How much will the cloud really cost you?





Inaccurate and misleading price comparisons often result in **paying more** than you anticipated.



In < 6 months, anticipated cloud costs can be off.1

Only comparing infrastructure prices is risky.

There's more than compute power and storage to consider:



←

Data transfer fees



Long-term contracts



Tech support charges

With a better grasp of pricing models, 29% of organizations say they could have avoided a negative cloud issue.²

Software licensing

Assessing workload & business requirements creates cloud pricing clarity.

That means knowing:



The anticipated time the workload needs to run in the cloud



Whether the workload has to run consistently (and the dangers if it doesn't)



If the workload is best suited for a virtualized or bare metal environment



How the cloud service aligns with business strategy & objectives

SoftLayer wins head-to-head in total cost.

It's a sweep vs. Amazon Web Services (AWS).3

The comparisons on common workloads consider workload characteristics, provider pricing models and service delivery.

Web application (virtualized)

23% faster

\$ 26%

lower price

better price performance

(non-virtualized)

Web application

35% faster

9 1.8^x

lower price

2.5^x better price performance

Analytics (storage-intensive)

more throughput

per processor

lower price

better price performance

Messaging (network-intensive)

faster

better price performance

better price performanc

of organizations plan to increase their cloud services spending in the next three years.4



Will you spend wisely?

The IBM Price Comparison Tool generates workload-based comparisons across cloud providers.





performance accuracy

Increase price



ID additional costs



the smart choice

See why SoftLayer is

GET STARTED