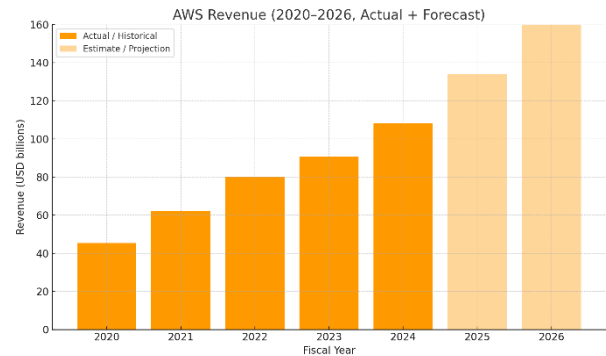**AWS** is the largest cloud provider, with reported **revenues of $105B+**. They are also the oldest, offering their first service, S3 (Simple Storage Service) back in March 2006. Part of Amazon, they follow the principle of **"to be Earth's most customer-centric company, its best employer, and its safest place to work"**.
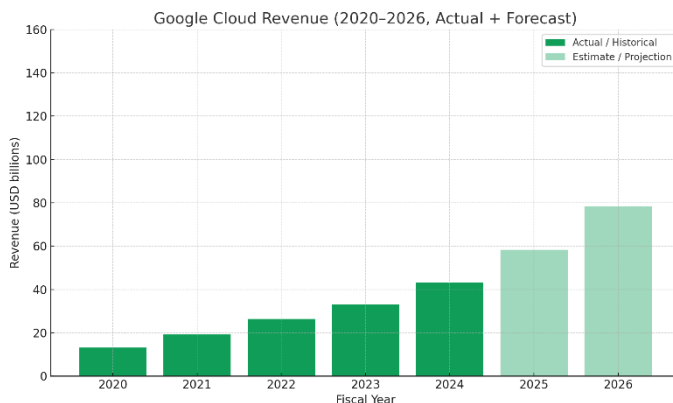
They tend to have the **highest on-demand** list prices, but in contrast have the **most aggressive discount options**. These can be flexible or specific, providing higher level discounts for "resource savings plans".

They also offer an **Enterprise Discount Plan**, which offer even **deeper discounts** to their large customers, that are willing to commit to an annual spend. These come with additional benefits such as **Free Credits, Dedicated team and Faster SLAs**.

Users of AWS will benefit most from a Cost Optimisation Review, as savings can be substantial.

Google Cloud Platform aka GCP is the newest of the cloud providers, launching App Engine in 2011. They are also the smallest with **revenue of $40B+**, but are also the fasted growing, at a **30% Y/Y growth** in comparison to 17% for AWS in some quarters.

GCP also have the **widest range of services**, spanning a catalogue of over 250.

Regarding cost, GCP tend to be the **most competitive**, both in **baseline costs** and waste. As GCP applies automatic **sustained discounts**. These can be as **high as 30%**. As with the other providers GCP offers both flexible and resource **commitments**, which unlock even **deeper levels of savings**. Of course, everything needs to be carefully managed and maintained to prevent over commitments.

If using GCP, a customer is likely to have lower costs comparatively to the other providers but **will still need specialist services to reduce waste to minimal levels**.

Azure is favoured by **public sector** and customers who previously had **on-prem windows servers**. With most companies leveraging their Office or Teams services, they often become the **default choice**. Starting with PaaS-first model in 2010 and pivoting to IaaS in 2012. With a reported Azure revenue of at least $75B, source from a call with an analyst called Nadella stating "Azure surpassed **$75 billion in annual revenue**, up 34%, driven by growth across all workloads"

With their **enterprise-first**, licensing-driven and hybrid-native cost model. They can deliver competitive pricing to organisation already using the **Microsoft ecosystem**.

They leverage **Consumption commitments** (MACC) like the other providers, while having a mid-range on-demand prices. Their **hybrid** options **reduce VM costs upto 50%**.

Discounts with Azure tend to be more **negotiation heavy** and involve license commitments, but they do still offer reservations, which are **comparable to savings plans** on AWS and commitments on GCP.