

THE CLOUDSLAYER CHRONICLES™

**TAMING CLOUD COST
COMPLEXITY WITH FLEXSAVE**



The CloudSlayer Chronicles

Taming Cloud Cost Complexity with FlexSave

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Credits

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Scott D. Lowe is the CEO and Lead Analyst for ActualTech Media. Since 1994, Scott has helped organizations of all stripes solve critical technology challenges. He has served in a variety of technical roles, spent ten years as a CIO, and has spent another thirteen as a strategic IT consultant in higher education. Today, his company helps educate IT pros and decision makers and brings IT consumers together with the right enterprise IT solutions to help them propel their businesses forward.

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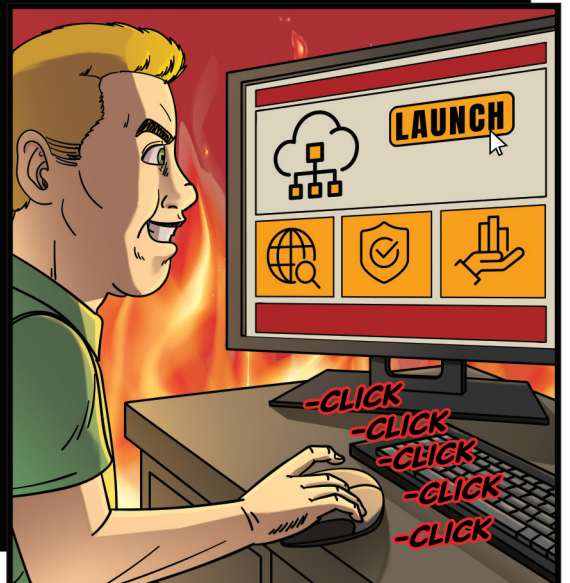
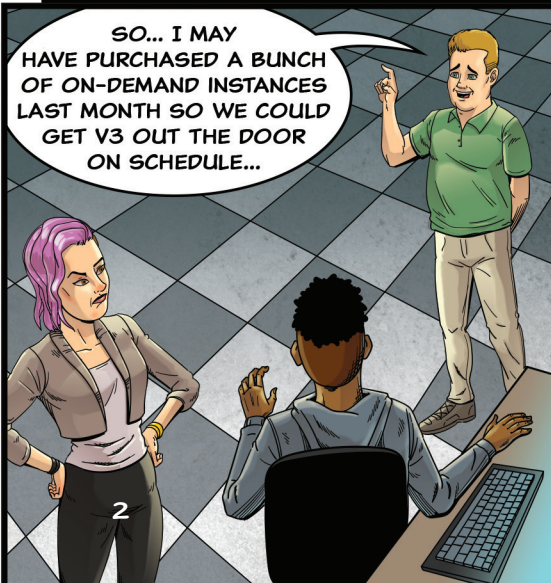
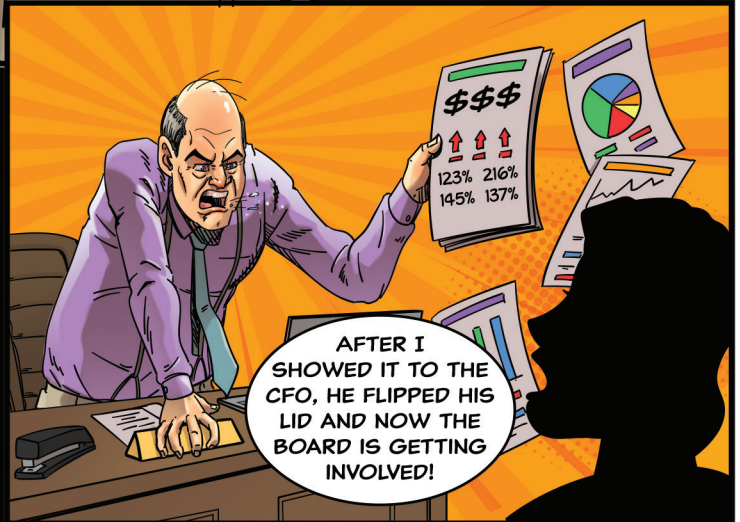
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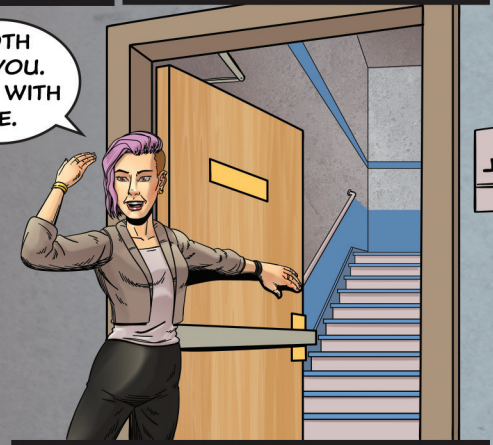
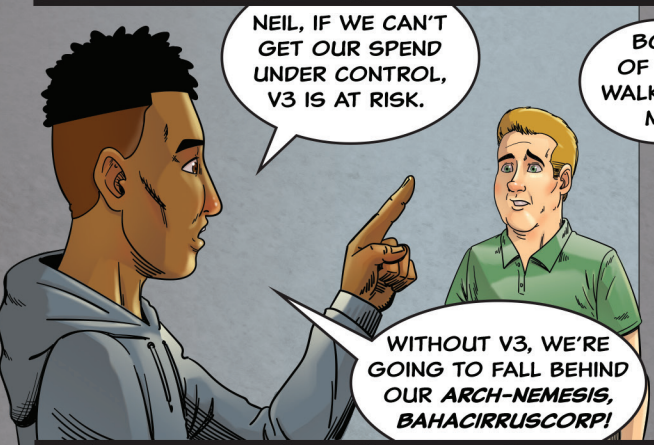
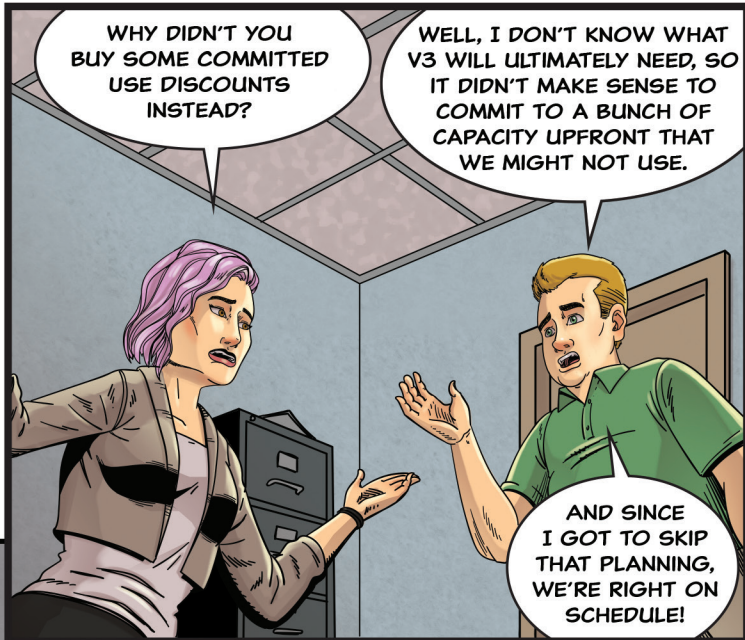
About ActualTech Media

ActualTech Media is a B2B tech marketing company that connects enterprise IT vendors with IT buyers through innovative lead generation programs and compelling custom content services. ActualTech Media's team speaks to the enterprise IT audience because we've been the enterprise IT audience. Our leadership team is stacked with former CIOs, IT Managers, architects, subject matter experts and marketing professionals who help our clients spend less time explaining what their technology does and more time creating strategies that drive results.

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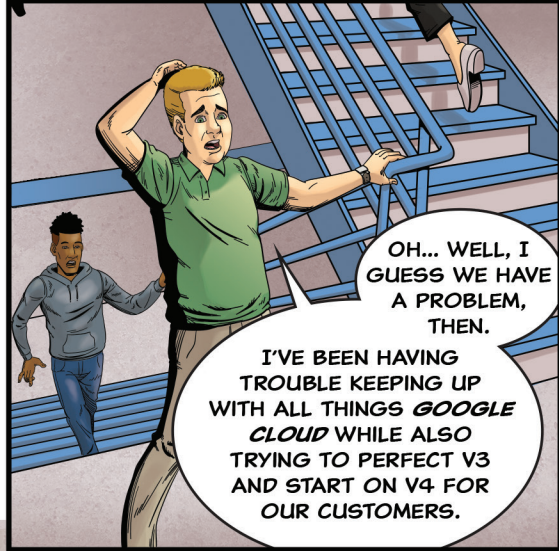
HEY NEIL... UMMM... YOU DO KNOW THAT YOU CAN'T JUST, YOU KNOW, DO THAT, RIGHT?

YOU CAN'T JUST EBAY SUDDENLY-OBSOLETE CUDS WE BUY.



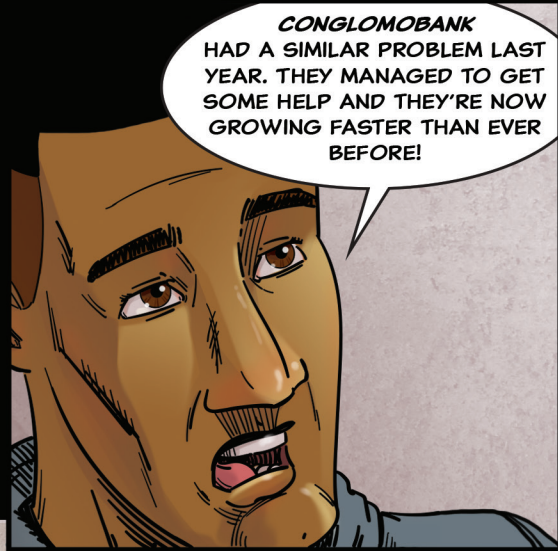
THANKS FOR YOUR BUSINESS!

THANKS, BUDDY! I'LL BE BACK NEXT MONTH TO BUY SOME MORE.



OH... WELL, I GUESS WE HAVE A PROBLEM, THEN.

I'VE BEEN HAVING TROUBLE KEEPING UP WITH ALL THINGS *GOOGLE CLOUD* WHILE ALSO TRYING TO PERFECT V3 AND START ON V4 FOR OUR CUSTOMERS.



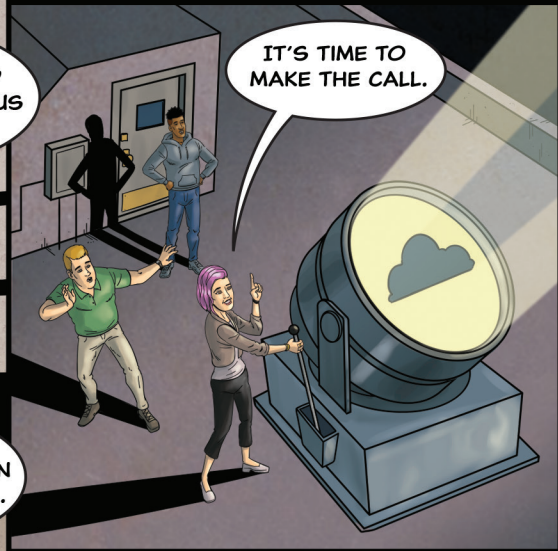
CONGLOMOBANK HAD A SIMILAR PROBLEM LAST YEAR. THEY MANAGED TO GET SOME HELP AND THEY'RE NOW GROWING FASTER THAN EVER BEFORE!



TEAM... I THINK WE NEED TO MAKE A SERIOUS CHANGE.

YOU'RE FIRING ME!?

WHAT? NO! WE'RE CALLING IN THE BIG GUNS...



IT'S TIME TO MAKE THE CALL.

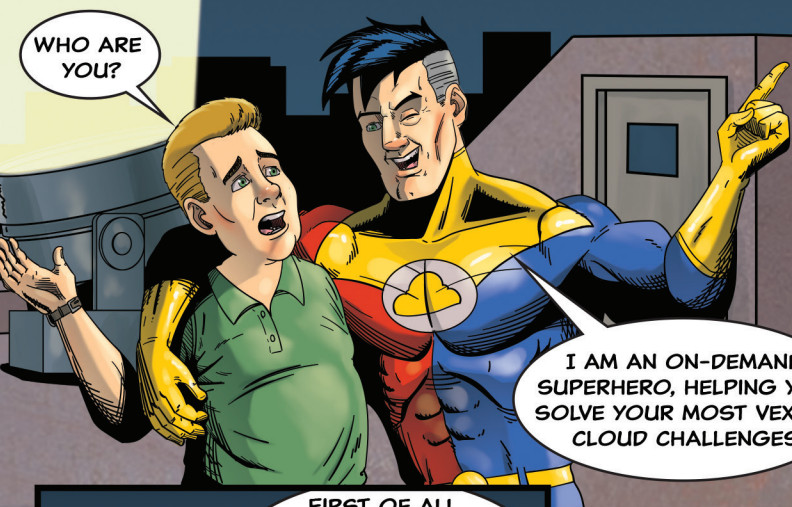


FINN! I RECEIVED
YOUR SUMMONS.
HOW CAN I
HELP YOU?



CLOUDSLAYER!
THANK YOU FOR
COMING SO
QUICKLY!

WHO ARE
YOU?



WE ARE HAVING SOME
SERIOUS CHALLENGES
WRANGLING OUR
COMPUTE ENGINE COSTS
AND WE NEED HELP.

I AM AN ON-DEMAND
SUPERHERO, HELPING YOU
SOLVE YOUR MOST VEXING
CLOUD CHALLENGES.



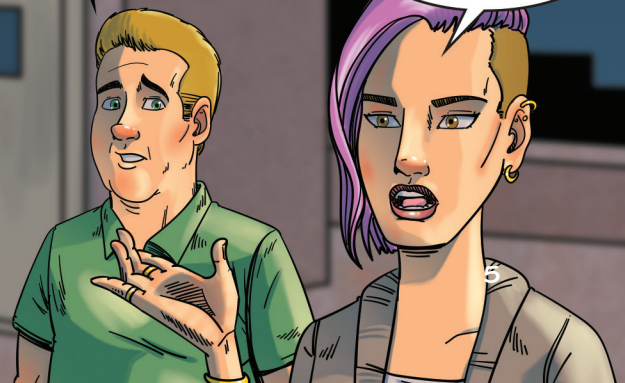
FIRST OF ALL,
WE WANT TO PURCHASE
CUDS BUT I DON'T HAVE A
CLUE WHAT AMOUNT OF
RESOURCES I SHOULD
COMMIT TO.

WHAT IF V3
ENDS UP BEING THE
GAME-CHANGER WE
HOPE IT'S GOING
TO BE?

...OR IF IT
FLOPS?

EXACTLY!
IT FEELS LIKE I'M
DESTINED TO
OVERCOMMIT OR
UNDER-COMMIT
RESOURCES.

IT'S NOT LIKE
I'M SOME ORACLE
THAT CAN SEE INTO
THE FUTURE!



SECOND, EVEN IF WE PURCHASED CUDS, NO ONE HAS THE TIME TO MONITOR THEM AND ENSURE WE'RE KEEPING UP WITH OUR COMMITMENTS.



BECAUSE OF THIS, WE'VE BEEN BUYING ON DEMAND, AND WE HAVE THE INCH-THICK CLOUD BILL—AND SLIMMER BANK BALANCE—TO PROVE IT.



SOON, THESE PEOPLE WON'T HAVE ANY TIME ONCE I GET DONE STEALING IT!

FINALLY, WE DON'T KNOW WHAT WE DON'T KNOW. **GOOGLE CLOUD** HAS SO MUCH POTENTIAL THAT, FOR US, IS UNTAPPED, AND COMPLETELY UNKNOWN.



WE HAVE A GREAT TEAM HERE, BUT BETWEEN V3 AND SIMILAR PROJECTS GOING ON IN OTHER BUSINESS UNITS, WE STRUGGLE TO STAY CURRENT.

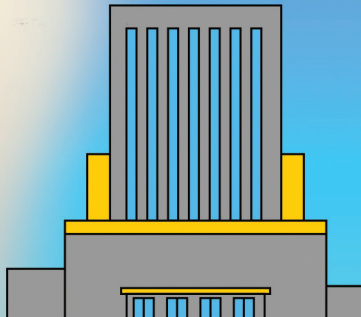
BECAUSE OF ALL OF THIS, WE'RE OVERSPENDING, BUT WORSE, WE'RE LOSING OUT ON REAL BUSINESS OPPORTUNITIES WE MIGHT BE ABLE TO LEVERAGE.



10 YEARS FROM NOW...



ALTOTECHCORP



BAHACIRRUSCORP

JUST LAST WEEK, ANOTHER BUSINESS UNIT TOLD ME THEY WERE STRUGGLING TO BUILD THEIR OWN AI/ML SOLUTION.

IT WOULD HAVE BEEN A TRIVIAL DEPLOYMENT WITH GCP, BUT THEY SPENT WEEKS TWEAKING A HOMEGROWN SOLUTION THAT SIMPLY WON'T SCALE.

WE CAN'T AFFORD THAT KIND OF DELAY WHEN IT COMES TO BUILDING NEW SOLUTIONS.



LET'S ATTACK THESE PROBLEMS ONE AT A TIME.



YOU'RE TOO LATE, CLOUDSLAYER!

ALTOTECHCORP'S CLOUD TEAM IS TOO BUSY TO OPTIMIZE THEIR CLOUD SPEND!



CHRONOCLEPTA!
WE MEET AGAIN! YOU WILL FAIL!



WE'LL SEE ABOUT THAT!



THUNK!



HA! I'VE ALREADY WON, CLOUDSLAYER!

I HAVE A NEW PARTNER...

ONE THAT WILL THWART YOU...



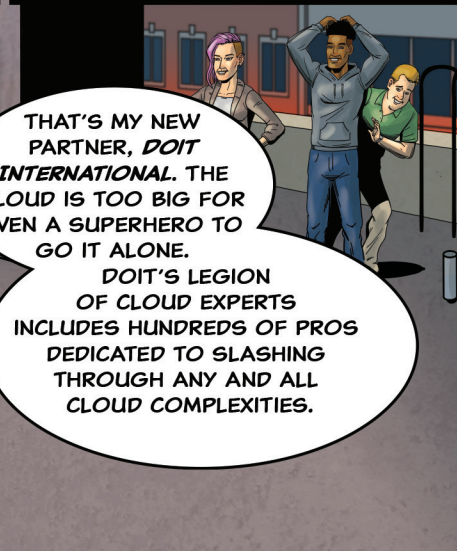
BZZSOOH!



AAHH!

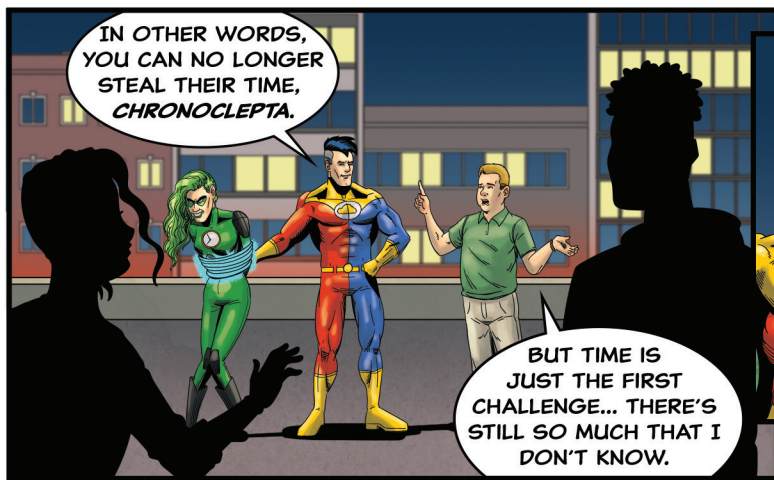


WHAT... WHAT IS THIS?



THAT'S MY NEW PARTNER, **DOIT INTERNATIONAL**. THE CLOUD IS TOO BIG FOR EVEN A SUPERHERO TO GO IT ALONE.

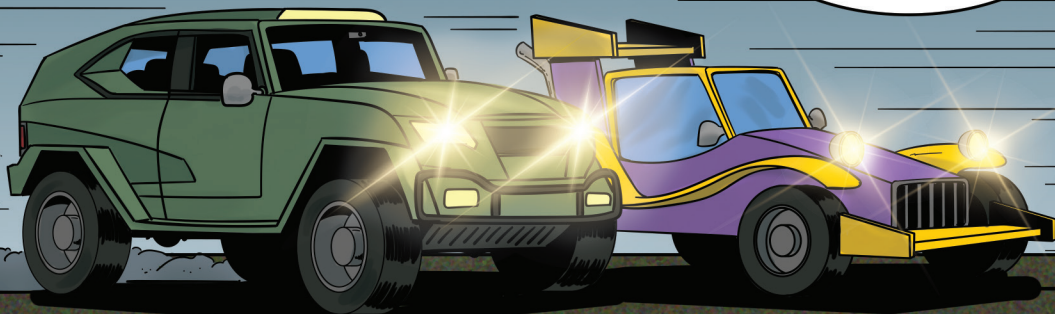
DOIT'S LEGION OF CLOUD EXPERTS INCLUDES HUNDREDS OF PROS DEDICATED TO SLASHING THROUGH ANY AND ALL CLOUD COMPLEXITIES.



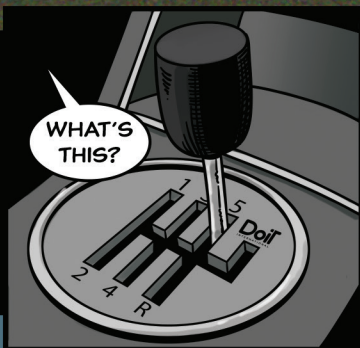


THAT'S WHERE YOU'RE WRONG! MY PARTNER, DOIT INTERNATIONAL WORKS DIRECTLY WITH YOUR TEAM TO ADVANCE YOUR GOALS

AND HELP YOU NAVIGATE THE DOZENS OF CLOUD SERVICES TO BUILD FUTURE-READY APPLICATIONS ON GOOGLE CLOUD.



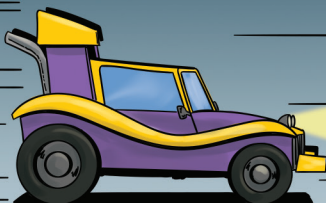
DEVON, LOOK AT YOUR GEAR SHIFT.



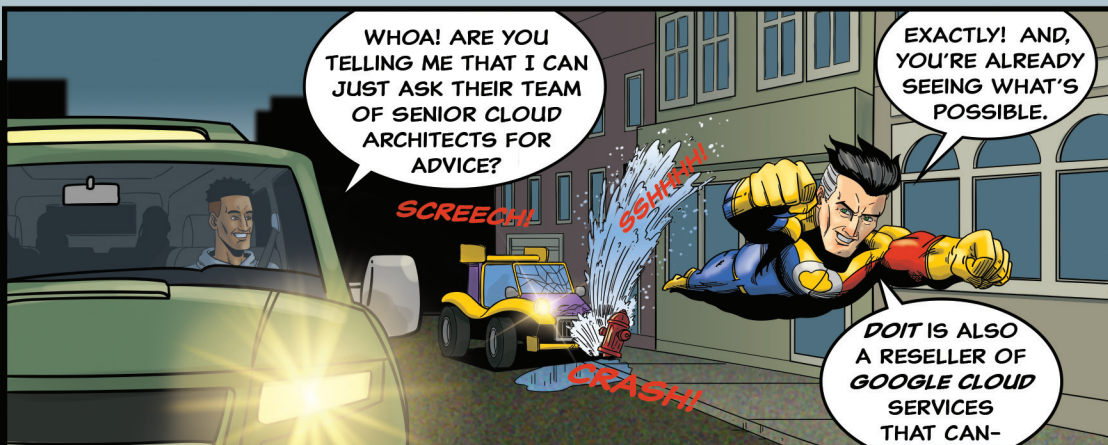
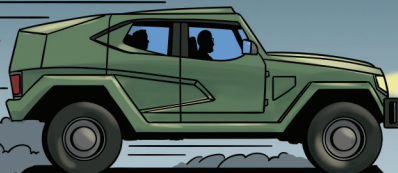
WHAT'S THIS?



NICE!



ZZZVVOOOFF!



WHOA! ARE YOU TELLING ME THAT I CAN JUST ASK THEIR TEAM OF SENIOR CLOUD ARCHITECTS FOR ADVICE?

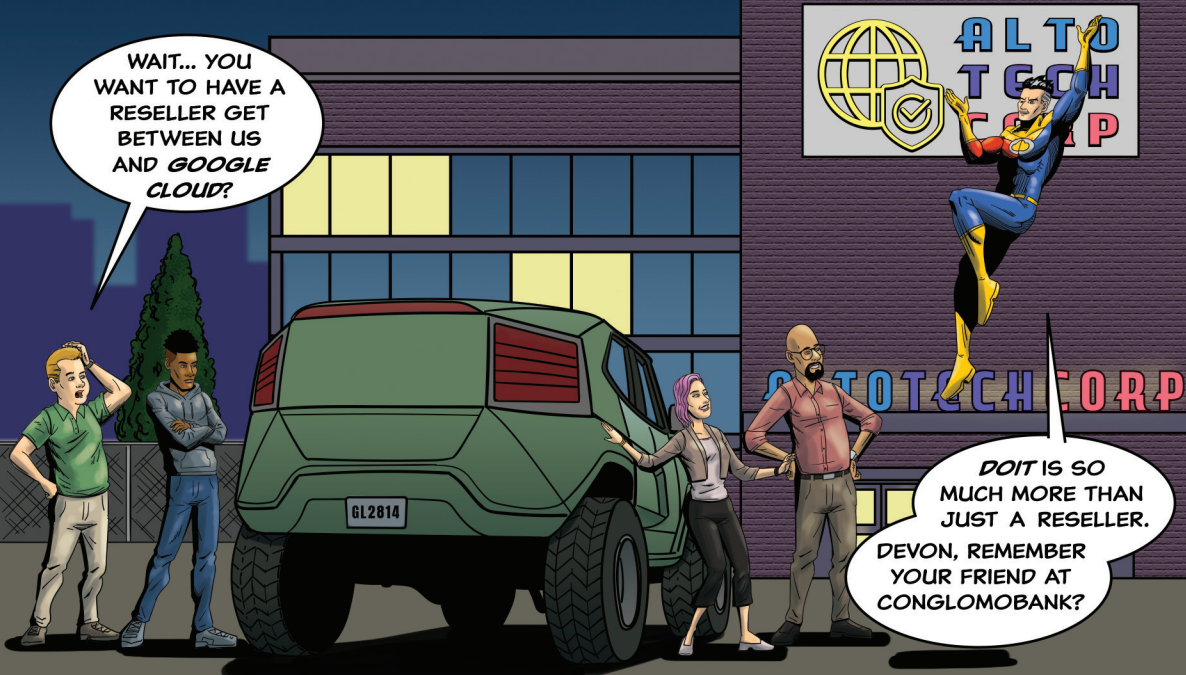
EXACTLY! AND, YOU'RE ALREADY SEEING WHAT'S POSSIBLE.

DOIT IS ALSO A RESELLER OF GOOGLE CLOUD SERVICES THAT CAN-

SCREECH!

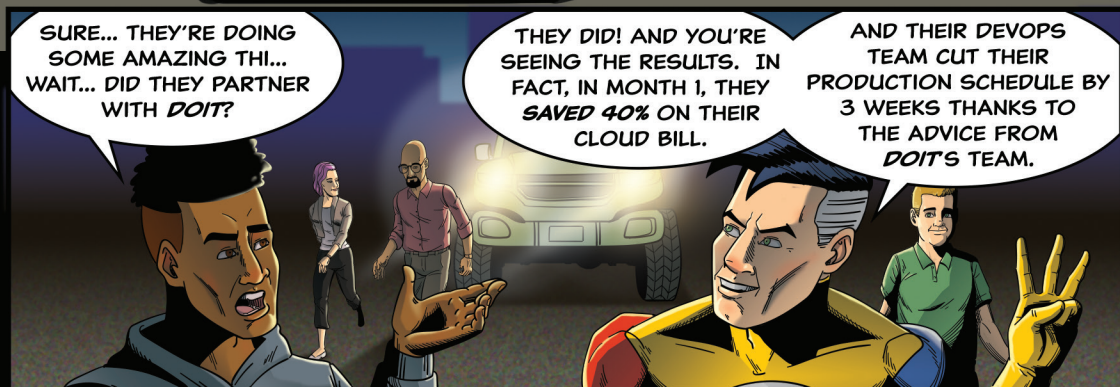
SSHHHH!

CRASH!



WAIT... YOU WANT TO HAVE A RESELLER GET BETWEEN US AND GOOGLE CLOUD?

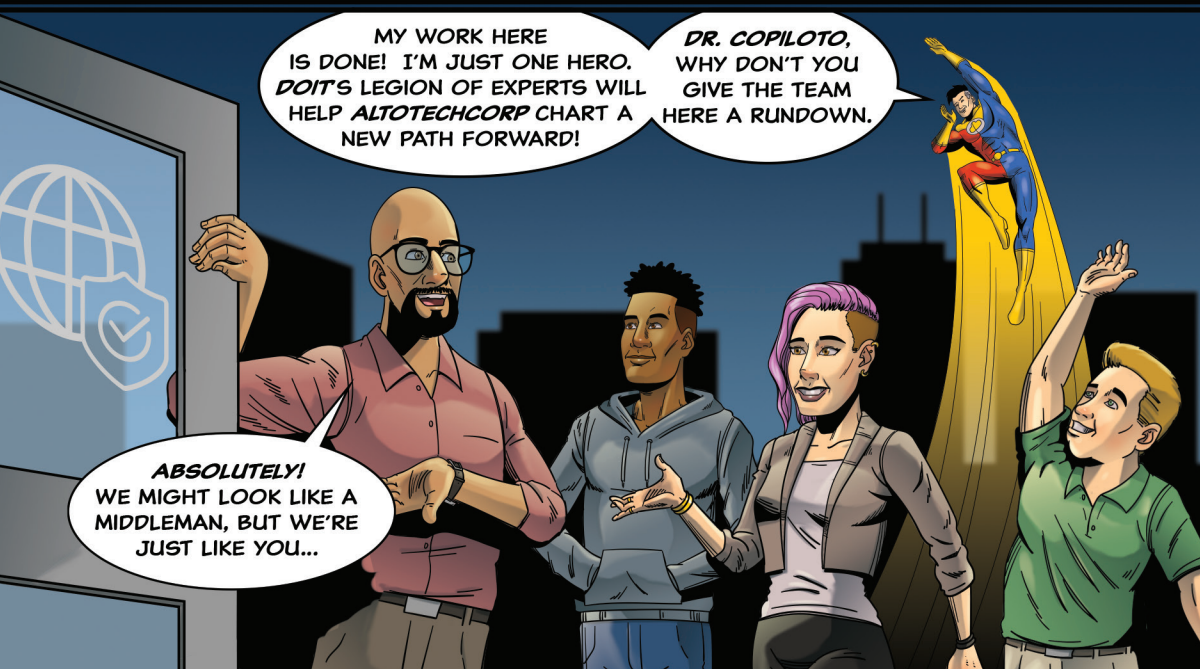
DOIT IS SO MUCH MORE THAN JUST A RESELLER. DEVON, REMEMBER YOUR FRIEND AT CONGLOMOBANK?



SURE... THEY'RE DOING SOME AMAZING THING... WAIT... DID THEY PARTNER WITH DOIT?

THEY DID! AND YOU'RE SEEING THE RESULTS. IN FACT, IN MONTH 1, THEY SAVED 40% ON THEIR CLOUD BILL.

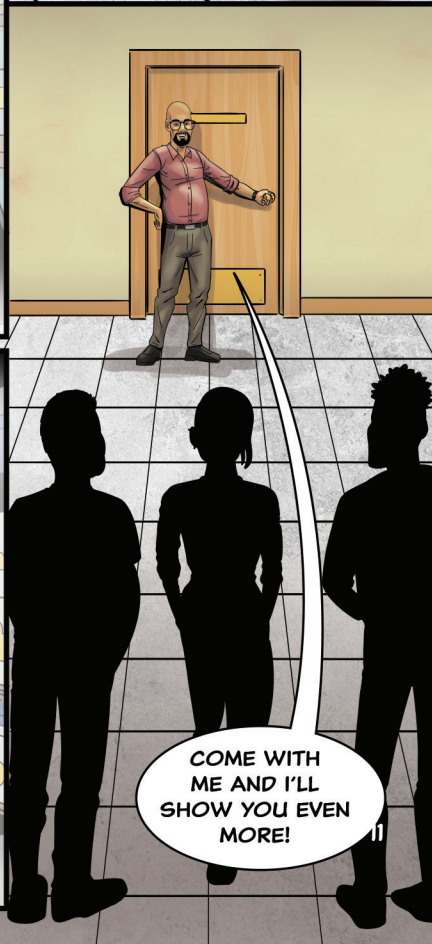
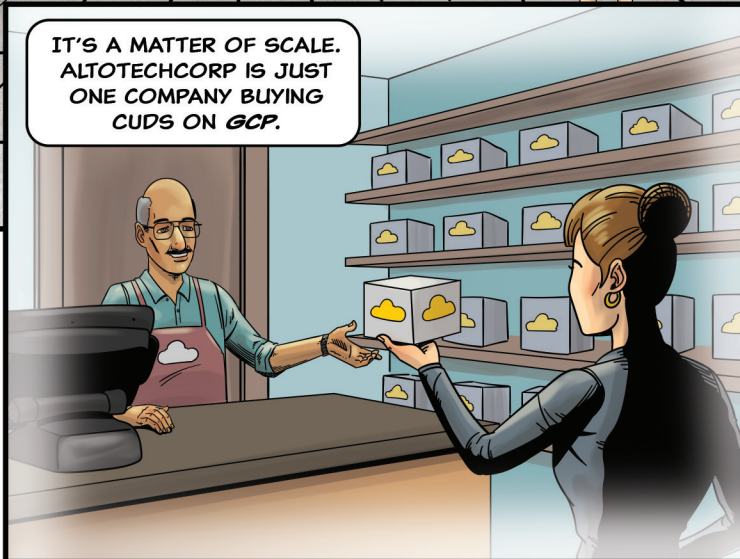
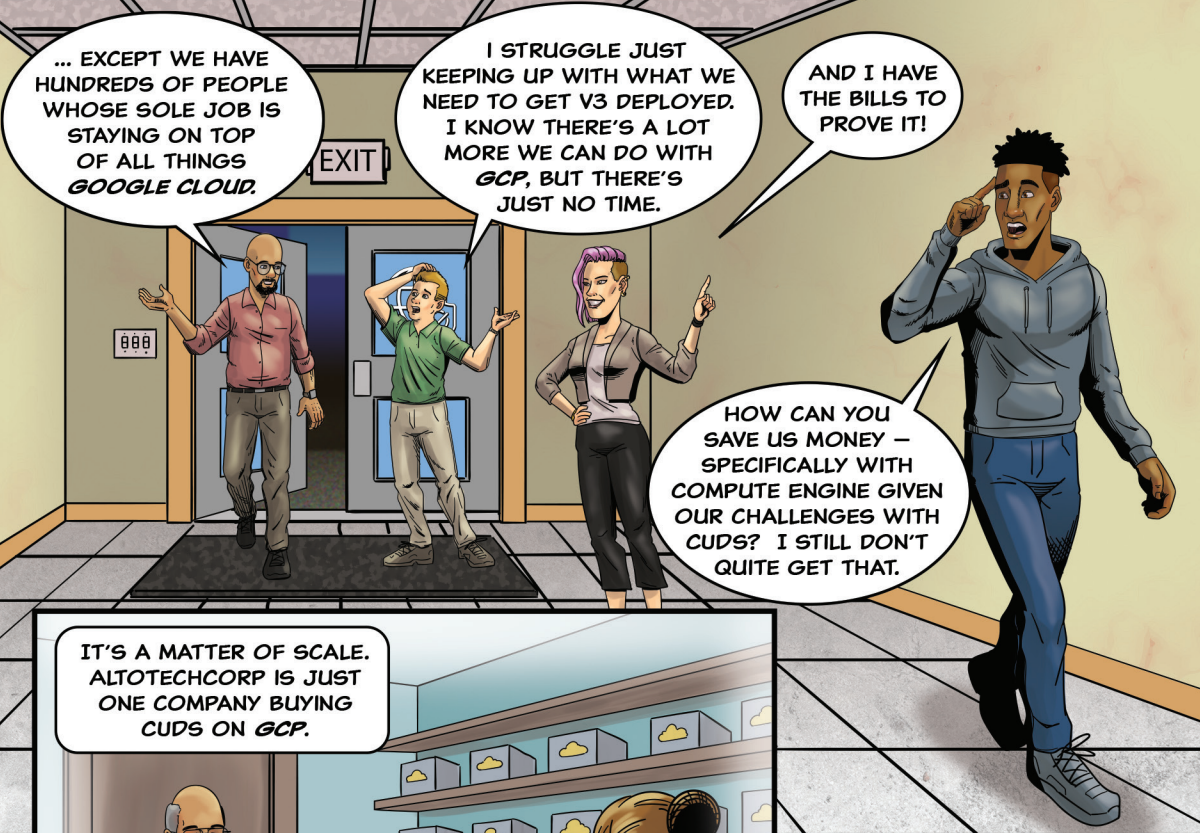
AND THEIR DEVOPS TEAM CUT THEIR PRODUCTION SCHEDULE BY 3 WEEKS THANKS TO THE ADVICE FROM DOIT'S TEAM.

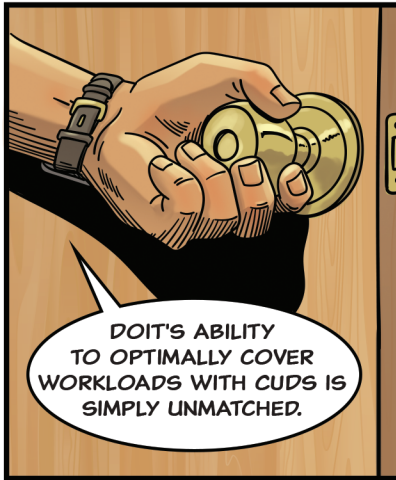


MY WORK HERE IS DONE! I'M JUST ONE HERO. DOIT'S LEGION OF EXPERTS WILL HELP ALTOTECHCORP CHART A NEW PATH FORWARD!

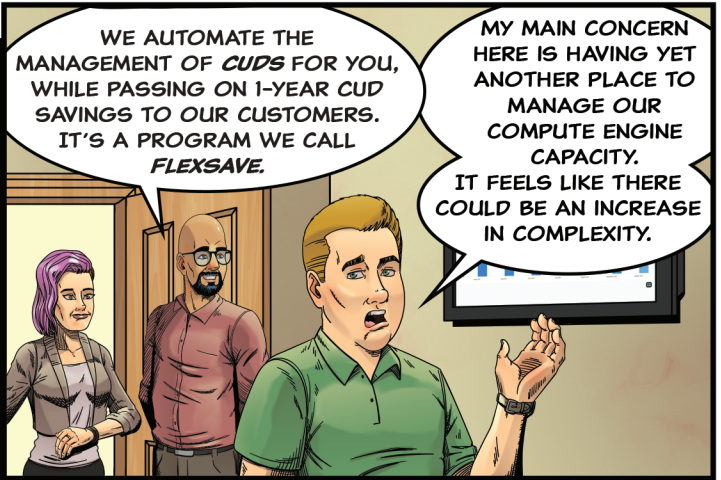
DR. COPILOTO, WHY DON'T YOU GIVE THE TEAM HERE A RUNDOWN.

ABSOLUTELY! WE MIGHT LOOK LIKE A MIDDLEMAN, BUT WE'RE JUST LIKE YOU...



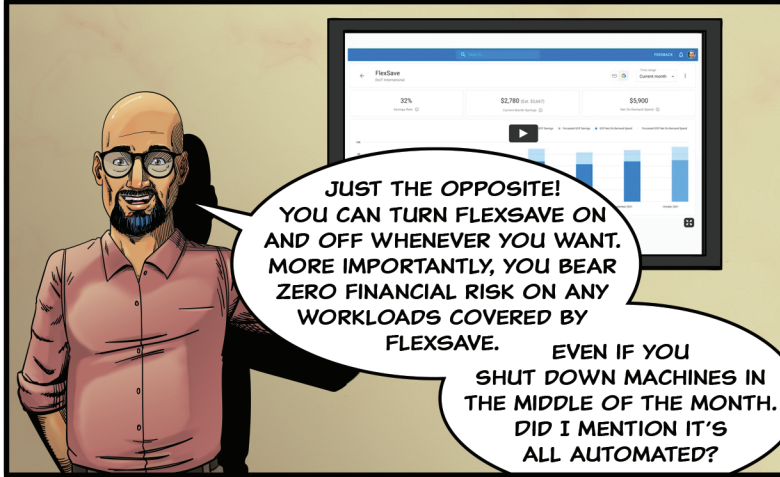


DOIT'S ABILITY TO OPTIMALLY COVER WORKLOADS WITH CUDS IS SIMPLY UNMATCHED.



WE AUTOMATE THE MANAGEMENT OF *CUDS* FOR YOU, WHILE PASSING ON 1-YEAR CUD SAVINGS TO OUR CUSTOMERS. IT'S A PROGRAM WE CALL *FLEXSAVE*.

MY MAIN CONCERN HERE IS HAVING YET ANOTHER PLACE TO MANAGE OUR COMPUTE ENGINE CAPACITY. IT FEELS LIKE THERE COULD BE AN INCREASE IN COMPLEXITY.

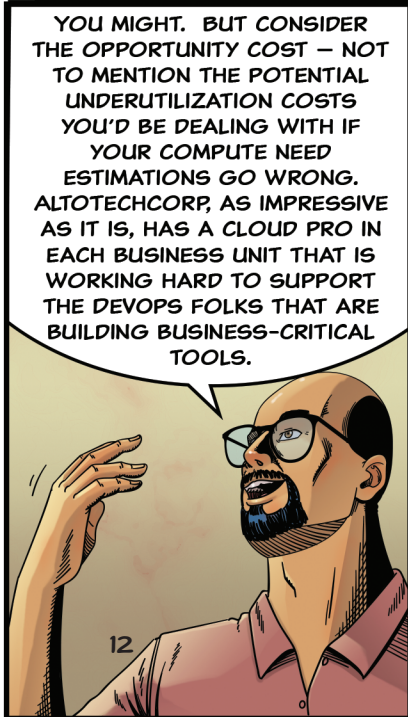


JUST THE OPPOSITE! YOU CAN TURN FLEXSAVE ON AND OFF WHENEVER YOU WANT. MORE IMPORTANTLY, YOU BEAR ZERO FINANCIAL RISK ON ANY WORKLOADS COVERED BY FLEXSAVE.

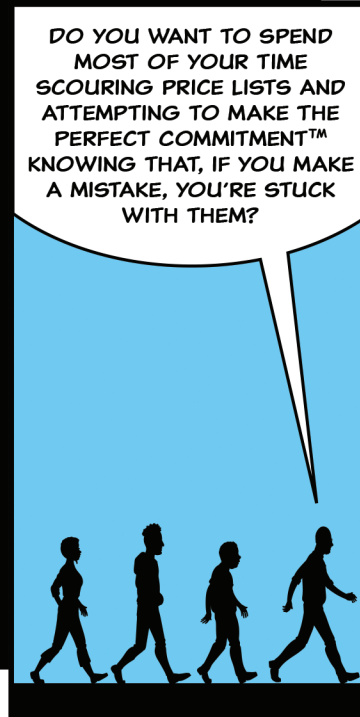
EVEN IF YOU SHUT DOWN MACHINES IN THE MIDDLE OF THE MONTH. DID I MENTION IT'S ALL AUTOMATED?



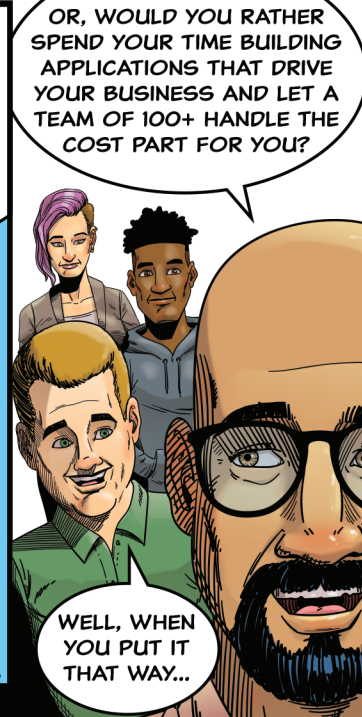
BUT, IF WE REALLY FOCUSED ON IT, CAN'T WE GET THE SAME SAVINGS AS WE WOULD WITH FLEXSAVE AND JUST GO IT ALONE?



YOU MIGHT. BUT CONSIDER THE OPPORTUNITY COST – NOT TO MENTION THE POTENTIAL UNDERUTILIZATION COSTS YOU'D BE DEALING WITH IF YOUR COMPUTE NEED ESTIMATIONS GO WRONG. ALTOTECHCORP, AS IMPRESSIVE AS IT IS, HAS A CLOUD PRO IN EACH BUSINESS UNIT THAT IS WORKING HARD TO SUPPORT THE DEVOPS FOLKS THAT ARE BUILDING BUSINESS-CRITICAL TOOLS.




DO YOU WANT TO SPEND MOST OF YOUR TIME SCOURING PRICE LISTS AND ATTEMPTING TO MAKE THE PERFECT COMMITMENT™ KNOWING THAT, IF YOU MAKE A MISTAKE, YOU'RE STUCK WITH THEM?




OR, WOULD YOU RATHER SPEND YOUR TIME BUILDING APPLICATIONS THAT DRIVE YOUR BUSINESS AND LET A TEAM OF 100+ HANDLE THE COST PART FOR YOU?

WELL, WHEN YOU PUT IT THAT WAY...



WHAT'S THE CATCH, THOUGH? ARE WE THEN LOCKED INTO USING FLEXSAVE FOR A PERIOD OF TIME?




WE GET THAT QUESTION A LOT. THERE'S NO LONG-TERM COMMITMENT. IF YOU WANT TO STOP USING FLEXSAVE, YOU MAY TURN IT OFF AT ANY TIME.



OK, BUT HOW DO WE ACTUALLY GET THE SAVINGS? DO WE HAVE TO WAIT FOR YOU TO CUT US A CHECK OR SOMETHING?




FLEXSAVE SAVINGS ARE AUTOMATICALLY APPLIED TO YOUR CLOUD INVOICE.




I WONDER IF THIS WILL MESS UP THE CUDS WE'VE ALREADY PURCHASED — OR OUR SUDS...

FLEXSAVE ONLY APPLIES TO ON-DEMAND WORKLOADS — SO THOSE NOT ALREADY COVERED BY CUDS.


ON-DEMAND WORKLOADS COVERED BY SUDS WILL BE COVERED BY DOIT'S FLEXSAVE PROGRAM.



TEAM, I'M NOT REALLY SEEING A DOWNSIDE HERE. IN FACT, I SEE A LOT OF POTENTIAL.



THERE REALLY ISN'T A DOWNSIDE. YOU'RE GUARANTEED TO SAVE WITHOUT MANAGING A THING. PLUS, IT'S RISK-FREE, REMEMBER?



I DOUBT WE'RE THE ONLY GROUP HAVING THIS PROBLEM AT ALTOTECHCORP...

NO... YOU
ARE NOT...

WE NEED TO
REIN THIS IN
EVERYWHERE. V3 WAS
JUST THE ONE THAT
GOT NOTICED FIRST.

IT SEEMS LIKE
DOIT COULD HELP
A LOT ACROSS
THE COMPANY.

IT FEELS LIKE WE GET
SOME GUARDRAILS TO
HELP PROTECT US FROM
WHAT WE DON'T KNOW OR
JUST DON'T FULLY
UNDERSTAND.

WE STAY ON
BUDGET AND
OFF THE CFO'S
RADAR.

THAT WOULD BE
REALLY NICE FOR
ONCE...

BINGO! IN A WORD:
GOVERNANCE. WE ENABLE
IT TO HELP COMPANIES LIKE
ALTO TECHCORP CONTINUE TO
INNOVATE WITHOUT SUFFERING
FROM THE UNFORESEEN.

THINK OF US AS YOUR
PERSONAL STACKOVERFLOW.
WE MAKE THE CLOUD OUR
BUSINESS, SO THAT YOU
CAN FOCUS ON YOURS.

UHH... I
DON'T KNOW HOW
TO FLY THIS THING.

YOU WILL
WHEN WE'RE DONE!
NOW, JUMP IN AND
I'LL TALK YOU
THROUGH IT.



WE'RE HERE
TO HELP CUSTOMERS
ACHIEVE THEIR GOALS
WITH THE CLOUD.



WE LIVE AND
BREATHE CLOUD AND
WE LOOK FORWARD TO BEING
ALTO TECHCORP'S TRUSTED
COPILOT ON ITS CLOUD
JOURNEY!

ONE MONTH LATER



THAT WAS A GREAT RIDE! I CAN'T BELIEVE HOW FAR WE'VE COME IN THE PAST MONTH!

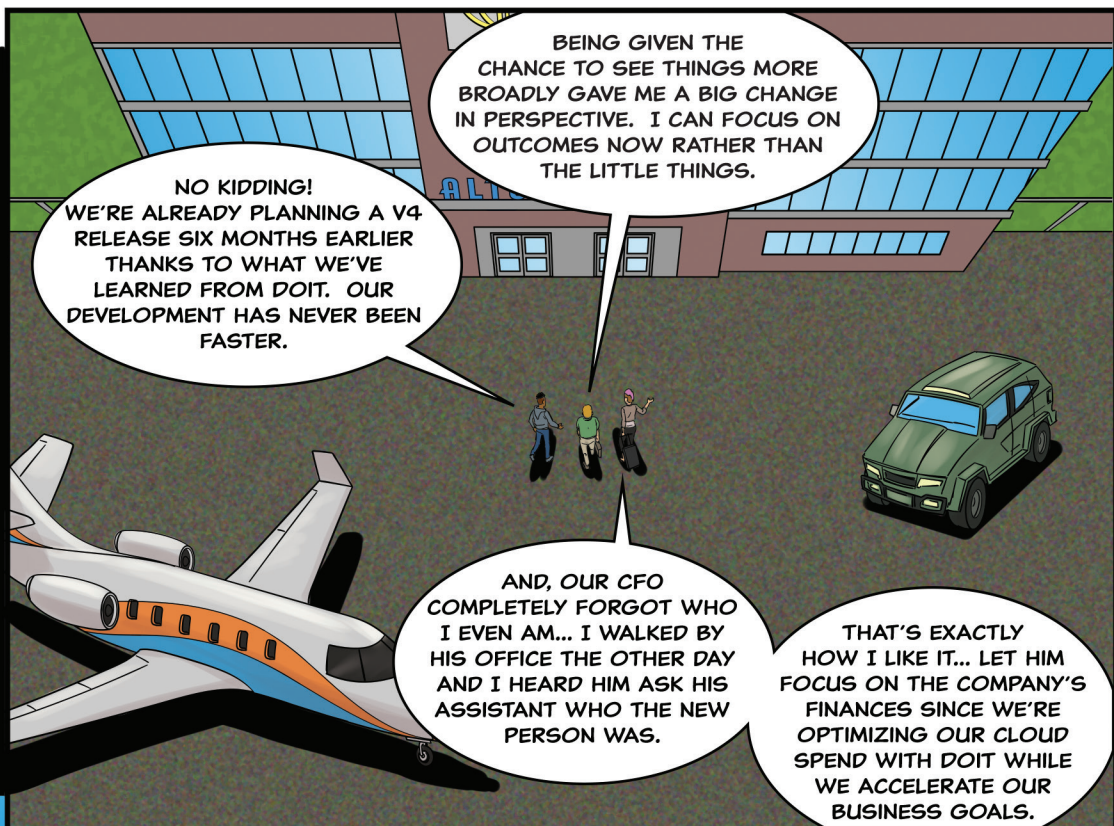
NO KIDDING! WHEN DOIT SAID THAT WE'D SEE SAVINGS IN MONTH 1, I WAS PRETTY SKEPTICAL, BUT THEY CAME THROUGH AND DID EVEN BETTER THAN WE EXPECTED!

WHERE'S THE COPILOT?

THAT'S THEM! IT TURNS OUT THAT RATHER THAN JUST A SINGLE PERSON SITTING IN THE COPILOT'S CHAIR, WE HAVE AN ENTIRE LEGION OF HUNDREDS FROM *DOIT* AT OUR SIDE HELPING US MEET OUR CLOUD NEEDS! AS THOSE NEEDS CHANGED, SO DID THE PERSON SITTING IN THE COPILOT'S SEAT.

I HAD NO IDEA JUST HOW MUCH WE COULD ACTUALLY DO WITH *GOOGLE CLOUD*. *DOIT* HELPED ME UNDERSTAND THE REAL BREADTH OF WHAT'S POSSIBLE.

OH, CONGRATS ON THE PROMOTION TO *SR. CLOUD ARCHITECT*, NEIL!



BEING GIVEN THE CHANCE TO SEE THINGS MORE BROADLY GAVE ME A BIG CHANGE IN PERSPECTIVE. I CAN FOCUS ON OUTCOMES NOW RATHER THAN THE LITTLE THINGS.

NO KIDDING! WE'RE ALREADY PLANNING A V4 RELEASE SIX MONTHS EARLIER THANKS TO WHAT WE'VE LEARNED FROM DOIT. OUR DEVELOPMENT HAS NEVER BEEN FASTER.

AND, OUR CFO COMPLETELY FORGOT WHO I EVEN AM... I WALKED BY HIS OFFICE THE OTHER DAY AND I HEARD HIM ASK HIS ASSISTANT WHO THE NEW PERSON WAS.

THAT'S EXACTLY HOW I LIKE IT... LET HIM FOCUS ON THE COMPANY'S FINANCES SINCE WE'RE OPTIMIZING OUR CLOUD SPEND WITH DOIT WHILE WE ACCELERATE OUR BUSINESS GOALS.



I DIDN'T KNOW WE COULD RUN CONTAINERS ON GOOGLE CLOUD COMPOSER!

DOIT HELPED ME FIGURE OUT HOW TO SHAVE 2 WEEKS OFF OUR DEPLOYMENT TIMELINE!

DOIT'S TEAM HELPED ME MAKE SURE WE HAVE THE RIGHT CAPACITY FOR OUR NEW TOOL!



**MAXIMIZE CLOUD SAVINGS AND
AUTOMATE COST OPTIMIZATION
WITH FLEXSAVE.**

[DOIT-INTL.COM/FLEXSAVE](https://doit-intl.com/flexsave)



REALIZE YOUR CLOUD SAVINGS POTENTIAL WITH
FLEXSAVE!

- **ZERO COMPUTE COMMITMENTS:** GET THE DISCOUNTS THAT COME WITH COMMITTED USE DISCOUNTS (CUDS), WITHOUT ACTUALLY BUYING ANY YOURSELF.
- **ZERO FINANCIAL RISK:** YOU BEAR ZERO LOSS RISK. EVEN IF YOU SHUT OFF MACHINES IN THE MIDDLE OF THE MONTH.
- **ZERO-EFFORT MANAGEMENT:** SAY GOODBYE TO MANUALLY MONITORING WORKLOADS COVERED BY CUDS AND HAVING TO PREDICT FUTURE WORKLOAD NEEDS.

[DOIT-INTL.COM/FLEXSAVE](https://doit-intl.com/flexsave)