

# Virtana Optimize

## Increase Your Advantage with Smarter Cloud Scaling



### Cloud Configuration Options Can Be Confusing

The original premise of the public cloud was to provide a simple and cost-effective alternative to operating your own data center. But the reality is more complex, and maintaining cost-effectiveness requires proactive attention. Solving this challenge requires you to navigate thousands of configuration choices and continually adjust as your workloads and cloud provider options change. With so many factors to manage, it's no wonder organizations are looking to simplify it all. But you can't successfully optimize your hybrid cloud environment by simplifying the complexity. Rather, you need to scale smarter by leveraging that complexity to your maximum advantage. With your existing toolset, are you confident that your team can rise to the challenge?

### Real-Time Optimization Provides an Ongoing Advantage

With Virtana Optimize, you can increase your advantage with smarter cloud scaling by optimizing your capacity and cost in real time on an ongoing basis. Our intelligent observability enables you to get full visibility into all your cloud costs and identify unused resources that can be eliminated. Real-time data collection and analytics ensure you can stay on budget, even as conditions and options change, and avoid an end-of-month billing surprise. Plus, you can improve programmatic discount planning to maximize your savings. With Virtana Optimize you can:

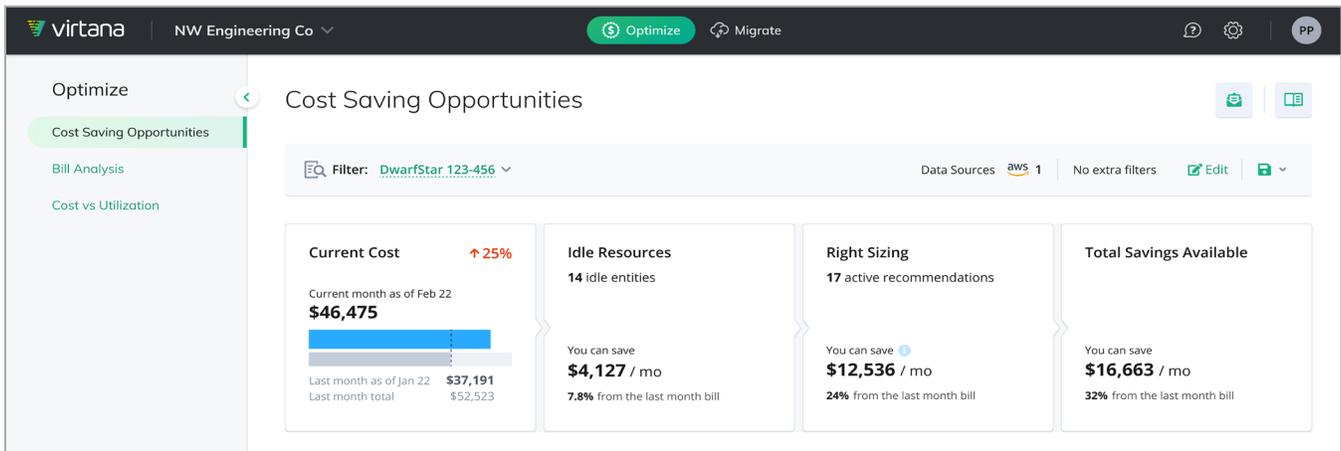
**Demystify cloud costs:** The countless pricing and capacity variables make it difficult to understand the factors driving your cloud costs. With our bill analysis capabilities and cost vs. utilization reports, you can explore various dimensions in granular detail and compare spend with previous periods. Additionally, you can filter by conditions, such as percentage of change over time, and set email alerts when a sudden change in a category occurs. As a result, you can confidently manage your cloud expense knowing that you'll avoid end-of-month surprises.

**Get and stay rightsized:** The matching of capacity with workload up front is challenging. You need to make sense of thousands of configuration options for cloud resources, then calculate the amortized value of your reservations based on instance usage to determine savings potential. Doing this manually on an ongoing basis is impossible given an ever-expanding list of configurations and continual shifts in your workloads. With our rightsizing recommendations, you can automatically identify opportunities to optimize EC2 and VM instances based on your customizable savings policies. With our what-if analysis, which includes CPU, memory, I/O, and ingress and egress charges, you can tune sizing according to your organization's risk tolerance. By safely adjusting resources to reduce your bill, and by finding the ideal resource settings before purchase, you'll eliminate risk by scaling smarter.



**Eliminate waste:** In an on-premises environment, unused resources are a given. In the public cloud, however, they are an unnecessary—and potentially expensive—cost. In fact, 35% of organizations report over provisioning cloud compute or storage resources<sup>i</sup> and 34% indicate having storage blocks that are no longer attached to a compute resource<sup>ii</sup>. But finding that waste can be difficult, especially given the rate of change in your environment. With our idle resource reports, you can automatically identify unused compute instances that are candidates for termination, find storage on stopped compute instances, and discover storage blocks that are no longer attached to an active compute resource. In addition, you can find unattached load balancers and idle elastic IP addresses. This means you can make necessary changes before racking up huge costs that eat into your budget.

**Capture long-term savings:** You can benefit from substantial discounts by purchasing reserved instances (programmatic discounts). But if you're not careful, you could end up paying for capacity you don't use, which can cause those savings to evaporate. With our resource reservation planning capabilities, you can easily track the amortized value of your reservation usage at the instance level and conduct what-if analysis to evaluate potential savings in various scenarios. As a result, you'll avoid costly mistakes and maximize your savings potential.



## Optimize for Enduring Savings

Whether your focus is public cloud or hybrid cloud infrastructure, we can assist you in confidently identifying potential savings that will deliver your organization a competitive advantage. Virtana Optimize can help you gain visibility into your current cloud cost, identify wasted resources and expense, understand jumps in spend, and alert on unexpected changes. In addition, our real-time data collection and analytics deliver ongoing recommendations for cost management and resource optimization that ensure you can scale smarter while meeting your SLAs and staying on budget. Virtana Optimize's capabilities include:

**Cost Savings Dashboard:** The dashboard makes it easy for you to immediately realize opportunities to save money on AWS and Azure bills. You can drill deep into recommendations and set policies that will programmatically balance performance and cost against your determined acceptable level of risk.

**Bill Analysis Report:** This reporting will help identify unexpected jumps in spending by providing better insights into and segmentation of your data. You can examine charges sorted by Attribute and Tag to develop a deep understanding of where your expense is occurring and alert on unexpected jumps. This will help you substantiate costs when reporting to management and other stakeholders.

**Cost vs. Utilization Report:** This features per instance visibility into spend and performance. Additionally, you have insight into programmatic discount and data transfer costs for your organization's charge back or other expense allocation mechanism.

## Virtana Optimize Is a Module of the Virtana Platform

This platform supports both AWS and Azure cloud services so you can unify workload migration, optimization, and management across the leading public cloud providers to meet your workloads' performance and cost requirements. Since Virtana Platform's capabilities are delivered in modules, you can flexibly and cost-effectively add functionality as needed while maintaining a consistent experience with seamless feature integration.



We provide you with precision observability and deep insight into your cloud configurations. You'll get clarity on costs across multiple cloud providers and accounts; and identify and eliminate unused instances and storage so you can scale smarter. You can make data-driven decisions with the confidence that you can save money, right size instances to match capacity, and optimize your reservations to capture long-term savings. In fact, our hybrid infrastructure optimization capabilities can deliver a return on investment of as much as 145% over a three-year period<sup>iii</sup>. Plus, Virtana Optimize can be deployed on a subscription or on-demand basis. With Virtana Optimize, you can take control of public cloud and hybrid cloud costs by confidently optimizing your hybrid cloud infrastructure to scale smarter and increase your competitive advantage.

<sup>i</sup>The State of Hybrid Cloud and FinOps: June 2021, a study conducted by Arlington Research on behalf of Virtana, June 2021.

<sup>ii</sup>ibid

<sup>iii</sup>The Total Economic Impact™ of Virtana's Hybrid Infrastructure Optimization, a commissioned study conducted by Forrester Consulting on behalf of Virtana, July 2020.



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