

# Cloud Native Cost Optimization

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## Abstract

For traditional datacenter applications capacity is a fixed upfront cost, so there is little incentive to stop using it once it's been allocated, and it has to be over-provisioned most of the time so there is enough capacity for peak loads. When traditional application and operating practices are used in cloud deployments there are immediate benefits in speed of deployment, automation, and transparency of costs. The next step is a re-architecture of the application to be cloud native, and significant operating cost reductions can help justify the development work. Cloud native applications are dynamic and use ephemeral resources that are only charged for when they are in use. This talk will discuss best practices for cloud native development, test and production deployment architectures that turn off unused resources and take full advantage of optimizations such as reserved instances and consolidated billing.

### Categories and Subject Descriptors:

K 6.2 Installation Management

**Subjects:** Pricing and resource allocation

### Keywords

Cloud Native; Cost Optimization; AWS; Netflix; Autoscaling; Reservations; Consolidated Billing

## Short Bio

Adrian Cockcroft has had a long career working at the leading edge of technology. He's always been fascinated by what comes next, and he writes and speaks extensively on a range of subjects. At Battery, he advises the firm and its portfolio companies about technology issues and also assists with deal sourcing and due diligence.



Before joining Battery, Adrian helped lead Netflix's migration to a large scale, highly available public-cloud architecture and the open sourcing of the cloud-native NetflixOSS platform. Prior to that at Netflix he managed a team working on personalization algorithms and service-oriented refactoring.

Adrian was a founding member of eBay Research Labs, developing advanced mobile applications and even building his own homebrew phone, years before iPhone and Android launched. As a distinguished engineer at Sun Microsystems he wrote the best-selling "Sun Performance and Tuning" book and was chief architect for High Performance Technical Computing.

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