

**SIGNIANT**<sup>®</sup>



# Cloud & SaaS Economics in Media

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Five common pitfalls to avoid on your cloud journey

# The Market Leader in Intelligent File Transfer

**1,000,000+**

Global Users



**50,000+**

Businesses Connected



**200+**

Countries & Territories

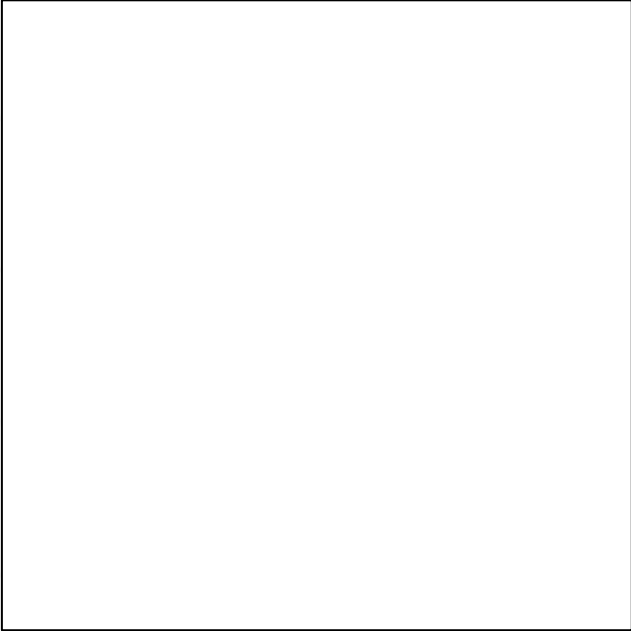
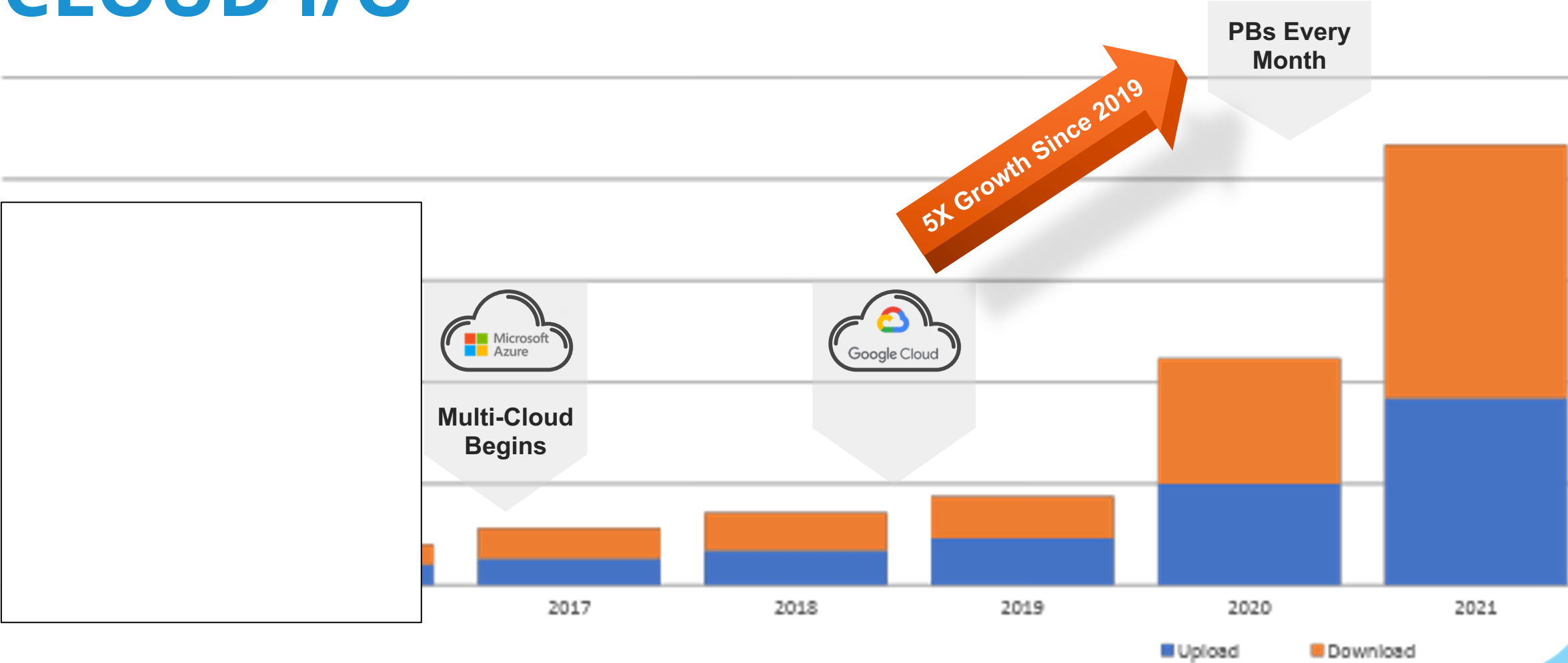


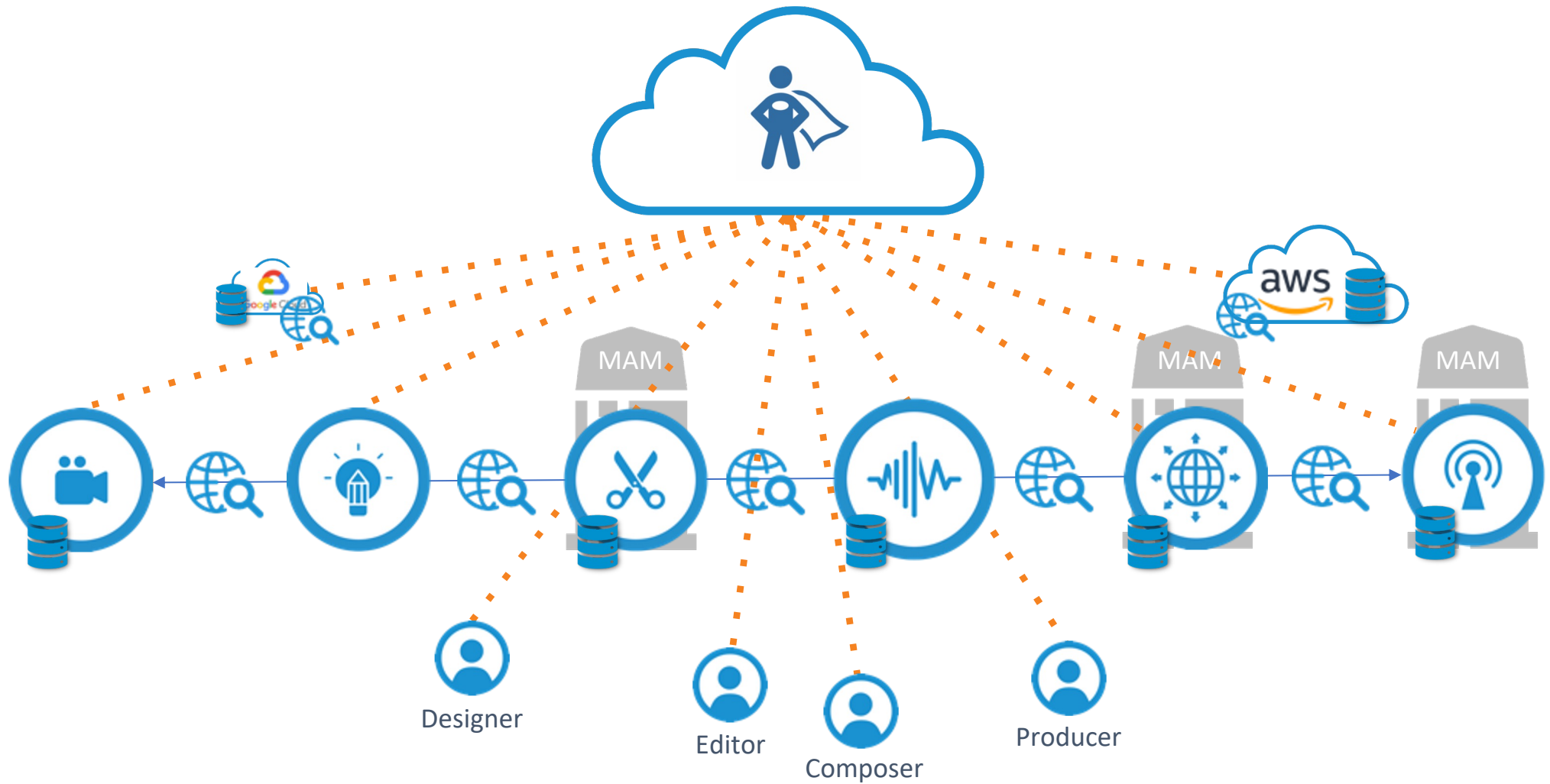
**50+**

PBs moved every month



# CLOUD I/O





**The supply chain is more complex than ever**  
Cloud technology can be transformative but also brings new challenges

# Cloud Economics

**According to Flexera's 2022 State of the Cloud Report, optimizing cloud costs remains the top priority for most companies. 61% reported cloud cost management to be their top cloud initiative in 2022**



**MIND THE GAP**

# The Five Pitfalls of Cloud and SaaS Economics in Media

- **Buying Process Overkill**
- **Underestimating Roll-Your-Own Cost**
- **Over-bundled Cloud Services**
- **Choosing On-Demand Over Subscription**
- **Overestimating Utilization**

# Buying Process Overkill

- **What are you trying to accomplish?**
- **Don't replicate your existing workflows**
- **Start small and grow**
- **The second "S" is for Service...**



# Underestimating Roll-Your-Own Cost

- With cloud tech, you can build almost anything...but should you?
- Let's face it, building in the cloud is cool and no doubt someone on the team will want to take that on
- Consider time to value vs. off-the-shelf SaaS
- Cloud-native SaaS includes 24x7 SRE, support, auto-scaling, updates. Is your team going to own this forever?

*"Is it no longer a question of build vs buy but rather which size blocks to build with?"*

# Over-bundled Cloud Services

- What exactly am I paying for?
- Do I **need** to do this part in the cloud?
- How will it effect my TCO?

# Pay-as-you-go vs Subscription

- **Flexibility vs. Predictability**
- **Developer vs. Consumer**
- **Trust the Experts**

# Overestimating Utilization

- **This can be tricky but we've seen it a lot**
- **Economics of certain services can look appealing at the surface but only if utilized fully**

# Summary

- Has your buying process evolved?
- Are you properly evaluating build vs buy TCO?
- Beware of over bundled cloud services, particularly storage
- Remember the trade off in pay-as-you-go is unit costs and predictability
- Are you overestimating utilization?

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**Thank you!**

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