# Cloud Computing Fundamentals

DS5110: Cloud Computing
Spring 2025
Lecture 13

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Wisconsin CS 320 by Tyler Caraza-Harter
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# **Background**

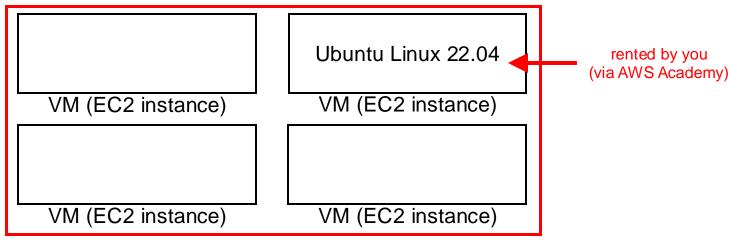
# The beginning

"Sometimes you need a lot of processing power; and sometimes you need just a little. Sometimes you need a lot, but you only need it for a limited amount of time."

-- Jeff Barr (https://aws.amazon.com/blogs/aws/amazon\_ec2\_beta/)

#### Amazon Web Services (AWS)

- Elastic Computing Cloud (EC2), rented VMs, launched in 2006
- "Infrastructure as a Service" (laaS): rent infrastructure (compute, storage, network) instead of owning the hardware yourself

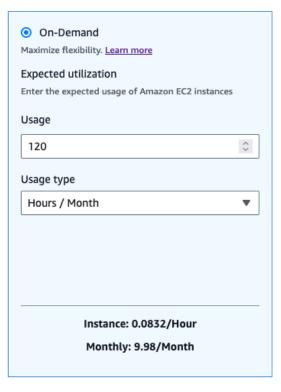


Physical machine (host) in an Amazon datacenter

#### VM hours

#### Pricing summary

t3.large | Family: t3 | 2vCPU | 8 GiB Memory



#### Pricing comparison

- one VM for a month: about \$10
- about 120 hours a month (4\*30)
- 120 VMs for an hour: about \$10
- same computation + storage resources
- very different wait time

#### Be careful!!

- programmers previously optimized when things were too slow
- now we need to optimize when it is too expensive
- cost is not always obvious at the moment you're running a job (need to do "back of the envelope" estimates before you deploy the resources)

Amazon EC2 On-Demand instances cost (Monthly): 9.98 Amazon Elastic Block Store (EBS) total cost (Monthly): 1.28

AWS pricing calculator: <a href="https://calculator.aws/#/">https://calculator.aws/#/</a>

#### EC2Instances.info Easy Amazon EC2 Instance Comparison

EC2 RDS

Region: US East (N. Virginia) -Cost: Hourly Reserved: 1-year - No Upfront -Columns -Clear Filters Filter: Min Memory (GiB): 0 Min vCPUs: 0 Min Storage (GiB): 0 API Name **Network Performance** Name Memory vCPUs Instance Storage Linux On Demand cost Linux Reserved cost Windows On Demand cost Windows Reserved cost Search M5DN Extra Large m5dn.xlarge 16.0 GiB 4 vCPUs 150 GiB NVMe SSD Up to 25 Gigabit \$0.272000 hourly \$0.173000 hourly \$0.456000 hourly \$0.357000 hourly M5A Double Extra Large m5a.2xlarge 32.0 GiB 8 vCPUs EBS only Up to 10 Gigabit \$0.344000 hourly \$0.219000 hourly \$0.712000 hourly \$0.587000 hourly 384 0 GIB 48 vCPUs EBS only 50 Gigabit R5N 12xlarge r5n.12xlarge \$3.576000 hourly \$2,253000 hourly \$5.784000 hourly \$4,461000 hourly 32.0 GiB 4 vCPUs 150 GiB NVMe SSD 10 Gigabit \$0.350000 hourly R5AD Extra Large r5ad.xlarge \$0.262000 hourly \$0.166000 hourly \$0.446000 hourly R5N Extra Large 32.0 GiB 4 vCPUs EBS only Up to 25 Gigabit \$0.298000 hourly \$0.188000 hourly \$0.482000 hourly \$0.372000 hourly r5n.xlarge 30000 GiB (4 \* 7500 GiB NVMe SSD) 50 Gigabit I3EN 12xlarge i3en,12xlarge 384.0 GIB 48 vCPUs \$5,424000 hourly \$3,694000 hourly \$7.632000 hourly \$5,902000 hourly I3EN Metal 768.0 GiB 96 vCPUs 60000 GiB (8 \* 7500 GiB NVMe SSD) 100 Gigabit \$10.848000 hourly \$7,388000 hourly \$15,264000 hourly \$11.804000 hourly i3en.metal 32.0 GiB 4 vCPUs 150 GiB NVMe SSD Up to 25 Gigabit R5DN Extra Large r5dn.xlarge \$0.334000 hourly \$0.211000 hourly \$0.518000 hourly \$0.395000 hourly 30.5 GiB 4 vCPUs 800 GiB SSD Moderate \$0.853000 hourly \$0.424000 hourly \$0.565000 hourly 12 Extra Large \$0.973000 hourly i2.xlarge M5N 16xlarge m5n,16xlarge 256.0 GiB 64 vCPUs EBS only 75 Gigabit \$3.808000 hourly \$2,419000 hourly \$6,752000 hourly \$5,363000 hourly T2 Micro t2.micro 1.0 GiB 1 vCPUs for a 2h 24m burst EBS only Low to Moderate \$0.011600 hourly \$0.007200 hourly \$0.016200 hourly \$0.011800 hourly D2 Eight Extra Large d2.8xlarge 244.0 GiB 36 vCPUs 48000 GiB (24 \* 2000 GiB HDD) 10 Gigabit \$5.520000 hourly \$3.216000 hourly \$6.198000 hourly \$3.300000 hourly I3EN 3xlarge i3en.3xlarge 96.0 GiB 12 vCPUs 7500 GiB NVMe SSD Up to 25 Gigabit \$1.356000 hourly \$0.924000 hourly \$1.908000 hourly \$1,476000 hourly 450 GiB NVMe SSD Up to 10 Gigabit Z1D 3xlarge z1d.3xlarge 96.0 GiB 12 vCPUs \$1.116000 hourly \$0.705000 hourly \$1,668000 hourly \$1.257000 hourly X1E 16xlarge x1e.16xlarge 1952.0 GiB 64 vCPUs 1920 GiB SSD 10 Gigabit \$11.167000 hourly \$13.344000 hourly \$8,223000 hourly \$16,288000 hourly 768.0 GiB 96 vCPUs R5N 24xlarge r5n.24xlarge EBS only 100 Gigabit \$7.152000 hourly \$4.506000 hourly \$11.568000 hourly \$8.922000 hourly 12 Eight Extra Large i2.8xlarge 244.0 GiB 32 vCPUs 6400 GiB (8 \* 800 GiB SSD) 10 Gigabit \$6.820000 hourly \$3.392000 hourly \$7,782000 hourly \$4.521000 hourly R5A Eight Extra Large r5a.8xlarge 256.0 GiB 32 vCPUs EBS only Up to 10 Gigabit \$1.808000 hourly \$1.141000 hourly \$3.280000 hourly \$2.613000 hourly A1 Metal a1.metal 32.0 GiB 16 vCPUs EBS only Up to 10 Gigabit \$0.408000 hourly \$0.257000 hourly unavailable unavailable 12 Double Extra Large i2.2xlarge 61.0 GiB 8 vCPUs 1600 GiB (2 \* 800 GiB SSD) High \$1.705000 hourly \$0.848000 hourly \$1.946000 hourly \$1.131000 hourly I3EN Double Extra Large i3en.2xlarge 64.0 GiB 8 vCPUs 5000 GiB (2 \* 2500 GiB NVMe SSD) Up to 25 Gigabit \$0.904000 hourly \$0.616000 hourly \$1,272000 hourly \$0.984000 hourly M5A Extra Large m5a.xlarge 16.0 GiB 4 vCPUs EBS only Up to 10 Gigabit \$0.172000 hourly \$0.109000 hourly \$0.356000 hourly \$0.293000 hourly P3 Double Extra Large p3.2xlarge 61.0 GiB 8 vCPUs EBS only Up to 10 Gigabit \$3.060000 hourly \$2.088000 hourly \$3.428000 hourly \$2.456000 hourly T2 Double Extra Large t2.2xlarge 32.0 GiB 8 vCPUs for a 4h 4.8m burst EBS only Moderate \$0.371200 hourly \$0.230000 hourly \$0.433200 hourly \$0.292000 hourly H1 Eight Extra Large h1.8xlarge 128.0 GiB 32 vCPUs 8000 GiB (4 \* 2000 GiB HDD) 10 Gigabit \$1.872000 hourly \$1.272000 hourly \$3.344000 hourly \$2.744000 hourly R5D 24xlarge r5d.24xlarge 768.0 GiB 96 vCPUs 3600 GiB (4 \* 900 GiB NVMe SSD) 25 Gigabit \$6.912000 hourly \$4.362000 hourly \$11.328000 hourly \$8.778000 hourly I3EN 6xlarge i3en.6xlarge 192.0 GiB 24 vCPUs 15000 GiB (2 \* 7500 GiB NVMe SSD) 25 Gigabit \$2.712000 hourly \$1.847000 hourly \$3.816000 hourly \$2.951000 hourly R4 High-Memory Eight Extra Large r4.8xlarge 244.0 GiB 32 vCPUs EBS only 10 Gigabit \$2.128000 hourly \$1.344000 hourly \$3.600000 hourly \$2.816000 hourly T2 Large 8.0 GiB 2 vCPUs for a 7h 12m burst t2.large EBS only Low to Moderate \$0.092800 hourly \$0.057500 hourly \$0.120800 hourly \$0.085500 hourly X1 Extra High-Memory 16xlarge x1.16xlarge 976.0 GiB 64 vCPUs 1920 GiB SSD High \$6.669000 hourly \$4.110000 hourly \$9.613000 hourly \$7.054000 hourly M5A 16xlarge 256.0 GiB 64 vCPUs EBS only 12 Gigabit \$5.696000 hourly \$4.695000 hourly m5a.16xlarge \$2.752000 hourly \$1.751000 hourly **B5 Metal** r5 metal 768 0 GIB 96 vCPUs EBS only 25 Gigabit \$6.048000 hourly \$3.810000 hourly \$10.464000 hourly \$8,226000 hourly R5A Large 16.0 GiB 2 vCPUs EBS only 10 Gigabit \$0.071000 hourly \$0.205000 hourly \$0.163000 hourly r5a.large \$0.113000 hourly C3 High-CPU Large c3.large 3.75 GiB 2 vCPUs 32 GiB (2 \* 16 GiB SSD) Moderate \$0.105000 hourly \$0.073000 hourly \$0.188000 hourly \$0.165000 hourly R5A 24xlarge 768.0 GiB 96 vCPUs \$9.840000 hourly r5a.24xlarge EBS only 20 Gigabit \$5,424000 hourly \$3,423000 hourly \$7.839000 hourly G3 16xlarge q3.16xlarge 488.0 GiB 64 vCPUs EBS only 20 Gigabit \$4,560000 hourly \$3.112200 hourly \$7.504000 hourly \$6.056200 hourly A1 Double Extra Large a1.2xlarge 16.0 GiB 8 vCPUs EBS only Up to 10 Gigabit \$0.204000 hourly \$0.128500 hourly unavailable unavailable C4 High-CPU Extra Large c4.xlarge 7.5 GiB 4 vCPUs EBS only High \$0.199000 hourly \$0.126000 hourly \$0.383000 hourly \$0.310000 hourly 480 GiB SSD Up to 10 Gigabit X1E Quadruple Extra Large x1e.4xlarge 488.0 GIB 16 vCPUs \$3.336000 hourly \$2.056000 hourly \$4.072000 hourly \$2,792000 hourly M5AD Extra Large m5ad.xlarge 16.0 GiB 4 vCPUs 150 GiB NVMe SSD Up to 10 Gigabit \$0.206000 hourly \$0.132000 hourly \$0.390000 hourly \$0.316000 hourly

#### Other cloud services

AWS now has > 200 services beyond EC2 (and growing)

#### Other cloud services

- laaS (Infrastructure as a Service)
  - EC2, other services that feel closer to raw hardware
  - Virtual disks, virtual network, some storage systems, etc.
  - Cheap + flexible you can deploy & run anything on it (Spark, Ray, etc.)
- PaaS (Platform as a Service)
  - Cloud providers has deployed systems on the infrastructure; you pay to use the deployed system
  - Databases, application framework/platforms, ML training/deployment systems
  - Less flexible, easier to use
  - Often more expensive (though not necessarily more than doing it yourself due to efficiencies available to cloud provider but not you)
- Line between laaS and PaaS distinction is a bit subjective.

#### Other cloud services

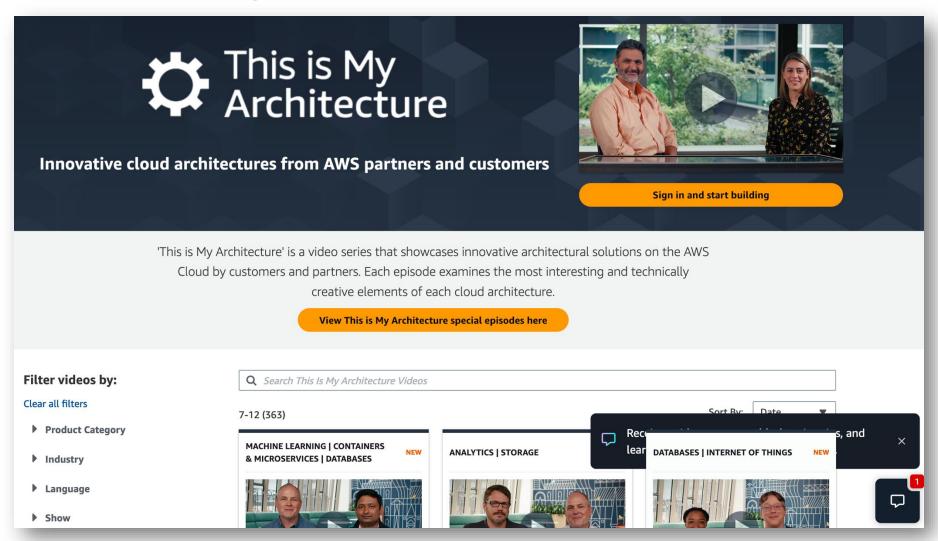
- FaaS (Function as a Service)
  - AWS Lambda, the very first FaaS platform across all public cloud providers
  - Users upload code packaged in \(\lambda\) "functions" and AWS helps provision it, auto-scale it, and tear it down
  - Finer-grained billing at millisecond level
  - Bundled CPU+memory resources
  - Cheap but not as flexible you don't need to worry about deployment

#### **Trends**

- What AWS cloud services are most popular today?
- Market share of major cloud providers

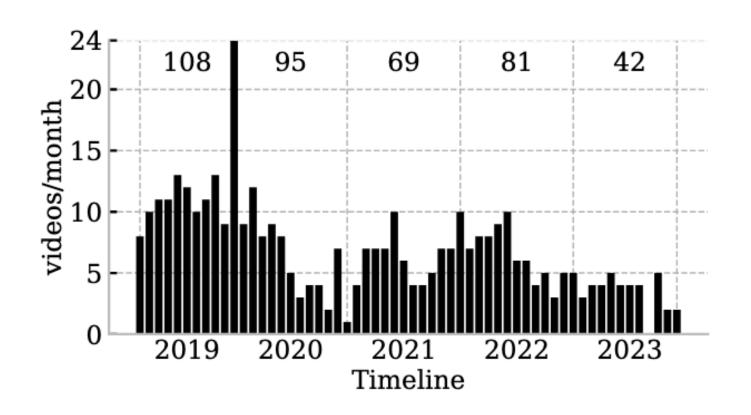
Q: How do we know which AWS services are most popular in today's cloud-native apps?

# Analyzing AWS' own video series



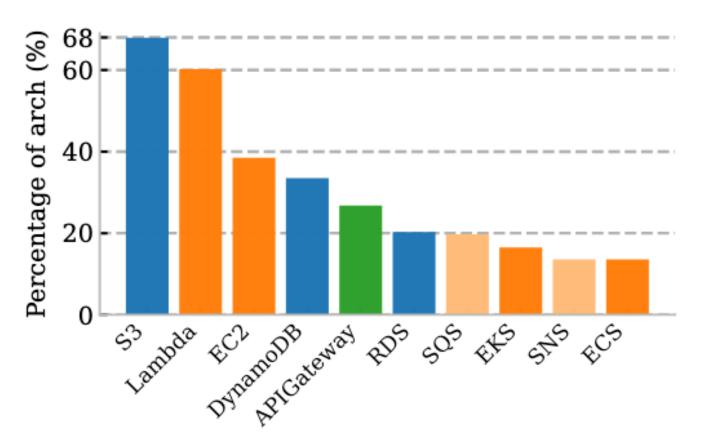
https://aws.amazon.com/architecture/this-is-my-architecture/

#### Distribution of video release date



<sup>\*</sup> Cloudscape: A Study of Storage Services in Modern Cloud Architectures [USENIX FAST 2025]

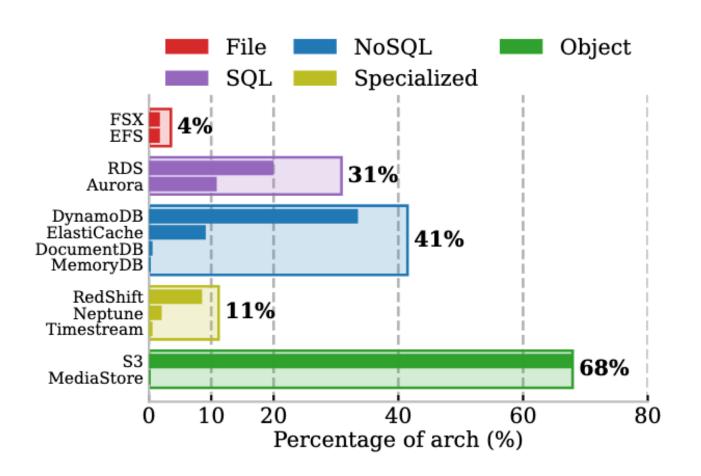
# Popularity of different AWS services



All services including compute and storage

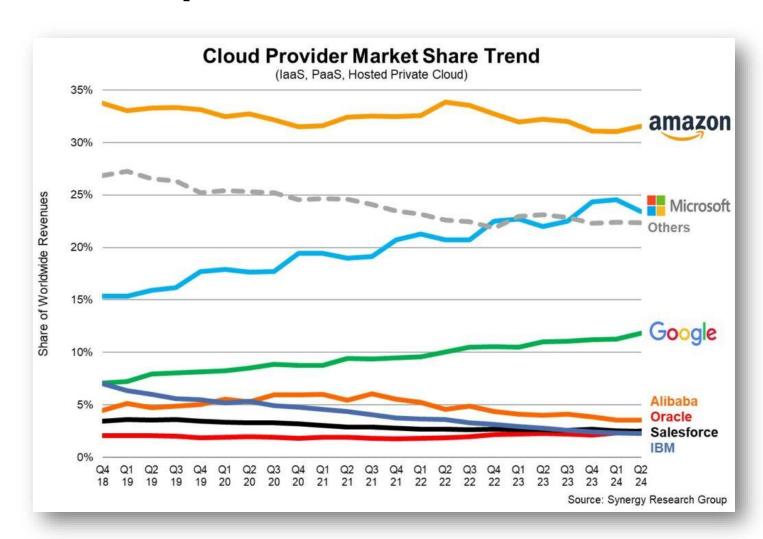
<sup>\*</sup> Cloudscape: A Study of Storage Services in Modern Cloud Architectures [USENIX FAST 2025]

# Usage of different storage services



<sup>\*</sup> Cloudscape: A Study of Storage Services in Modern Cloud Architectures [USENIX FAST 2025]

# Cloud provider market share trend



https://holori.com/cloud-market-share-2024-aws-azure-gcp/

# Lock-in

#### Lock-in

- Customers (tenants) worry: what if the cloud provider increases the price? If it's hard to move to a competing cloud, you're "locked in"
- PaaS: services are often unique, and it would be hard to move to a different cloud providers
- laaS: services like VMs are more uniform it would be easier to switch to a different cloud to find the cheapest place to rent VMs
- Data: cloud providers often make it free to bring data into the cloud (ingress) but expensive to take it out (egress \$\$\$\$\$)

# **Case study: Dropbox**



- A data sync startup founded back in 2008
- Became popular so quickly
  - Peak number of users: 500+ Million
  - Overall amount of data stored: 500 PB
- Initially stored all data on public clouds (AWS)
- Seriously considered to move data out of AWS
- Cloud vendor lock in
  - Enormous egress \$\$
- Now still parts of its data services sitting on AWS

# Cloud economics and billing models

# Tenants: Pay-as-you-go?

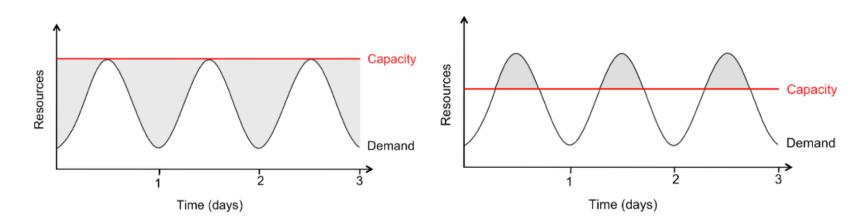
- (Claimed) pay-as-you-go pricing
  - Usage-based?
  - Most (compute) services charged per minute
    - Except for Lambda, which is charged per millisecond
  - Storage and network services charged per byte
  - No minimum or upfront fee

# Tenants: Pay-as-you-go?

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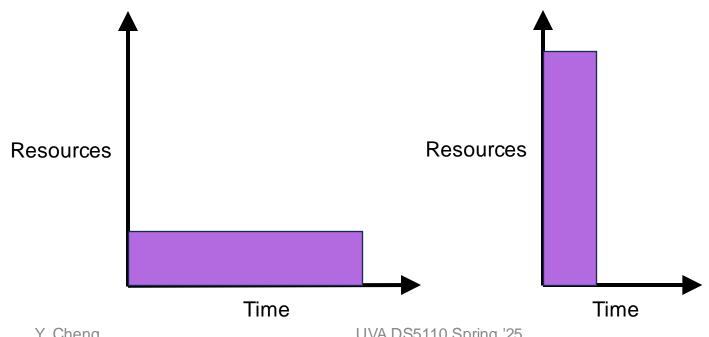
#### Q: Is the cloud pricing truly pay-as-you-go?

Problem: How to perform strategic planning?



# **Tenants: Scalability gained?**

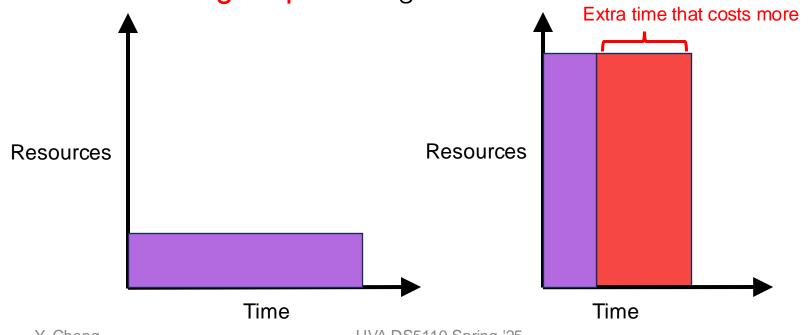
- (Ideally) Linear scalability & perfect elasticity
  - Using 1000 servers for 1 hour costs the same as 1 server for 1000 hours
  - Same price to get a result faster



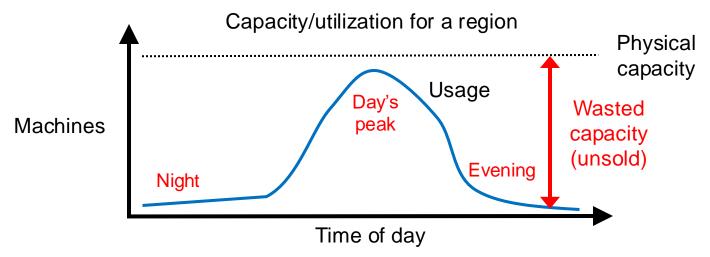
Y. Cheng

# In practice, it really depends, case by case. Likely the speedup of the computation is much lower than 1000X!

- (In reality) Scalability is sublinear and VM scaling is slow.
  - Using 1000 servers for 1+N hour costs N times more than 1 server for 1000 hours
  - Often higher price to get a result faster

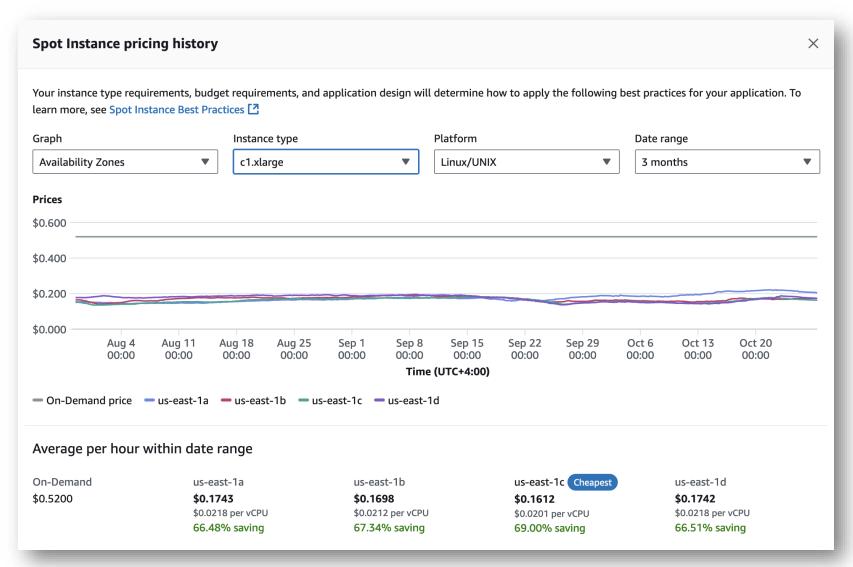


### Providers: On-demand vs. spot instances

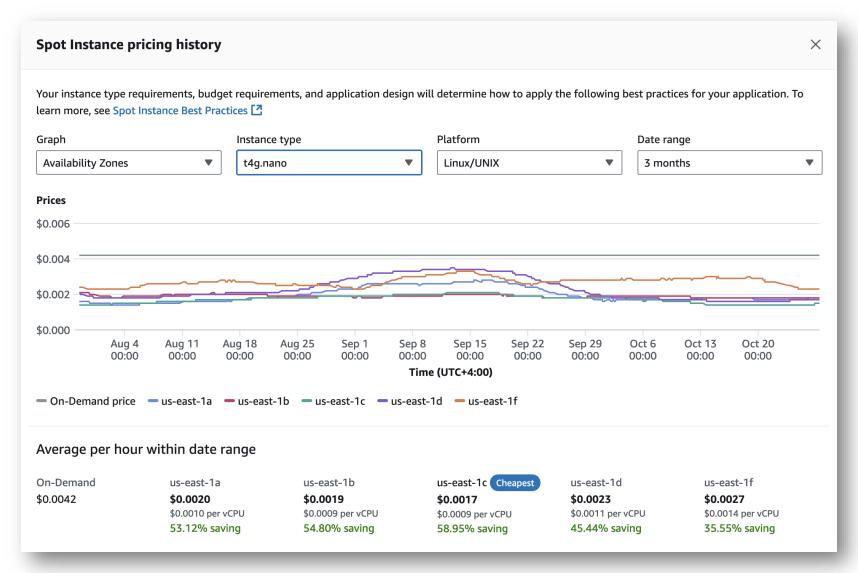


- How to create incentives for tenants?
  - · Use less at peak time
  - Use more at low times
- Two VM deployment options
  - On-demand instances: Constant (high) price. Can generally get a VM. Won't be taken away from you arbitrarily. Used when capacity is needed at specific times.
  - Spot instances: Price varies throughput day. If you're not willing to pay enough, your computation waits for a cheaper price. VM might be interrupted ("preempted") once started. Excellent for once-a-day batch jobs.

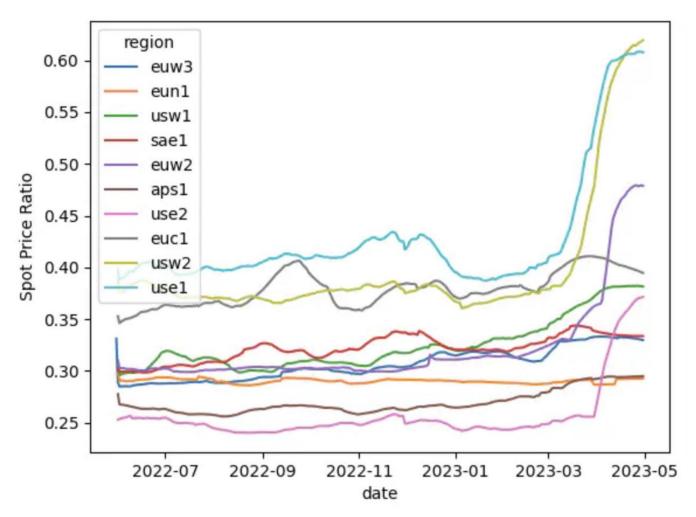
# Spot instance pricing (c1.xlarge)



# Spot instance pricing (t4g.nano)

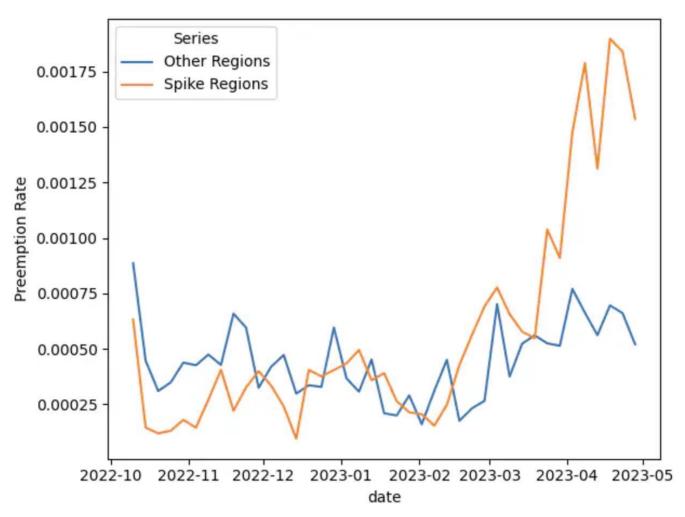


# Mean spot price ratios across regions



https://pauley.me/post/2023/spot-price-trends/

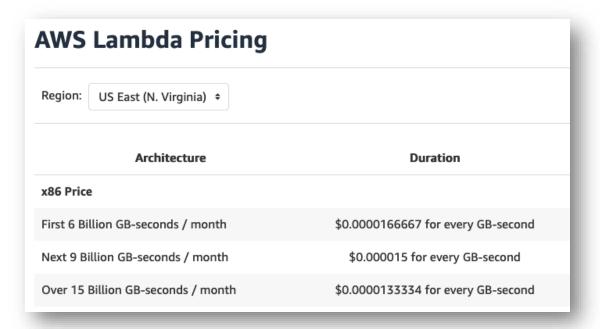
# Spot instance preemption ratio (t3/t4)



https://pauley.me/post/2023/spot-price-trends/

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# Providers: Free tier, discounts at scale



# Unit price Free tier Recommendation: estimate your expenses when you hit this point Total usage

#### AWS Lambda example

"The AWS Lambda free tier includes one million free requests per month and 400,000 GB-seconds of compute time per month."

(https://aws.amazon.com/lambda/pricing/)

"Duration is calculated from the time your code begins executing until it returns or otherwise terminates, rounded up to the nearest 1 ms."



**Recommendation**: check if you have a large number of small ops getting rounded up