



SENTURUS

Agile Analytics for Cloud Cost Management

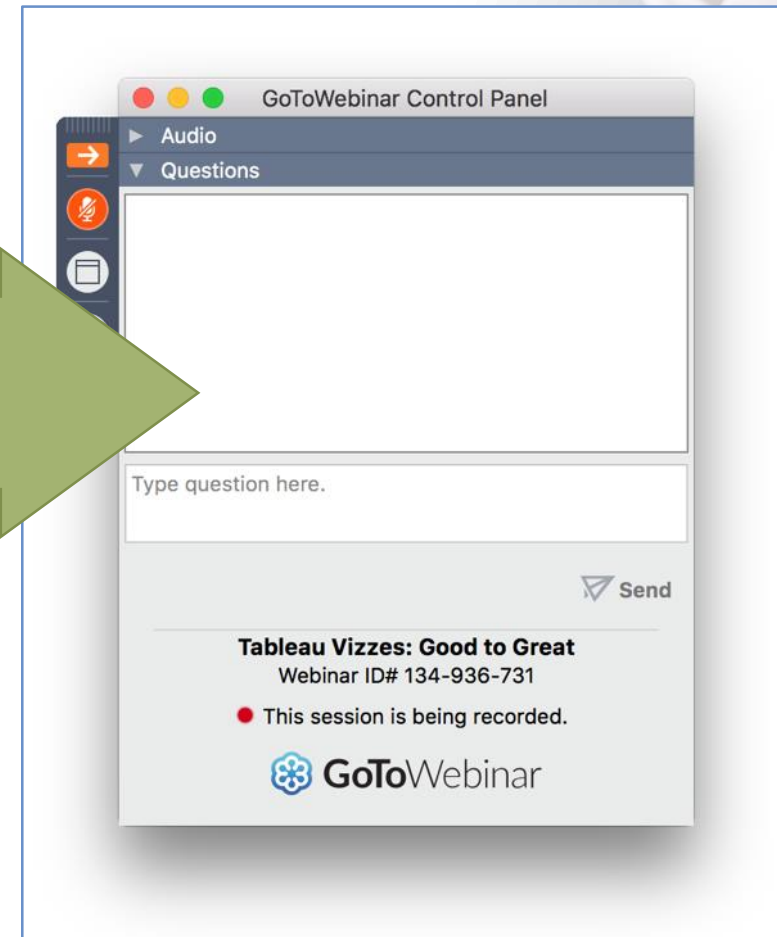


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Topics


- Analytics Connector
- Cross Vendor Comparisons
- Dashboards Reporting & Visualizations
- Data & Cloud Architecture
- Data Prep & Modeling
- Deployments & Performance Optimization
- IBM Analytics & Cognos
- Microsoft Azure & Power BI
- Security, governance & administration
- Snowflake
- Tableau




Webinar
6 Ways to Publish & Share Tableau Dashboards
How-to demo and discussion of pros, cons and considerations




Webinar
How to Successfully Implement Self-Service Analytics
Agile, governed self-service BI with a focus on Cognos analytics




Webinar
Creating a Power BI Report Your Boss Can Navigate
How to design a user-friendly nav experience



Webinar
Power BI Report Builder & Paginated Reports
Creating pixel-perfect reports for printing and PDF



Webinar
Using Python with Power BI
Learn the basics, including the software and plotting libraries



Webinar
Streamline Cognos Migrations and Consolidations
Automatically decode Cognos content and reduce migration time by 90%

Agenda

Introductions

Growth of the cloud economy

Challenges with optimization

The necessity of tooling

Building your own

Envisor Cloud Analytics demo

Q&A



Introductions



Keith Knowles

Envisor Managing Director
Senturus, Inc.



Steve Reed Pittman

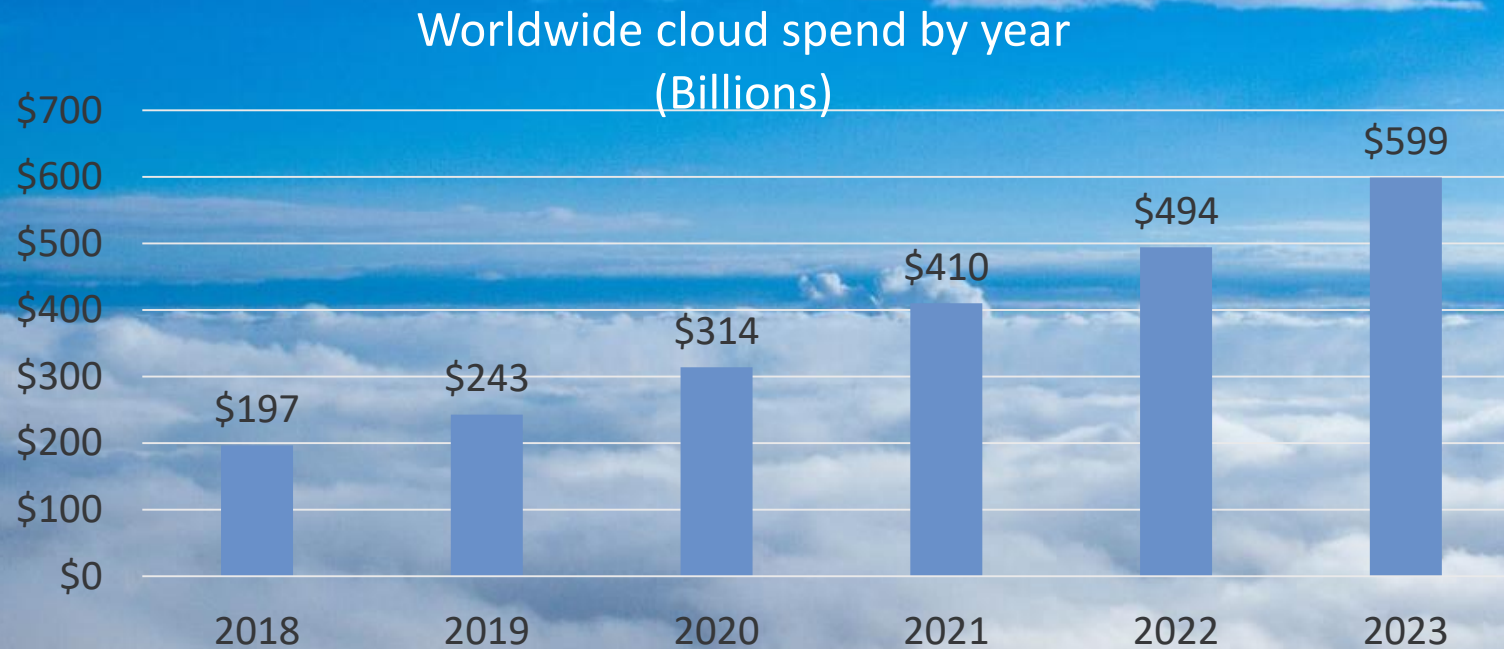
Director Enterprise Architecture and Engineering
Senturus, Inc.

Poll #1

Do you have an individual or a team responsible for cloud optimization?

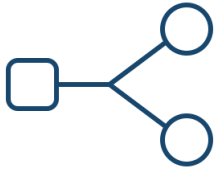
- Yes, we have an individual
- Yes, we have a team of less than 5 people
- Yes, we have a team of 5 people or more
- No
- I don't know

The rise of the cloud economy



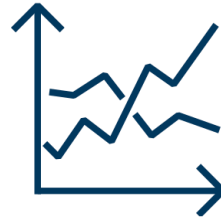
=25% CAGR

The cloud has changed the way we procure and deploy resources



Decentralized

Engineers siloed from Finance (and Procurement) are empowered to commit the company to spend



Variable

Variable cloud spend replacing data center/fixed cost spend



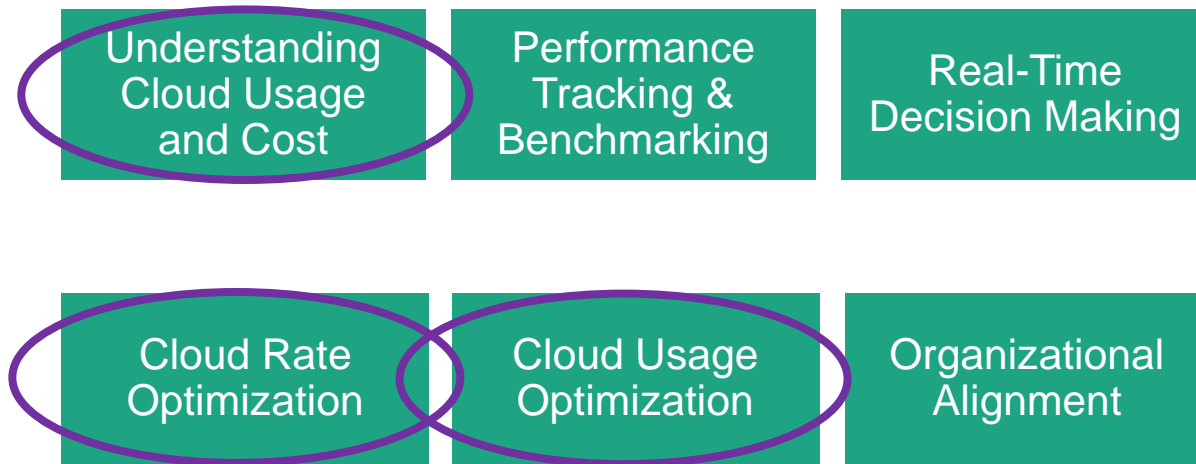
Scalable

Instant access to resources enables innovation but often results in overprovisioning

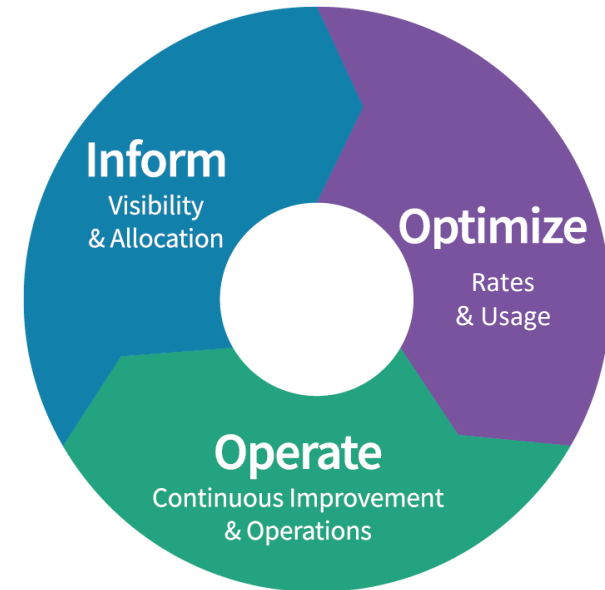
“80% of organizations will overshoot their IaaS budget due to lack of cloud cost optimization governance, and misguided upfront cloud spend commitments.” – *Gartner*

The process of cloud optimization

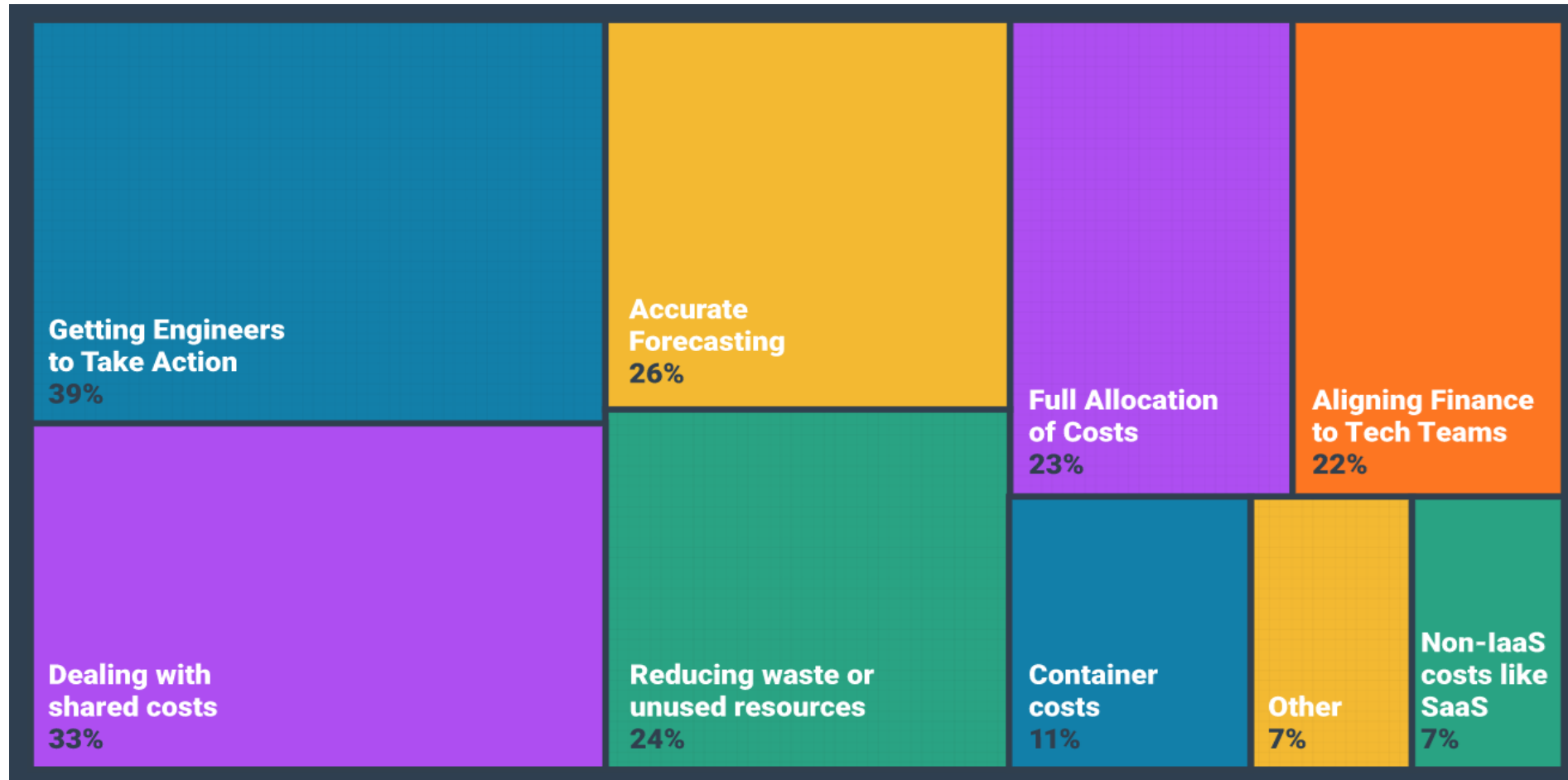
FinOps Domains



FinOps Phases



Top cloud optimization challenges



Tooling – a necessity

Cloud provider invoice:

Billing Period: Sep 1 - Sep 31, 2022	
Service Name	Amount Due
Amazon Elastic Compute Cloud	\$42,004.27
Amazon ElastiCache	\$1,352.85
Elastic Load Balancing	\$988.84

Tooling – a necessity

AWS cost and usage reports:

Sample CUR record

```
bvs27x2jqsugzj7exdrfodprqu7wqazfvqczaud66opsmpb2mbaa,2022-10-01T00:00:00Z/2022-10-01T01:00:00Z,"Amazon Web Services, Inc.",AWS,Anniversary,220399324930,2022-10-01T00:00:00Z,2022-11-01T00:00:00Z,220399324930,SavingsPlanRecurringFee,2022-10-01T00:00:00Z,2022-10-01T01:00:00Z,ComputeSavingsPlans,USW1-EC2SP:t3.1yrPartialUpfront,,,1.0000000000,,,USD,0.0004292200,0.0004292200,0.0004292200,0.0004292200,1 year Partial Upfront t3 EC2 Instance Savings Plan in us-west-1,"Amazon Web Services, Inc.",Savings Plans for AWS Compute usage,Partial Upfront,,,,,,,,,,,,,t3,,,,,US West (N. California),AWS Region,,,,,,,,,,,,,EC2InstanceSavingsPlans,1yr,us-west-1,us-west-1,ComputeSavingsPlans,Savings Plans for AWS Compute usage,YS6MXH8WJ9RY6PEC,,,,,,,,,USW1-EC2SP:t3.1yrPartialUpfront,,,,,1yr,standard,Partial Upfront,,10090882235,USD,0.0000000000,,Reserved,Hrs,,,,,,,,,,,,,0.0010000000000000,arn:aws:savingsplans::220399324930:savingsplan/58fd6c37-f892-4a1a-a7c9-2c9d8253500c,,0.0010000000000000,,0.0005707800000000,0.0004292200000000,2022-09-18T08:00:00.000Z,2023-09-18T07:59:59.000Z,t3,EC2InstanceSavingsPlans,Partial Upfront,1yr,US West (N. California)
```

CUR = 1 record per hour, per cloud resource

744 records per month, per resource

2,000 cloud resources = 1,488,000 records

Poll #2

Do you use Reservations, CUDs and/or Savings Plans to lower your cloud spend? (Select all that apply)

- Reservations
- CUDs
- Savings Plans
- None
- I don't know

The power of Reservations

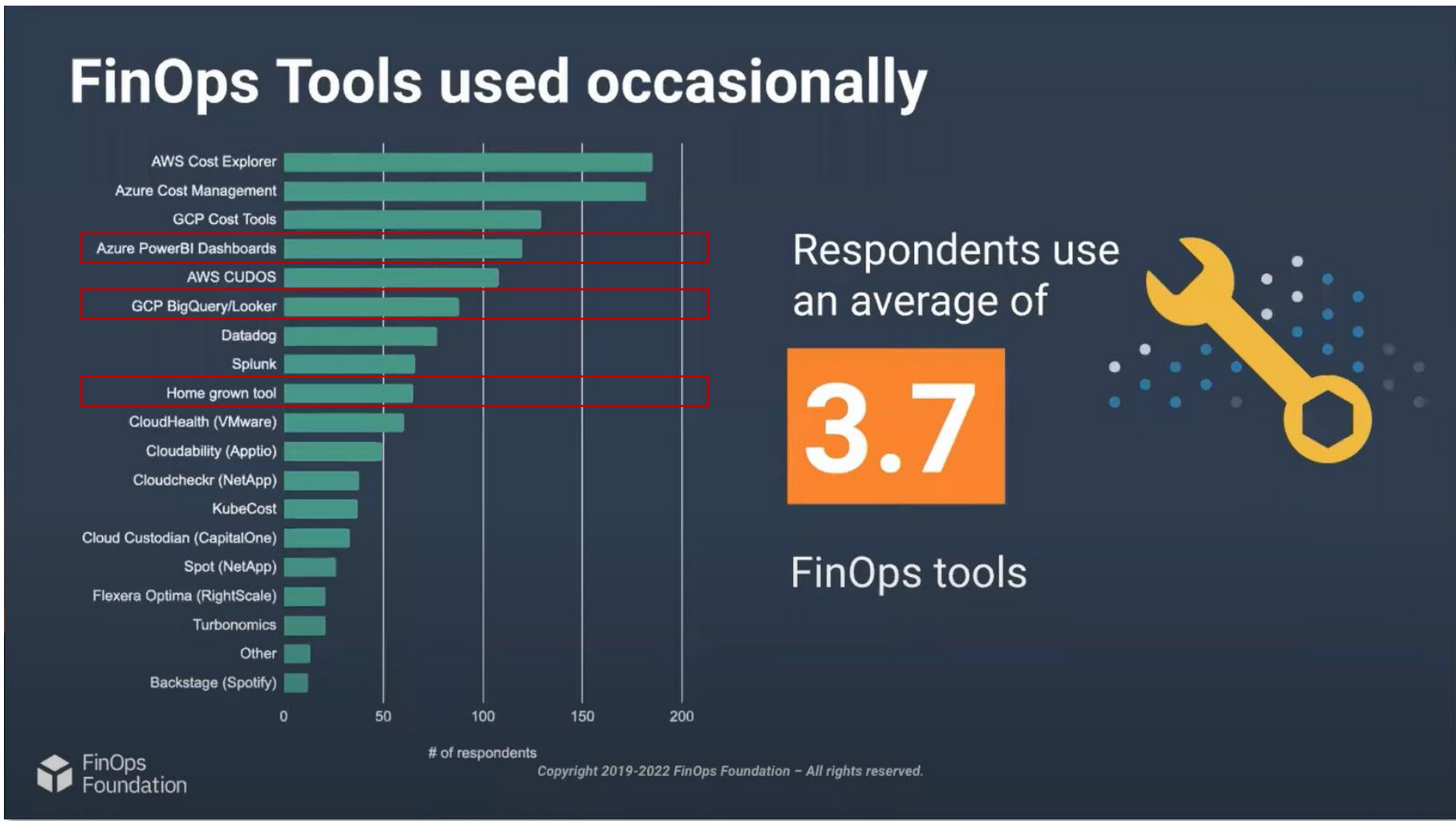
Purchase type	Average Monthly		Total Cost	Discount from List
	Effective cost			
On demand instance	\$ 116.80	\$	1,401.60	0%

AWS - t4g.xlarge - US West pricing as of 10/24/2022 - AWS pricing calculator <https://calculator.aws/#/>

Potential solutions?



Off the shelf solutions lack flexibility



Why build your own FinOps data warehouse?



Flexibility

Use tool of your choice.
Create custom reports.



Extensibility

Incorporate
enterprise data



Innovation

Go beyond what out
of box solutions offer

I want my data the way I want it

Vendor solutions generally are less flexible in doing that analysis than something like Power BI where I can customize my visuals quickly.

Fortune 1000 electronic company

Control over your own data. Easily integrate with internal data (unit economic data, taxonomy data, performance data...).

Fortune 50 retailer

Commercial offerings give cloud-level metrics (\$\$, GB, etc.), but often don't allow customers to add business-level metrics (i.e., visitors to web site, how many things produced per hour).

Global consulting company

...and they want to incorporate their own data

Who is building their own?

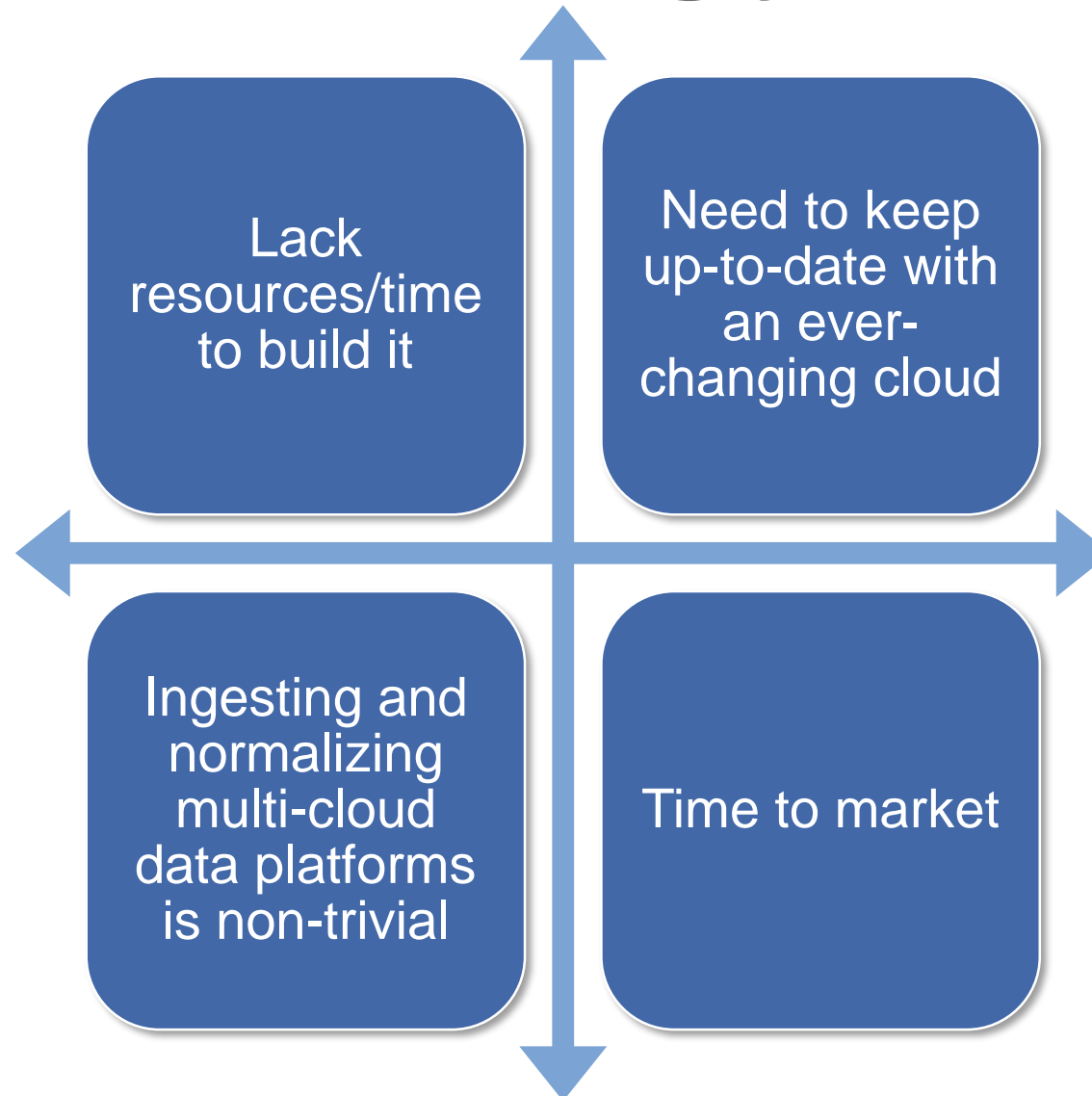
NETFLIX



intuit.



Challenges to building your own



Envisor Cloud Analytics – features



Cloud-based data warehouse



Multi-cloud data sources



5-minute data intervals



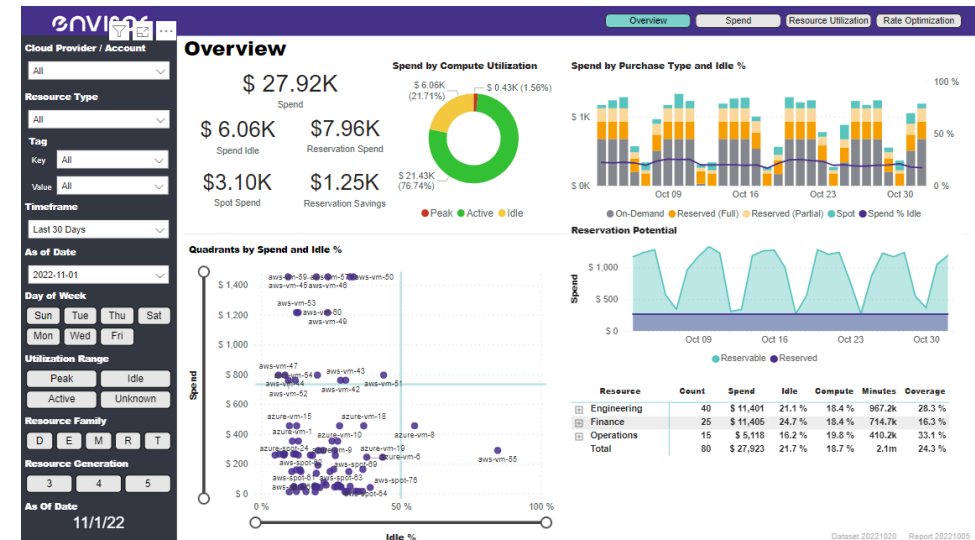
Cost and performance data



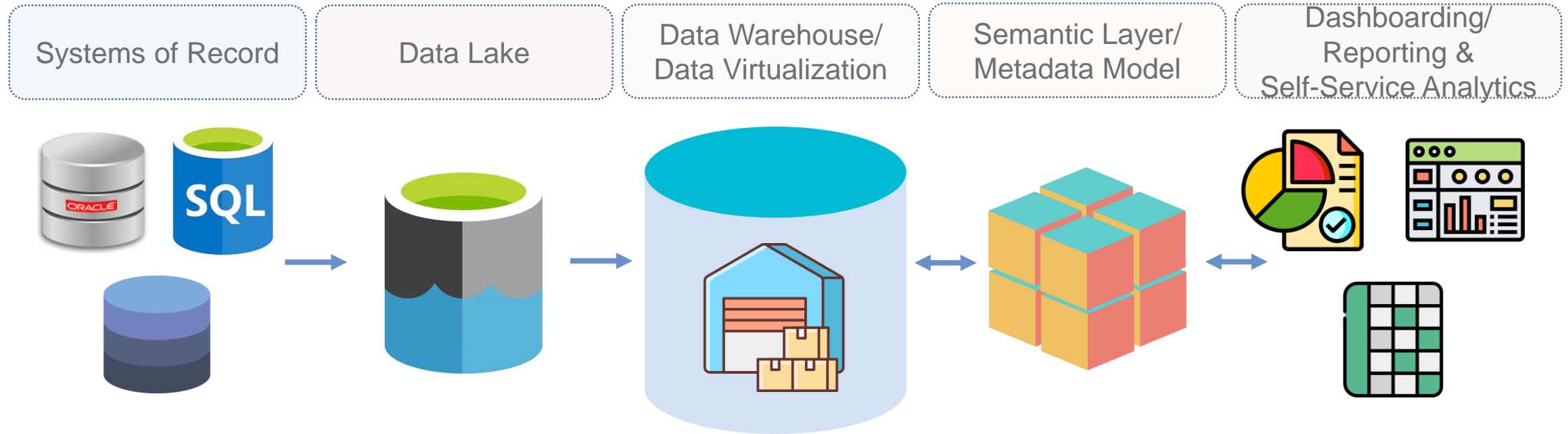
Extend and integrate your own data sources



Create your own visualizations with a Power BI interface



Modern BI architecture





Cloud Analytics demo

Free
Assessment



Get your
cloud KPIs

Power BI dashboards

Data from multiple accounts and vendors,
modeled and report ready

One day turnaround

Explore alternative solutions

Land data in your existing data repository.

Build reports in your enterprise standard BI tool.

Integrate other data sources.

Additional resources

Unbiased product reviews



Technical tips



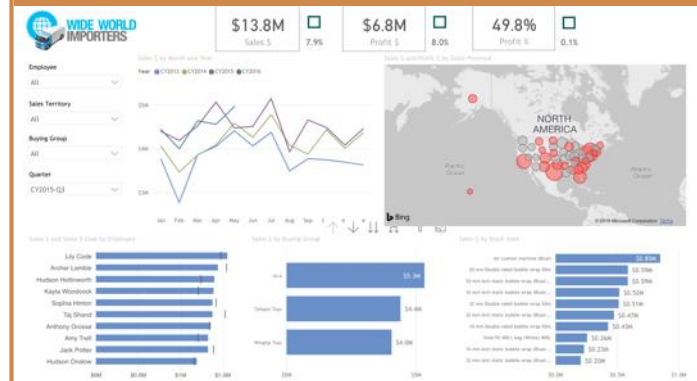
Insider viewpoints



More on this subject



Product demos



Upcoming events



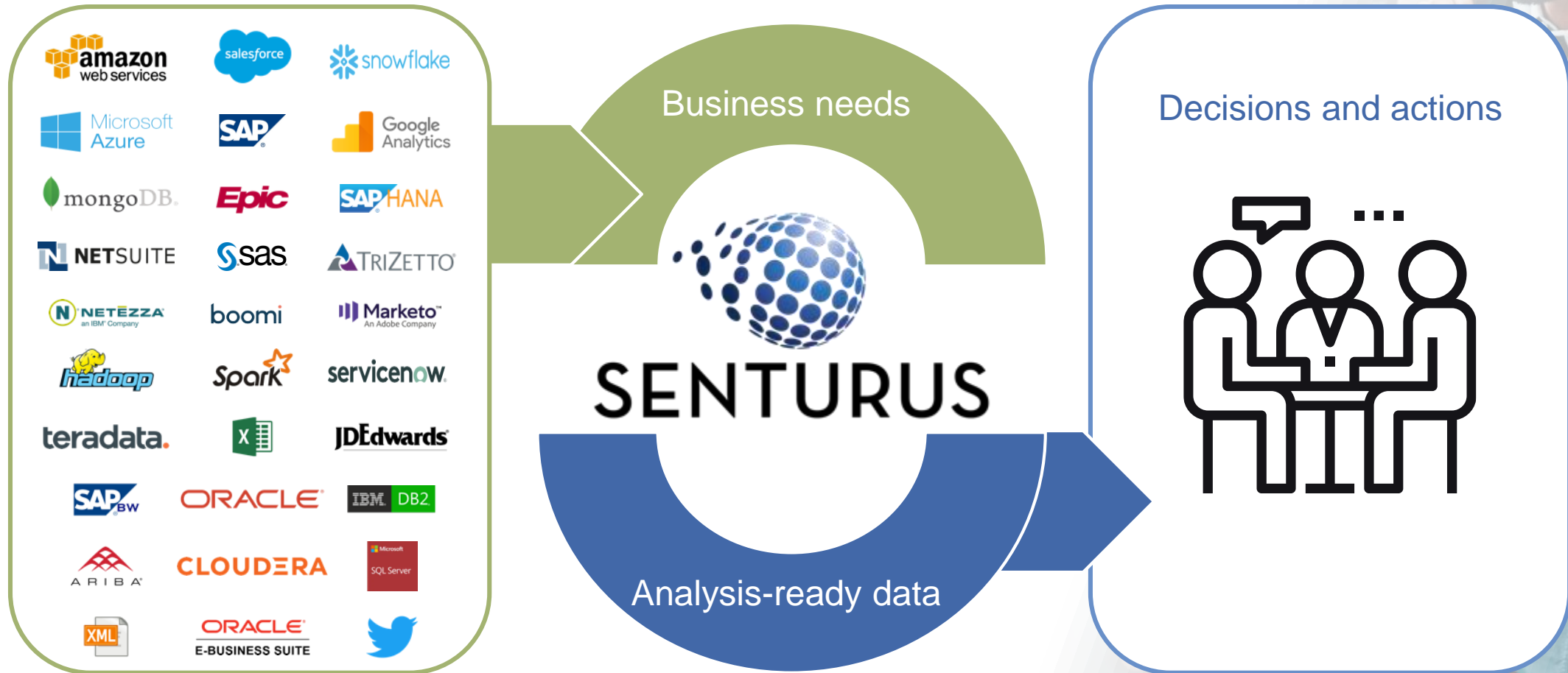
Upcoming event

KPIs from Disparate Data Sources, In Minutes

Thursday, Nov 17, 2022, 11am PT/2pm ET

Register: <https://senturus.com/events/kpis-from-multiple-sources-in-minutes/>

Modern BI: accelerated & accessible



A long, strong history of success

21+ years

1350+ clients

3000+ projects





Join the Senturus team

We're hiring talented and experienced professionals

- FinOps Consultant
- Microsoft BI/Power BI Consultant

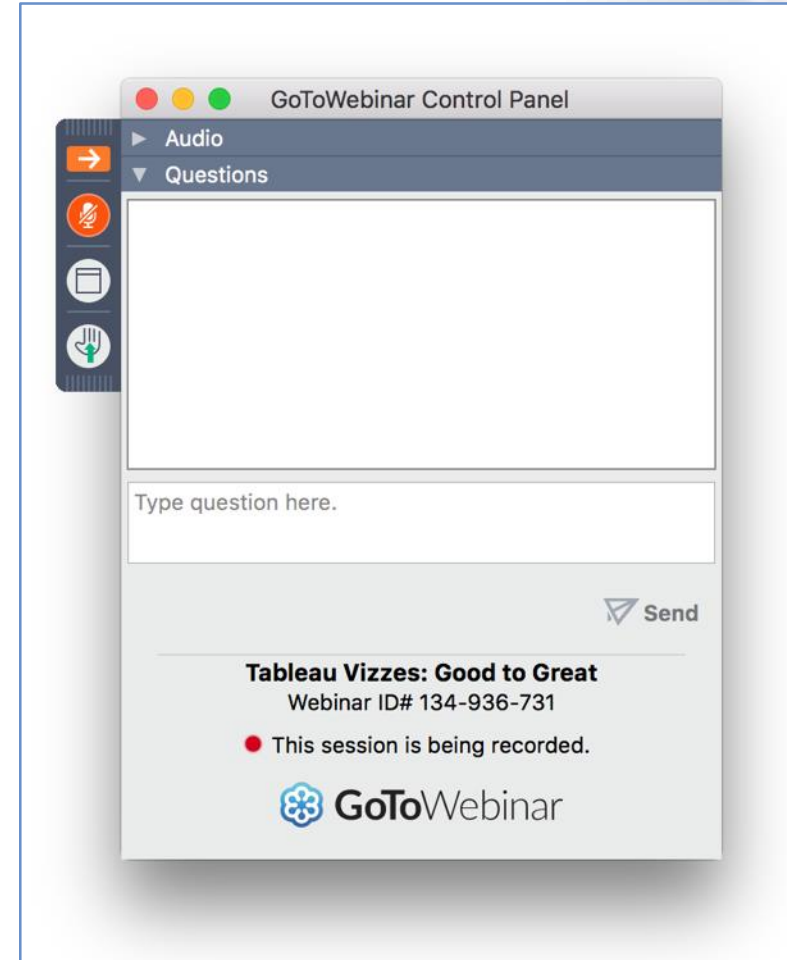
See job descriptions: <https://Senturus.com/why-Senturus/careers/>
Send your resume to: jobs@Senturus.com

Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

info@senturus.com

and we will set up a free consultation.



Thank You



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