

Cloud Spend Reality Check: Stop Paying for What You Don't Use

Uncover where your cloud budget is creating value – and where it isn't.

Cloud costs are skyrocketing, but visibility isn't keeping pace. Nearly one-third of IT leaders believe **over 50% of cloud spend is wasted**, yet many teams lack the insights needed to stop the drain.

The pressure is mounting to take control. Leadership increasingly expects measurable cloud ROI from flat budgets, all while pushing for AI innovation and modernization initiatives.

Cutting costs is only a Band-Aid solution. Successful organizations are asking, "Can we confidently explain where every cloud dollar is going and whether it's delivering value?"



The Cost of Flying Blind

When you can't see where costs are coming from or why, the consequences add up.

- ✓ Cloud waste goes unnoticed. Unused, oversized, or forgotten resources quietly consume budget that could fund strategic initiatives.
- ✓ Optimization becomes guesswork. Without visibility into workload dependencies, IT teams risk disruption when attempting to rightsize or retire inefficient resources.
- ✓ Trust erodes. When finance asks why cloud costs keep increasing, IT struggles to provide data-backed answers, making future budget requests harder to justify.



Visibility Creates Control

Effective cloud financial management replaces reactive cost-cutting with informed decision-making. Achieving it starts with visibility.

Better visibility also helps align cloud investments with broader priorities. With waste removed, every line item can feed into AI adoption, infrastructure planning, and business-level goals.

When every workload is tied to a clear purpose, business owner, and measurable business value, IT teams can optimize cloud spend without increasing operational risk.

REALITY CHECK

Can you answer these questions with confidence?

- 1 Who is responsible for each workload?
- 2 Are you paying for resources that are no longer delivering business value?
- 3 Can you identify, explain, and justify month-over-month cloud cost increases?
- 4 If you needed budget for AI tomorrow, where would you find it?



4 Steps to Regain Control of Cloud Spend

Follow this action plan to start building the visibility and governance needed to make smarter investment decisions:

1 Build a Complete Cloud Inventory

Document every workload, application owner, and business purpose. Eliminate orphaned or unknown resources before making optimization decisions.

2 Prioritize Optimization by Business Risk

Separate mission-critical workloads from those that can be optimized or retired with minimal operational risk. Focus first on low-risk, high-impact savings opportunities.

3 Improve Cost Visibility Across Teams

Implement consistent tagging, cost allocation, and reporting so engineering, finance, and leadership share the same view of cloud spending. This creates the foundation for a successful FinOps practice that drives financial accountability.

4 Make Optimization Continuous

Establish recurring optimization reviews, reporting, and accountability practices that shift your organization away from reactive cost-cutting. Ongoing cloud financial management drives continuous savings long after your initial assessment. Create a process for redirecting optimization savings toward higher-priority technology initiatives.



Control Cloud Costs Without Slowing Innovation

Stronger visibility and governance create greater financial predictability. IT teams gain control over their cloud expenses, avoid budget surprises, and improve forecast accuracy. Instead of explaining unexpected cloud bills, tech buyers can show leadership exactly where investments are delivering value – and where optimization creates capacity for what's next.

Gain Greater Visibility into Your Cloud Spend

Schedule a complimentary cloud cost analysis with a TierPoint cloud advisor. We'll review your cloud environment, discuss your cost management goals, and identify opportunities to improve visibility, optimize spending, and support future business priorities.

About TierPoint

TierPoint (tierpoint.com) is a leading provider of secure, connected IT platform solutions that power the digital transformation of thousands of clients, from the public to private sectors, from small businesses to Fortune 500 enterprises. Taking an agnostic approach to helping clients achieve their most pressing business objectives, TierPoint is a champion for untangling the complexity of hybrid, multi-platform approaches to IT infrastructure, drawing on a comprehensive portfolio of services, from public to multitenant and private cloud, from colocation to disaster recovery, security, and more. TierPoint also has one of the largest and most geographically diversified U.S. footprints, with dozens of world-class, cloud-ready data centers in 20 markets, connected by a coast-to-coast network.

