

Your multi-cloud strategy is leaking millions

Take the cloud network FinOps challenge

Scan to
calculate



The hidden cost of convenience



Cloud adoption was supposed to be the game-changer, agile, scalable, and innovative, and in many ways, it has been. But somewhere along the way, a quiet leak started not in performance or reliability but in your budget.

Buried in the fine print of multi-cloud architectures are data egress fees, unpredictable inter-cloud transfer costs, and inconsistent pricing models that chip away at your ROI month after month. What starts as a few cents per gigabyte can quietly snowball into millions in unaccounted-for spending. With over **90%** of enterprises running multi-cloud environments and egress fees climbing as much as **20%** per year, this isn't just a technical nuisance. It's a financial liability, and it's catching even the most mature cloud adopters off guard.

This white paper takes a hard look at the **10** most overlooked, most expensive challenges in managing cloud data movement. But more importantly, it lays out a smarter, data driven path forward - one that engages not just the architects and engineers, but also the finance leaders, compliance teams, and C-level execs who need visibility and control.

If your cloud strategy is leaking millions, this is where you find the valve.



The high stakes of data egress & inter-cloud transfers

Why C-suite leaders can't ignore this



Unpredictable costs

Charges for data transfers from your Cloud Service Provider can appear deceptively small at a unit cost. However, these can quickly escalate and mount up with increased cloud traffic.

Tiered pricing, region markups, and “hidden” fees create budget chaos.



Operational drag

Using multi-cloud can mean a need to understand and track different pricing structures, rules on egress that differ and disparate billing across platforms - a budgeting headache for sure.

Sprawling networks and poor tagging obscure accountability.

Top 10 cloud networking challenges

And how to solve them



The challenge	Problem	Impact & solution
 Unpredictable egress costs	Tiered pricing models make forecasting difficult	<ul style="list-style-type: none">• Sudden data spikes (e.g., analytics, migrations) bust budgets• Use real-time tracking to monitor and control spend
 Poor cost accountability	Untagged resources obscure cost ownership	<ul style="list-style-type: none">• Uncontrolled spending due to lack of visibility• Automate tagging policies to align spend with business units
 Dormant data drain	Unused data incurs storage and egress fees	<ul style="list-style-type: none">• Paying for irrelevant data• Audit storage with analytics to purge dormant datasets
 Inter-region transfer fees	Moving data between regions adds costs	<ul style="list-style-type: none">• Teams design inefficient workflows to avoid charges• Adopt private connectivity (e.g., Multi-Cloud Connect) to bypass public internet fees
 Sprawling network paths	Hybrid/multi-cloud setups create redundant data hops	<ul style="list-style-type: none">• Invisible costs inflate budgets• Simplify routes with AI tools to eliminate inefficiencies
 Backup overload	Cross-cloud backups drive up transfer costs	<ul style="list-style-type: none">• Redundant datasets multiply expenses• Use incremental backups and deduplication to reduce volume
 Analytics cost surprises	Cross-cloud analytics trigger repeated egress fees	<ul style="list-style-type: none">• Small transactions add up• Leverage edge computing or in-region analytics to minimise data pulls
 Compliance cost traps	Data sovereignty laws limit cost-effective choices	<ul style="list-style-type: none">• Higher fees for compliant transfers• Partner with global providers for cost-efficient, compliant routing
 Bandwidth mismatch	Over/under-provisioning wastes resources	<ul style="list-style-type: none">• Strained budgets and performance• Deploy dynamic bandwidth scaling to match demand
 Disconnected FinOps culture	Teams treat cloud costs as an IT issue	<ul style="list-style-type: none">• Misalignment leads to overspending• Unite stakeholders with shared KPIs to drive accountability

How does cloud network FinOps impact you



Role & priority

Strategic considerations

CIO
ROI, innovation, budget control



How do we control costs without stifling growth?

Cloud Architect
Performance, scalability



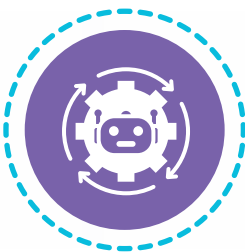
Which network paths balance cost and speed?

CFO/FinOps Leader
Predictability, accountability



How do we track cloud spend in real-time?

DevOps Engineer
Seamless workflows



Can automation prevent cost surprises?

Compliance Officer
Regulatory adherence



Are we compliant without overpaying?

The cloud network FinOps challenge

Your path to identify hidden costs

01

What it is?

A free, interactive calculator to audit your data egress and inter-cloud transfer costs in minutes

02

What you'll learn?

- Hidden savings opportunities in your AWS, Azure, GCP, or hybrid environment
- Custom ROI projections for optimising network paths and storage
- Actionable steps to align cloud spend with business goals

04

Why take the challenge?

- No spreadsheets No guesswork Just clear, boardroom-ready insights
- **Proven results:** Clients save 30-45% on cloud networking costs

03

How it works?

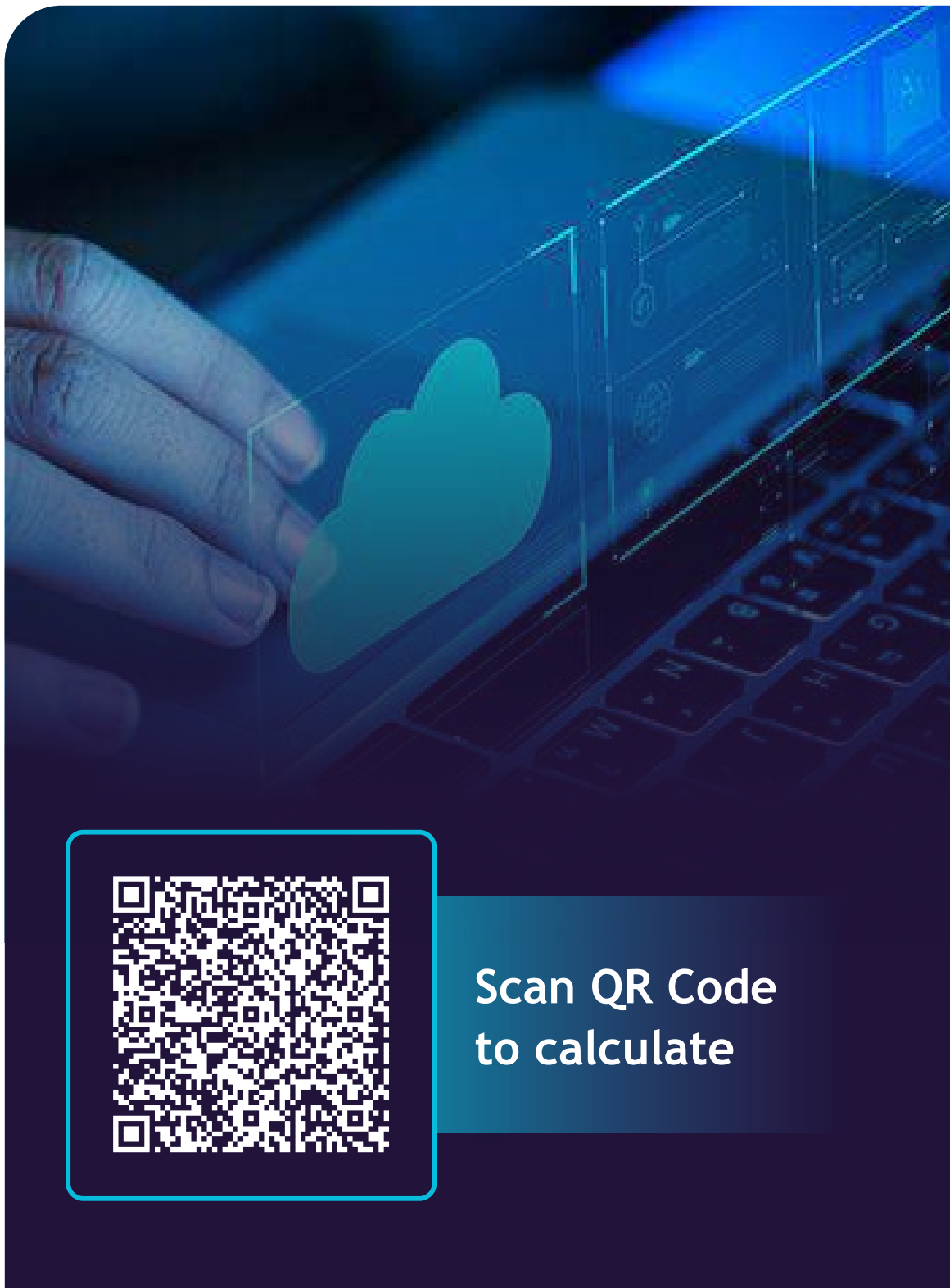
- **Input:** Share your cloud providers, regions, and monthly TB transfers
- **Calculate:** Get instant visibility into cost drivers

90%

Anticipating growing data needs, 90% of enterprises plan to boost their cloud storage budgets in 2024.

94%

As of 2024, 94% of companies worldwide have integrated cloud computing into their operations.



Conclusion



Shape your cloud network FinOps strategy

Data egress costs are inevitable-but they don't have to be invisible

Data egress and cloud transfer costs will already be, or become silent budget drainers for your business. Understanding where and why they occur is a game-changer, and working with Tata Communications, we can help you win the battle! By addressing the challenges outlined above and mobilising the right internal stakeholders, you can unlock significant cost savings while maintaining agility and compliance in your multi-cloud strategy.

57%

of large enterprises have adopted muti-cloud FinOps tools, facilitating better financial governance across diverse cloud environments.

Tata Communications' Multi-Cloud Connect offers



Global private backbone
Reduce public internet fees



AI-driven analytics
forecast and prevent overspending

Join the cloud network FinOps challenge

Transform complexity into opportunity

Discover your savings today

For more information, visit us at www.tatacommunications.com

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