Maximizing return on cloud investments

The 5 questions to ask yourself

Choose the right cloud for your specific workloads to control costs and maximize returns.

Not every cloud is meant for every workload.

Choosing the right cloud for specific workloads is essential to achieving agility and scalability, while optimizing performance and meeting your budget goals.

But how do you determine the right clouds for your workloads?

Start by asking yourself these five questions.

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01
Where are my users?

Delivering into different regions can pose different challenges. Having locations and capacity at the ready in the right regions can help improve performance and deliver better localized user experiences. Certain regions also have special requirements to consider, such as GDPR when delivering into the EU.

02

What are the characteristics of my workloads?

Certain workloads can be bursty or egress-intensive, making them difficult to budget for when operating under complex pricing models with commitment levels and costs per hit. In the majority of cases, this leads to higher costs. Selecting a provider with simplified pricing models, reduced egress fees, and zero commitments makes for lower and more predictable costs. If your workloads require specific tools, technology, or features, those need to be considered as well.

03

How can I deliver seamless user experiences with the least amount of infrastructure?

Just like any IT decision, performance, cost, and reliability are all factors. Understanding usage patterns and resource demands will help determine the best approach for maximizing ROI. Performance can be improved by deploying local instances of your app or accelerating it. Typically, deploying these new instances will require you to pay for and manage them. Deploying on the edge provides all of the performance benefits and increased reliability without the cost and management of adding infrastructure.

04

How do I maintain control of my corporate data and access to it?

Your workloads operate on data — including but not limited to customer, marketing, and sales data. Whether it's your customers or your team of business analysts, their access to data needs to be secured. Expanding to new regions or spinning up additional capacity can pose challenges, as security controls often need to be replicated to new instances. However, deploying unified security controls at the edge reduces complexity by eliminating that need.

05

How do I scale and adapt to changing resource demands?

Control costs by selecting your cloud environment based on your workloads' performance and scaling needs. Bursty workloads require the ability to scale up and down with automation to avoid costs when they aren't necessary. When you do need to add capacity, where do you add it? It's important to consider a service with locations in your markets and close to your users. Furthermore, when you do need to enter new regions, selecting a service with portable workloads allows ops teams to easily deploy services wherever they're needed based on performance, privacy, and other needs, without having to worry about unexpected variable pricing by location.

How Akamai can help

Enterprises use Akamai's cloud computing services to increase performance and speed to market. With the best performance per dollar, minimal egress fees, and a customized developer experience, our services are cost-effective, reliable, and trusted for developers to build, deploy, and secure applications and workloads everywhere businesses connect online. Akamai's cloud computing services don't require specialized tools and skill sets, and leverage Akamai's award-winning customer support whenever you need it, at no extra cost.

Akamai's cloud computing services can complement any cloud platform and are a cost-effective, agile option for certain workloads, particularly those that are delivery-heavy.

Talk to an Akamai cloud expert to learn more, and you'll receive cloud credits to try the platform at no cost to you.

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