**Cost savings goals and targets**

**1. Cost Awareness**

**Goal:** Establish a culture of cost awareness within the organization.

**Implementation:**

* Train teams to understand AWS pricing models, cost allocation tags, and the AWS Billing and Cost Management Console.
* Leverage AWS Cost Explorer to analyze historical costs, forecast future spending, and identify trends.

**2. Implementing Cloud Financial Management**

**Goal:** Implement cloud financial management best practices to optimize costs.

**Implementation:**

* Set up an effective billing and cost monitoring system using AWS Cost Explorer, AWS Budgets, and AWS Cost and Usage Reports.
* Define and enforce cost allocation tags for resources to facilitate tracking and chargeback.
* Establish budgets based on your organization's spending patterns and get alerted when costs exceed predefined thresholds.

**3. Right Sizing Resources**

**Goal:** Optimize the performance and costs of your resources by right-sizing them.

**Implementation:**

* Use AWS Trusted Advisor to identify underutilized or overprovisioned resources.
* Implement AWS Auto Scaling to automatically adjust the number of instances based on demand, ensuring optimal resource utilization.
* Leverage AWS Compute Optimizer to get recommendations for optimal instance types.

**4. Leveraging Reserved Instances (RIs)**

**Goal:** Maximize cost savings by strategically using Reserved Instances.

**Implementation:**

* Analyze usage patterns to identify stable and predictable workloads suitable for Reserved Instances.
* Purchase RIs for instances running 24/7 or with predictable usage patterns to benefit from significant cost savings over on-demand pricing.

**5. Spot Instances and Savings Plans**

**Goal:** Utilize Spot Instances and Savings Plans for cost-effective computing.

**Implementation:**

* Leverage Spot Instances for fault-tolerant and flexible workloads to take advantage of lower-cost spare EC2 capacity.
* Evaluate and implement AWS Savings Plans for significant savings on compute usage with a commitment to a consistent amount (measured in $/hr) for a 1 or 3-year term.

**6. Data Transfer and Storage Optimization**

**Goal:** Optimize costs associated with data transfer and storage.

**Implementation:**

* Utilize AWS Direct Connect or AWS VPN for predictable data transfer costs.
* Implement data lifecycle management strategies to move less frequently accessed data to lower-cost storage classes.

**7. Serverless Architectures**

**Goal:** Leverage serverless architectures for efficiency and cost savings.

**Implementation:**

* Adopt AWS Lambda for event-driven workloads to pay only for the compute time consumed.
* Consider using managed services like AWS Fargate for containerized workloads without managing the underlying infrastructure.

**8. Continuous Improvement and Review**

**Goal:** Establish a continuous improvement process for cost optimization.

**Implementation:**

* Regularly review and refine your architecture to align with changing business requirements and AWS service offerings.
* Use AWS Trusted Advisor and AWS Well-Architected Tool to identify opportunities for improvement and cost savings.

**9. Training and Certification**

**Goal:** Equip teams with the knowledge and skills to make cost-effective decisions.

**Implementation:**

* Encourage team members to pursue AWS certifications related to cost management and optimization.
* Provide ongoing training on new AWS services and best practices for cost optimization.

Implementing goals and targets related to cost savings in the AWS Well-Architected Framework requires a combination of strategic planning, continuous monitoring, and utilization of cost optimization tools provided by AWS. Regularly reassess your architecture, monitor usage patterns, and stay informed about AWS pricing updates to ensure ongoing cost efficiency in your cloud environment.

[AWS Documentation](https://docs.aws.amazon.com/wellarchitected/latest/framework/cost_govern_usage_goal_target.html)