

Day 11/13

Module-11 - Pricing and support

Date /

DELTA Pg No.

#1 AWS Pricing concepts

- I) Pay as you go: You only pay for the resources you actually use, with no upfront costs or long-term commitment.
- II) Save when you commit: You receive discounts when you commit to using AWS services for a longer period (such as with Savings Plan or Reserved Instances).
- III) Pay less by using more: The more you use certain services, the lower your per-unit cost becomes due to volume-based pricing.

Main drivers of AWS pricing

- I) Compute: You pay for the amount of processing power used (instance type, duration, and usage time).
- II) Storage: You pay for the amount of data stored and how long it is stored.
- III) Outbound data transfer: You pay for the data transferred out of AWS to the internet or other regions (incoming data is usually free).

#2 AWS Pricing and Billing services

(I) AWS Organisations

Multi-account management + consolidated billing

→ Multiple AWS accounts

→ centralized Management

→ one bill for all accounts

→ Apply policies (SCPs)

(II) AWS Billing and Cost Management Dashboard

Current Bill Overview

→ view current charges

→ forecast monthly spend

→ see which service costs most

(III) AWS Budgets

Set spending limit + alerts

→ set cost threshold

→ get notified when exceeding budget

→ track cost by service/tag/account

(IV) AWS Cost Explorer

Analyze cost trends over time

→ historical cost analysis

→ break down by service/account/tag

→ find which department/project costs more

① AWS Pricing Calculator

Estimate cost before deployment:

- Estimate future workload cost
- compare instance pricing
- pre-deployment cost planning.

3 AWS Support Plans

① Basic support (Free - Default)

- 24/7 customer care
- DOCS, whitepapers, forums
- Trusted Advisor (core checks only)
- AWS Personal Health Dashboard
- X No technical support access

② Developer Support

- Everything in Basic
- Email support
- 24-hour response (faster if impaired)
- Good for testing / non-production

③ Business Support

- Everything in Developer
- Full trusted advisor checks
- Phone access to AWS engineers
- 4-hour response (impaired)

- 1-hour response (production down)
- Infrastructure Event Management (Extra fee)

④ Enterprise On-Ramp

- Enterprise KA (lighter version)
- Faster response than Business
- Some proactive guidance
- For growing production workloads

⑤ Enterprise Support

- Full enterprise-level support
- Dedicated TAM (Technical Account Manager)
- Proactive monitoring
- 15-minute response for critical issues
- Mission-critical workloads

Note: From Jan 1, 2027

- Developer, Business and Enterprise On-Ramp discontinued
- They move to Business Support or Enterprise Support

Future Plans

① Basic

② AWS Business Support

③ AWS Enterprise Support

④ AWS Unified Operations

4 AWS Marketplace and APN

- ① AWS Marketplace: An online store where you can find, buy and deploy third-party software solutions that run on AWS.
- ② AWS Partner Network (APN): A global network of AWS-certified consulting and technology partners that help customers build, migrate and optimize solutions on AWS.

Additional resources

- ③ AWS re:post - community Q/A forum for technical questions.
- ④ AWS Trust and Safety centre: Handles abuse, fraud, and policy violations.
- ⑤ AWS Solution Architects: Provide architectural guidance and best-practice advice.
- ⑥ AWS professional service: Paid consulting for implementation, migration and audits.
- ⑦ Self-support - Documentation, whitepapers, FAQs, well-architected tools.