



Cloud Economics: Executive Edition

Understanding the impact of cloud on your business

Why attend?

To successfully harness the benefits of emerging technologies, businesses need to collaborate as never before:

- Leaders need to articulate the business value, and compile an accurate, realistic business case, fluent in the vocabulary of the technology
- Finance needs to understand how to optimise the economics and levers of cost in a new paradigm
- Application and technology owners must operate transparently and accountably

Who should attend?

Business, Finance and Cloud decision makers at Executive level, or anyone leading a Business or Technology team. This course will help you understand your Cloud journey, and how to make cohesive, cost effective and value driven decisions.

Course Duration

This is an introductory half day session, delivered virtually by a real-world expert.

We can accommodate a minimum of 8 and a maximum of 20 people on this course.

Course content

During this session, you will be exploring:

- The value of Cloud as a strategic business enabler
- Understanding an effective Cloud business case
- Creating a culture of cost transparency and accountability
- Best practice cost management and cost control
- How to identify and execute cost optimisation strategies that work for you

Hands-on Training

To reinforce the theory, we stimulate conversation and debate, and discuss:

- How you will identify financial risk and articulate the Cloud ROI promise
- How run costs can be managed optimally through industry best practice
- The critical importance of culture, cost transparency and accountability

The course is platform agnostic, but loosely refers to Azure case studies and best practice.

The Synthesis Academy offers a range of virtual instructor-led programmes, covering cloud and other emerging technologies. For more information, or to schedule a call, contact TheAcademy@synthesis.co.za.



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Day 1 (2 hours)

- **Welcome and introductions**
- **What is Cloud?**
 - The 3 Cloud principles you need to understand
 - Correlating cost and value
- **The case for change**
 - The business drivers that motivate cloud migrations
 - The Cloud business case
 - Understanding the migration bubble
 - What is total cost of ownership?
 - Strategies for cost optimisation
 - Calculating your payback period
 - Articulating the value benefits
- **Unpacking financial risk and ROI**
 - The Cloud value framework and how it's realised
 - Understanding operational resilience
 - Setting key business metrics and measuring for success

Day 2 (2 hours)

- **Welcome, recap and questions**
- **Organisational culture and the cloud**
 - Most challenges are non-technical – what are they, and how do we deal with them?
 - Helping people respond to change
 - Who is responsible for cost control?
 - Measuring and monitoring – the road to success

The Synthesis Academy uses subject matter experts with deep real-life experience to present our courses, so you get the benefit of our mistakes and learnings. We create opportunities for conversations, thinking out loud and sharing learning in our classrooms.