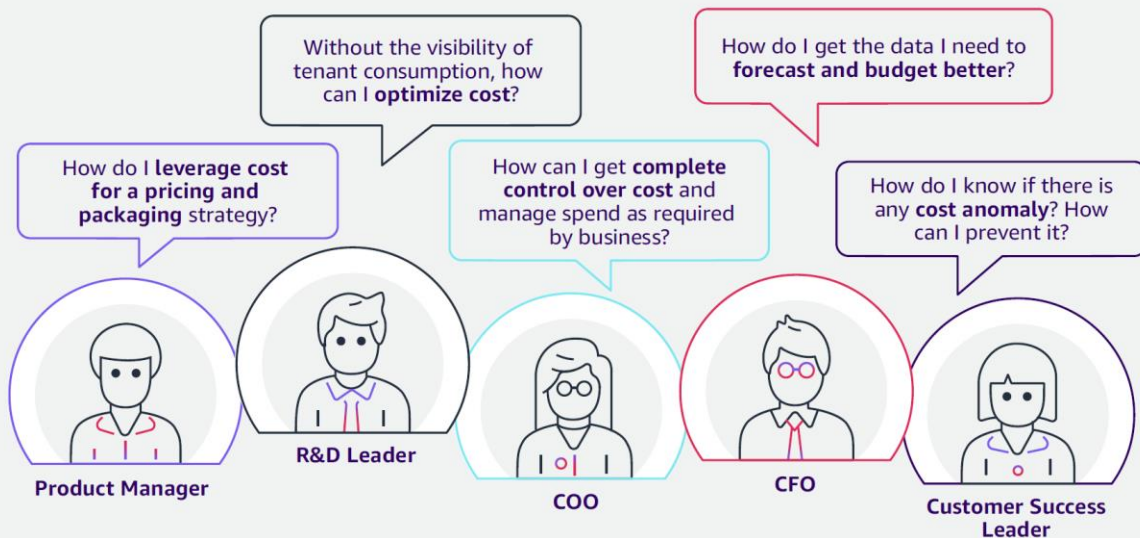




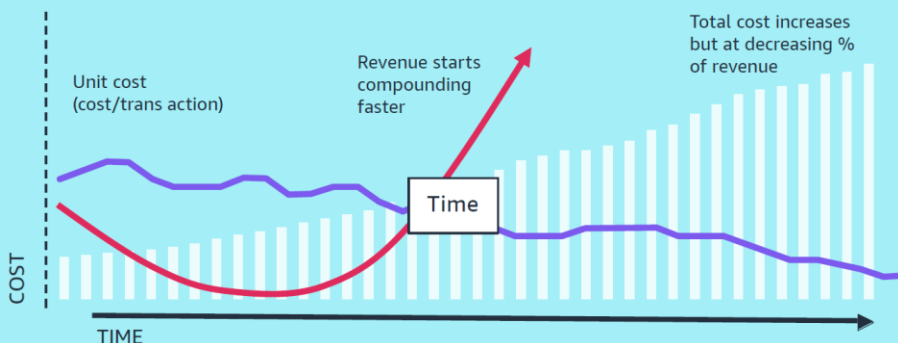
Improving SaaS cloud cost management

Understanding tenant consumption patterns can help an organization drive cross functional alignment and improve operational aspects, including infrastructure costs, overhead, profitability, research and development, and more.

Visibility to cloud costs is an organizational need



Does your unit costs indicate success or a need to investigate?



Unit economics in SaaS is when a unit represents any value delivered to a customer.

Tracking unit costs can help identify problem spend

Keep in mind that increased unit costs can be an unavoidable impact of delivering value to your customers.

Cloud costs ↑



Fixing a bug



Implementing regulatory requirements



Infrastructure for new features or products

Checklist to improve cloud cost management



Standardize

- ✓ Create cost awareness
- ✓ Develop common cost definitions



Capture

- ✓ Balance cost-aware designs with business needs
- ✓ Leverage AWS resources that drive cost-efficiency



Benchmark

- ✓ Use unit economics to measure and optimize costs
- ✓ Measure costs per infrastructure transactions, cost per end-user activity



Analyze

- ✓ Map feature costs to the source
- ✓ Get granularity to optimize pricing



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