Gain Comprehensive Visibility Into Cloud Services Usage and Save Time, Save Money, and Reduce Effort
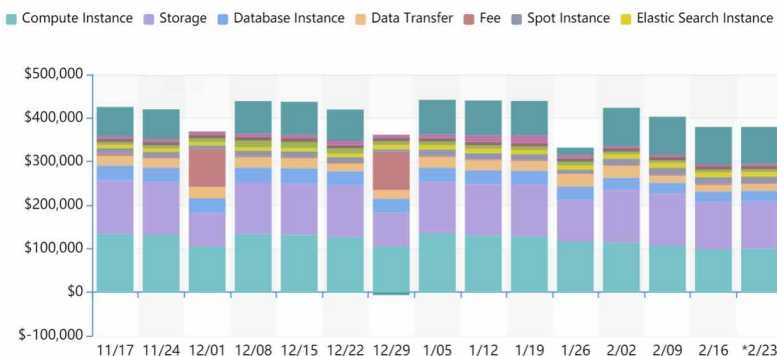
Many enterprises rely upon Amazon Web Services (AWS) for their computing needs and it is easy to understand why. In many cases, infrastructure services such as AWS can be acquired at a lower cost and with higher availability than a company can achieve if they built it in-house.

One of the great things about AWS is how easy and fast it can be to purchase computing power. But ease of purchase comes with some financial and operational challenges. In an enterprise, purchases by multiple departments can create a lack of visibility to total cloud spend. The fact that anyone can purchase a cloud instance with a credit card can lead to the growth of shadow IT and cloud sprawl, resulting in out-of-control cloud costs. Also, these unauthorized cloud purchases bring a huge potential security risk if your company's intellectual property or customer data is uploaded to the cloud.

Without the right tools and processes, you risk overspending on AWS, paying for computing power you may not be using and opening the doors to potential security compliance issues. In addition, you need the ability to choose the right AWS instance type for your needs and your budget.

What can you do with Upland Cloud Cost Optimization?

Weekly cost trend by Product Family

Save Time

Amazon is continually making changes to its cloud services. One new change is the addition of Amazon Savings Plans, a flexible pricing model that can provide savings of up to 72% on your AWS compute usage. Amazon Savings Plans can offer significant cost reduction over On-Demand instances, just as you would receive by signing up for a Reserved Instance.

Is an Amazon Reserviced Instance or an AWS Savings Plan better for you?

Instead of spending hours trying to figure out how these changes impact your business and your bottom line, Upland Cloud Cost Optimization does the heavy lifting for you. Our advisors help you decipher how these changes impact your company and guide you how to best plan your future AWS needs. This saves you time when reviewing the most cost-effective AWS options.

Save Money

On-Demand Instances. Standard Regional Reserved Instances. Standard Zonal Reserved Instances. AWS Savings Plans. Which one will be most cost effective?

Part of your decision will be how you intend to use these different instances, for how long, and how often your needs will change. On-Demand Instances offer ease of use and flexible terms. Reserved Instances can save you a significant amount of money, however their pricing and compute model is complex and inflexible. AWS Savings Plans may offer the best of both worlds; but you still need to know how to calculate which will work best for you.

Upland Cloud Cost Optimization, takes a deeper look into your specific business needs and cloud computing usage to determine how best to save you money and time in the cloud. Our goal is to find ways to save you the most money, while taking the day-to-day cloud financial management tasks off your plate so you can run your business.

Every business is different, and every business has their own cloud requirements. Our solution is tailored to your specific goals and your unique needs.

Reduce Effort

Amazon Web Services offers dozens of products, multiple instance types, and a complex pricing model that can result in hundreds of options to choose from. And with continual changes in Amazon offerings and prices, it is not only challenging to manage your cloud management billing and ensure your instances are optimized, you also need to dedicate resources to managing the cloud.

Upland Cloud Cost Optimization gives you the peace of mind when things change in AWS. Industry experts guide you through all the AWS options and help you manage your cloud costs today and mitigate risk in the future by giving you a solid safety net of services to support your business.

And automatic cost anomaly detection alerts you when there are issues to help manage and remediate cost overruns before they get out of control.

Amazon Key Terms

Amazon Web Services (AWS) – a cloud computing service provided by Amazon.com

Amazon EC2 (Amazon Elastic Compute Cloud) – an AWS product for virtual and resizable computing capacity in the cloud

Amazon Reserved Instances – allows you to reserve computing capacity at a discount with a 1 or 3 year commitment. Some are convertible to another instance with new attributes

On-Demand Instance – gives you compute capacity by the hour with no long-term commitments

AWS Savings Plan – similar savings as an EC2 Reserved Instance, in exchange for a commitment to use a specific amount of compute power

Every business has unique needs. Every business has periods during the year when their operations are busier than others. And every business will see changes in the scope of their cloud infrastructure needs.
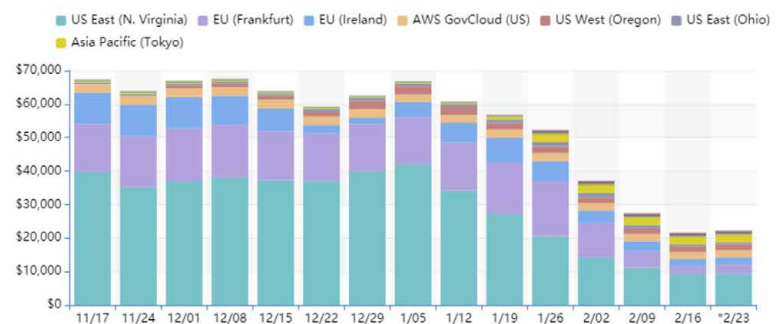
Upland Cloud Cost Optimization helps you plan for your cloud computing needs. We help you find ways to save money by tailoring your AWS plans to your specific goals and actual usage instead of applying industry standard to your bottom-line costs.

Upland Cloud Cost Optimization capability

Cloud Dashboard

Monitor and understand your AWS usage and billing statements and visualize spending trends and key metrics.

Maximize Reserve Instance ROI

Automatically finds under-utilized or obsolete Convertible Reserved Instances and exchanges them for new Reserve Instances that are appropriate for your needs.
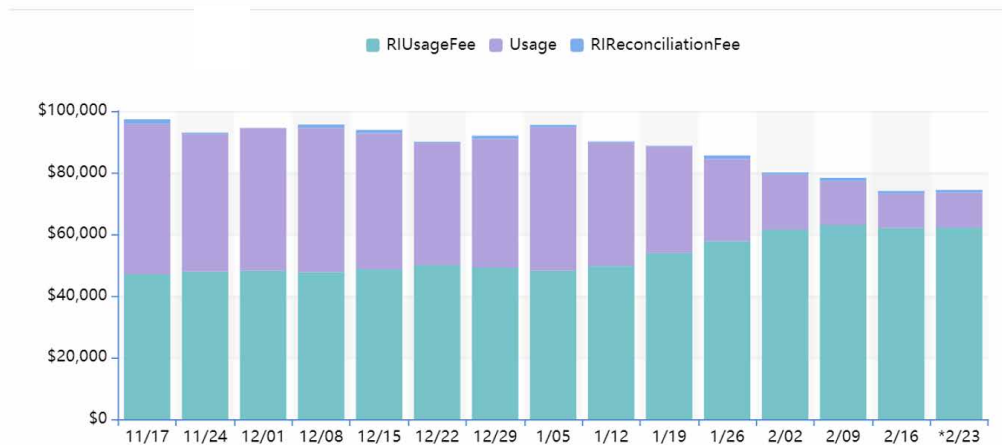
Find out what you could be saving

The Recommendation Engine automatically identifies inefficiencies across your AWS landscape, calculates your potential savings, and provides detailed information on how to achieve those cost savings opportunities.

DOWNLOAD WITH TAGS	**DOWNLOAD**	
SAVINGS	SECURITY	

⊕	Simple Instance Optimization Simple Instance Right Size	Monthly Savings $8,255.94 Recommendations: 671
⊕	Stimulating Instance Optimization Stimulating Instance Right Size	Monthly Savings $10,548.00 Recommendations: 405
⊕	Stretch Instance Optimization Stretch Instance Right Size	Monthly Savings $183.53 Recommendations: 13
⊕	RDS Zero Connections RDSZeroConnections	Monthly Savings $8,205.62 Recommendations: 56
⊕	Zero Iops ZeroIops	Monthly Savings $9,628.40 Recommendations: 918
⊕	UnusedNAT Gateway UnusedNATGateway	Monthly Savings $1,674.90 Recommendations: 59
⊕	Volume Optimization VolumeOptimization	Monthly Savings $6,355.03 Recommendations: 309
⊕	Unused ElasticIP UnusedElasticIP	Monthly Savings $2,206.80 Recommendations: 613
⊕	Unattached Volume UnattachedVolume	Monthly Savings $6,631.86 Recommendations: 726

Weekly Compute cost trend

To learn how Upland can help you maximize savings on cloud, visit **uplandsoftware.com/cloudcostoptimization**

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit www.uplandsoftware.com.