

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

Key
Principles

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
- Using a pay-as-you-go model, procurement complexity is reduced which enables your business to be fully elastic
- 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
- *Reservations*: pay for compute capacity ahead of time and receive discount up to 75% (i.e. EC2, RDS, DynamoDB, others)



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Thank you