Creating a
cost-conscious culture

Building long-term business resilience requires looking at cost optimization as a continuous discipline, rather than a one-and-done event.

Going from a cost-cutting mindset...

Being reactive
Slashing costs and reducing headcount as a knee-jerk measure.

Losing sight of the long-term
Slowing investment in growth opportunities.

Overlooking IT's potential
Viewing IT as a cost center instead of a strategic department for accelerating digital transformation.

Means addressing some of these common challenges...

Lack of awareness

As more workloads get moved to the cloud, it's important for engineers, developers, and other teams to remember that they can't leave the faucet running 24/7. There are associated costs for every single minute a service is running.

Lack of transparency and visibility

Oftentimes, engineers and developers don't have visibility into cloud costs. A lack of transparency means they aren't empowered to make cost-effective customizations, such as shutting down underutilized resources or optimizing services based on actual usage.
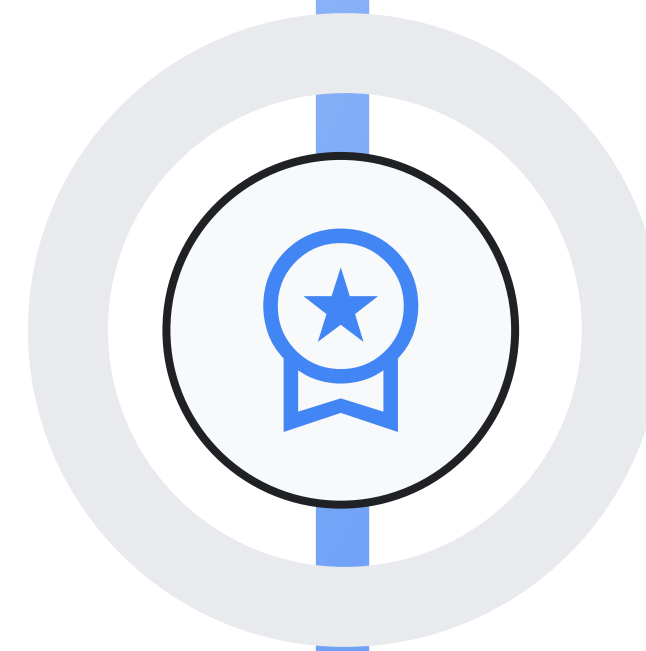
Over provisioning

There is a tendency for teams to ask for the highest-performing cloud services and biggest packages up front, rather than waiting to upgrade down the road when they actually need it.
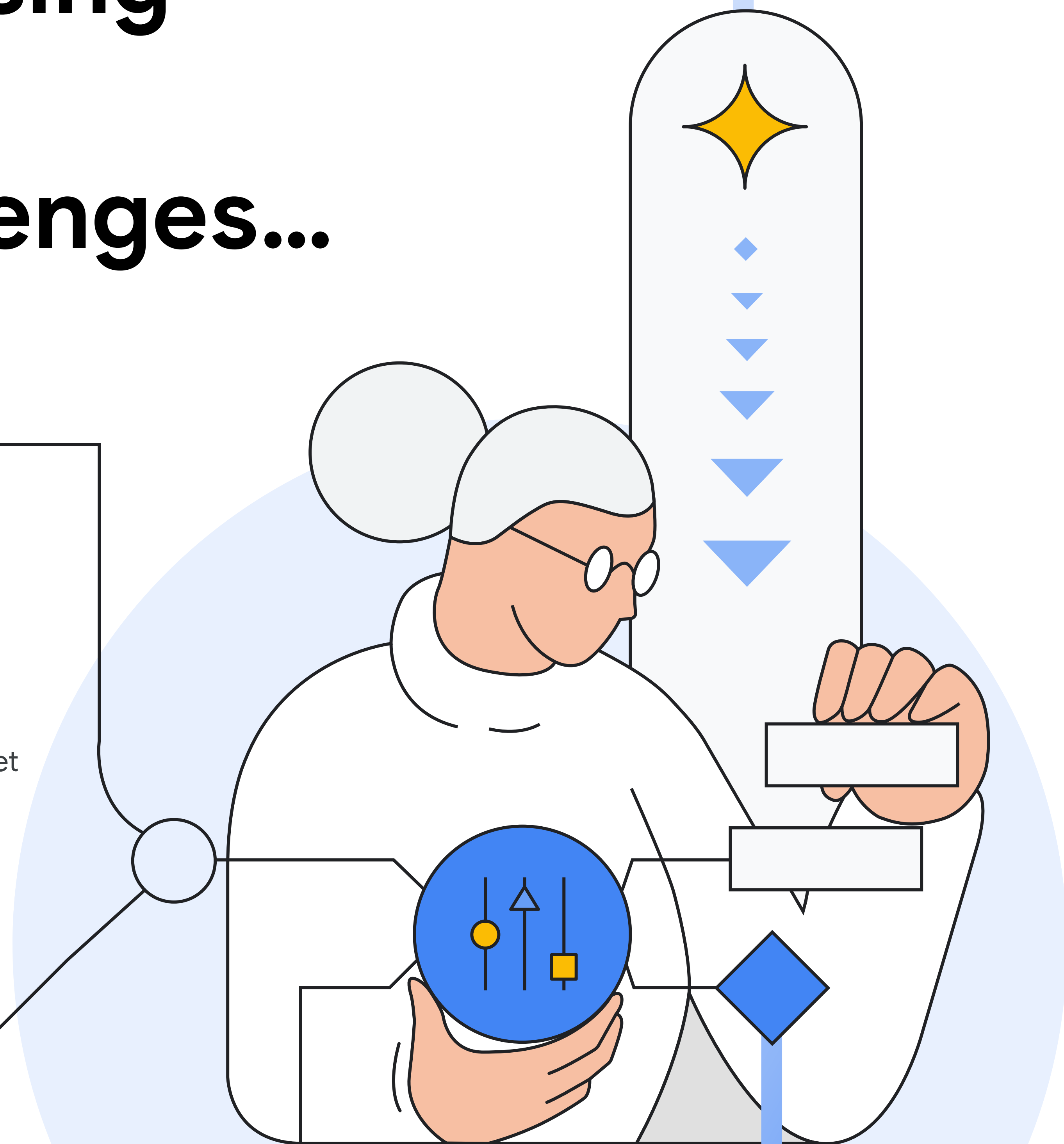
To get to a cost-conscious culture that is...

Incentivizing

Encourage cost optimization best practices through gamification, such as leaderboards, awards, and recognition. Integrate into leadership goal setting such as Objectives and Key Results (OKRs) or Management by Objectives (MBOs).

Proactive

Switch to more efficient, up-to-date services as needed and continuously monitor whether resources are being leveraged effectively. When an organization is more efficient with its services, costs will eventually ramp down, and revenue will continue to increase even though overall cloud spend may increase.

Accountable

In a cost-conscious culture, the office of the CFO is treated as a collaborator and not a gatekeeper. In fact, IT and CFO are the new power couple! These groups should align on IT investments and success metrics from the get-go and monitor the business value that's being derived.

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