



relax.
We'll get started in just a bit...



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relax.
We'll get started in just a bit...



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POST no Bills

**Cloud Cost Management Without
APIs**



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Cost
Optimization
SaaS Products all
Kinda Suck . . .
(Did I think that out loud?!)

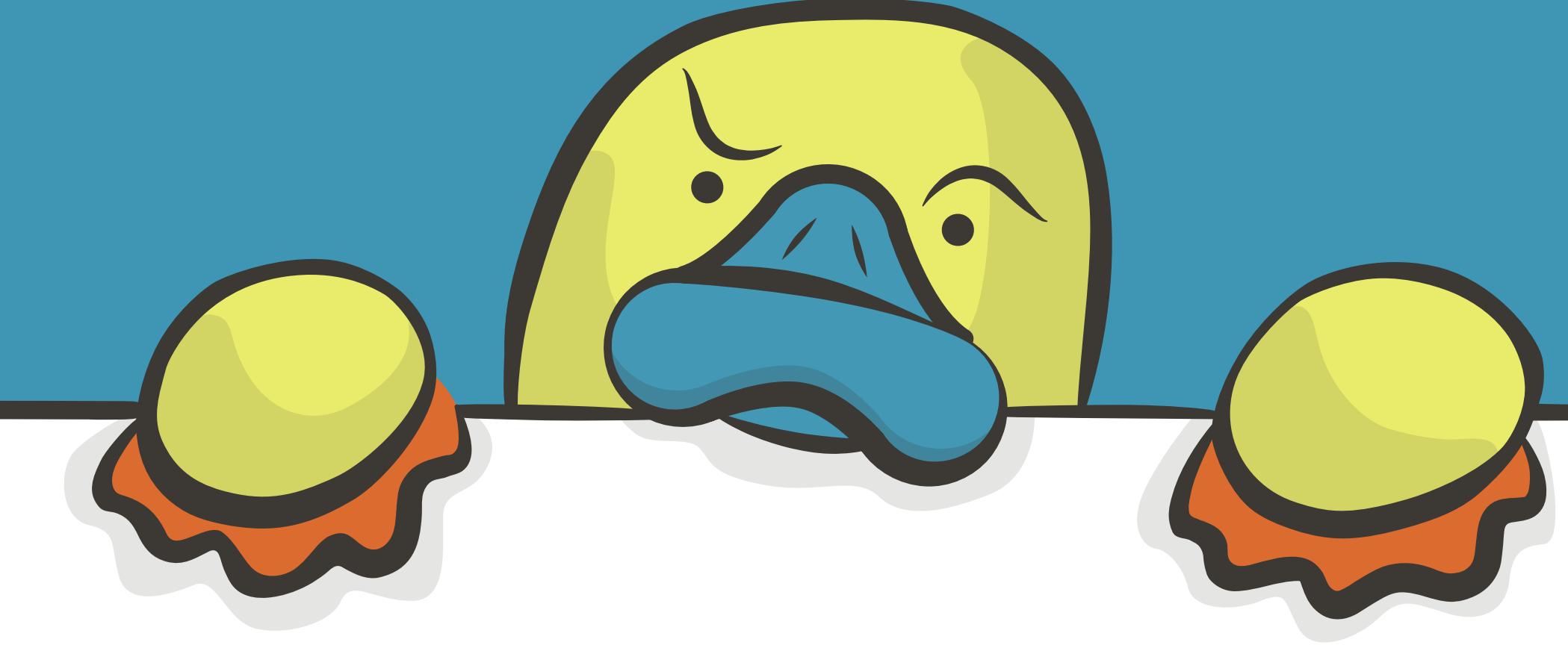


Corey Quinn, Cloud Economist

.....

Corey is the Cloud Economist at The Duckbill Group. Corey's unique brand of snark combines with a deep understanding of AWS's offerings, unlocking a level of insight that's both penetrating and hilarious. He lives in San Francisco with his spouse and daughter.





I fix the AWS bill by
making it smaller and
more understandable

Cost
Optimization
SaaS Products all
Kinda Suck . . .
(Did I think that out loud?!)





Buy some
reserved
instances...



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...for stuff you're
turning off next
week.



Turn off these
idle instances
labeled "DR
Site"





I'm not going to
tell you about
those
**unattached EBS
disk volumes.**



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This isn't really their fault ...



It's the fault of
Venture
Capitalists!



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VCs have incentives

.....



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.....

- ♥ Everything must be massively scalable



VCs have incentives

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- ♥ Everything must be massively scalable
- ♥ Offerings should be low touch

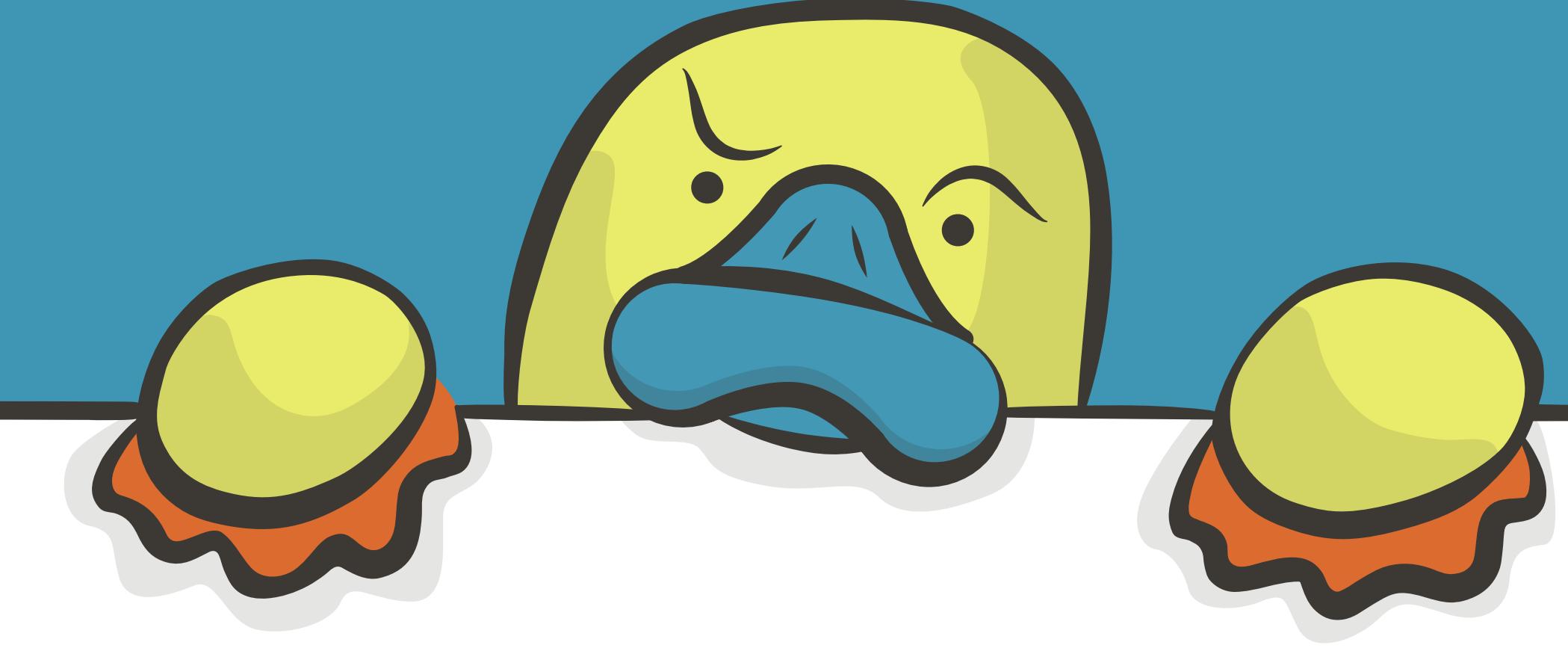


VCs have incentives

.....

- ❖ Everything must be massively scalable
- ❖ Offerings should be low touch
- ❖ Something about "Uber for cloud billing"





A brief digression

Let's Do Some Math

.....



Let's Do Some Math

.....

- ❖ Assume AWS's revenues are \$35 billion a year



Let's Do Some Math

.....

- ♥ Assume AWS's revenues are \$35 billion a year
- ♥ Assume you charge 3% of spend



Let's Do Some Math

.....

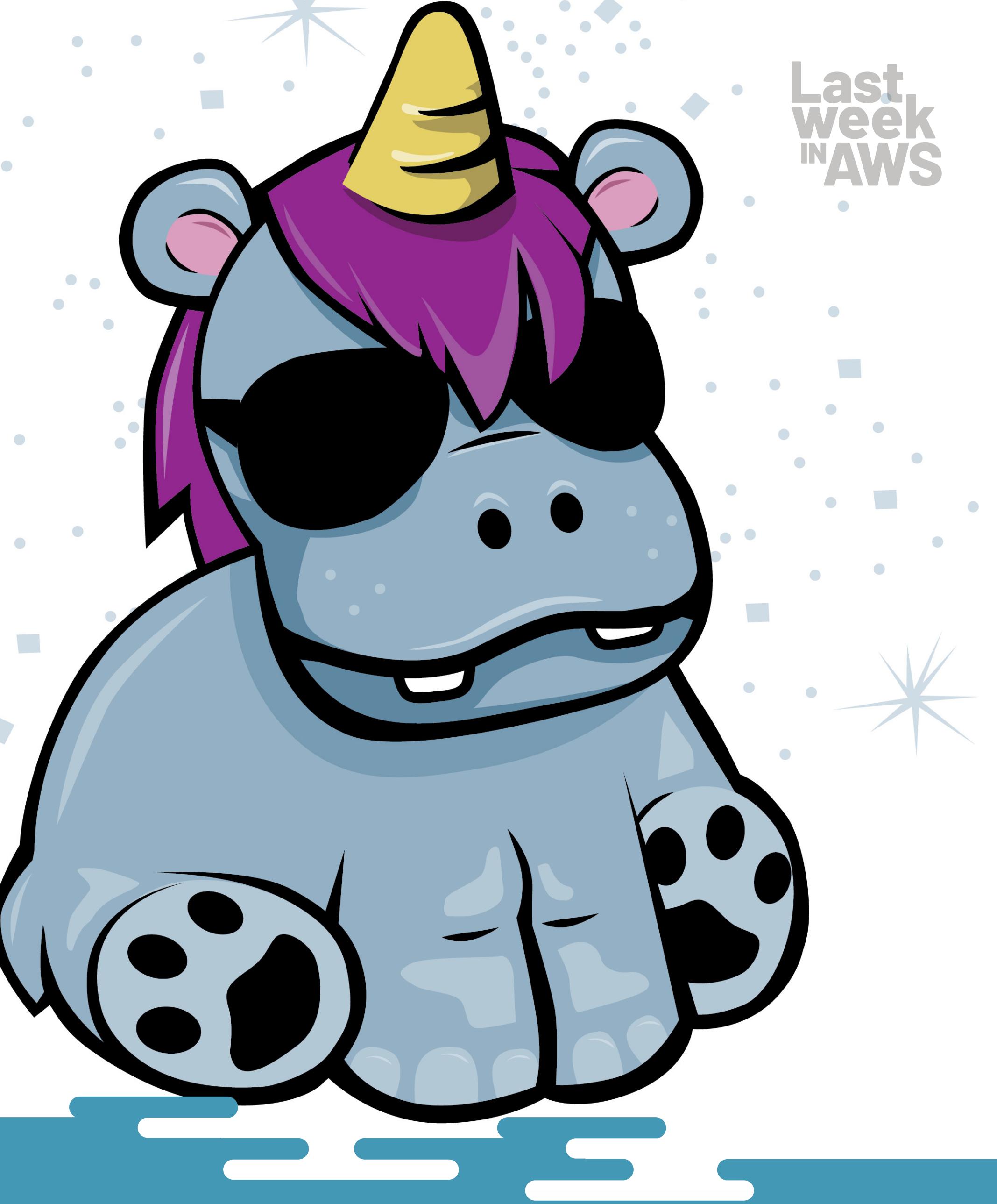
- ❖ Assume AWS's revenues are \$35 billion a year
- ❖ Assume you charge 3% of spend
- ❖ Your TAM is \$1.05 billion



Let's Do Some Math

.....

- ❖ Assume AWS's revenues are \$35 billion a year
- ❖ Assume you charge 3% of spend
- ❖ Your TAM is \$1.05 billion



"Cloud Revenue
is growing, you
irreverent
jackass!"



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"There's more
to cloud than
just AWS."



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Let's think this through

.....



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Let's think this through

.....

- ❖ Almost nobody needs multiple clouds in one dashboard



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Let's think this through

.....

- ❖ Almost nobody needs multiple clouds in one dashboard
- ❖ Surely cloud providers won't fix their billing tools



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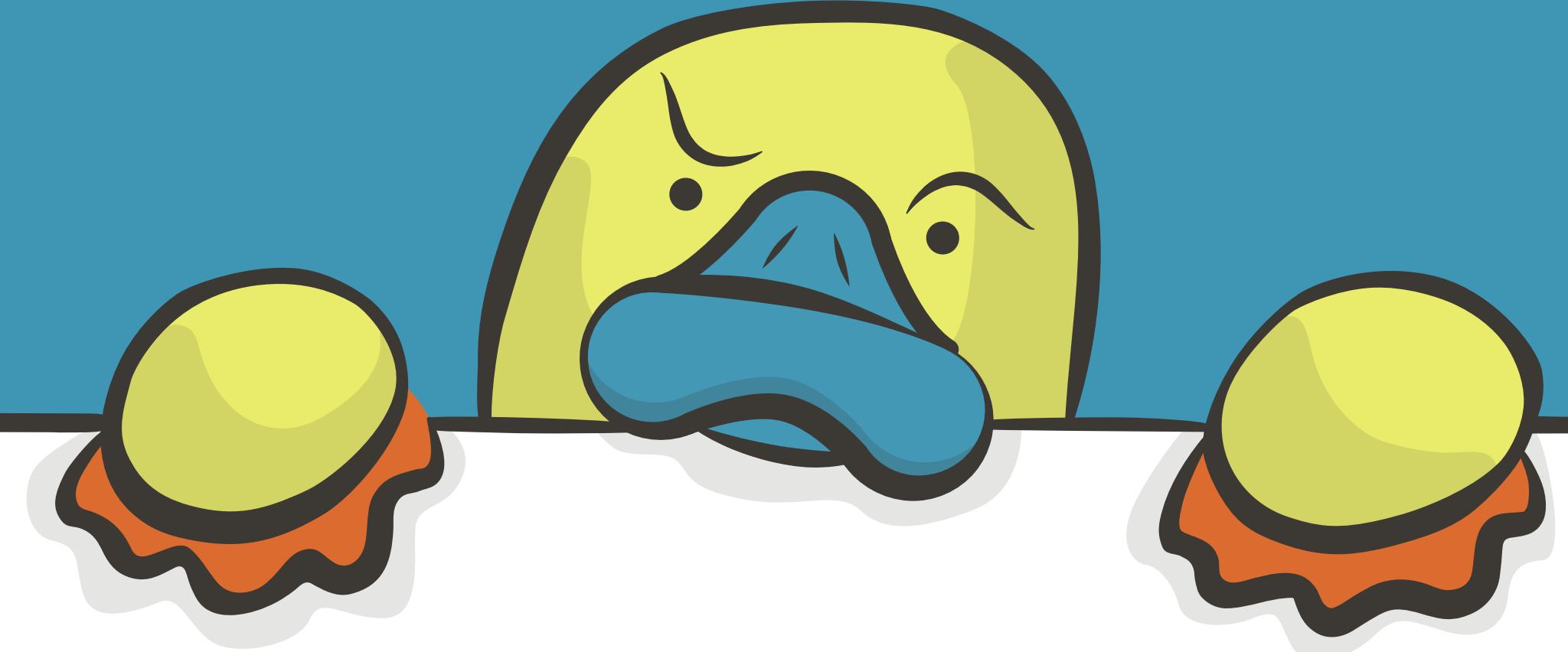
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Let's think this through

.....

- Almost nobody needs multiple clouds in one dashboard
- Surely cloud providers won't fix their billing tools
- Aren't you the folks who funded WeWork?!





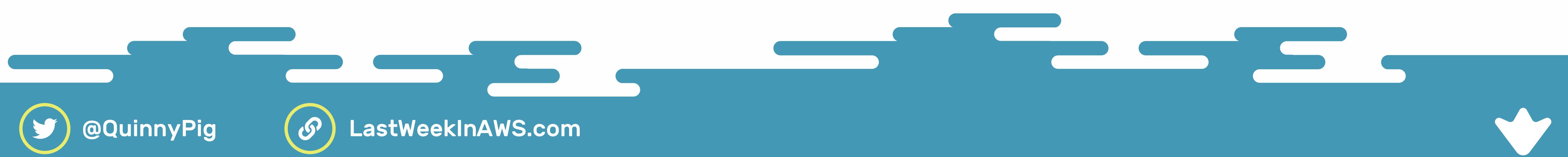
All of this is
beside the point

None of these
tools fix your
actual problems.



Your Problems

.....



Your Problems

(We'll bound this to just cloud billing out of respect)

.....



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Your Problems

(We'll bound this to just cloud billing out of respect)

.....

- >You need to explain the bill to someone who's not involved in working with the cloud environment



Your Problems

(We'll bound this to just cloud billing out of respect)

.....

- ♥ You need to explain the bill to someone who's not involved in working with the cloud environment
- ♥ The bill itself is vast and deep



Your Problems

(We'll bound this to just cloud billing out of respect)

.....

- ♥ You need to explain the bill to someone who's not involved in working with the cloud environment
- ♥ The bill itself is vast and deep
- ♥ Not everyone who touches the infra is a responsible steward



What does Finance care about?



Allocation and Prediction ...



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The AWS bill has tax consequences



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A person wearing a light blue t-shirt and a dark smartwatch on their left wrist is spraying a powerful stream of water from a fire hydrant. The background is a blurred outdoor setting with some foliage.

Having COGS (Cost
of Goods Sold) tied
to a variable charge
is... problematic.



Visibility and Predictability freaking Matter!



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"That's a mighty large
Amazon bill.
How many books are
these engineers
reading?!"



What does
Engineering care
about?



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Feature Delivery



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The F*cking Computers



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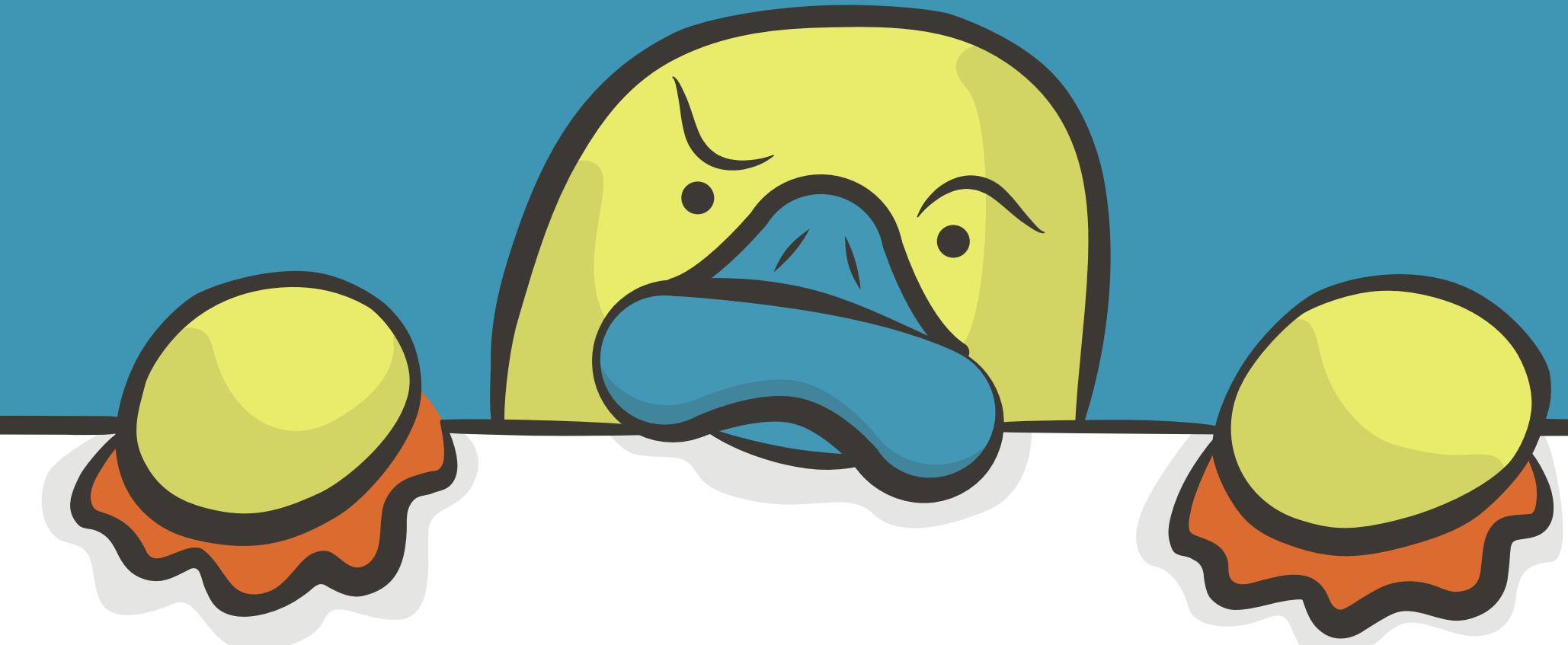


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Guardrails have to make doing the right thing easier than not





Michael Krakovskiy
@deadprogrammer



AWS is not about paying for what you use, it's about paying for what you forgot to turn off.

9:26 PM · 4/23/19 · [Twitter for iPhone](#)

3,217 Retweets 12.6K Likes



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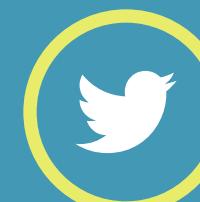
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There is no API for business insight



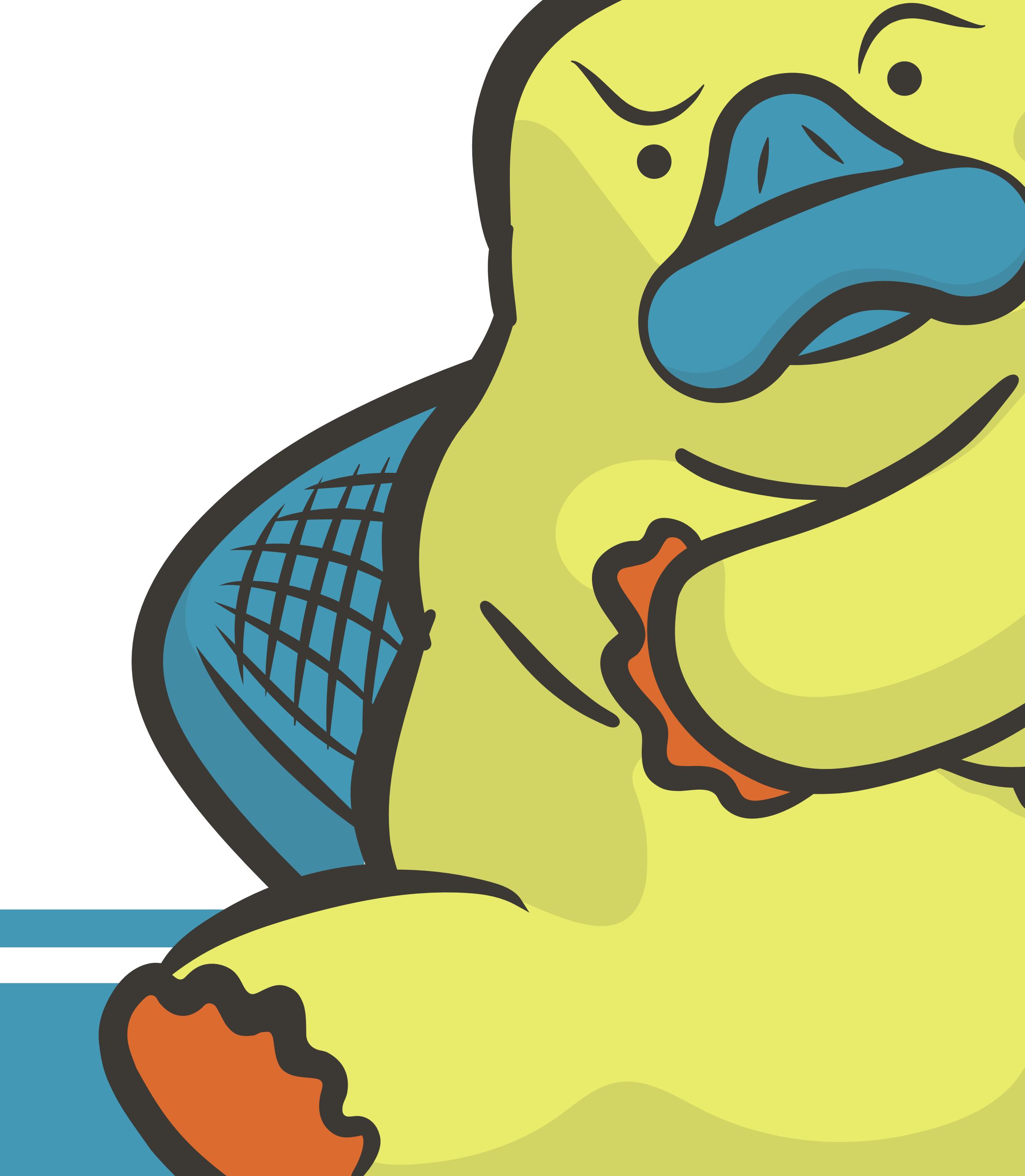
Quinn's Theory of Cloud Cost Prediction



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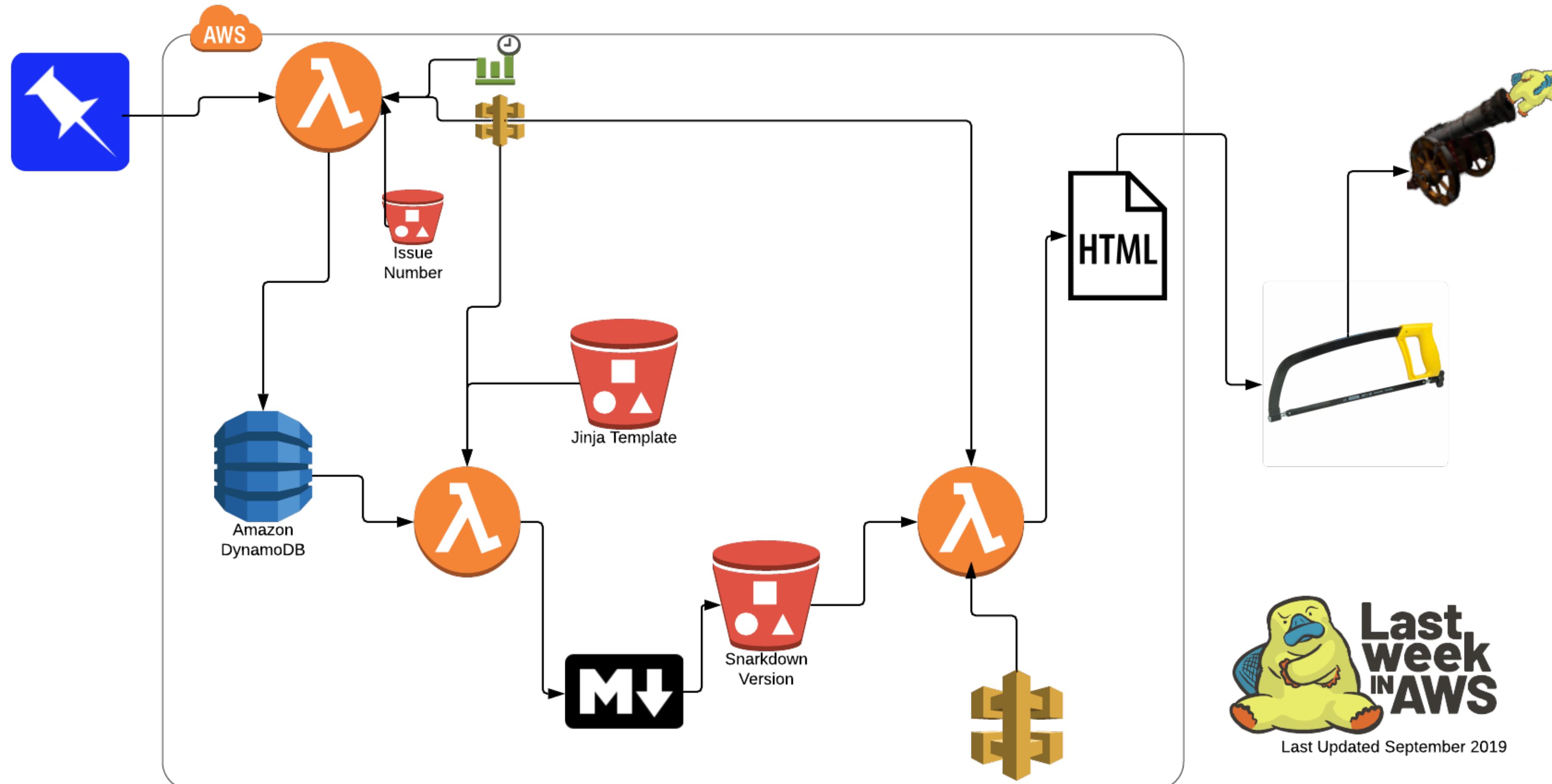


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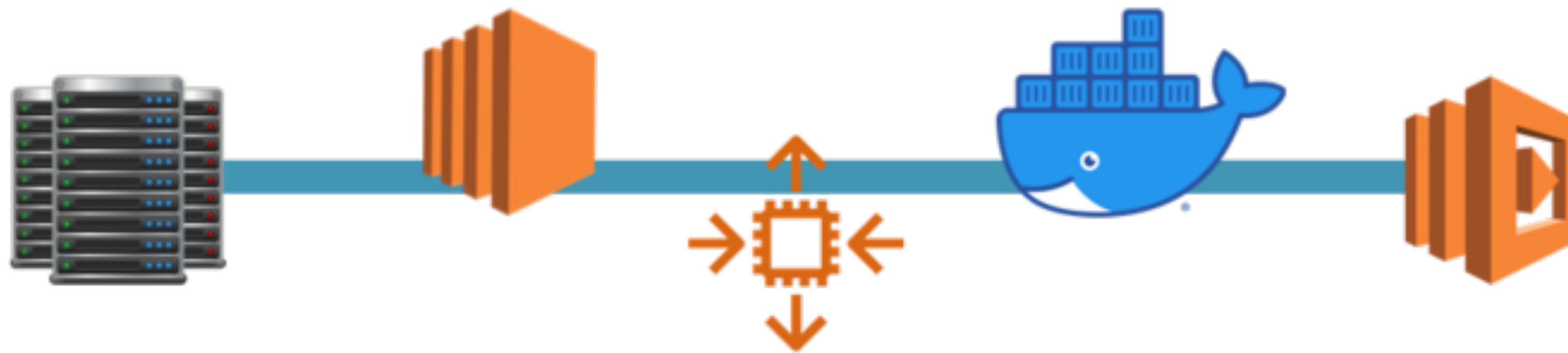




Last Week in AWS Newsletter Production Pipeline



"Cloudiness"



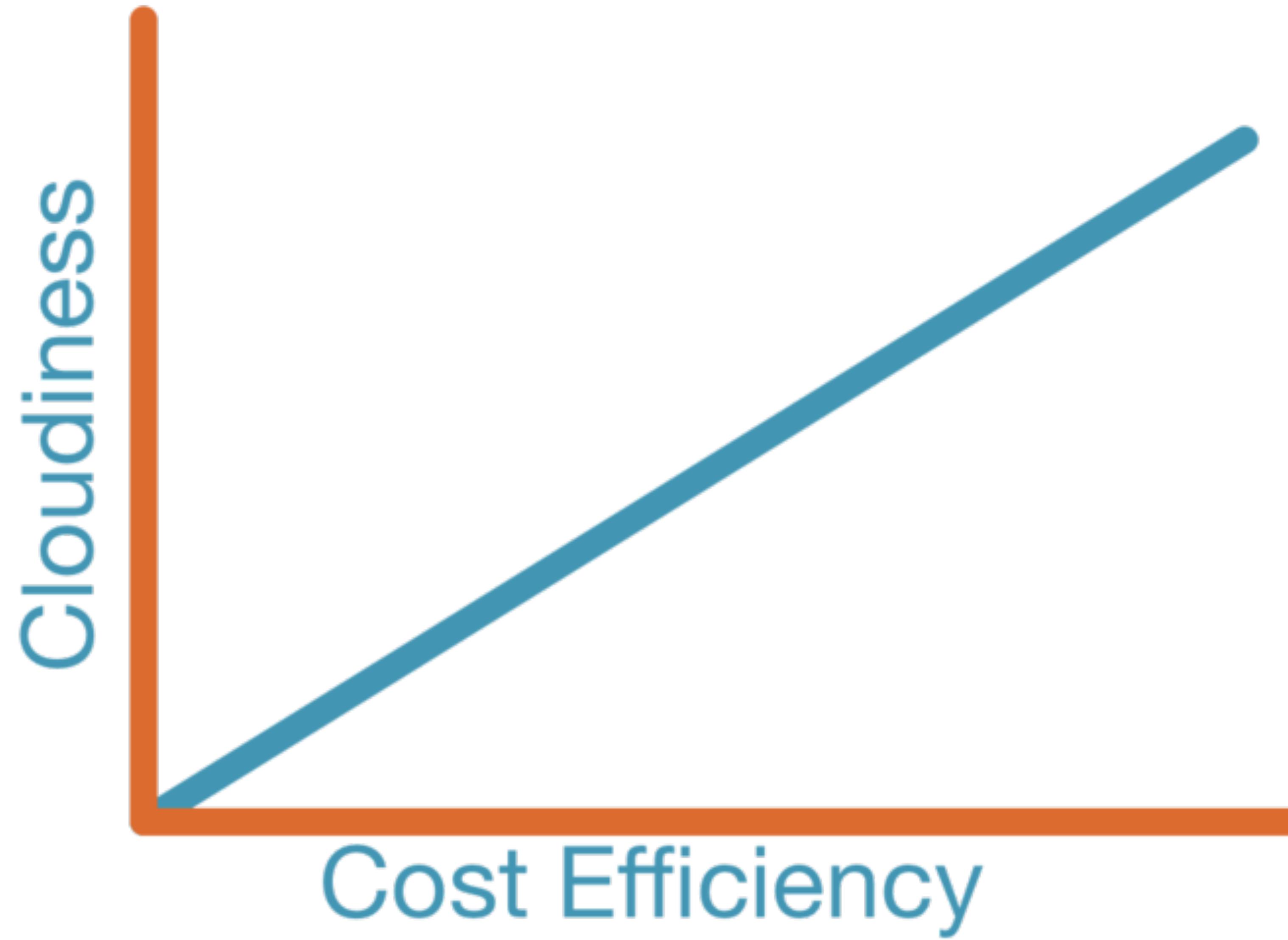
NIST's Five Essential Characteristics of Cloud Computing

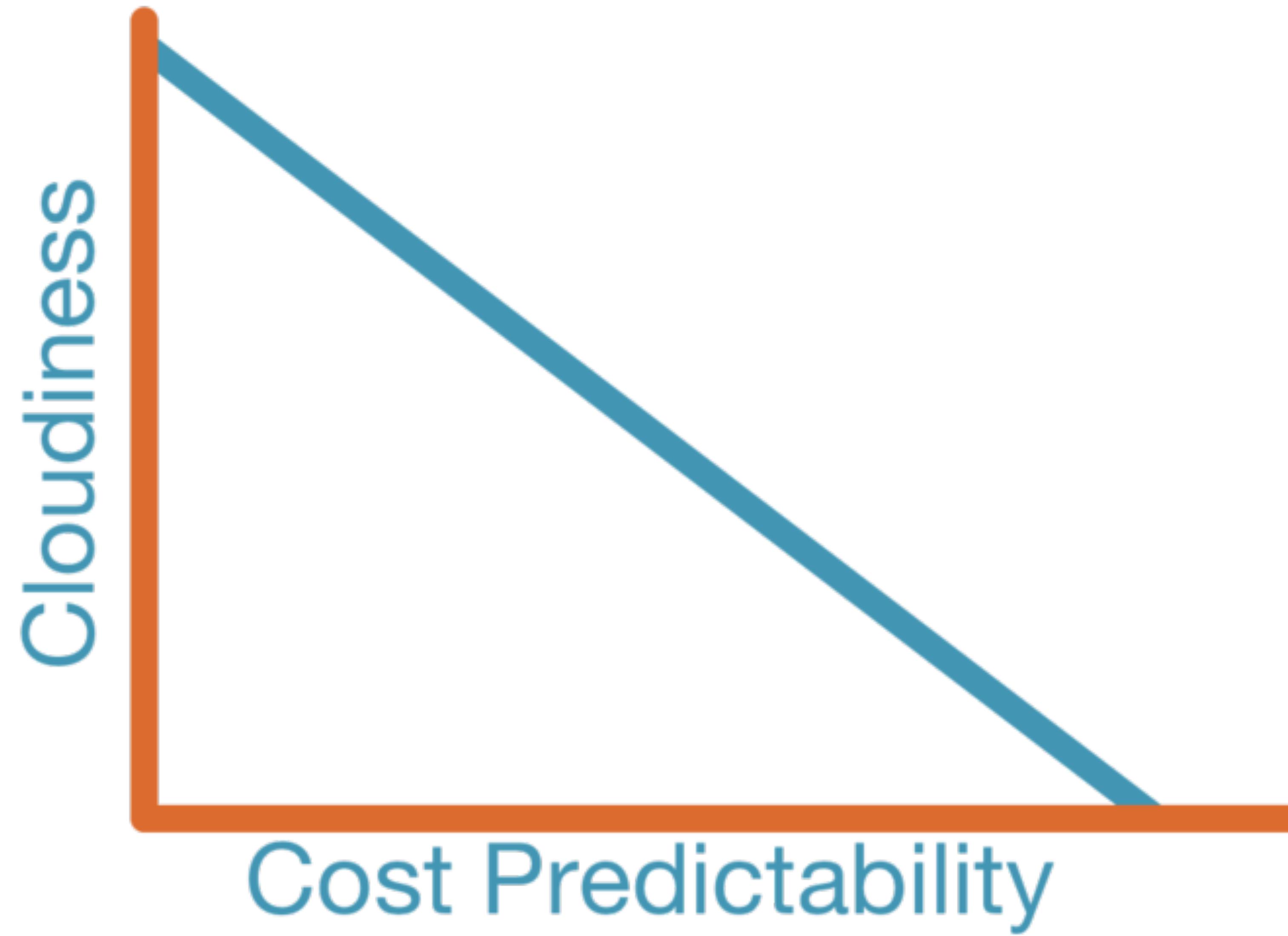
(As made famous by Dr. Nicole Forsgren et al.)

.....

- ❖ On-demand self-service
- ❖ Broad network access
- ❖ Source Pooling
- ❖ Rapid elasticity
- ❖ Measured service









The more cost-optimized a cloud environment becomes, the harder it is to predict its cost.

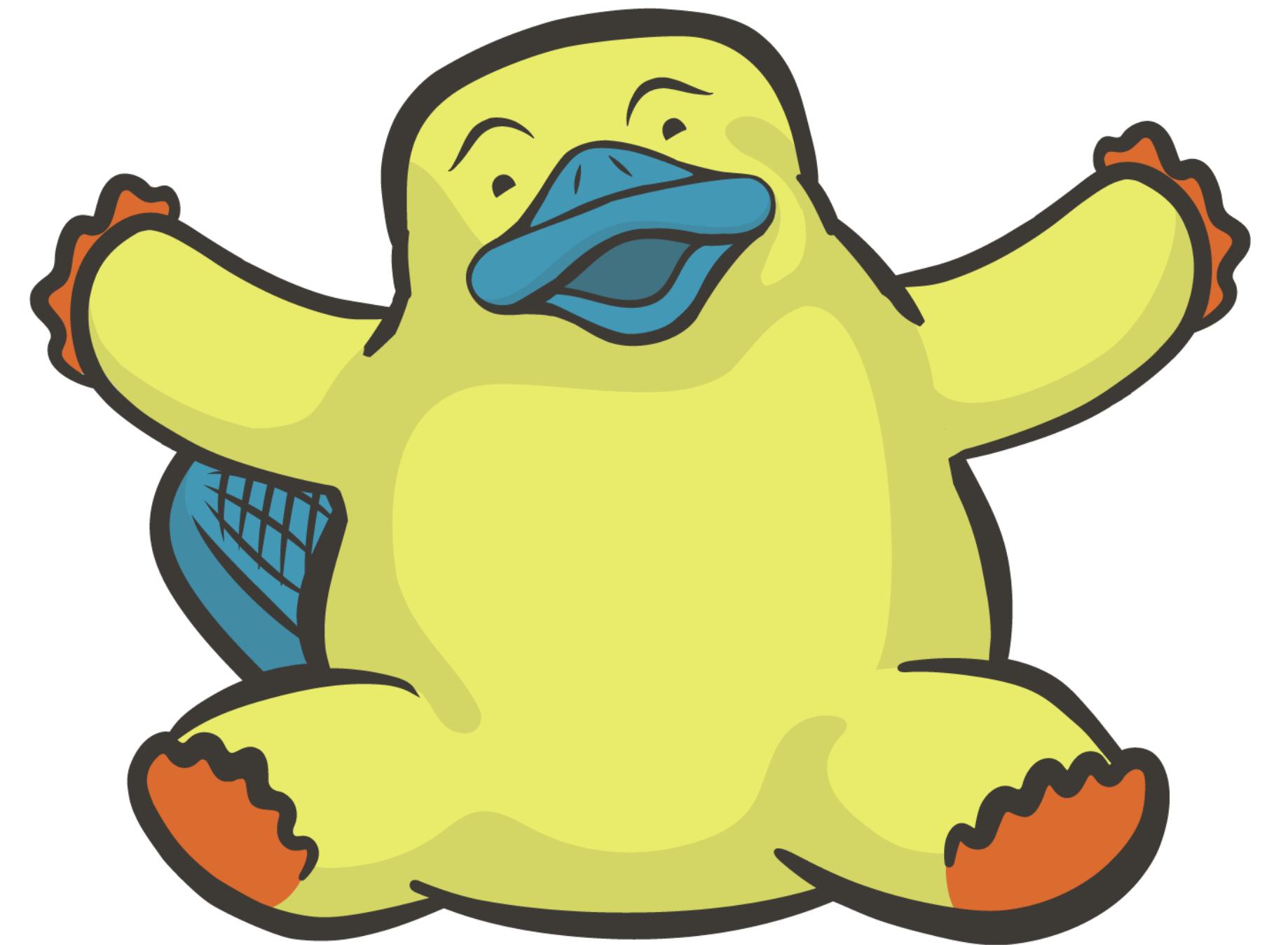


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What have I missed?

corey@duckbillgroup.com

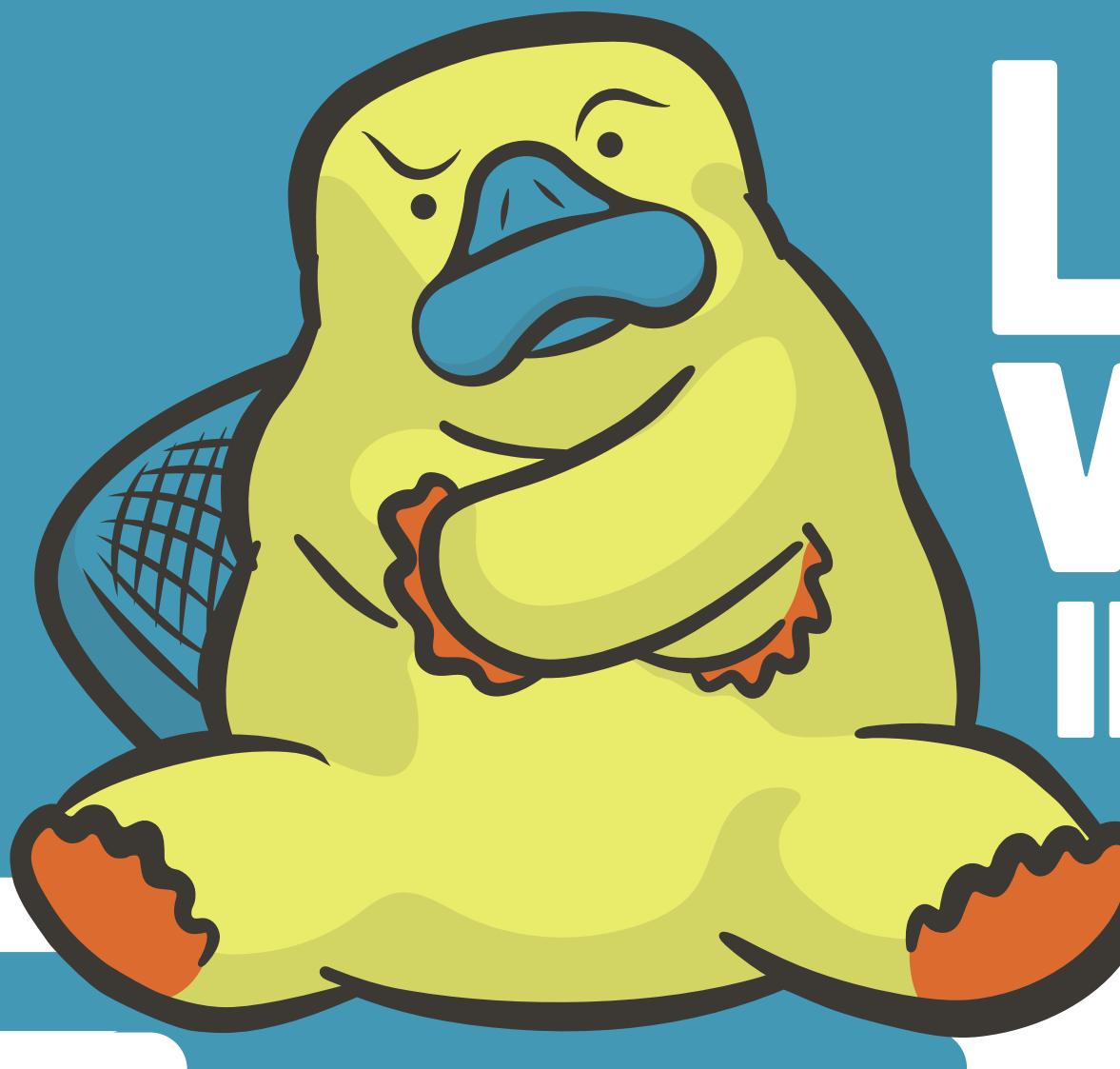


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thanks!

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