

Optimize your Cloud Spend with Spot by NetApp

OVERVIEW

- Automating and optimizing cloud infrastructure to deliver availability and performance at the lowest possible cost.
- Spot provides continuous cost optimization and automation for cloud compute so your cloud infrastructure workloads are always available, always scalable, and always at the lowest possible cost.
- Deliver scalable and reliable cloud infrastructure at the lowest possible cost.
- Provide workloads with cloud infrastructure that ensures performance and availability continuously using the ideal mix of purchasing models, instance types and locations.
- Spot ensures performance, scalability and reliability for cloud workloads through continuous optimization of cloud resources and operations.

Understand, control, and reduce cloud costs by up to 90%.

- Make greater use of spot instances
- Get full value out of reserved instances
- Provide integrated, actionable visibility to manage cloud spend

Reduce infrastructure operations overhead by up to 85%.

- Simplify infrastructure provisioning
- Use automated actions to continuously optimize cost and utilization
- Automate scaling based on applications needs

Simplify Infrastructure for key workloads.

- Reduce complexity of container and Kubernetes infrastructure management
- Automate infrastructure for scale-out applications

OPPORTUNITY

- Large and rapidly growing opportunity
- Reaches new customers
- Cross-sell opportunity for existing customer base
- Optimization with Spot frees budget for other NetApp products—data management, monitoring, etc.

TARGET AUDIENCE

Spot solutions are focused on public cloud environments

- IT Operations/DevOps: Hands-on responsibility for deployment and operation of infrastructure and applications.
- DevOps Engineer, Site Reliability Engineer(SRE), Infrastructure Engineer, Cloud Engineer, Cloud Operations, IT Operations
- IT Manager: Manages team responsible for infrastructure and operations.
- Finance/FinOps: Responsible for allocating budget and ensuring maximum ROI.
- IT Executives: Responsible for decisions on resources and IT strategy. CIO, CTO, VP IT, VP Infrastructure, VP Cloud
- Technical Users, Influencers and Champions: DevOps & SRE's, Cloud Architect
- IT Decision Makers: CTO/CIO, Technical P&L Owner / Senior IT leader

\$1M+ Yearly Cloud Spend \$500k+ Yearly Compute/EC2 Spend

Managed Instance

Enjoy spot instance pricing without losing root, data and IP persistence. This makes Managed Instance the ideal solution for stateful, single-instance workloads such as Databases, Dev Environments, Machine Learning and more.

ELEVATOR PITCH

Spot is a Cloud Optimization solution for cloud operations that continuously automates cloud infrastructure to ensure performance, increase efficiency, reduce complexity, and optimize costs. You only pay when you save money.

COMPETITIVE DIFFERENTIATION

Going beyond cloud analytics and recommendations, Spot actively optimizes AWS, Azure and Google Cloud deployments with SLA-backed availability, fully automated infrastructure management and up to 90% cost reduction. With Spot, cloud consumers can effortlessly and affordably scale any workload, from stateful, single instances, to cloud-native clusters made up of thousands of nodes.

Do-it-yourself

- Spot requires minimal setup and maintenance. Its automation and analytics have been refined with billions of data points and hundreds of engineering years of effort to ensure dependable performance, fast scalability, and lower costs across all your clouds, teams and applications.

Cloud Provider Tools

- Spot provides a unique combination of insight, analytics and automation that can be used in any of the leading public clouds (AWS, Azure, Google Cloud).

Point tools and cloud cost management products

- Spot provides not just comprehensive visibility into spend and usage across tags, accounts, usage type, workload, it goes beyond that to provide actionable guidance and automation that the customer can implement and automate continuously in just a few clicks.

Spot Battlecard



In collaboration with
Telefónica Tech

PAIN POINTS

General	Pain Points: DevOps, Infrastructure Eng & SREs	Pain Points: Cloud Architect/Strategist	Pain Points: CTO/CIO	Pain Points: Technical P&L, Sr. IT leader	Pain Points: Finance Mgr / FinOps
• Hard-to-manage costs and inefficiency • Spot outcomes: 73% average reduction in cloud compute costs • Overburdened operations teams relying on incomplete tools and manual processes • Spot outcomes: 41% more efficient IT staff • Barriers slowing cloud adoption, preventing realization of the full benefits of cloud • Spot outcomes: 26% faster time to market • Rapid cloud adoption is straining people and budgets • Difficulties understanding, managing and controlling cloud costs • Compounded by challenges finding enough people with cloud skills • Existing solutions quickly become complex and difficult to scale making it hard for organizations to continue to increase cloud adoption and to realize the full benefits of cloud	• Managing cloud infrastructure is burdensome, requiring considerable time, effort & expertise • Ensuring performance & availability • Cost is secondary, but important • Growing complexity of cloud environments complicates monitoring, management & security • Compute capacity planning is difficult due to the dynamic nature of the cloud, & it is resource intensive to understand and accurately predict resource requirements; often over provisioning resources • Pressure to achieve zero downtime and ensure SLAs are always met • Difficult to manage and predict costs, make use of different instance types, sizes and pricing models without manual, time consuming efforts	• Maintaining the quality and health of growing cloud systems. • Avoiding cloud sprawl and vendor lock-in • Making sense of Kubernetes ecosystem • Justifying why their organization should invest in resources, services and tools for cloud operations • Cloud technologies can be nascent and immature, resulting in underperformance and underutilization of the cloud • While cloud infrastructure is affordable, making it function at scale is where costs can rise • Maintaining high availability • Ensuring that business goals are met as containers & cloud environments grow and become more complex	• Maintaining control over growing cloud operations to ensure teams are delivering and applications don't fail while keeping costs as low as possible. • Risk of sponsoring change with big investment and not delivering, or worse, causing an outage or disruption of services • Overspending / increased costs of cloud operations / cost of scale • Lack of visibility into cloud spend. Balancing innovation and scalability with efficiency and cost • Belief that investment to migrate to a new tool or technologies could take a long time	• Maintaining the quality and health of growing cloud systems. • Determining future cloud capacity requirements is complex, time consuming, and hard to get right. As such, committing to a long-term, financial lock-in is not desirable • Offloading unused RIs is prohibitively time-consuming so financial lock-in is a real issue • Visibility into committed capacity purchases. Timing issues – e.g., planning to downsize...so let's wait on buying RIs or Savings Plan, RIs and Savings Plan can impact cash flow with large, upfront payments	• While AWS Savings Plans and RIs offer up to 72% cost savings on popular services such as EC2, RDS and Redshift, a 1-or-3-year commitment is required. • Determining future cloud capacity requirements is complex, time consuming, and hard to get right. As such, committing to a long-term, financial lock-in is not desirable • Offloading unused RIs is prohibitively time-consuming so financial lock-in is a real issue • Visibility into reserved capacity purchases. RIs and Savings Plans can impact cash flow with large, upfront payments. Even for steady-state, simple, predictable workloads, managing reserved capacity is time consuming

Spot Battlecard



In collaboration with
Telefónica Tech

QUALIFYING QUESTIONS

Identify Public Cloud(s) – AWS/Azure/GCP?	Probe (private for many enterprises) cloud consumption	Monthly/Year spend per cloud – Looking for \$100K/mon AWS & Azure or \$30K+/mon GCP.	Search active projects for: • Greenfield application development (Cloud-Native technologies) • Refactoring legacy workloads to Cloud-Native technologies • Migrations: moving workloads to public cloud, closing datacenter • Cloud project delays, cost overruns, M&A, diversitures
Ask about enterprise-wide contracts and commitments	AWS – EDP, MAPs, WMP, Reserved Instances, Savings Plans	Azure – MAC, Reserved Instances	GCP – DEVOPS, DEVOPS, DEVOPS
What cloud provider are you using? • GOOD: AWS, Azure or GCP	How much do you spend a year in the cloud • GOOD: Over \$1,000,000	What types of applications do you run in the cloud? • GOOD: Autoscaling, bursting, AI/ML, Data Analytics, Data Lakes, Virtual Machines • (VMs), Kubernetes • BAD: Third party software (SaaS)	What challenges do you have with your cloud infrastructure?
Do you have any cost optimization initiatives?	How much are you investing in infra/optimization management?	Do you suffer from cloud cost overages?	What are you doing already to overcome cloud cost issues?
Migration state?	Who owns cloud infrastructure management?	Who owns the cloud bill?	Who manages DevOps tools?

NETAPP SOLUTIONS

Cloud Analyzer	Ocean	Eco	Elastigroup
Gain comprehensive visibility into cloud cost-efficiency, cloud-native chargeback, anomalous spend, as well as optimization opportunities which can be implemented with just the click of a button.	Simplify infrastructure management for containerized workloads. With container-driven auto-scaling and intelligent right-sizing for container resource requirements, engineers can code more, while the ops team can literally “set and forget” the underlying spot instance cluster.	Automate reserved instance and savings plans lifecycle management. AI-driven analysis of cloud consumption coupled with automation of RI buying and selling in the AWS Marketplace, ensures workloads are running at optimal pricing for maximum ROI on upfront commitments.	Deploy mission-critical workloads on spot instance clusters with ease and confidence. Advanced auto-scaling for predictable performance, plus integrations with dozens of the most popular cloud deployment services and tools, makes it a cinch to get started.