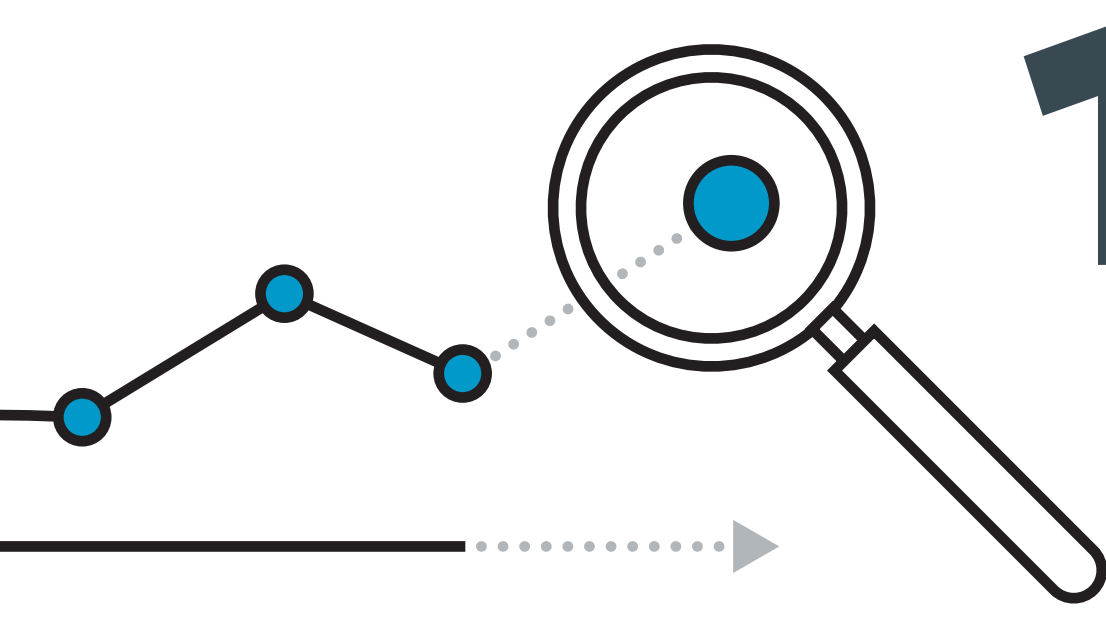


Top 6 Factors for Success in the CLOUD



1. Estimate future budgets based on YOUR workloads

Gartner says, “When testing new workloads, be sure to simulate expected production usage patterns, which may provide very different price/performance metrics than development usage, and may require pricing models that provide more predictable spend.”¹

To estimate actual budget requirements, look at your production use cases that show workloads at scale that represent real user queries, concurrency, user service level agreements, and query complexity.

2. Get expert guidance when migrating to the cloud

Don't listen to claims that migrating to the cloud is simple—it's a complex process that can drive budget overruns. What worked on-premises may be very different in the cloud and migration is much more than just moving data. Expert guidance can avoid these pitfalls and ensure successful cloud migration.

“

Users who modernize a data warehouse need to plan carefully for the complexity, time, business disruption, risks, and costs of migrating and/or consolidating data onto cloud-based platforms suitable for data warehousing.

—Philip Russom, TDWI²



3. Avoid unexpected costs and keep your projects alive

Make sure you can scale without unexpected costs. As user demand changes, automatically scaling cluster size at the “power of 2” will deliver an unexpected bill that can kill your project and your reputation.

75%

“By 2022, 75% of organizations using cloud data management will encounter budget overruns resulting in their questioning the value of using cloud services,” according to Gartner.³



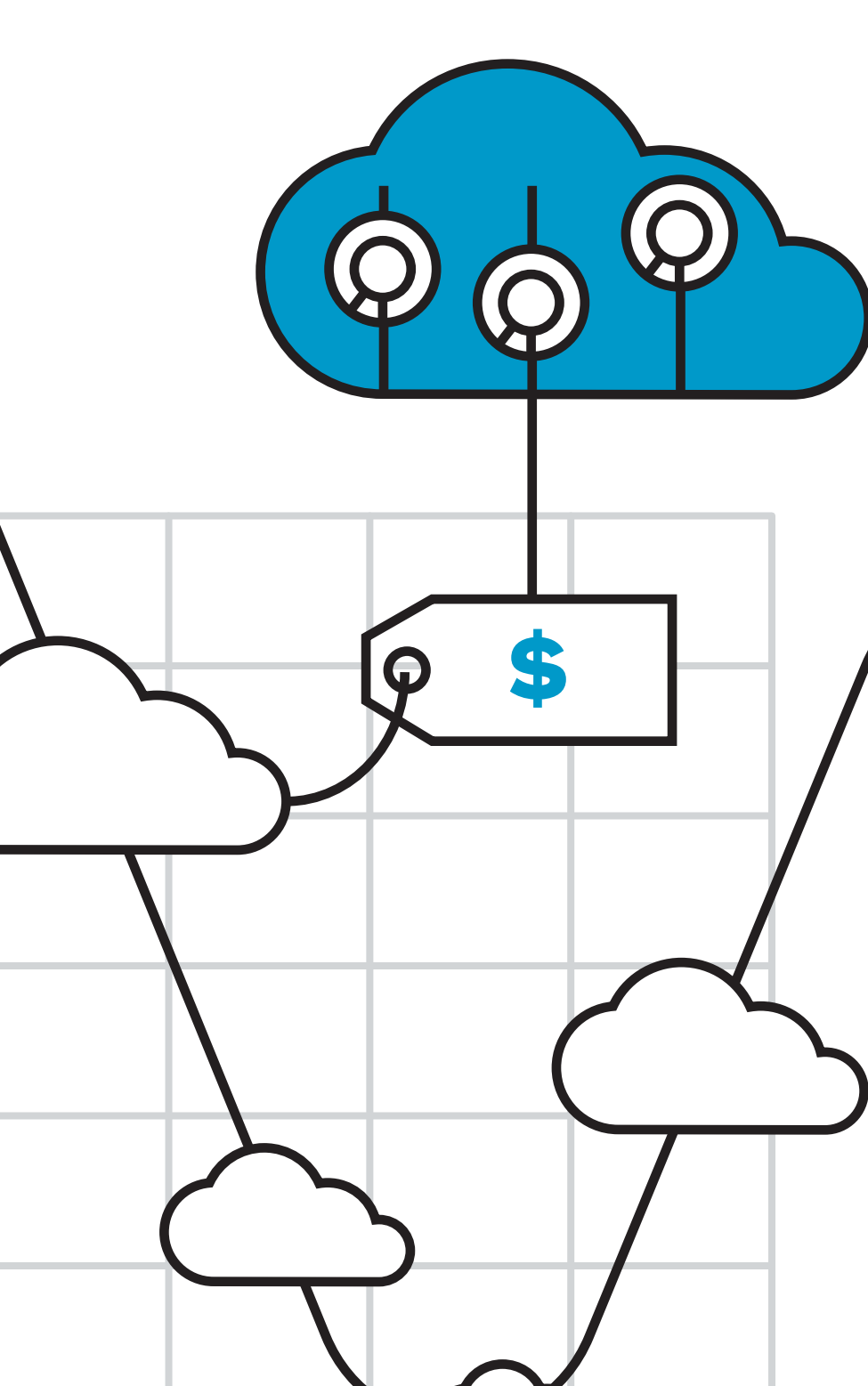
4. Meet service level goals with software first

McKnight Consulting Group says organizations have seen upwards of

3-5X

higher cost in the cloud than originally expected.⁴

Cloud native data warehouses are designed for unlimited resources that automatically scale out using expensive compute resources to meet user demand. You need mature software that has free performance features in the cloud that can be optimized and tuned to meet service level goals without incurring the incremental cost of compute resources.



5. Demand flexible cloud pricing

Your success will drive increased utilization. Demand flexible cloud pricing that offers both blended pricing (reserved) and consumption pricing (pay-as-you-go) that enables you to manage your costs and meet the needs of ever-changing user demand.

“Gartner says, “Look for cloud offerings that blend pricing models or provide the ability to switch between models as workloads change or shift.”⁵



6. Measure price-performance

Cost does not equal price/performance. The metric you want to look for is the lowest cost per query. However, vendors deliver multiple different metrics to make their solutions look the most attractive. Cost per query is accomplished by looking at an analysis of total system cost vs. number of queries executed daily.

The cost per query metric is proven since it is based on system workload output which uses the actual number of executed queries.

Learn how Teradata can set you up for success in the cloud.

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1. Gartner: New Pricing Models for Cloud DBMSs Provide Cost Optimization Opportunities, by Adam Ronthal, Donald Feinberg, Merv Adrian
2. TDWI Upside: Plan Carefully when Migrating to a Cloud Data Warehouse, by Philip Russom
3. Gartner: Overcome Economic Uncertainty Through Financial Governance of Your Cloud Data Management Environment, by Adam Ronthal
4. McKnight Consulting Group: Price-Performance in Modern Cloud Database Management Systems, by William McKnight
5. Gartner: Cost Optimization Is Crucial for Modern data Management Programs, by Ankush Jain, Guido De Simoni, Adam Ronthal, Eric Thoo, Sally Parker, Donald Feinberg, Ehtisham Zaidi, Simon Walker, Malcolm Hawker, Melody Chien