Heeddata (A Multi-Cloud Cost Optimization & FinOps Platform)

Venkat Reddy Chintalapudi

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Agenda

Multi-Cloud Cost Challenges
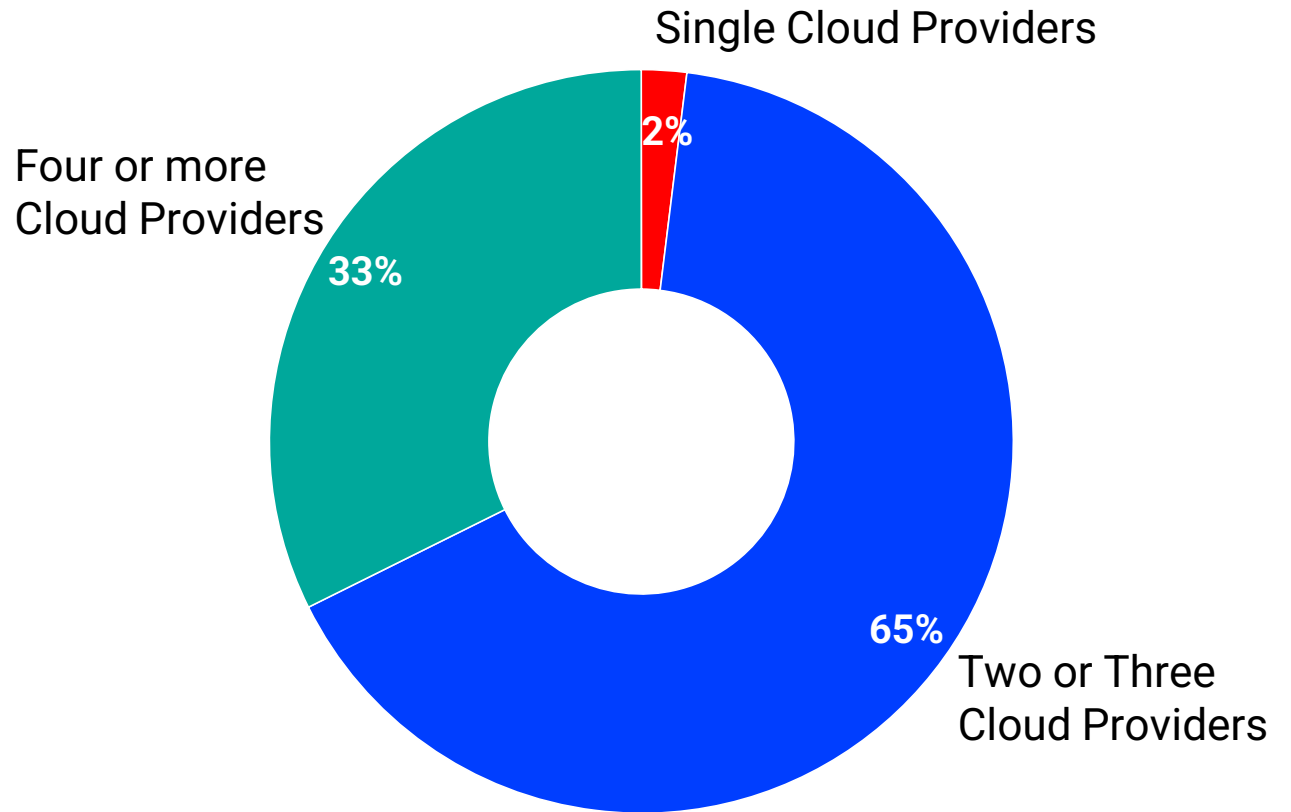
FinOps Overview

Heeddata Features

Heeddata demo

Multi Cloud Adoption - 451 Research

Single Cloud Providers

Four or more Cloud Providers

2%

33%

65%

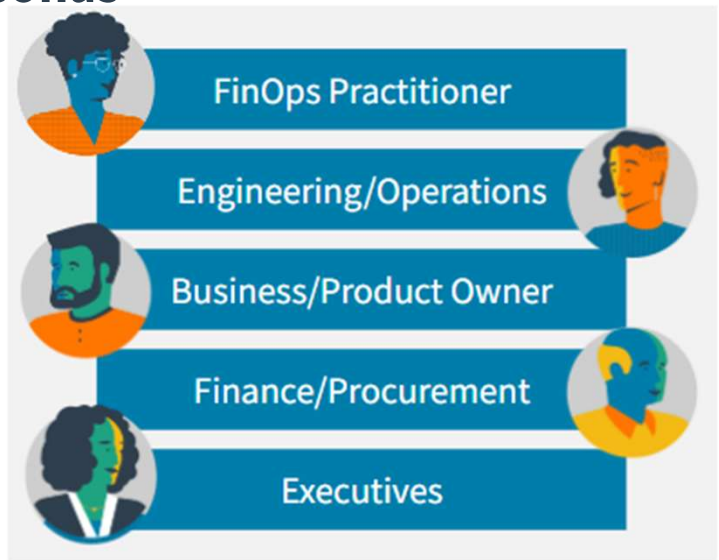Two or Three Cloud Providers

FinOps Foundation Framework

Definitions
FinOps is an evolving **cloud financial management discipline** and **cultural practice** that enables organizations to get **maximum business value** by helping engineering, finance & business teams to collaborate on data-driven spending decision

Crawl   Walk   Run

Principles

- ➤ Teams need to collaborate
- ➤ Everyone takes ownership for their cloud usage
- ➤ A centralized team enables FinOps
- ➤ Reports should be accessible and timely
- ➤ Decisions are driven by business value of cloud
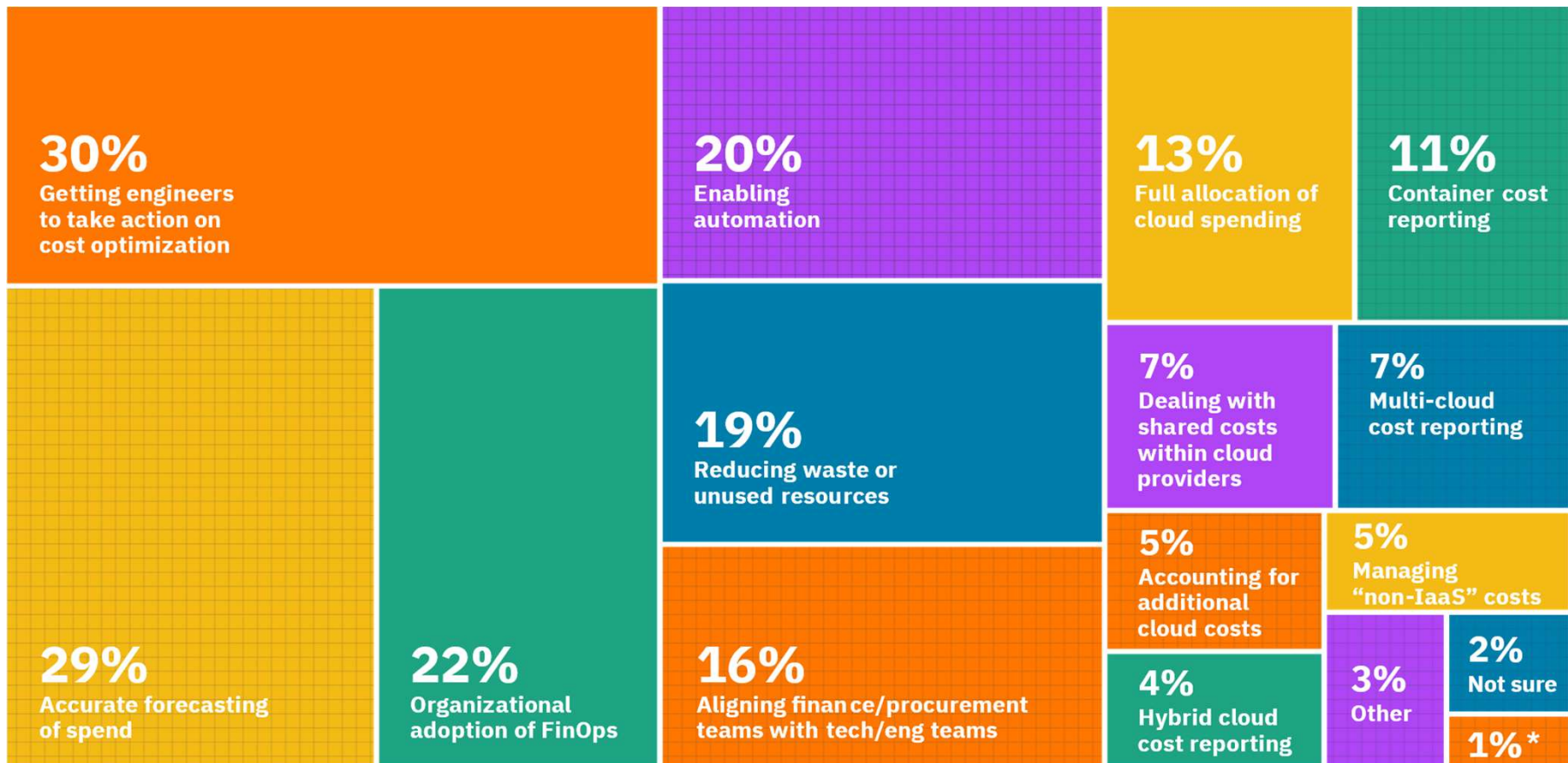- ➤ Take advantage of the variable cost model of the cloud

Personas

FinOps Practitioner

Engineering/Operations

Business/Product Owner

Finance/Procurement

Executives

Phases

Inform Visibility & Allocation

Optimize Utilization

Operate Continuous Improvement & Operations

Domains & Capabilities

Understanding Cloud Usage and Cost	Performance Tracking & Benchmarking	Real-Time Decision Making	Cloud Rate Optimization	Cloud Usage Optimization	Organizational Alignment

Market Opportunity & Competition

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Cloud Cost & FinOps Challenges

30% Getting engineers to take action on cost optimization

29% Accurate forecasting of spend

22% Organizational adoption of FinOps

20% Enabling automation

19% Reducing waste or unused resources

16% Aligning finance/procurement teams with tech/eng teams

13% Full allocation of cloud spending

11% Container cost reporting

7% Dealing with shared costs within cloud providers

7% Multi-cloud cost reporting

5% Accounting for additional cloud costs

5% Managing "non-IaaS" costs

4% Hybrid cloud cost reporting

3% Other

2% Not sure

1% *

*Multi-currency cost reporting

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Top FinOps Practices to Manage Cloud Cost

Monitor & Track Cloud Spend from Single Pane

Implement Cost Optimization

Automate Cost Management

Control Cost at the Granular level

Leverage Cloud Cost Forecasting

Implement Resource Allocation Strategies

Invest in Cloud Cost Governance

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Heeddata Vision

Solve the **Multi Cloud Infra Challenges for Enterprises** via **single plane of glass** in the **Multi-Cloud Era**, so that **enterprises** can focus more on the **business** and **innovation** without having to worry about **Cloud Cost Management & Optimization**, **Cloud Security**, **Cloud Operations & Compliance**, Cloud Infra Workload Management.

Environmental, Social, and Corporate Governance (ESG)

Your investment on Heeddata indirectly supports ESG & Sustainability Goals of your Organization

Data Centers Cause ~3% of Carbon Emissions

ESG and CSR are both ways that businesses can demonstrate their commitment to sustainable business practices. CSR can be seen as the idealistic, big-picture perspective on sustainability, and ESG as the practical, detail-oriented perspective

Heeddata – A Complete Multi-Cloud Cost Governance Tool
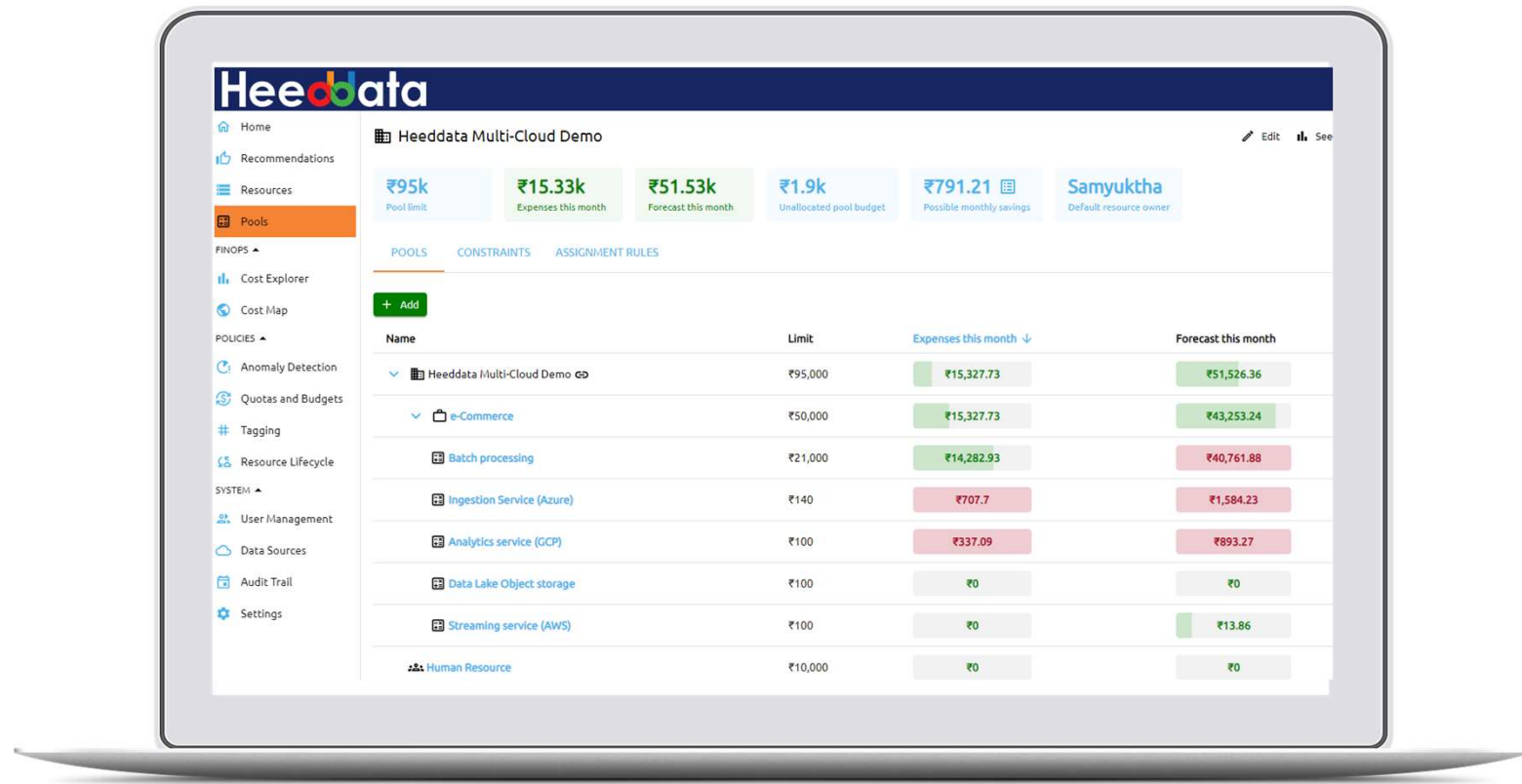
Heeddata Features
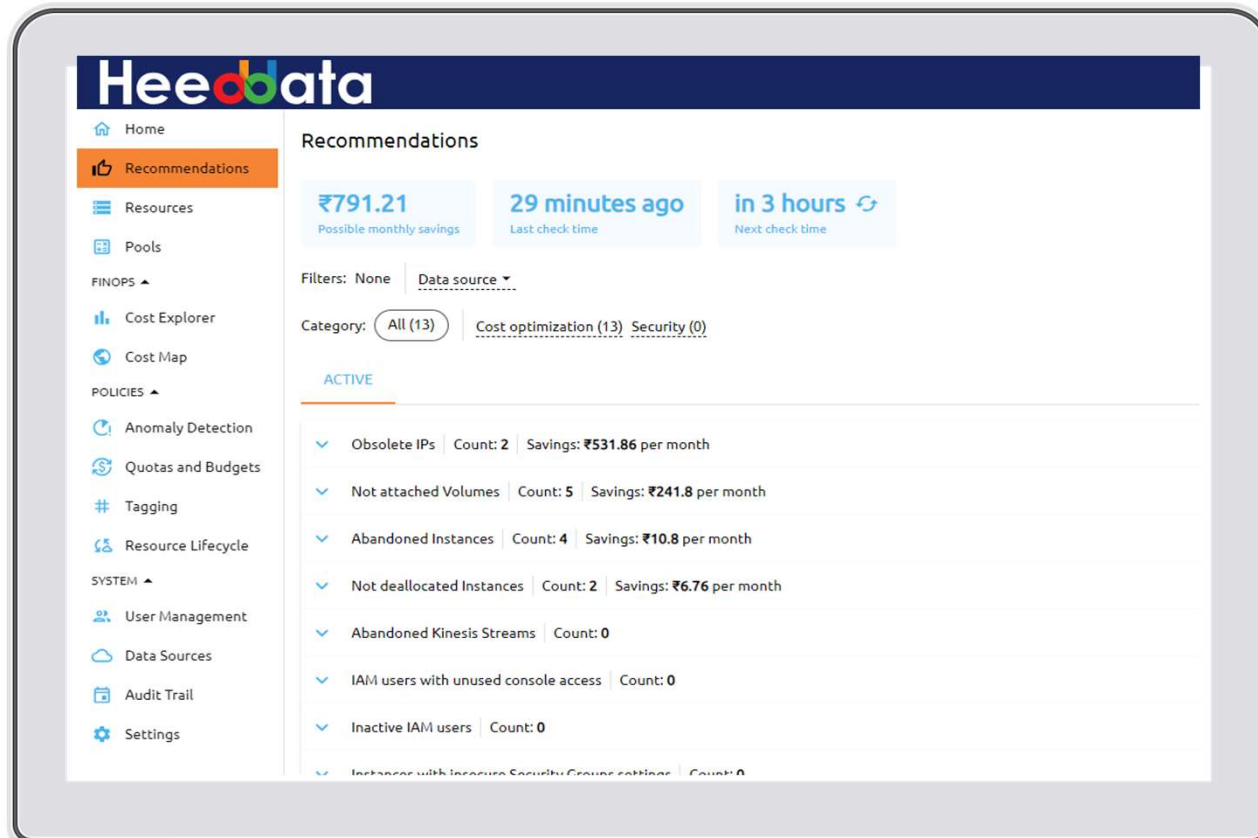
✓ **COST EXPLORER**

✓ **Manage Cost at Project /Team/Dept/Business**

✓ **AI/ML Cost Optimization Engine**

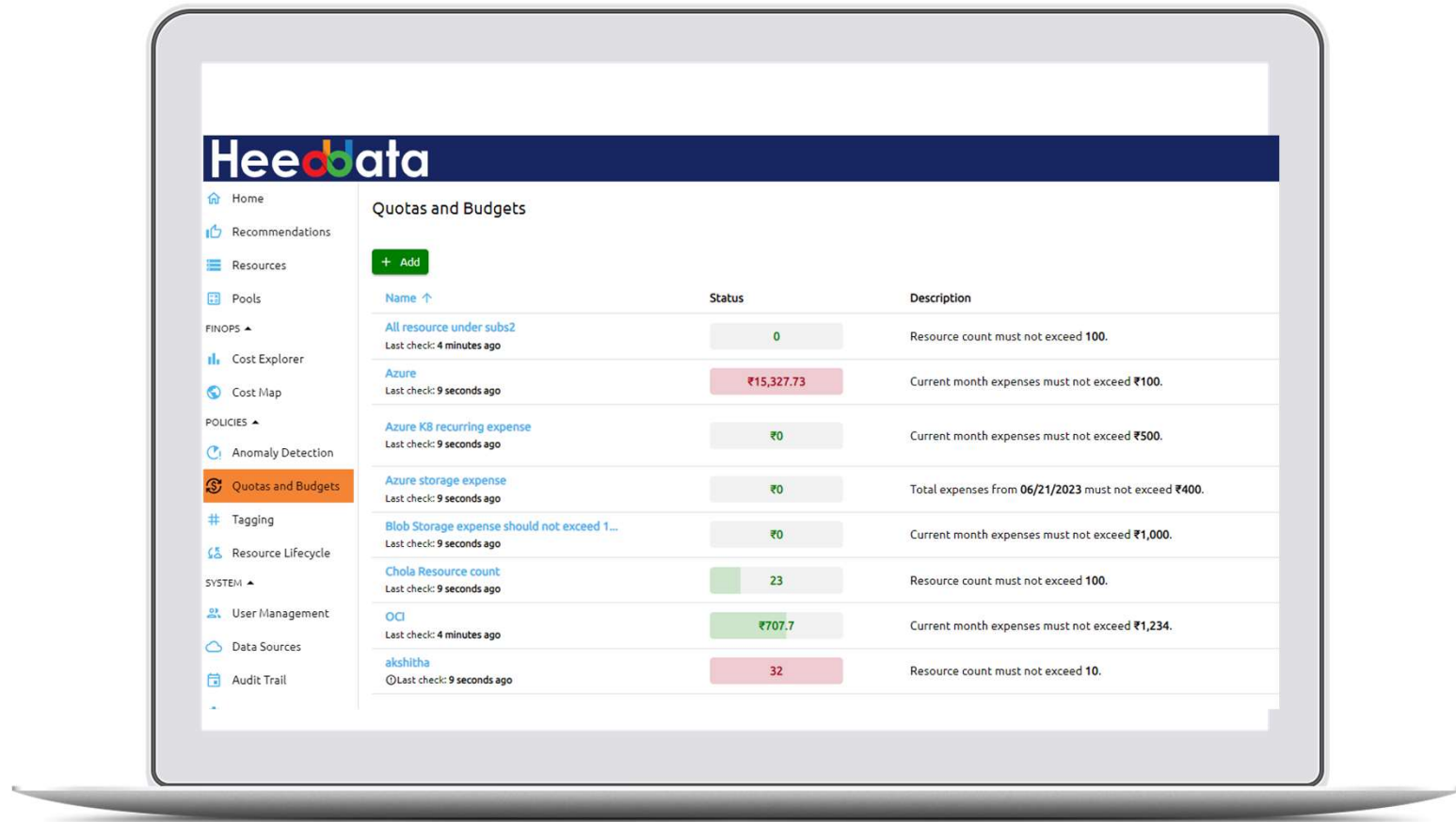✓ **Forecast & Budgeting**

✓ **Control Cost @Resource Level**

INFORM : Single window to track project or business owner or application cost, in spite being spread across all the clouds.

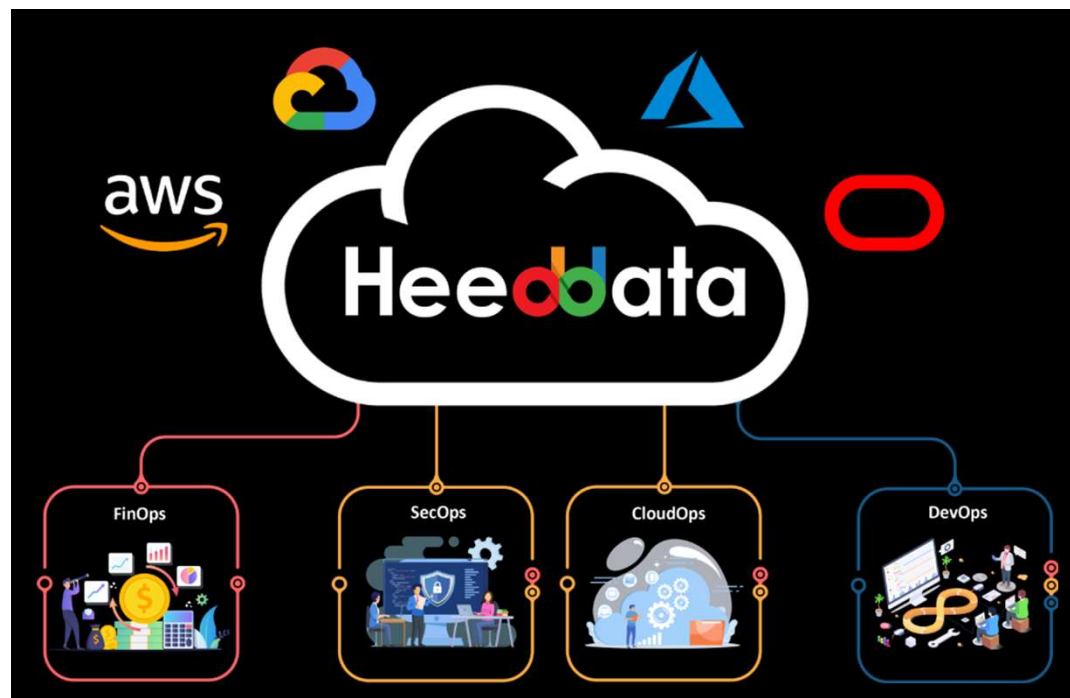# OPTIMIZE : Single window to optimize cost for all the clouds.

OPERATE : Continuously re/evaluate objective, re/validate metrics & re/analyze trends to control the cost.

How are we Different?

✓ *Multi-cloud and Multi-Tenancy*

✓ *Full Usage from Day 1 as against to Standard 90 days*

✓ *Geo Map*

✓ *AI/ML Optimization Engine*

✓ *Cross-Device Compatibility*

Thank you

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