AWS Certified Cloud Practitioner
Training Bootcamp

# Fundamentals of Pricing

#### Introduction

- AWS provides agility, helps you reduce your IT costs and reach global coverage in minutes
- With AWS you can optimize your costs continuously, in order to match your needs and environment
- AWS offers pay-as-you-go, on-demand pricing, with the best ROI for each specific use case



#### **AWS Pricing Key Principles**

- AWS Key Principles are, as follows:
  - Understand the fundamentals of pricing
  - Start early with cost optimization
  - Maximize the power of flexibility
  - Use the right pricing model for the job



### Understand the Fundamentals of Pricing

- For the vast majority of AWS services, the following impact the cost with AWS: compute, storage and outbound data transfer
- No charge for data transfer inbound (into AWS), data transfer outbound is charged; outbound traffic is aggregated on your bill (AWS Data Transfer Out) as /GB
- Storage is paid on a per GB basis
- Compute is paid by the minute or hour

#### Start Early with Cost Optimization

It's never too early to start cost optimization

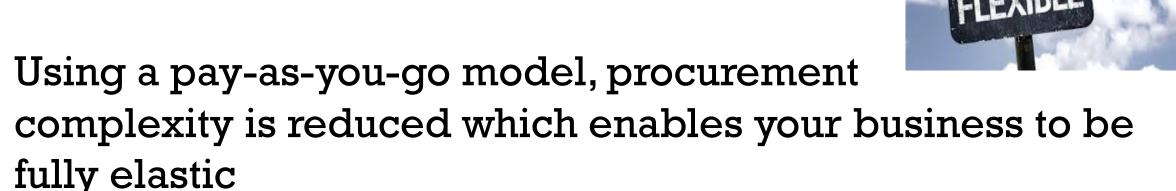
You should start managing your costs from the beginning of your implementation start date; the complexity grows as you move

forward and scale your project

It's easiest and recommended to put cost visibility and control mechanisms in place before environment becomes large and complex

#### Maximize the Power of Flexibility

- With AWS you pay for exactly what you need, with no minimum commitments or long-term contracts
- You can choose to save money through a reservation model



You don't pay for services that are not running (cost eff.)

### Use the Right Pricing Model for the Job

With AWS, you can choose the pricing model that best fits your business needs as well

Different pricing models are available for EC2:

On Demand: pay and use EC2 with no up-front payment or long-term contract



Dedicated Instances: AWS hardware is dedicated to you, you don't split the host with any other customer

### Use the Right Pricing Model for the Job

Different pricing models are available for EC2:

Spot Instances: purchase spare computing capacity at discounted hourly rates

price

Reservations: pay for compute capacity ahead of time and receive discount up to 75% (i.e. EC2, RDS, DynamoDB, others) AWS Certified Cloud Practitioner
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## Thank you