

# A SERVICE PROVIDER'S GUIDE to the FinOps Journey

COMPARING:



COST MANAGEMENT

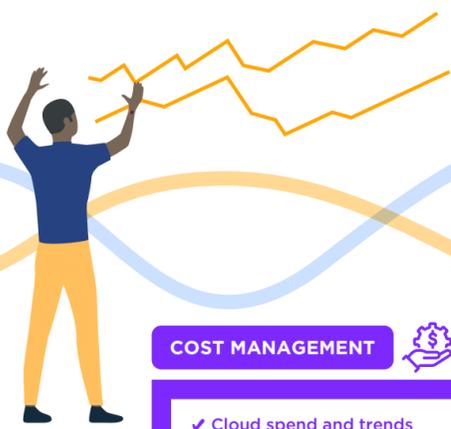


COST OPTIMIZATION



FINOPS

## HOW IS PERFORMANCE TRACKED?



### COST MANAGEMENT

- ✓ Cloud spend and trends

### COST OPTIMIZATION

- ✓ Cloud spend and trends
- ✓ Cost allocation
- ✓ Cloud resource utilization

### FINOPS

- ✓ Cloud spend and trends
- ✓ Cost allocation
- ✓ Cloud resource utilization
- ✓ Cost metrics aligned to business metrics (e.g., revenue, profitability)

## WHAT TYPES OF ORGANIZATIONS ARE TYPICALLY IN EACH STAGE?



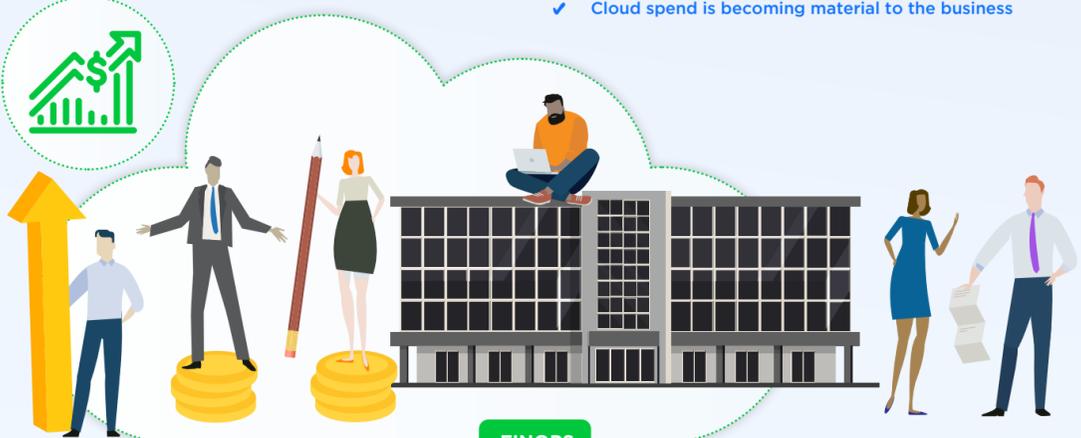
### COST MANAGEMENT

- ✓ Smaller businesses just starting their cloud journeys
- ✓ Large company deployments in isolated business units
- ✓ Cloud spend has limited impact on overall financials



### COST OPTIMIZATION

- ✓ Maturing, fast-growing, born-in-the-cloud startups
- ✓ Medium/large enterprises with growing hybrid cloud estate expanding across multiple BUs, product lines and/or development teams
- ✓ May have multi-cloud deployments
- ✓ Cloud spend is becoming material to the business



### FINOPS

- ✓ Established born-in-the-cloud companies
- ✓ Medium/large enterprise organizations with complex cloud deployments with deep penetration across multiple BUs, product lines and/or development teams
- ✓ Large public sector agencies delivering mission critical applications and initiatives
- ✓ Cloud is considered a strategic enabler of key initiatives
- ✓ Cloud spend outcomes impact overall health of the business

## WHO'S INVOLVED IN THE DECISION-MAKING PROCESS?

	COST MANAGEMENT	COST OPTIMIZATION	FINOPS
Cloud Managers/Architects	✓	✓	✓
DevOps	✓	✓	✓
Finance Support	✓	✓	✓
Project Managers		✓	✓
Product Owners		✓	✓
Senior Leadership (Technology, Finance, Business Units)			✓
C-Suite (CFO, CTO, CIO, CISO)			✓



## ARE EXECUTIVES ENGAGED?

## HOW OFTEN IS CLOUD FINANCIAL DATA DELIVERED?

Backwards looking, weekly, monthly

Daily analysis, recommendations

Real-time engagement with recommendations and automated optimization

## WHAT CLOUD MANAGEMENT TOOLS ARE USED?

Native and spreadsheets

Cloud management platform

Cloud management platform with customized and role-based reporting, automation, and collaboration tools

## HOW IS SUCCESS MEASURED?



### COST MANAGEMENT

- ✓ Understanding of cloud spend and allocation

### COST OPTIMIZATION

- ✓ Understanding of cloud cost saving and trends
- ✓ More workloads moved to the cloud, with more optimized cloud spend and resource utilization
- ✓ Improved business performance

### FINOPS

- ✓ Accelerated cloud adoption
- ✓ Increased business performance and revenue
- ✓ Enhanced customer experience and growth
- ✓ New innovations
- ✓ Better serving of business units and customers
- ✓ Competitive differentiation of products and services