



Cloud Creep

Why it happens – and how to stop it



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You were told cloud would be **cheaper. Smarter. Easier to scale.** But what you weren't told is how fast the costs can spiral — **and how quickly you can lose control.**

Maybe you're already in the cloud, watching bills climb month after month with no clear reason. Or maybe you're still on the fence — because the stories you hear all end in regret.

But the problem isn't cloud.
It's complacency.

Cloud costs don't spike because the model is broken — they spike when no one's managing it properly. This eBook breaks down why cloud spend slips out of control — and what practical steps you can take to get it back in line.



I What causes cloud creep

Cloud creep is what happens when cloud costs grow slowly and silently — until they are a major business issue. But cloud creep doesn't mean your setup is broken. It just means no one's watching closely enough.

Here are some reasons cloud spend **grows quietly** over time — **and why so many businesses only catch it after the damage is done:**

1

Idle resources and overprovisioning

Paying for unused resources is one of the most common causes of cloud waste. This includes test environments left running, oversized virtual machines, or storage volumes no one's using — and they all keep charging by the hour.

2

Auto-scaling without limits

Auto-scaling is powerful — but if it's not configured properly, usage can spiral fast. Without caps or cooldown periods, resources keep scaling long after demand has dropped.

3

Complex pricing and hidden fees

Cloud bills often include charges you didn't plan for: data egress, cross-region transfers, or premium services. These fees are easy to miss and hard to forecast — especially in multi-region or hybrid environments.

4

No real-time visibility

IT knows what's running. Finance knows what it costs. But without shared dashboards or reports, no one connects the dots. That's how shadow IT and unmanaged growth sneak in.

5

Outdated architecture

Cloud built like on-prem doesn't work. Overbuilt environments, monolithic apps, and underused redundancy all raise your bill without improving performance.



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II Ways to cut costs

There are plenty of ways to address cloud cost creep. Setting strict budgets. Monitoring usage. Shutting down idle resources. These are important — and often effective.

1

Use heat maps to spot low-value activity

Heat maps show where and when your cloud resources are being used — and just as importantly, when they aren't.

They help you:

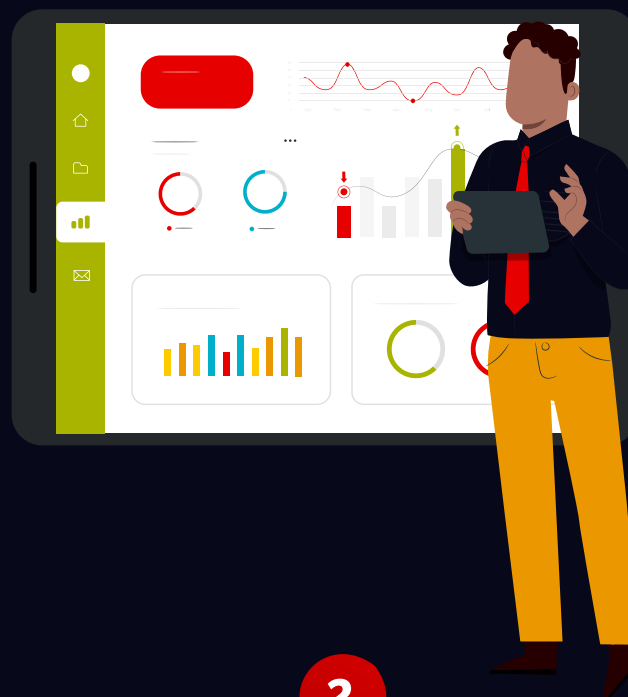
Identify quiet periods to scale down or shut off environments

Catch recurring patterns of low activity

Align resource usage with actual business demand

This makes it easier to automate cost-saving decisions instead of chasing usage manually.

But if you want to move beyond reactive cost control and make cloud a well-managed part of your core operations, **here are some high-impact ways to reduce spend:**



2

Match the service model to the workload

Cloud gives you options — infrastructure, platform, or software as a service. But not every workload needs full control or customisation. Reviewing what you've deployed — and whether a simpler model could deliver the same value — often reveals opportunities to streamline cost.

For example

internal tools that don't require complex backend control may run more efficiently (and cheaply) as SaaS.



3

Automate monitoring and anomaly detection

Spikes in usage happen. What matters is how quickly you catch them. You don't need to wait for the end-of-month bill to catch problems. Most cloud platforms (and third-party tools) let you set up automatic alerts that track spend in real time.

These tools can:

Flag unexpected spikes in usage

Notify teams the moment costs drift from normal patterns

Recommend actions to stop unnecessary spend before it escalates

Think of it as early detection — so you're not reacting to surprises after the fact.



Cloud costs aren't the problem. Complacency is.

If your cloud spend is climbing, it's not because cloud doesn't work. It's because it's running unchecked — and left alone, it's bleeding money month after month.

The good news? **It's fixable.**

You don't need to start over. You just need better structure, better visibility, and a tighter grip on how your environment runs.



How Vodacom Business can help

With the right structure and visibility, you can take back control and get real value from every rand you spend.

Vodacom Business is offering a free tech roadmap session to help you:



Identify where spend is adding up unnecessarily



Spot inefficiencies in how your environment is set up or scaled



Uncover quick wins to reduce cost and improve performance



You'll leave with a clear, practical view of where you stand — **and how to move forward.**

Request your free tech roadmap



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