

■ Cost Optimization Guide

Learn how to reduce cloud costs without compromising performance

1. Right-Sizing Resources

Over-provisioning is common in cloud deployments. Use tools like AWS Trusted Advisor, Azure Advisor, or GCP Recommender to analyze usage. Scale down underutilized instances and adopt serverless or burstable options for inconsistent workloads.

2. Leverage Auto-Scaling

Auto-scaling adjusts resources automatically based on demand. This reduces waste during low traffic while ensuring performance during peak usage.

3. Use Reserved Instances & Savings Plans

Commit to 1–3 years for predictable workloads to enjoy discounts of up to 72%. Reserved Instances are best for steady workloads like production databases.

4. Spot Instances / Preemptible VMs

Use for non-critical workloads like testing, big data, or rendering. Save up to 90% compared to on-demand pricing.

5. Storage Optimization

Transition infrequently accessed data to cheaper storage tiers (e.g., S3 Glacier, Azure Cool). Clean up old snapshots, unattached disks, and enable lifecycle policies.

6. Optimize Data Transfer Costs

Reduce egress charges by using CDNs, colocating resources in the same region, and leveraging private links or peering connections.

7. Implement Monitoring & Cost Visibility

Use tools like AWS Cost Explorer, Azure Cost Management, and GCP Billing Reports. Apply resource tagging to track expenses by project, team, or department.

8. Embrace Serverless Architectures

Pay only for what you use with AWS Lambda, Azure Functions, or Google Cloud Functions. Ideal for event-driven, unpredictable workloads.

9. Regular Audits & Governance

Conduct monthly cost reviews. Eliminate unused resources like idle VMs, load balancers, or IPs. Implement provisioning approval workflows.

10. Culture of Cost Awareness

Educate teams to factor cost into design decisions. Establish a Cloud Center of Excellence (CCoE) for governance and best practices.

■ Key Takeaway

Cloud cost optimization is an ongoing discipline. By right-sizing, using discounts, automating scaling, optimizing storage, and promoting financial accountability, businesses can maintain performance while minimizing expenses.

■ *This guide was written by Joshua Dela Asamoah-Gyamfi (Mr Cloudsguy) — helping businesses maximize cloud value while securing the future.*

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