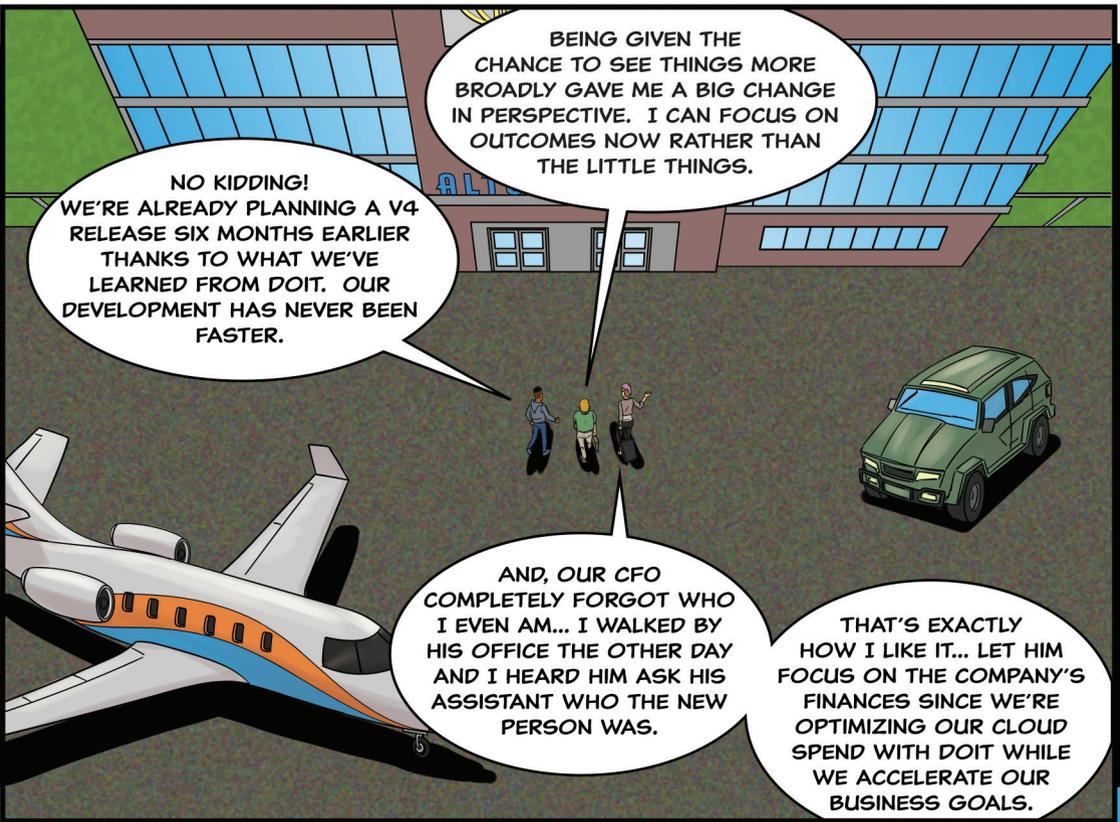


THAT'S THEM! IT TURNS OUT THAT RATHER THAN JUST A SINGLE PERSON SITTING IN THE COPILOT'S CHAIR, WE HAVE AN ENTIRE LEGION OF HUNDREDS FROM *DOIT* AT OUR SIDE HELPING US MEET OUR CLOUD NEEDS! AS THOSE NEEDS CHANGED, SO DID THE PERSON SITTING IN THE COPILOT'S SEAT.

I HAD NO IDEA JUST HOW MUCH WE COULD ACTUALLY DO WITH *GOOGLE CLOUD*. *DOIT* HELPED ME UNDERSTAND THE REAL BREADTH OF WHAT'S POSSIBLE.



OH, CONGRATS ON THE PROMOTION TO *SR. CLOUD ARCHITECT*, NEIL!



NO KIDDING!
WE'RE ALREADY PLANNING A V4
RELEASE SIX MONTHS EARLIER
THANKS TO WHAT WE'VE
LEARNED FROM DOIT. OUR
DEVELOPMENT HAS NEVER BEEN
FASTER.

BEING GIVEN THE
CHANCE TO SEE THINGS MORE
BROADLY GAVE ME A BIG CHANGE
IN PERSPECTIVE. I CAN FOCUS ON
OUTCOMES NOW RATHER THAN
THE LITTLE THINGS.

AND, OUR CFO
COMPLETELY FORGOT WHO
I EVEN AM... I WALKED BY
HIS OFFICE THE OTHER DAY
AND I HEARD HIM ASK HIS
ASSISTANT WHO THE NEW
PERSON WAS.

THAT'S EXACTLY
HOW I LIKE IT... LET HIM
FOCUS ON THE COMPANY'S
FINANCES SINCE WE'RE
OPTIMIZING OUR CLOUD
SPEND WITH DOIT WHILE
WE ACCELERATE OUR
BUSINESS GOALS.



I DIDN'T KNOW WE
COULD RUN CONTAINERS
ON GOOGLE CLOUD
COMPOSER!

DOIT HELPED ME
FIGURE OUT HOW TO
SHAVE 2 WEEKS OFF
OUR DEPLOYMENT
TIMELINE!

DOIT'S TEAM
HELPED ME MAKE
SURE WE HAVE THE
RIGHT CAPACITY
FOR OUR NEW
TOOL!



**MAXIMIZE CLOUD SAVINGS AND
AUTOMATE COST OPTIMIZATION
WITH FLEXSAVE.**

[DOIT-INTL.COM/FLEXSAVE](https://doit-intl.com/flexsave)



REALIZE YOUR CLOUD SAVINGS POTENTIAL WITH
FLEXSAVE!

- **ZERO COMPUTE COMMITMENTS:** GET THE DISCOUNTS THAT COME WITH COMMITTED USE DISCOUNTS (CUDS), WITHOUT ACTUALLY BUYING ANY YOURSELF.
- **ZERO FINANCIAL RISK:** YOU BEAR ZERO LOSS RISK. EVEN IF YOU SHUT OFF MACHINES IN THE MIDDLE OF THE MONTH.
- **ZERO-EFFORT MANAGEMENT:** SAY GOODBYE TO MANUALLY MONITORING WORKLOADS COVERED BY CUDS AND HAVING TO PREDICT FUTURE WORKLOAD NEEDS.

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