

Cutting Cloud Costs: How IP Leasing Services Can Help Businesses Save

Enterprises in the dynamic realm of cloud computing prioritize cost optimization, utilizing IP leasing as a highly effective solution.

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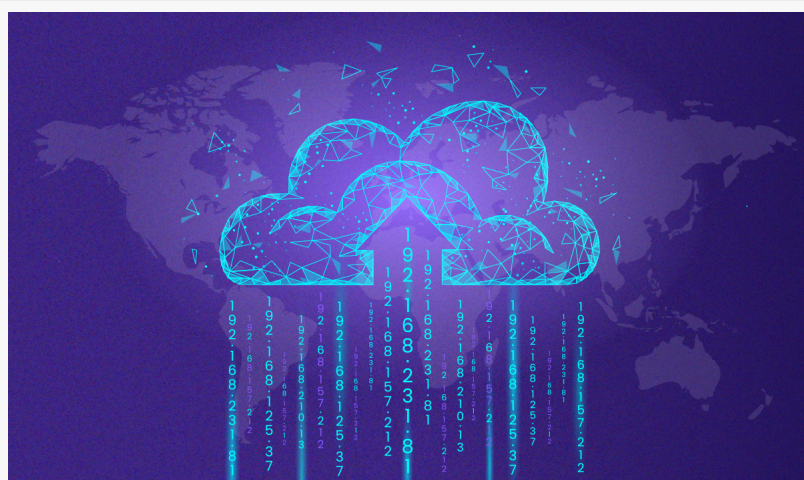
/EINPresswire.com/ -- In the rapidly evolving cloud computing market, cost-consciousness has emerged as a top priority for enterprises. As companies seek to optimize their cloud computing expenditure, IP leasing has proven to be an effective solution.

A recent [Synergy Research Group](#) report highlighted the slowdown in revenue growth for major cloud computing players like Amazon, Microsoft, and Google, indicating the increasing need for businesses to trim their cloud costs.

A survey conducted by [Enterprise Strategy Group](#) further supports this trend, as 48% of the respondents identified their intention to reduce cloud costs or maintain the same spending level for 2023. Vincentas Grinius, CEO of IPXO, a leading IP address management solutions provider, emphasizes the importance of cost optimization in today's competitive landscape.

"The movement towards increasing cost-consciousness among enterprises is likely to continue as competition in the cloud computing market heats up. As a result, businesses need to look for ways to optimize their spending to maintain their competitive edge," says Grinius.

According to the CEO, IP leasing offers a valuable strategy for organizations in need of additional IP resources while addressing the need for reduced cloud costs. Whether it's businesses going digital, ISPs facing growing demand, or cloud service providers optimizing their infrastructure, IP leasing provides a flexible and cost-effective solution.



IP leasing offers a flexible and cost-effective solution for reducing cloud costs, whether it's businesses transitioning to digital operations, ISPs experiencing increased demand, or cloud service providers optimizing their infrastructure.



IP leasing is a flexible cost-optimization strategy that enables organizations to handle sudden spikes in traffic, expand their services to new regions, or accommodate evolving customer demands.”

*Vincentas Grinius, CEO of
IPXO*

The Synergy Research Group report highlights the deceleration in revenue growth for cloud computing providers, indicating the need for businesses to find alternative ways to save on cloud costs. Unlike the expensive acquisition of entire IP address blocks, leasing IP addresses costs an average of just \$0.51 per month, enabling businesses to optimize spending while maintaining high performance in the cloud.

Various industries can benefit from IP leasing to minimize costs and enhance specific functions. For example, web hosting companies can avoid purchasing and maintaining their own address blocks by leasing IPv4 addresses.

Data centers experiencing increased hosting service demand can lease IPs to accommodate server capacity expansion without the high costs of acquiring new IPv4 space. E-commerce platforms can obtain dedicated IP addresses for secure transactions and improved SEO, all while reducing costs associated with address block procurement and management.

Prominent industry players, such as Equinix, the world's largest digital infrastructure company, Zenlayer, a global cloud computing service provider, DediPath, a hosting-solutions company, and Miss Group, an international web hosting group, and others, recognize the value of IP leasing from IPXO in streamlining their expenses.

ADVANTAGES OF IP LEASING WITH IPXO

By leasing IP addresses from providers like IPXO, businesses can achieve significant cost savings. This approach eliminates the need for businesses to purchase additional IP resources, reducing the financial burden associated with IP address acquisition, management, and maintenance. Leasing IP addresses offers a more economical solution for businesses, allowing them to optimize their IP space usage and allocate resources efficiently.

In addition to cost savings, IPXO goes the extra mile to ensure the leased IP addresses have a good reputation and are free from any history of abuse. IPXO conducts thorough IP reputation scans, scrutinizing the background and usage history of each IP address in their inventory.

This meticulous screening process mitigates the risk of encountering issues related to blocklisted IPs, which can lead to difficulties in email delivery, restricted access to websites, or other complications that may arise due to the tainted reputation of the IP address.

“IP leasing as a cost-optimization strategy offers a flexible and efficient solution, allowing businesses to scale their cloud infrastructure as needed. Whether organizations require

additional IP resources to handle sudden spikes in traffic, expand their services to new regions, or accommodate evolving customer demands, IP leasing provides the necessary agility to adapt quickly,” explains Grinius.

This scalability ensures that businesses can optimize their cloud resources and only pay for the IP addresses they require, further reducing cloud costs and maximizing the efficiency of their cloud computing experience.

ADDITIONAL COST-SAVING STRATEGIES

In addition to IP leasing, there are several other strategies that businesses can employ to effectively reduce their cloud expenses. One such strategy is utilizing reserved instances or savings plans, which allow businesses to commit to using specific computing resources for a fixed duration in exchange for discounted pricing.

Another area that requires attention is cloud storage costs. Organizations should closely monitor their storage usage and adopt strategies such as data lifecycle management, where less frequently accessed data is moved to lower-cost storage tiers, such as cold storage or archive storage.

Adopting a multi-cloud strategy can also contribute to cost optimization. Businesses can leverage the strengths and cost advantages of different cloud providers by distributing their workloads across multiple platforms. This approach allows organizations to benefit from competitive pricing, specialized services, and avoid vendor lock-in.

In today's dynamic market landscape, optimizing cloud usage and reducing costs are imperative for businesses to maintain their competitive edge. By leveraging cost-saving strategies like IP leasing, reserved instances, or savings plans, and adopting a multi-cloud approach, enterprises can achieve substantial savings while maximizing the efficiency of their cloud computing experience.

With the expertise of IPXO and the growing movement towards cost-consciousness in the cloud computing market, businesses can confidently navigate the evolving landscape, achieve significant cost reductions, and propel their growth and success.

ABOUT IPXO:

IPXO is a leading Internet Protocol address management solution and intelligence hub, specializing in comprehensive solutions and services. The company is at the forefront of addressing industry challenges such as IPv4 shortage, IPv6 adoption, management obstacles, IP defragmentation, and routing automation. The talented team of IPXO provides sophisticated capabilities for data centers, telcos, and public cloud providers. Since its launch in August 2021, IPXO has become a multi-million-dollar company with over 1100+ B2B customers. With potential

access to a vast number of 3.2M IPv4 addresses and a strong presence within the RIR community, IPXO is emerging as the business-critical infrastructure platform for enterprises worldwide. For more information, visit www.ipxo.com.

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