# CIO.com Features Steve Morris, NEWMEDIA.COM Founder and CEO on AI-Powered Strategies to Control Soaring Kubernetes Costs

NEW YORK, NY, UNITED STATES, September 13, 2025 / EINPresswire.com/ -- CIO.com, a leading resource for enterprise IT leaders and decision-makers, recently featured Steve Morris, Founder and CEO of NEWMEDIA.COM, in its deep-dive article titled "Kubernetes Costs Keep Rising. Can AI Bring Relief?".

In a time when containerization has become essential to modern cloud infrastructure, but also a source of spiraling costs, Morris's insights offer rare clarity and strategic direction for enterprises facing technical and financial challenges in their Kubernetes (K8s) environments.
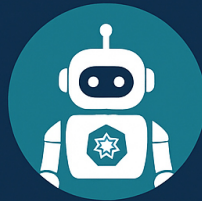
A Growing Challenge for Enterprise IT

**Optimizing Kubernetes Costs:**
**AI vs. Manual Infrastructure Management**

**AI INFRASTRUCTURE MANAGEMENT**

- Proactive resource allocation
- Dynamic scaling based on demand
- Automated cost optimization

**MANUAL INFRASTRUCTURE MANAGEMENT**

- Manual configuration of resources
- Static scaling, often leading to overprovisioning
- Higher operational costs

**NEWMEDIA.COM**

Optimizing Kubernetes: AI vs Manual Infrastructure Management

As organizations scale up their container use, many are discovering that Kubernetes, while powerful, introduces its own complexity and cost pitfalls. The CIO article identifies a number of contributing factors:

• Overly conservative autoscaling rules
• Siloed or fragmented ownership of cluster resources
• Limited visibility into actual workload utilization
• And a lack of integrated, intelligent cost optimization across environments

It's a growing concern in enterprise DevOps and FinOps circles, and one that NEWMEDIA.COM
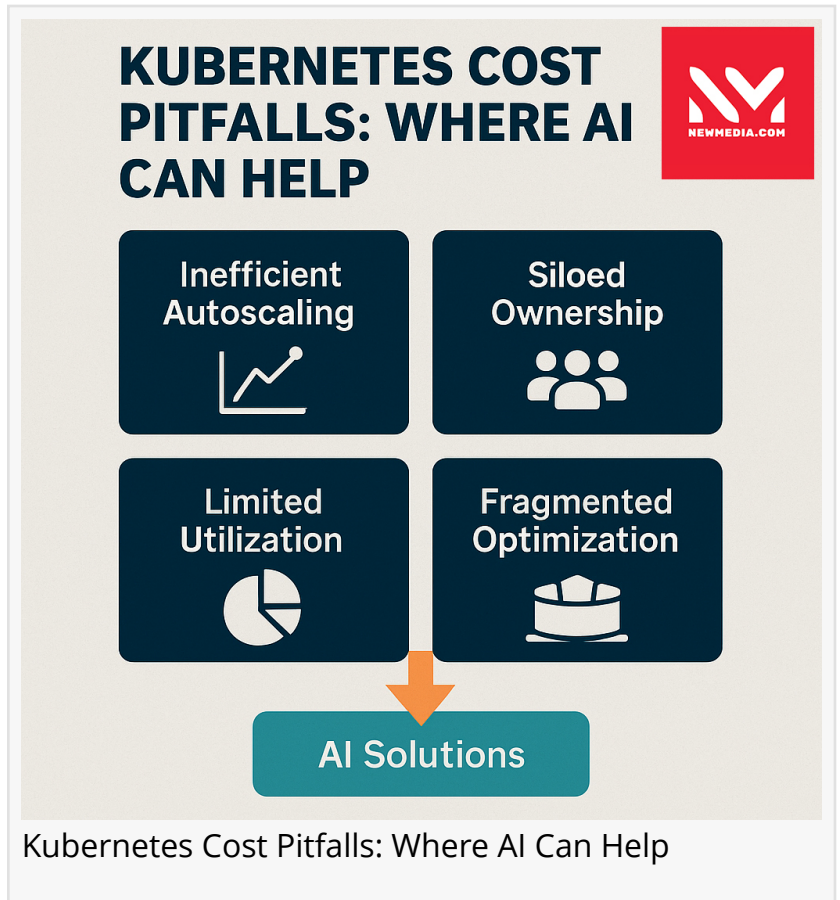
has been tracking closely from the inside out.

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Steve Morris: Cost Trends, AI Strategies, and Real-World Observations

Morris shares NEWMEDIA.COM's internal data, noting that the agency has seen an 18% rise in its own Kubernetes costs over the past year, largely due to inefficiencies in resource provisioning:

"We found that 31% of workloads were running at less than 25% CPU usage for 95% of the day, due to autoscaler configurations that dev teams hesitated to change for fear of breaking SLAs."
— Steve Morris, via CIO.com



Kubernetes Cost Pitfalls: Where AI Can Help

He adds that organizations often "lack cross-team visibility into spend", and that the cost of managing K8s isn't just about cloud usage; it includes engineering hours, monitoring complexity, and operational inefficiencies. These insights, drawn from NEWMEDIA.COM's hands-on experience managing sophisticated Kubernetes environments for clients of all sizes, are increasingly relevant for organizations struggling to manage container cost creep while maintaining performance and reliability.

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The operations overhead grows with every new service, not just as traffic increases. That's where intelligent automation and proactive architectural audits make all the difference."
 Steve Morris, NEWMEDIA.COM
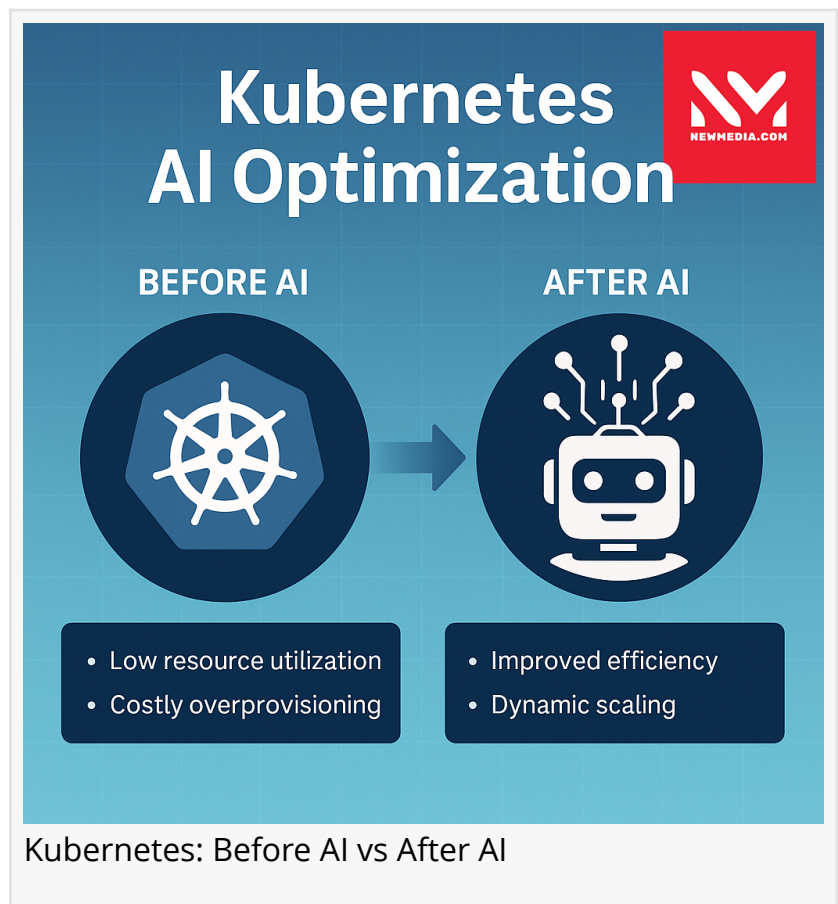
Read the full CIO.com article here:
https://www.cio.com/article/4041741/kubernetes-costs-keep-rising-can-ai-bring-relief.html

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NEWMEDIA.COM's Technical Expertise in K8s and AI Cost Optimization

With nearly three decades of experience in digital architecture, NEWMEDIA.COM has built and

maintained some of the most complex web systems in government, healthcare, ecommerce, SaaS, and B2B. The agency's Kubernetes and cloud-native engineering team brings together:

• Infrastructure-as-Code (IaC) automation
• Container orchestration and multi-cluster management
• Monitoring and observability via Prometheus, Grafana, and custom dashboards
• AI-assisted rightsizing and load testing
• Cost optimization pipelines, including alerting on anomalies and automated scale-downs
• Cross-functional DevOps collaboration models that reduce labor inefficiency and silos



Kubernetes: Before AI vs After AI

What sets NEWMEDIA.COM apart isn't just knowing Kubernetes; it's having production-tested, cross-disciplinary solutions that help clients scale up without burning out their budget.

Morris emphasized this blend of technology and accountability in his final quote:

"The operations overhead grows with every new service, not just as traffic increases. That's where intelligent automation and proactive architectural audits make all the difference."

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Why This Matters for Today's Enterprises

Kubernetes and containerization are now table stakes in digital infrastructure. But without active cost management, especially with AI-powered tools and smarter engineering policies, many enterprises risk losing control of their cloud budget.

This is where NEWMEDIA.COM adds significant value. Whether working with large brands, federal agencies, or fast-scaling SaaS companies, the agency helps its clients:

• Cut waste by optimizing existing Kubernetes deployments

- Use AI to inform scaling, provisioning, and load balancing
- Eliminate shadow infrastructure costs across teams and clusters
- Architect systems that can grow while staying resilient and cost-efficient

For IT leaders looking to tame cloud costs without compromising innovation, NEWMEDIA.COM delivers the strategy, tools, and hands-on expertise required to keep things lean, fast, and secure.

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About NEWMEDIA.COM

Founded in 1996, NEWMEDIA.COM is a nationally recognized digital agency and technology partner serving enterprise, government, and high-growth clients. The firm is known for its elite-level expertise across DevOps, cloud engineering, UX/CX, AI integration, enterprise search, and performance architecture. With locations in Denver, CO, New York, NY, Chicago, IL and 25 cities across North America, the agency has launched and optimized platforms for clients ranging from the Department of Veterans Affairs and the United Nations to regional startups and Fortune 500s.

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