AppDirect

THRIVE24

Maximize customers' investments in Azure, AWS, and GCP

THRIVE 2024

September 2024

KICKING THINGS OFF!

https://quizizz.com/pro/join?gc=195322

Telecom Expense Management

Inventory Management

Contract Management

Invoice Management

TEM
TELECOM EXPENSE MANAGEMENT

Usage Management

Audit and Dispute

Call accounting and Cost allocation
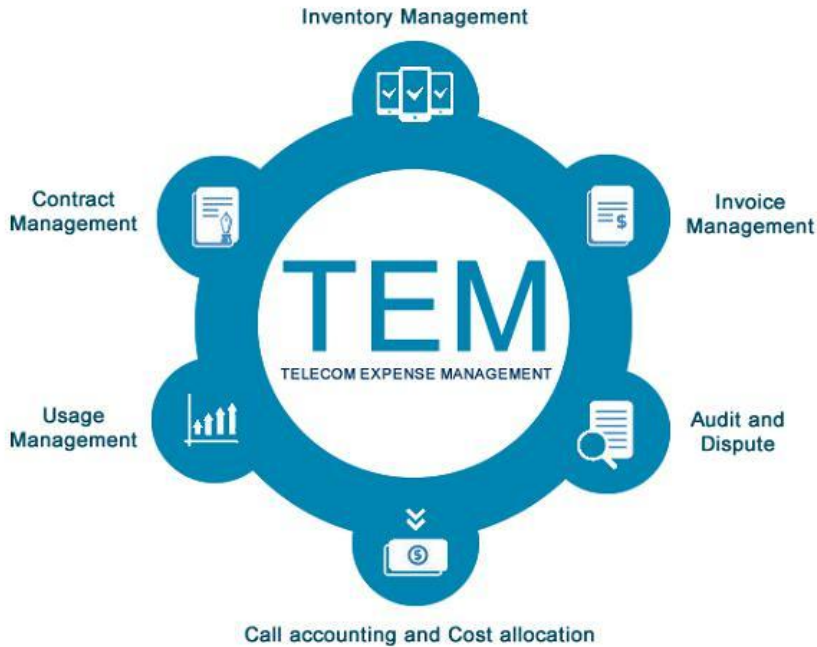
Public Cloud (AWS, Azure, GCP)

Main issues faced by the cloud

Cloud Governance

Service outage

Lack of expertise

Switching cloud providers

Compliance

Cost management
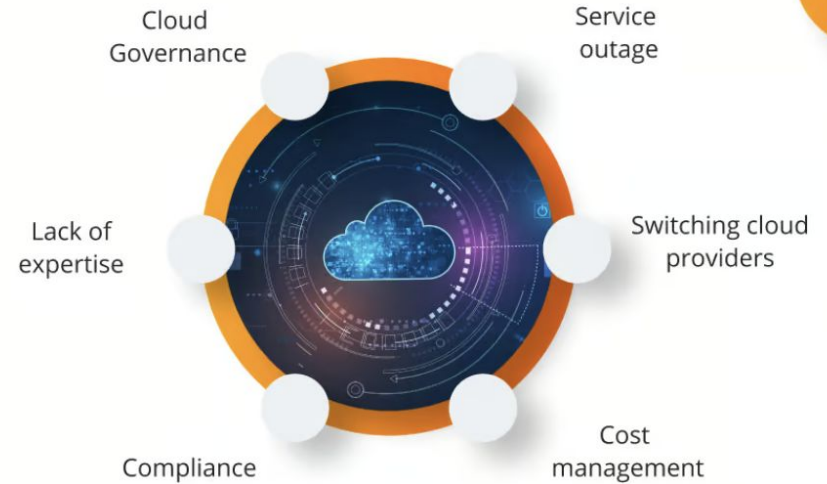
2024 State of CloudOps

- **Security** and **Cost** top the list of cloud operation challenges

- Cloud confidence - only 33% are "very confident" In their ability to operate a public cloud environment

- As CloudOps continues to evolve, almost all large enterprises (98%) acknowledge that their organization faces obstacles with cloud operations.

Security and compliance

64%

Cost management

60%

Multi-cloud and/or hybrid cloud infrastructure

53%

Operational efficiency

43%

Managing containers and/or Kubernetes*

42%

Lack of cloud operations expertise and resources

38%

https://www.netapp.com/media/86553-report-2024-state-of-cloud-ops.pdf

Spot by NetApp: Visibility, automation and continuous optimization to reliably operate and scale infrastructure in the cloud

Infrastructure optimization

Gain operational efficiencies, scalability and enhance performance by continuously optimizing any cloud infrastructure to support application workloads in real-time

FinOps optimization

Continuously optimize cloud spend together with resource utilization for maximum flexibility, while driving governance and business efficiencies

Cloud security

Harden cloud security and compliance by surfacing, prioritizing and remediating critical threats and misconfiguration risks

Google Cloud   aws   Microsoft Azure   kubernetes

Spot Eco   Cost Intelligence   Billing Engine   Spot Ocean   Spot Elastigroup   Spot Ocean CD   Spot Security   Spot Connect   Spot Ocean for Apache Spark

DevOps   FinOps   SecOps   ITOps

Spot Core Offerings

Spot Eco

Optimized utilization of Reserved Instances and Savings Plans

Spot Eco simplifies purchasing and optimization of Savings Plans and RIs. Eco automation balances reserved commitment portfolio to ensure the full ROI of your public cloud commitments

Spot Ocean

- **Ocean Serverless Infrastructure**
- **Ocean Apache Spark**
- **Ocean Continuous Delivery**

Run microservices & big data workloads
Utilize containers on serverless cloud infrastructure Deliver to production with speed and confidence

Spot Elastigroup

Scale mission-critical workloads on Spot instances

From web applications to stateful services: get automated, optimized cloud infrastructure management that delivers fast autoscaling, *max cost efficiency* and enterprise-level *availability*

Spot
by NetApp

Instaclustr: Build and manage your open source ecosystem

Instaclustr Managed Services

Leading open source platform
to help businesses build and scale reliable applications faster Manage **on premise & cloud** open source workloads

Team of experts
in open source data technologies, leveraging over 300 million node hours and 16 petabytes of management
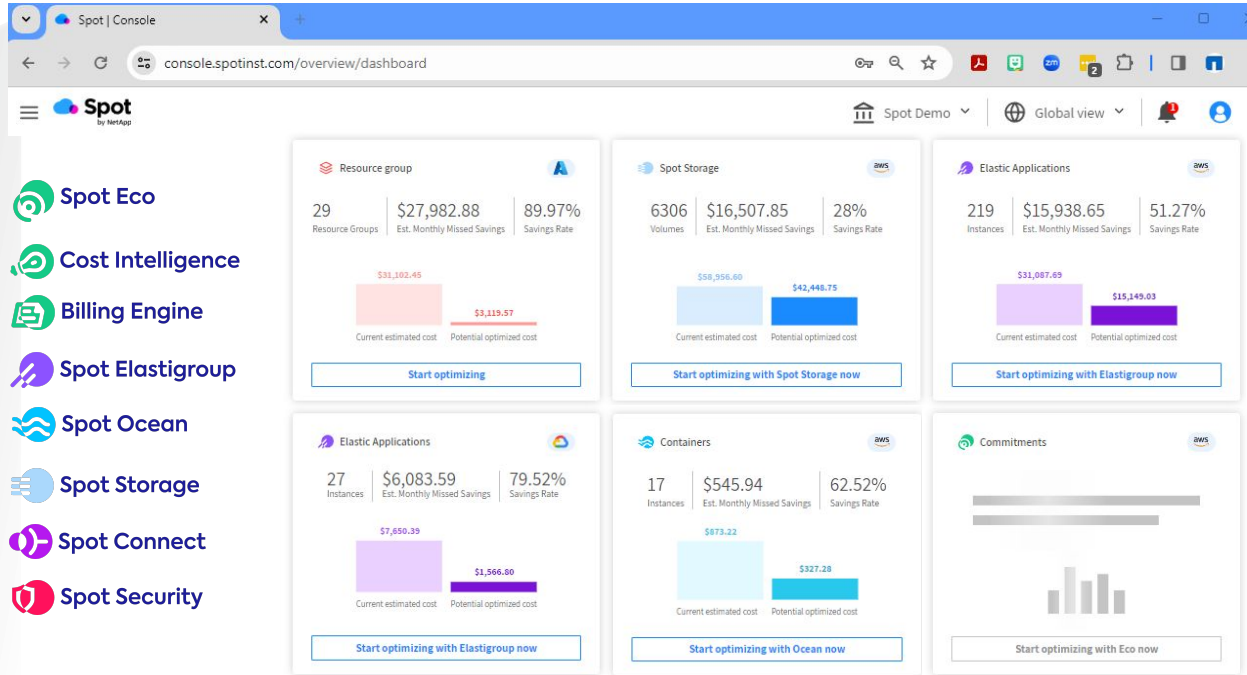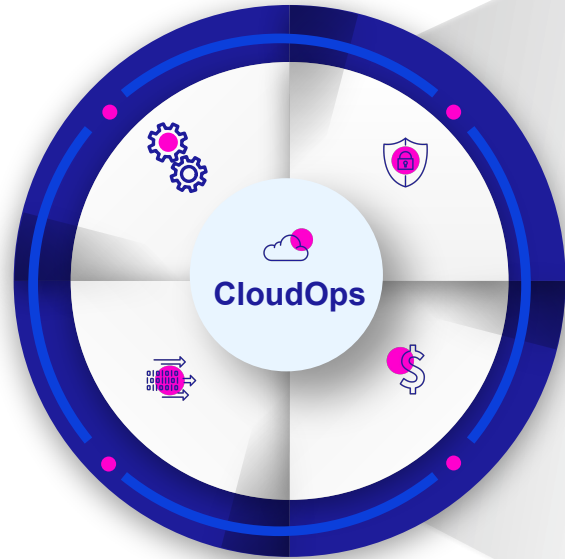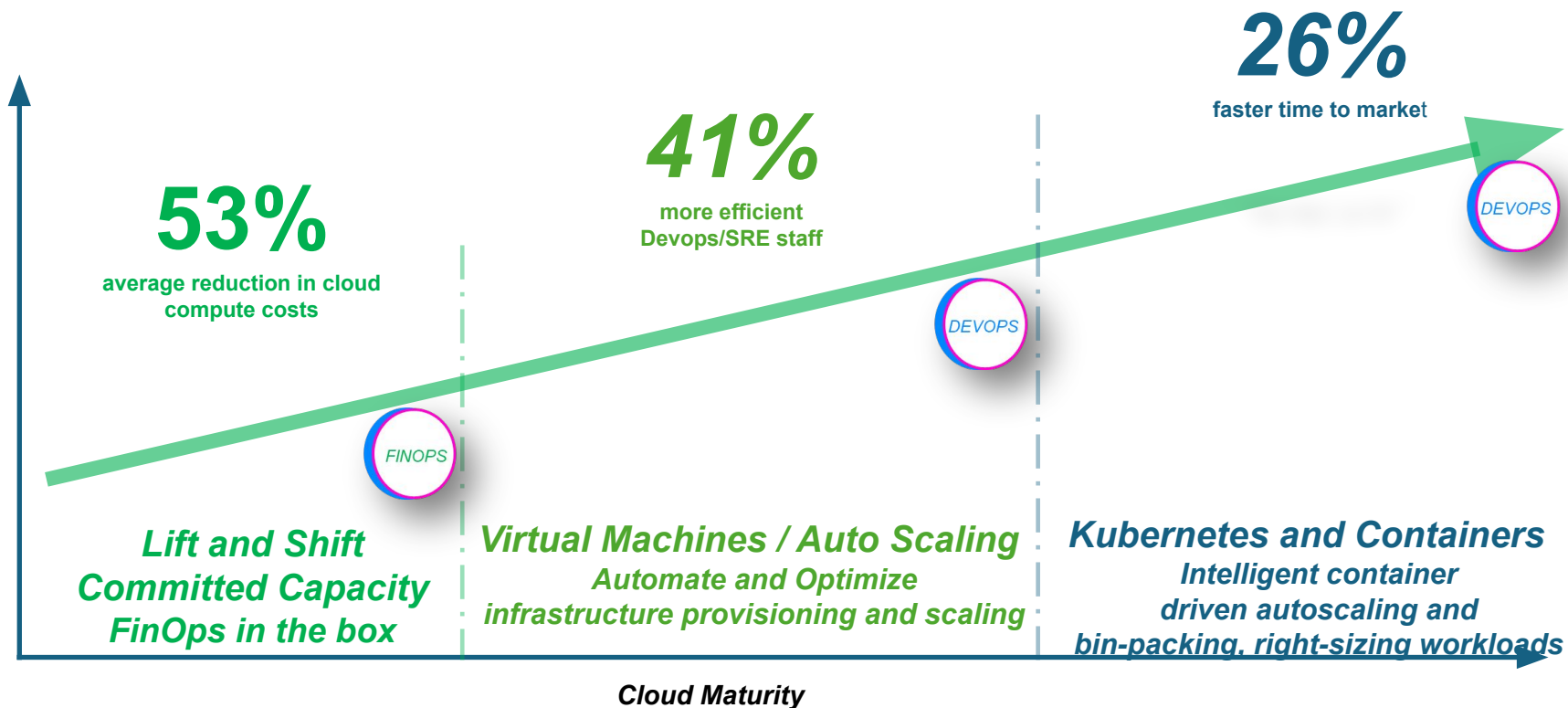
24x7 Support
from experts with experience in running, operating and supporting open source software

cassandra

kafka

Valkey

APACHE **Spark**

Cadence

Visibility, automation, and continuous optimization in one Spot

Spot Solutions for your Cloud Journey

53%

average reduction in cloud
compute costs

41%

more efficient
Devops/SRE staff

26%

faster time to market

FINOPS

DEVOPS

DEVOPS

*Lift and Shift
Committed Capacity
FinOps in the box*

Virtual Machines / Auto Scaling
**Automate and Optimize
infrastructure provisioning and scaling**

Kubernetes and Containers
**Intelligent container
driven autoscaling and
bin-packing, right-sizing workloads**

Cloud Maturity

Trusted by customers worldwide

Over 2500 customers, from innovative startups to global enterprises

Discovery Questions/Qualifying Spot

- **What cloud provider are you leveraging today?**

- **What is your current cloud spend (specifically cloud compute)?**

- **Do you have any cost optimization tools in place?**

- **Are you planning to move more workloads to the cloud?**

- **What types of applications do you run in the cloud? Are you using containers?**

- **If you consume AWS, do you use savings plans? What % is covered?**

- **AWS, Azure, GC**

- **We can help customers of different sizes, but ideally a min of $60K a month-$1million annually in public cloud spend**

- **Understand if they have a "DIY" approach, a FinOps practice, or using several 3rd party tools to manage**

- **Our DevOps product suite can optimize containerized environments**

- **Good to understand the customers' RI purchase strategy/current & future plans: Spot Eco for cost optimization**

Identifying Spot Opportunities

Key Use Cases	Who to Talk to
Overall Cost Reduction Initiatives	**Executives, P&L Owners & C-Level**
Growing Cloud Costs	**Cloud Cost Owner – FinOps**
Containers and Kubernetes	**DevOps, Eng & Product**
Security & Compliance	**SecOp, IT Security, CloudOps**
Opensource Data Technologies (Kafta, Cassandra, OpenSearch, Redis, Postgresql)	**DevOps Management / Execs**

What to expect with a Spot opportunity

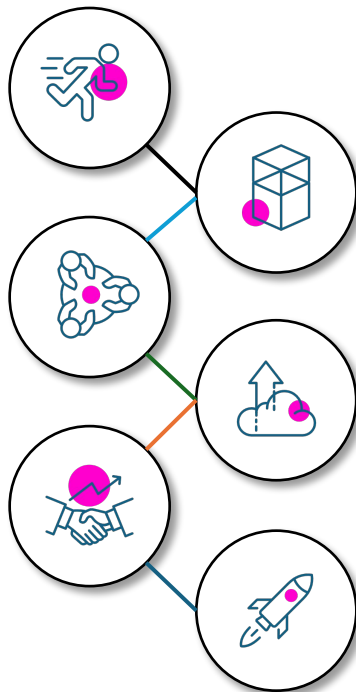**Fast and free POC**
We can quickly analyze a clients cloud environment to discover areas we can help
*1-3 weeks depending on product

Cost Savings of 30-50%
Verifiable savings can be high and with minimal effort from the customer

Knowledgable Sales and Technical Team

Increased Revenue Streams
If your clients are using AWS/Azure/GCP, they are looking for assistance in more areas than one

Happy Customers
Our products save customers time, money, and headaches.

Land and Expand
Spot is a platform with many different products that help with ALL of the challenges that public clouds present

Spot
by NetApp

Free & Fast Spot Cloud Assessment

Quick time to value - Easy to position, deploy and setup

- 30 mins setup, 24 hrs for data ingestion
- Proof of Value (~2 weeks but flexible)
- Pre-built dashboards, reports
- Best practice checks within number of hours
- Live discussion with a Spot cost savings specialist

Agentless – fast deployment and results to keep the sales cycle moving

Proof of Value - Complete visibility into customer cloud spend, posture, best practice adoption

Cloud Check-up / Assessment
Use Spot to automatically review commitment coverage, savings recommendations

Workload Optimization
See how Spot can optimize cost for scalable workloads (K8s, DevTest, Load Balanced)

Best Practice Review
Cloud best practice checklist with Spot cost specialist

Security & Compliance Review
Use Spot security evaluation to assess overall cloud posture, vulnerabilities and risk

Spot
by NetApp

Recent win together

- Customer was paying provider already to optimize cloud environment but not seeing enough savings
- AppDirect Advisor introduced Spot
- 1 week of Analysis/Assessment
- Customer is so pleased that it's opened up a Spot Ocean opportunity for a different portion of their environment

Spot Eco

GOALS

- Reduce cloud costs without having to move their infrastructure to a different cloud or back on prem

- Eco finds and purchases the biggest cloud discounts with the smallest commitment, maintaining flexibility and availability
- Offloading RI management frees up teams to work on higher priority tasks
- Prevents overcommitting to AWS/Azure/Google Cloud and paying for resources not used

RESULTS & BENEFITS

- Decrease in cloud computing costs ($84,000 a month in savings)
- Reduced management overhead
- Empowered dev teams to focus on more strategic initiatives

Links & How to get in touch!

- https://spot.io/ homepage

- Request a follow up with your AppDirect POC

- Check out the session link and resources

- Request a follow up Spot session or introduction with your customers in the public cloud!

- Utilize one of our sales plays/campaign kits to message your advisors

- AppDirect Partner Managers: Chase Kauf & Caroline Leonard

Q/A

Michael Kriech

TECHNOLOGY NAVIGATION™

- Customer had project to complete but no budget

- Michael asked his customer what their cloud presence looked like

- Mentioned that there are tools (Spot) to help them save $ on their Cloud bill, which they could then put towards their project

- Customer was extremely interested, Michael then reached out to AppDirect to start the engagement process

PRESIDENT'S CLUB
AppDirect

Assets and resources

Scan this QR code to access
assets related to this session