

E-book

Finally, a Path to Reducing Public Cloud Egress Fees



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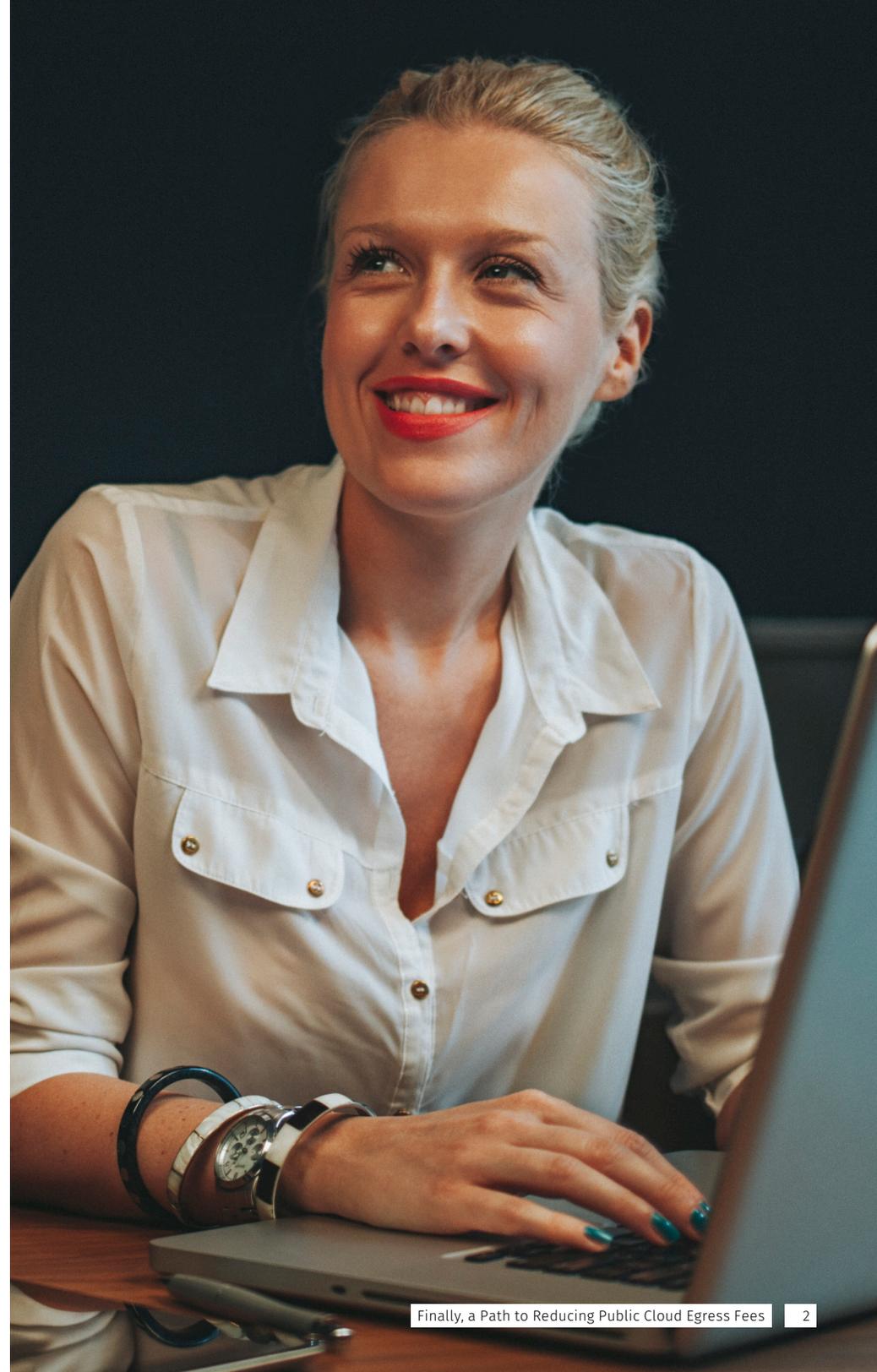
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Public cloud egress fees have long presented a challenge in keeping **cloud costs under control** and avoiding unpredictable expenses that can negatively impact the value of using public cloud to empower business agility and innovation.

Rather than getting better, the situation for many companies has gotten worse in the multicloud era. With workloads and applications increasingly deployed in multicloud environments, organisations that store data with a hyperscaler often face substantial egress charges to share data or move it from one cloud to another, even with applications on premises and at the edge.

According to a survey by IDC, 99% of cloud storage users said they incur planned or unplanned egress fees, accounting for an average of 6% of an organisation's cloud storage costs.¹ IDC says it is imperative to achieve flexibility and transparency in data access and billing or risk having initiatives fail due to unmet service levels and excessive spending. Limiting the movement of data to control these costs is not a viable option because doing so stifles innovation and defeats the purpose of leveraging a multicloud strategy to improve business outcomes. billing or risk having initiatives fail due to unmet service levels and excessive spending.

¹ ["Future-Proofing Storage: Modernising Infrastructure for Data Growth Across Hybrid, Edge and Cloud Ecosystems,"](#) IDC, March 2021



What it takes to reduce egress fees

The path to reducing egress fees incorporates several key elements, including:

- **Disaggregating storage from public cloud compute.** This enables organisations to minimise egress fees by hosting the data in a neutral environment outside of any public cloud while still making it available to any cloud service.
- **Leveraging a private network backbone** that is directly connected to all major hyperscale cloud providers and leading cloud ecosystems. A private network enables secure connectivity to almost any service provider or edge location without going through the public internet.
- **Running applications strategically** with an integrated solution that incorporates data hosting in a neutral site with low latency direct connectivity. Often, less than 5% of data within a workload must make its way over to the application for processing to complete the task at hand. Look for a solution that allows you to call back only the information that must be pulled into the hyperscale compute and native tool sets. That way, the bulk of data won't face data transit fees at all. With a private network backbone, the remainder will be charged at significantly discounted egress rates.

Solving the data egress cost challenge

Until now, there has not been a solution that puts together all these elements — disaggregated storage, a secure global private network backbone and the ability to strategically manage data, applications and tool sets — in a way that lets organisations avoid the need for large-scale migrations to the public cloud.

Rackspace Data Freedom is the first and only solution of its kind. The solution leverages RackConnect Global, one of the industry's most robust multicloud interconnect fabrics, for multiple secure connections to most cloud and edge deployments that deliver a globally integrated and low-latency hybrid cloud experience.

Rackspace Data Freedom integrates industry-leading storage with this low-latency direct connectivity for a fixed, predictable monthly cost. The solution eliminates unpredictable and out-of-control egress fees by allowing customers to repatriate hyperscale storage into a neutral private environment or avoid moving it to a hyperscaler in the first place.

The solution is designed for today's multicloud era, enabling most applications and native tool sets to call back to the same repository regardless of the cloud in which they reside. This eliminates the need for costly replications and enables organisations to retain sovereignty over their data.

Endpoints are weaved together so traffic between them avoids the public internet. Data that must make its way to the public cloud is subject to discounted egress rates when subsequently transferred to any other cloud because it is connected via Rackspace Technology's private network backbone. Internal models show that Rackspace Data Freedom can reduce egress costs by up to 83%, depending on the public cloud service.

Rackspace
Data Freedom
customers
get **substantial
benefits** in
addition to
reduced fees
and more
predictable
costs.

They can use application and tool sets across multiple cloud vendors, while enhancing data security and privacy by retaining control over their data and avoiding the public internet when transferring private data to and from public cloud services.

With Rackspace Data Freedom, customers also have the advantage of leveraging proven storage solutions from Dell® Technologies and others, including all-flash and file and object storage as well as infrastructure powered by Intel 3rd Gen Xeon processors, to drive major improvements in performance, resiliency and security.

To learn more about how you can gain independence from hyperscale cloud lock-in and high egress fees, please visit [Rackspace Data Freedom Technology](#).

About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes, and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers' success — our Fanatical Experience® — so they can work faster, smarter and stay ahead of what's next.

Learn more at www.rackspace.com or call 1-800-961-2888.

DACH: +49 (0)800 723 87 49 | MEA: +9714 3999496 | NE: +31 20 753 3200
UK: +44 (0)20 8734 8107

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