

Cloud Optimization on Amazon's and Microsoft's Dime



A brief overview of cloud optimization funding opportunities

Both Amazon and Microsoft understand that the hardest part of implementing the latest and greatest in cloud services and offerings are organizational hurdles. Internally ramping up the skills necessary to strategize, design, and implement cloud optimization initiatives can be a lengthy and daunting undertaking. Amazon and Microsoft also understand that the more rooted organizations are in using advanced cloud services, the quicker they can usher in even more significant innovations. In summary, it's a mutually beneficial relationship between cloud provider and cloud consumers.

To encourage rapid innovation, AWS and Azure incentivize organizations to embark on their optimization journeys via funding opportunities. With up to \$50,000 in funding available towards professional services fees or proof of concept (PoC) initiatives, organizations have yet another compelling reason to transform and innovate.

What are examples of initiatives that AWS and Azure are willing to fund?

- **Monolithic to micro-services app transformation** — Break apart and run applications as independent components to make updating, maintaining and scaling easier and simpler.
- **Workload re-platforming** — Lift and shift is not enough. Take advantage of platform-as-a-service (PaaS) offerings to step away from maintaining underlying infrastructure and for cost optimization.
- **Serverless** — Say goodbye to unnecessary dedicated cloud instances. Instead leverage cloud compute where you need it and when you need it, while shaving away overall consumption costs.
- **Automation** — Leverage infrastructure as code to quickly provision infrastructure per organizational guardrails and cloud

Not ready to go all-in? No problem.

Both AWS and Azure understand that pulling the trigger on a mass scale initiative can be daunting. For organizations looking to dip their toe into the vast ocean of possible optimization initiatives, funding is available to embark on simpler proof of concept (PoC) initiatives. Instead of rearchitecting an entire portfolio of applications, perhaps a single or a subset of applications will suffice as a palatable starting point.

How does it work? FosterX + You

- 1 A FosterX delivery lead partners with your organization to discover and determine the most impactful cloud optimization initiatives to embark on.
 - 2 FosterX works through AWS and Azure channels to secure funding for your organization.
 - 3 FosterX's solution team delivers on the initiative + enables your workforce via immersive cloud workshops.
 - 4 Whatever the professional services costs, we let AWS or Azure foot the approved funding amount.
- Boom. Done. You just reached a heightened state of cloud.