CONTROLLING CLOUD COSTS WITH CULTURE

JESSE DEROSE

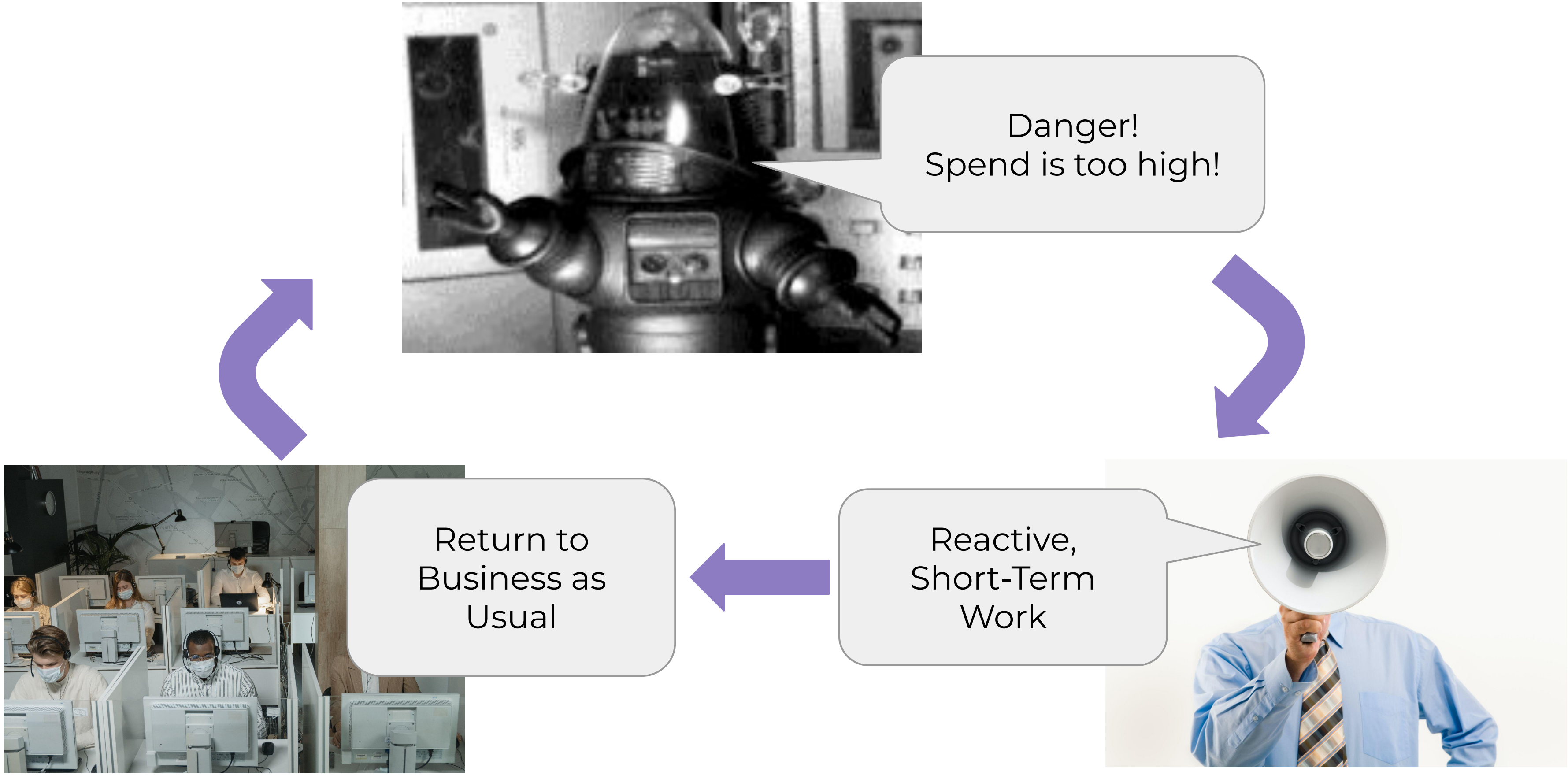
OCTOBER 2022

Anything is Possible in The Cloud

Expensive

Anything is ~~Possible~~ in The Cloud

Cloud Cost Management



Danger!
Spend is too high!

Reactive,
Short-Term
Work

Return to
Business as
Usual

Cycle Source: https://www.duckbillgroup.com/resources/unconventional-guide-to-aws-cost-management/

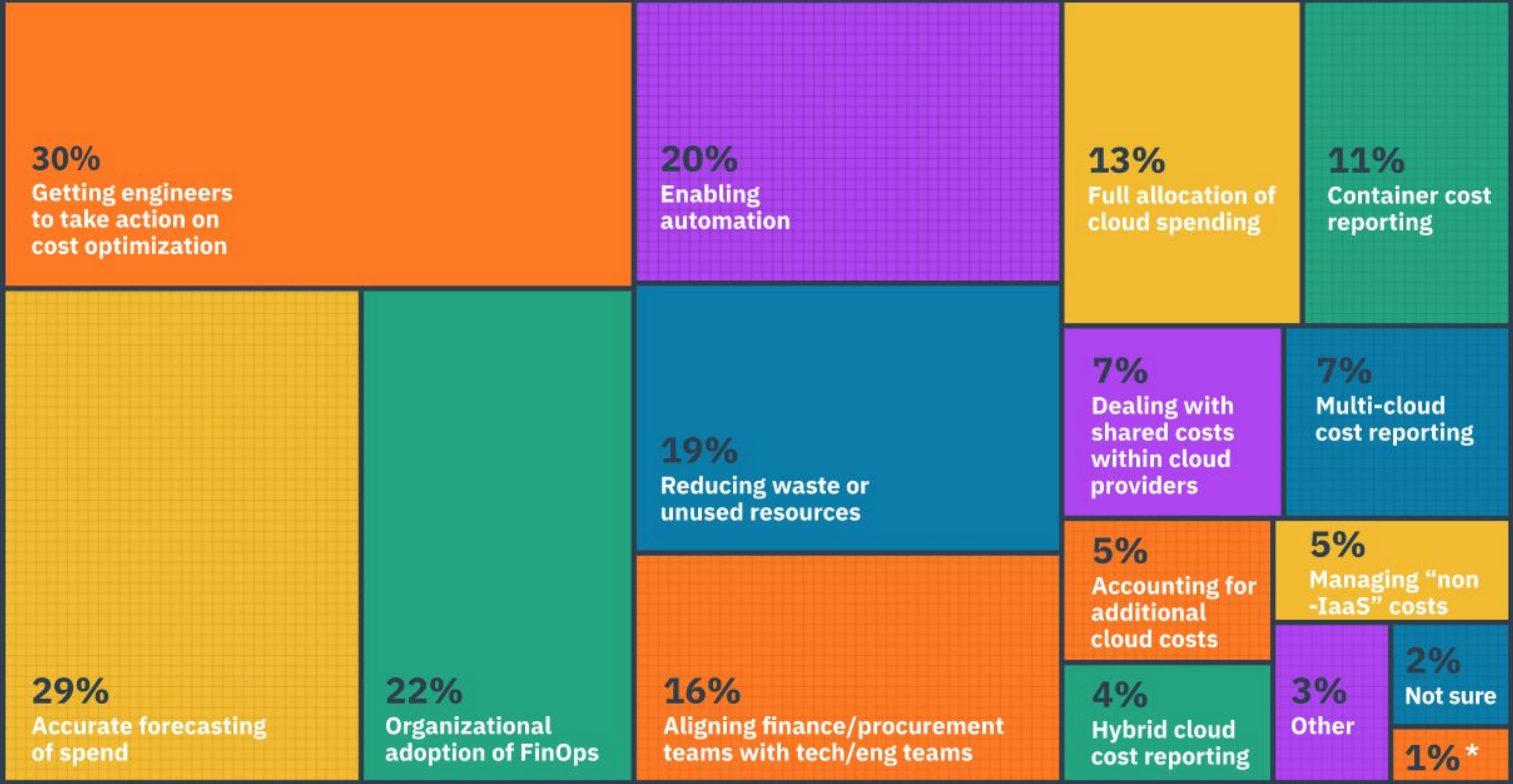
"I'M NOT GOING TO
STOP THE WHEEL,
I'M GOING TO BREAK
THE WHEEL."

DAENERYS TARGARYEN

HBO
GAME OF THRONES

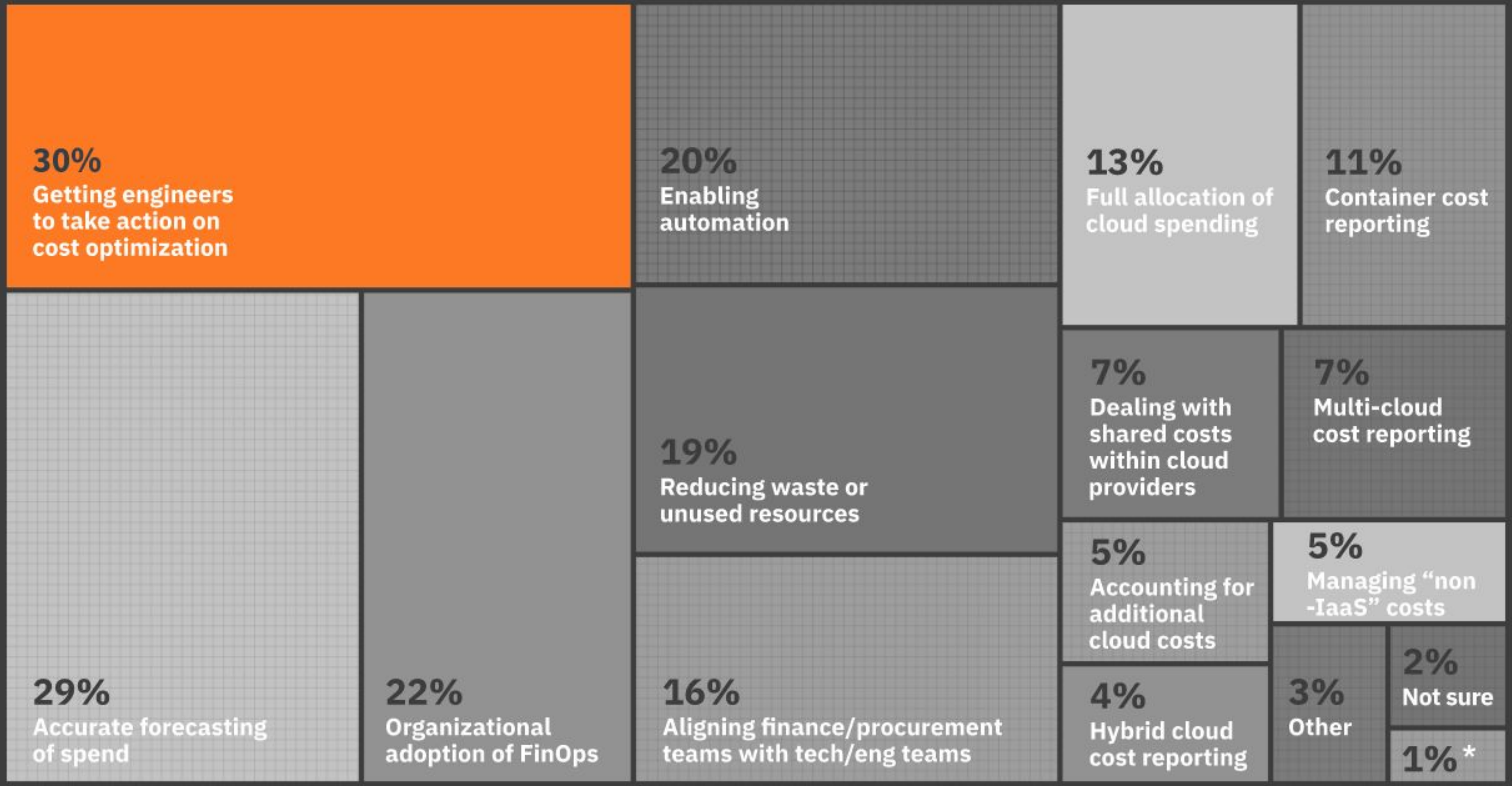
©2015 Home Box Office Inc. All Rights Reserved. HBO® and related service marks are the property of Home Box Office, Inc.

Cost-Conscious Culture



*Multi-currency cost reporting

Source: https://data.finops.org/



30% Getting engineers to take action on cost optimization

20% Enabling automation

13% Full allocation of cloud spending

11% Container cost reporting

29% Accurate forecasting of spend

22% Organizational adoption of FinOps

19% Reducing waste or unused resources

7% Dealing with shared costs within cloud providers

7% Multi-cloud cost reporting

5% Accounting for additional cloud costs

5% Managing “non -IaaS” costs

16% Aligning finance/procurement teams with tech/eng teams

4% Hybrid cloud cost reporting

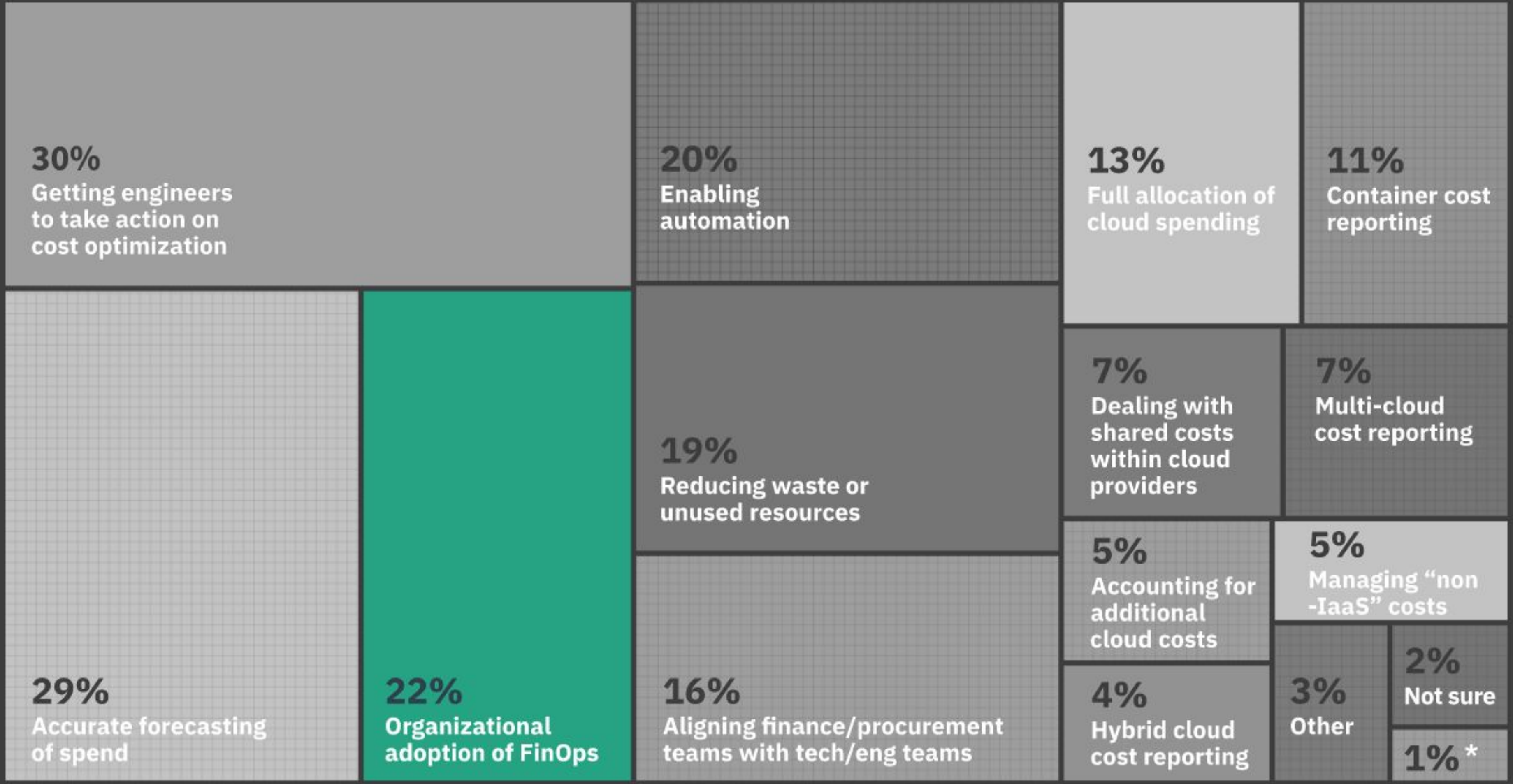
3% Other

2% Not sure

1%*

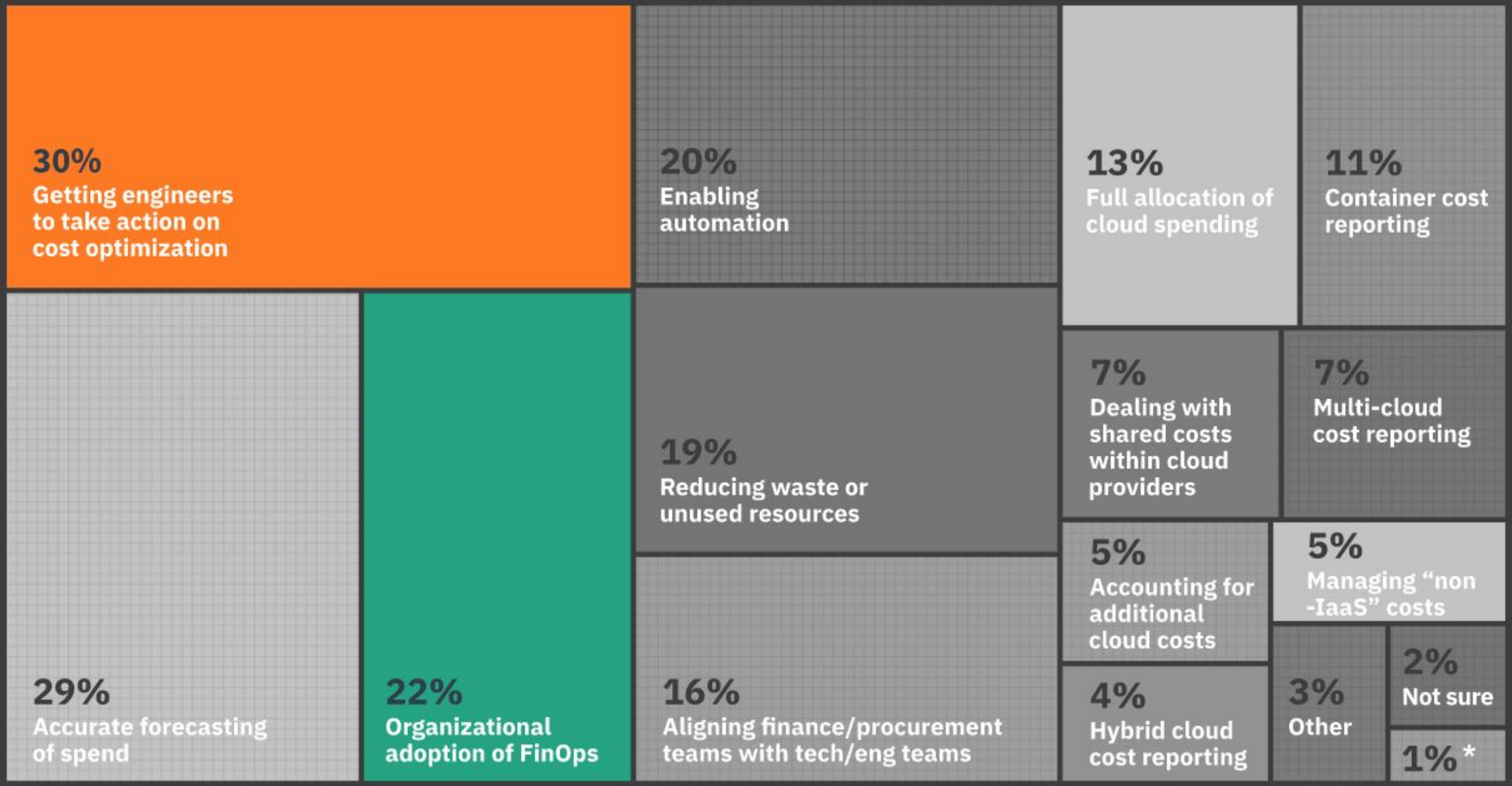
*Multi-currency cost reporting

Source: https://data.finops.org/



*Multi-currency cost reporting

Source: https://data.finops.org/



*Multi-currency cost reporting

Source: https://data.finops.org/

Leadership Buy-In and Communication

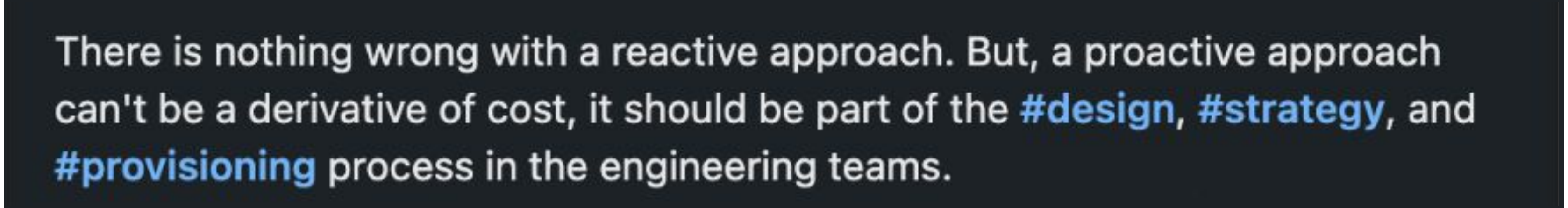
- **Why** does the company need to care?
- How does this goal fit in **versus other priorities**?

Incentivize Employees to Care

- Opportunity or threat
- Organizational change effectiveness
- Influencing factors
- Personal values and motivators

Make the Happy Path the Easy Path

Source: Huffington Post



There is nothing wrong with a reactive approach. But, a proactive approach can't be a derivative of cost, it should be part of the #design, #strategy, and #provisioning process in the engineering teams.

Source: Dvir Mizrahi on LinkedIn

Empower Teams to Create Change

- Culture change is hard and takes time
- Get senior leadership bought-in and communicating
- Incentivize employees to care
- Make the happy path the easy path

Additional Reading

- https://bit.ly/CostCulture
- The 3 Key Components of Behavior Change - NeuroLeadership Institute
- The Hard Side of Change Management - HBR
- The Power of Habit – Charles Duhigg
- Prosci ADKAR model
- The Secret to Leading Organizational Change Is Empathy - HBR
- Transitions - William Bridges

Slide Template via SlidesCarnival