HYBRID CLOUD OPTIMIZATION

Maximize your cloud investment by optimizing your infrastructure.

The cloud provides effortless scalability and provision of resources. Unfortunately, these resources are often underutilized (or even forgotten), and instead are provisioned to a cloud environment that is not purpose-built and does not use the latest cloud features. This can needlessly inflate cloud costs and prevent businesses from successfully taking advantage of the sought-after benefits of the cloud.

Equinix Professional Services for Cloud (EPS Cloud) uses a three-phased cloud optimization approach, showing cost savings models and implementation of recommended changes in each phase to ensure that you:

- Only pay for what you use
- Achieve ROI by using a commitment-based pricing model
- Receive additional savings with a purpose-built infrastructure and the latest cloud features

Optimization Engagement with EPS Cloud

Phase 1 – Dynamic Uptime, Scaling and Scheduling

In a typical environment, a large proportion of systems are used only during business hours, meaning that back end systems frequently sit idle, other than running monthly, quarterly or yearly batch functions.

Deliverables:

- **Categorization:** Your systems are analyzed and organized by uptime needs, such as; "24/7" and "weekdays only", as well as regular batch functions.
- **Scaling:** Systems that can be scaled based on load, or other metrics, are identified to ensure system count meets true needs.
- **Scheduling:** System uptime is automated based on categorization.

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Phase 2 – Leveraging Purchase Commitments

The majority of cloud platform providers offer large discounts for spending commitments—that is, a minimum usage amount over a period of time. Understanding these models can be the difference between cloud-spend spiraling out of control and ensuring ROI.

Deliverables:

- **Analysis:** Your uptime schedules from Phase 1 are utilized to identify usage models

- **Mapping:** System usage is matched with available cloud platform discount models

- **Configuration:** Reserved systems providing the best discount models are registered with cloud platform provider(s)

Phase 3 – Right-Sizing and Feature Evolution

Many cloud infrastructures start out as "Lift and Shift" projects, where existing on-premises infrastructures are mapped to the cloud on an as-is basis. Although it can be done quickly, this approach can result in oversized and ineffective systems. Even if an infrastructure was perfectly sized at initial set-up, cloud platform providers are constantly updating features and offering performance enhancements.

Deliverables:

- **Right-Sizing:** Each system instance and feature is sized according to true performance needs.

- **Consolidation:** Opportunities to consolidate are identified, whether it's spreading large application servers to purpose-built smaller instances, or consolidating similar processes into shared resource pools.

- **Feature Evolution:** Wherever possible, we map out the latest cloud enhancements so you can replace any existing, high-spend premium features. For example, systems that once required IaaS to be built and maintained may now be replaced by more cost-effective PaaS offerings.

Contact EPS Cloud today via e-mail or by calling +1 212 202 5800. We look forward to hearing from you!

About EPS Cloud

Equinix Professional Services for Cloud (EPS Cloud) provides enterprise hybrid cloud solutions and migration services, helping enterprise organizations adopt and integrate cloud technologies.

In partnership with cloud platform and product industry leaders, EPS Cloud delivers end-to-end capabilities to help enterprises build scalable, highly available, resilient, cost-efficient and secure interconnected cloud environments.

By continually providing superior hybrid cloud solutions to satisfy business objectives, simplifying IT management and meeting security and compliance requirements, EPS Cloud has become a trusted partner to CIOs of some of the world's largest organizations.

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