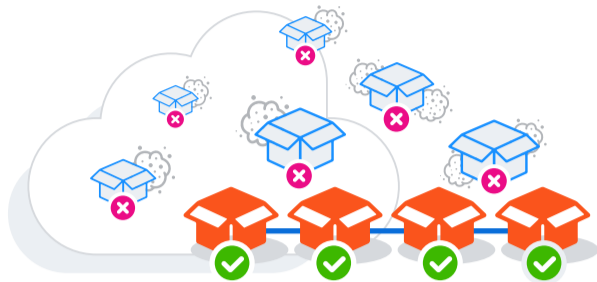# kentik®

Six Strategies to Reduce Cloud Spend Without Impacting Performance

Cloud costs can quickly spiral out of control without the proper visibility into your infrastructure. Kentik helps you optimize cloud expenses with powerful traffic analysis and insights.

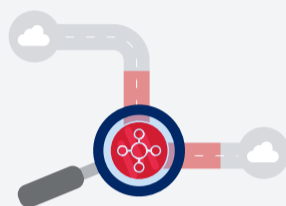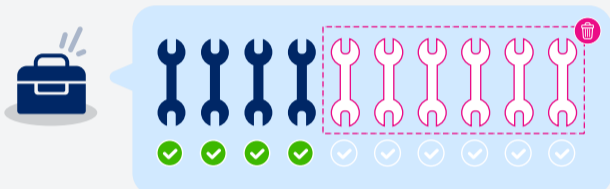## 1 Eliminate Unused Resources

Use traffic data to identify orphaned resources still incurring charges and remove them.
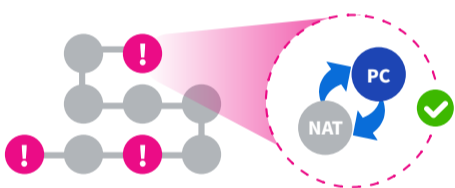
2 Optimize Capacity

Use traffic data to right-size overprovisioned network resources.

3 Optimize Transit

For high-traffic connections, swap expensive transit gateways and virtual WAN for peering or storage endpoints.
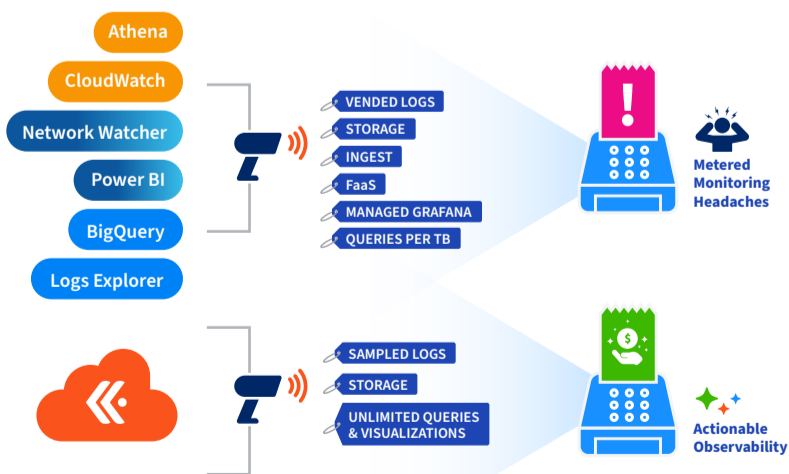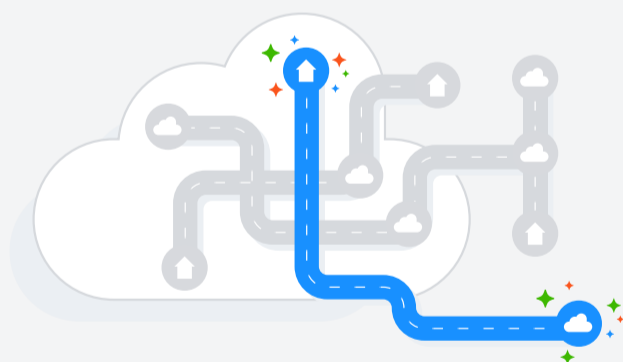
4 Minimize NAT Gateway Usage

Identify NAT gateways that can be substituted with virtual PC endpoints or internet gateways.

5 Optimize Interconnect

Track and analyze cloud interconnect traffic from services like storage to make data flows more efficient.

6 Rethink Cloud Network Observability

Limit usage of costly pay-per-TB monitoring solutions that charge separately for storage, ingestion, and queries.

Athena
CloudWatch
Network Watcher
Power BI
BigQuery
Logs Explorer

VENDED LOGS
STORAGE
INGEST
FaaS
MANAGED GRAFANA
QUERIES PER TB

Metered Monitoring Headaches

SAMPLED LOGS
STORAGE
UNLIMITED QUERIES & VISUALIZATIONS

Actionable Observability

The rapid evolution of infrastructure technologies and engineering has transformed traditional, static data center networks into dynamic, distributed cloud networks. But, with that evolution comes new challenges to tackle. Get the new whitepaper, Why Cloud Network Optimization Really Matters in 2025.