

# FinOps 101

A simple guide to Atos OneCloud CFM for FinOps

*Ensuring maximum value for minimal spend with FinOps means the business must prioritize ongoing optimization of cloud costs. This involves adopting new cultural approaches as well as technology.*

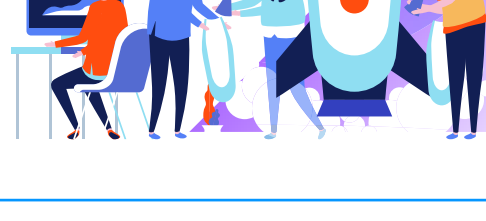


## Here are six things to consider

### 1 What is FinOps?

#### What it does

Provides the strategies, structures, and tools required to address the challenges of cloud inefficiencies and escalating cloud costs.



#### How it works



Aligns and develops financial goals.



Drives a cost-conscious culture through best practices.



Establishes guardrails to meet financial targets & improve business efficiencies.

*FinOps is not a one-time exercise. Cloud is ever-changing so FinOps must be a continuous process of optimizing and aligning cloud investments to strategic business initiatives.*

### 2 What else is FinOps known as?

This high-level concept is often referred to by other names, including:

Cloud Financial Management

Cloud Financial Optimization

Cloud Financial Engineering

Cloud Cost Optimization

Cloud Cost Management

### 3 Why is FinOps important now?



#### Cloud costs have become significant

Rising popularity of cloud translates into increased spending **BUT** organizations lack visibility of which part of the business incurs which cloud spend and for what purpose

**Over 30%** of the growing expenditure on software and cloud services will be unused.

**FinOps helps cut overall costs by optimizing cloud spend.**

### 4 What happens if I don't use it?

#### Most organizations overspend in the public cloud

Big money wasters include:

1. Unnecessary capacity
2. Unused services
3. Lack of governance and control

The business also risks:



Escalating cloud costs with limited or no visibility



Failure to meet business goals due to firefighting



Reduction in gross profit margins



Less time spent on innovation

*Organisations that are intentional about their financial planning and governance will reap the greatest benefits from their cloud investments.*

### 5 The value of FinOps

1. Accelerates business value realization & innovation
2. Drives financial accountability & visibility
3. Optimizes cloud usage & cost efficiency
4. Enables cross-organizational trust & collaboration
5. Prevents sprawl of cloud spend



### 6 Common FinOps Challenges

One of the biggest challenges is getting executive support and buy-in to dedicate the time and resources needed for cultural change.

CFM helps establish the right culture shift and builds long term roadmaps for transformation and continuous improvement across all FinOps domains at each stage of FinOps maturity.

Other top challenges include

#### Getting engineers to act on cost optimization recommendations

Engineers consume cloud-based services but often lack the skills, time, visibility, or incentive to optimize.

#### FINOPS ENSURES

- ✓ A consistent view
- ✓ Standardized management of multi-cloud environment cost awareness
- ✓ Ownership and accountability

#### Shared costs

Complexity of cloud costs makes allocating shared cloud resources to specific business owners difficult.

#### FinOps ensures

- ✓ Transparent, consolidated views for fair and accurate cost distribution
- ✓ Accurate representation of shared costs in Business Units' forecasts and budgets
- ✓ Categorized usage to support showback and chargeback

#### Accurate forecasting

Forecasting relies on historical information and requires stability. This can be inhibited by evolving organizational needs and the rapid rate of change inhibits.

#### FinOps ensures

- ✓ Communication up front to ensure accurate scoping
- ✓ Benchmarking against budgets
- ✓ Factoring in discounts, optimizations, and prepayments for more accurate forecasts

### FIVE reasons why Atos OneCloud CFM for FinOps

1. Atos OneCloud delivers a fully configured, managed and ready to use Cloud cost management solution.
2. Atos OneCloud has a host of skilled and certified Cloud Financial Management professionals.
3. Atos OneCloud deliver high-class consultancy services focused on reducing customer's Public Cloud costs.
4. Atos OneCloud has a long-term partnership with VMware and CloudHealth, plus deep, rich global cloud capabilities.
5. Atos OneCloud has a trusted cloud partner for all the main cloud providers - Microsoft Azure, AWS and GCP.

### Case studies and use cases

Here's how clients at Atos OneCloud are using CFM to prioritize ongoing optimization of cloud costs to ensure maximum value for minimal spend:



#### Public Organization from the Netherlands

##### CHALLENGE

To become more flexible, increase scalability, and reduce costs.(Focus was on migrating remaining on-prem resources towards cloud, rightsizing existing public cloud environments, and reducing application pool size by 50%)

##### SOLUTION

Public cloud usage was assessed and mapped to a FinOps process and methodology. Existing Azure landscape checked for performance and usage across all Azure items.

##### IMPACT

**€300,000** savings recommendations = 10% of annual Azure spend



#### Public Organization from the United States

##### CHALLENGE

Customer's GCP cloud environment was experiencing a ~ 25% year over year growth in cloud spend. (Cloud logging, driven by developers' designs decisions was identified as key contributor to cost)

##### SOLUTION

Assessment to identify problems in logging strategy, plus Complete cost analysis and control process

##### IMPACT

**75% reduction** in monthly logging spend

## Get started

Atos OneCloud can help you optimize your cloud spend, and operate more efficiently.

Contact us now at [oana-maria.balasa@atos.net](mailto:oana-maria.balasa@atos.net) for more information or to set up a free trial