

# Telstra Multi-cloud Cost Optimisation

Identify opportunities to save cost across clouds now and ongoing.



## Key Features

-  Industry leaders at cloud management and cost containment
-  Strategic analysis of business needs to deliver benefit with optimised costs
-  Identify where costs incurred and identify innovative long-term ways to optimise
-  Plan out how to ensure costs stay managed within budget
-  Not just short-term cost saving and quick wins but a long-term cost control roadmap

**Our comprehensive assessment will highlight and prioritise the big savings initiatives and provide greater visibility, more control and management of your cloud spend.**

As more and more organisations shift resources from on-premises to the cloud, the complexity is increased. Costs can grow out of control and can exceed budgets if not managed adequately.

Studies show that organisations are wasting approximately 32% of their cloud spend, areas of concern include Idle or over-provisioned instances, orphaned resources and misaligned license assignment which may impact existing and future budgets.

A focused one-off assessment can identify where the overspend is in your Azure, AWS, or your multi-cloud environment, but a continued effort is required to maintain control and keep within budget. This will include solutions

to be adopted for cost control into your processes which will lead to long term benefits, helping with your overall savings.

Telstra Purple's cost optimisation assessment is more than running the great tools provided by the large cloud vendors, but also about understanding who in the business is using it and how. Telstra Purple provides the assurance that the technology behind your business is expertly managed, giving you a greater peace of mind and more time to focus on your core business.






### Identify how so save and to avoid runaway costs

Telstra Purple's Cost Optimisation assessment combines technical data with consulting expertise to identify costs and workout if there is a more cost-effective solution whilst still meeting business objectives.

## What we'll do

### Cost identification and allocation to optimise and control cloud spend

Telstra Purple's Cost optimisation assessment uses technical data and business requirements to ensure costs are controlled and you are using your cloud budget effectively.

-  Discovery about how you manage your cloud costs and business allocation
-  Tool discovery of spend and create visibility of cost usage
-  Identify costs saving opportunities and feedback a solution
-  Jointly establish cost saving activities and define an operating model long term
-  Report including potential savings roadmap and next steps

## Assessment objectives

Through this assessment, we will work with you to:



**Gain visibility of where costs are really incurred** so that you will have greater visibility, more control and management of your Azure, AWS or Multi-cloud spend.



**Align current cloud cost to business activities** to identify validity of costs.



**Identify the people, process or technology** needed to maintain cost optimisation.



**Identify what cloud cost options would deliver** more cost-effective solutions.



**Working with you to define a solution and apply changes needed** to ensure the immediate and ongoing cost efficiency of your cloud.



**Bring the tools and expertise** together to gain control of cloud costs and ensure on going optimisation.

## Customer stories



**Aviation Sector:** We recently reduced a regional airports' cloud bill by 18% by identifying that a customer had servers hosted in cloud being used continually. Telstra Purple identified that by moving from on-demand to reserved instances for VMs and reserved capacity for Cosmos DB for 1 year.



**Pharmaceutical:** We delivered cost insights for a genomics research organisation, providing detailed information about their cloud usage by user, research project and service allowing them to clearly attribute the cost of each research initiative and customer.

## Why Telstra



We simplify your cloud strategy with our end-to-end capability across advisory & design, cloud platforms, networks & managed services



We deliver a joined-up cloud approach by utilizing our 1,500 certified experts across Cloud, Security, Networks and Modern Workspace



We are market leaders in Cloud Connectivity. Leader in IDC's 2021 MarketScape for Network Consulting Worldwide



As a global service provider, we have unique insights into the business-driven value that the cloud represents and advise our clients on how to navigate these complexities with confidence

Telstra Purple

Telstra Purple brings together Telstra Enterprise's business technology services capabilities, and several its recently acquired companies, focused on outcome-based, transformative tech solutions.

Learn more  
[purple.telstra.com](https://purple.telstra.com)