



Realize your Hidden EC2 Savings

SUPPORTS

Tap into deeper savings and minimize FinOps effort by automatically optimizing your AWS Discount Plans portfolio. Zesty's cloud cost optimization tool, Commitment Manager, leverages ML-based automation to continually adjust allocations to your ever-changing application usage, always maintaining the optimal balance between savings and commitment flexibility.

The Problem

Financial risk of purchasing long-term commitments.

Managing public cloud discount plans is a complex challenge. With the requirement to commit to either 1-year or 3-year term lengths, organizations risk being over-provisioned, purchasing discount commitments (be they Reserved Instances or Savings Plans) that don't get used. On average this is the case for 13% of organizations and is as high as 30% for early-stage FinOps teams.

But with the adoption of discount commitments being as low as 36% for early FinOps teams and 66% for mature FinOps teams, big costs are also accrued when an organization has no discounts or has under-provisioned discounted resources. In this scenario, a premium is paid for using default On-Demand instances that can become prohibitively expensive.

Zesty's Solution

Reduces On-Demand costs without any effort.

Zesty's Commitment Manager automatically manages blended discount plans according to real-time needs. This dramatically reduces EC2 spend by maintaining optimal coverage and yet still providing commitment flexibility.

Allocations are matched to stable state usage using an advanced Machine Learning algorithm. The proprietary logic and real-time analysis of the algorithm enables the maximum allocation of RIs and yet still supports optimal coverage in case of workload depletion, without any manual management



Cost Optimization for On-Demand instances is a tough nut to crack, but Zesty is completely automating that for us."

Rohit Srivastava •

Director of Engineering Platform

at





Commitment Manager



The Benefits



Access Deeper Discounts: Break through your savings ceiling by covering more of your workload with a blended combination of AWS discounted commitments, be they Reserved Instances or Savings Plans, to deliver maximum savings.



Automate FinOps Tasks: Relieve Ops teams from periodically reviewing and adjusting discount commitments, by having them autonomously monitored and adjusted in line with your resource requirements.



Minimize Financial Risk: Proprietary technology makes it possible to scale down the commitment value when workload volume is reduced. Whereby, allocations are effectively diffused, dramatically bringing down their daily consumption cost.



Ease Migrations: Have the freedom to flexibly change instance types, whether that be across family, OS, size, or region. This makes migrating workloads across services, regions, environments, and even cloud platforms much easier without concern for vendor lock-in and the restraints of a long-term commitment.



Guarantee EC2 Availability: On-Demand instances, and especially Spot Instances, can become scarce. By using Zesty to reserve servers guarantees affordable access to instances that might otherwise not be available, especially during peak seasons.



Savings-Based Pricing Model: Only pay a percentage of the amount you save, month to month. No commitment. No setup fee.



Zero-Engineering Effort: The agentless integration is a seamless and non-intrusive process that doesn't require any code or architecture changes. Only limited IAM role permissions are needed to access your AWS Cost Explorer account.



Highly Secure: Access to your organization's AWS Cost Explorer is only through IAM role authentication for which external ID needs to provide two-factor authentication. Zesty has GDPR and SOC 2 compliance.



It's cloud savings on auto-pilot, it's completely hands-free, and it saves us a huge amount of time."

Yair Leshem •

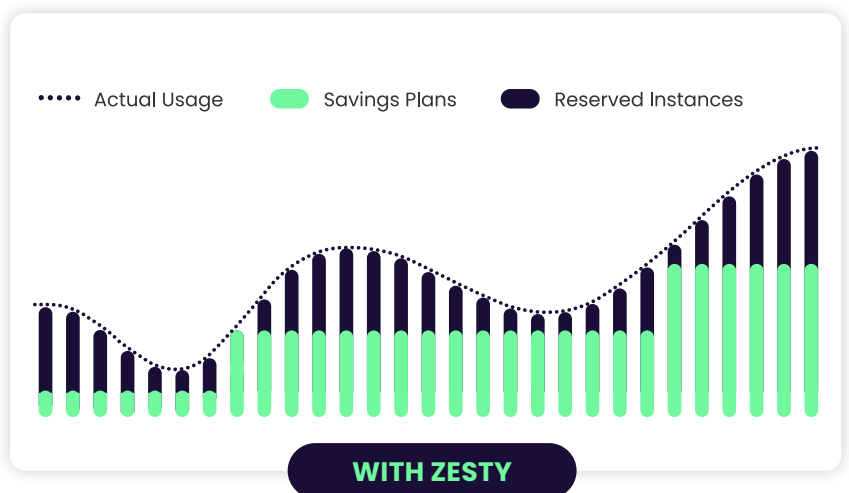
DevOps engineer
at **yotpo**.





How the Automated RI Optimization Works

- 1** Zesty is granted limited IAM role access permissions.
- 2** Collects your workload usage and pattern histories.
- 3** Real-time data is analyzed and the ML algorithm is trained.
- 4** Discount Commitments are allocated to the account. It determines the portion of workloads that are most stable and covers those workloads with either Standard RIs which provide the deepest discounts or with Savings Plans where there is organizational priority given to workload flexibility.
- 5** A combination of 1-year and 3-year Convertible Reserved Instances (CRI) are then also allocated. As usage goes up, CRI units are added and as usage goes down, these CRIs are converted and shifted to other workloads. They are also deflated to reduce their daily value.



- 6** Workload coverage is incrementally achieved over a short time and improved savings are gained within days. The blended application of discount plans achieves near 100% coverage, with the immediate ability to scale down should workload volume decrease.
- 7** Usage metrics continue to be monitored, the algorithm becomes more accurate, and discount coverage continues to improve.



With Zesty, Armis is able to save 53% on our EC2, which is amazing. What I love best is the fact that it's a no-touch solution."

Roy Amitay •

Head of DevOps
at ARMIS.

