

# It's the stuff of public cloud nightmares:

ThinkOn

## Egress, ingress and other hidden fees that go bump in your budget

**Like jump scares, the most frightening fees are those you don't see coming.**

**You can check in, but...**

The big three public cloud providers, Google, Microsoft, and AWS will let you move your data into their clouds for free.

But, moving it out of their cloud can cost you—a lot. Just ask Pinterest. They paid AWS \$26.4 million in egress charges in a single year.<sup>1</sup>

Finding a reliable, secure cloud with no hidden fees—ingress, egress or otherwise?

That's your ticket to freedom.

### **Taking the boo-factor out of your bill**

The following scenario contains content that may not be suitable for budget-conscious companies. Reader discretion is advised:

Company X needs to store a petabyte of data in a public cloud. They budget \$250,000 a year for that storage, but they don't factor in how much they are going to touch that data—or how much that will cost them. When they open their invoice, they are horrified to find their API and egress charges are more than their storage costs. Their beloved budget has been crushed to bits.

### **A finance team fright fest**

The typical hyperscale cloud customer incurs 10–20% in unpredictable variable costs per month.<sup>2</sup>

The frightening reality is that hyperscale cloud providers charge between 5 and 20 cents per GB each and every time you move your data from their cloud to your on-premises storage making it prohibitively expensive to get your data back out. Hyperscalers will also charge you to move your data to new geographical locations when you want to accelerate speeds for local users.

Apple accelerated construction of its own data centers to reduce mounting AWS costs after it was charged almost \$50 million in data transfer charges in one year.<sup>3</sup>

While egress charges may not hurt the casual cloud user, larger organizations that push and pull terabytes of data from one of the big three public cloud providers end up locked into that cloud with an overblown invoice. What first appears to be bargain basement cloud prices can quickly turn into a money pit.

So much for putting customers first.

**“As high as 95% of business and IT leaders say that cloud billing is the most confusing part of public cloud adoption.”<sup>4</sup>**

– Gartner

### **As worldly as the big three**

You decide where your infrastructure resides—with access to multi-tenant cloud locations across Canada, the US, The Bahamas, Australia, and the UK—and cross-replicate for disaster recovery.

### **Transparency—good for ghosts AND invoices**

We keep billing simple, granular, and transparent. You get the cost on an easy-to-read, single page quote. Invoices are billed monthly making it easy to budget.

### **No fears, no tears billing**

We tell you the cost upfront. When your bill comes, that’s the number you’ll see—no fine print, escalating cloud allocation usage charges, or hidden fees.

## **Sweet dreams are made of no fees**

Enterprise cloud spending is over budget by 24% on average. That’s not surprising when a typical hyperscale cloud customer incurs 10–20% in unpredictable variable costs per month. You can’t budget for what you don’t see coming—such as escalating egress fees.

The cost to move 100 TB of data per month on one of the big three hyperscale clouds ranges from \$2000 to \$8000 in egress fees.<sup>5</sup>

The cost of moving 100 TB of data per month with ThinkOn? Nada.

It’s your data. You should be able to get it back whenever you want it without paying ransom.

### **That’s putting customers first.**

The logo for ThinkOn, featuring the word "ThinkOn" in white on a dark blue background. The letter "O" in "On" is replaced by a white power button symbol.

**Reach out.  
We’re here to help!**

**sales@thinkon.com  
(844) 888-4465**

<sup>1</sup> Techarati, “Size of AWS ‘data transfer costs’ revealed in leaked internal documents.”  
<https://www.techarati.com/news-hub/size-of-aws-data-transfer-costs-revealed-in-leaked-internal-documents/>

<sup>2</sup> Flexera, “Cloud Computing Trends: 2021 State of the Cloud Report.”  
<https://www.flexera.com/blog/cloud/cloud-computing-trends-2021-state-of-the-cloud-report/>

<sup>3</sup> Techarati, “Size of AWS ‘data transfer costs’ revealed in leaked internal documents.”  
<https://www.techarati.com/news-hub/size-of-aws-data-transfer-costs-revealed-in-leaked-internal-documents/>

<sup>4</sup> Tech Native, “Cost Management Versus Cloud Innovation.”  
<https://technative.io/double-or-bust-cost-management-versus-cloud-innovation/>

<sup>5</sup> Calculated based on published costs of transferring data from popular public clouds at current, typical rates.