Cloud FinOps

Cloud FinOps Maturity Assessment & PowerBI Cost Transparency Dashboard

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Understanding the typical customer journey through cloud cost governance pain-points that necessitate Cloud FinOps

Market-known phenomenon called *spend-panic* is a situation where an organization experiences a sudden and unexpected increase in their cloud computing costs, leading to anxiety and urgency in managing and reducing those expenses.

- **Firstly, none-to-low resource granular visibility** leads to inability to identify cost-drivers
- **Next, none-to-low accountability & no communication** between stakeholders causes disorganization in cost management
- **Finally, not understanding where to begin** blocks any optimization initiative

Not understanding where to begin blocks any initiative
After First Financial Year

Accurate Public Cloud spend forecast becomes elusive
First Financial Year

No goals alignment & no communication between Procurement, Finance, Business and IT Teams
Third Quarter

None-to-low accountability from Business Owners for Public Cloud Spend
Second Quarter

Cloud spend increase with none-to-low visibility of spend source
First Quarter

$ in thousands

180
135
90
45
0

Dev/Test
Lead test
POC
App #1
App #2
App #3

Exec team starts really caring
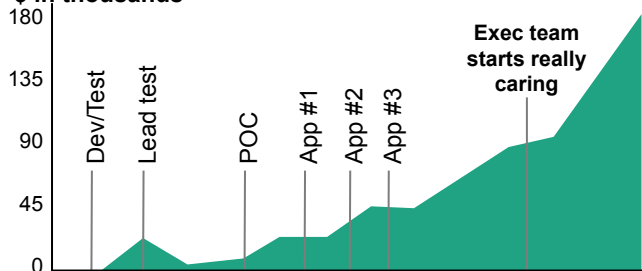
Graphical representation of the correlation between cloud adoption events and cost increases
Source: O'Reilly Media, Title: Cloud FinOps, Second Edition Publication Date: 2023

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The growth of Cloud spend combined with consumption-based cloud pricing model is resulting in new challenges for enterprises

Implications based on the market research with market-known typical challenges

39% Y2Y Increase of Cloud Spend above Budgets

Challenge #1

None-to-low accountability from Business Owners for Public Cloud Spend.

42% of organisations don't have unit economics, and 19% doesn't know if they do

Challenge #2

Measuring business value of increased Public Cloud usage.

Estimated 28% Cloud resource waste

Challenge #3

Public Cloud spend increase with none-to-low visibility of spend increase source.

Top challenge for 82% of enterprises is managing the cloud spend

Challenge #4

Empowering engineers to take cost-as-a-metric oriented actions.

The typical challenges are addressed by Cloud FinOps

FinOps is an **operational framework** and **cultural practice** which **maximizes the business value of cloud**, enables **timely data-driven decision making**, and creates **financial accountability** through collaboration between engineering, finance, and business teams.

Like a Pitstop in a F1-race, our FinOps services ensure your cloud operations are primed for the long-run

Challenge #1

None-to-low accountability from Business Owners for Public Cloud Spend ends

PwC FinOps Solution

- Establishing Cost Transparency with BI Dashboards
- Cloud Cost Governance & Management achieved with implementation of Hierarchy and Tagging Strategy
- Counsel on allocation model - Showback or Chargeback

Challenge #2

Measuring business value of increased Public Cloud usage.

PwC FinOps Solution

- Bespoke recommendations on establishing business unit economics
- Organisation Top-to-Bottom alignment for Centralized FinOps Strategy with buy-in from C-level management
- Guidance on full potential usage of Public Cloud PAYG model & advanced forecasting methods for better budget estimation

Challenge #3

Public Cloud spend increase with none-to-low visibility of spend source

PwC FinOps Solution

- Delivering Cloud Cost Governance & enhancement of Custom Policies
- Carried out resource benchmarking & potential Rightsizing performing for cost optimization
- Guidance on defining committed use discount strategy for better resource utilization

Challenge #4

Empowering engineers to take cost-as-a-metric oriented actions.

PwC FinOps Solution

- Change management walkthrough with implementation of incentivization on cost avoidance & cost optimization initiatives
- Guidance on adding public cloud spend metric as a Object Key Result (OKR)
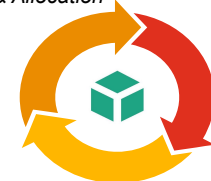- Organisation Bottom-to-Top alignment on FinOps framework

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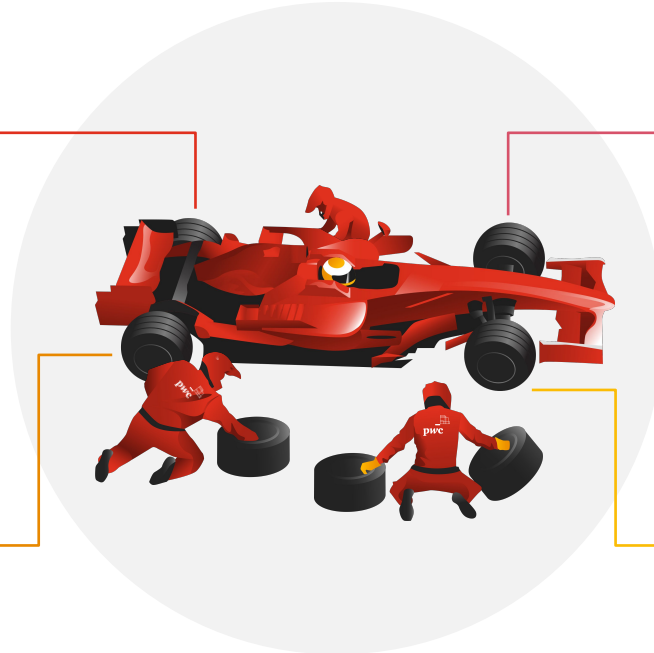
Explore our three flagship FinOps offerings, designed to provide maximum value with minimal effort from Client's perspective
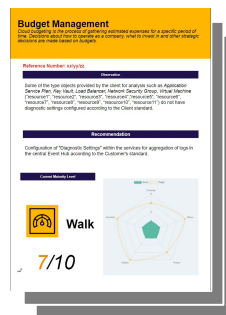
Inform
Visibility & Allocation

Optimize
Rates, usage & utilization

Operate
Continuous Improvement & Operations

| Service	Cloud FinOps Maturity Assessment & PowerBI Dashboard (2-in-1)	FinOps-as-a-service
Impact & Deliverables	High-level Cloud FinOps Maturity Assessment report, with executive summary, **pinpointing potential gaps with relevancy status (1-3) & actionable recommendations** • Identify FinOps **cost avoidance & cost optimization potential** • PowerBI Cloud **Cost transparency** Dashboards for data-driven decision making	• PwC FinOps Team empowers & challenges Client Departments on Cloud costs • Regular meetings regarding Cloud costs increase sense of topic importance • Organic organizational alignments occurs
Effort from Client	• **Effort required to run assessment scripts (~4 hours)** • **4x2 hours deep-dive** workshops for full perspective Cloud Platform Administrator or CCoE officer **Key Prerequisite pre-kick-off meeting :** **For Assessment : Access provision** to **Cloud Environments**, **Cloud documentation** and **CMDB** for PwC engineers via VDI or Laptop **For PowerBI :** Microsoft Azure "Enrolment reader" role for PBI connection establishment & PBI per-user licences	**Deliverables, Timeline and Cost established upon Project Scope & FinOps-as-a-Service Tier**

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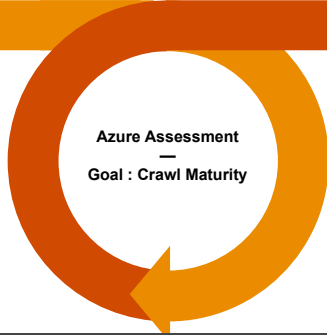# An iterative process illustrating how implementing FinOps can revolutionize your cloud cost management
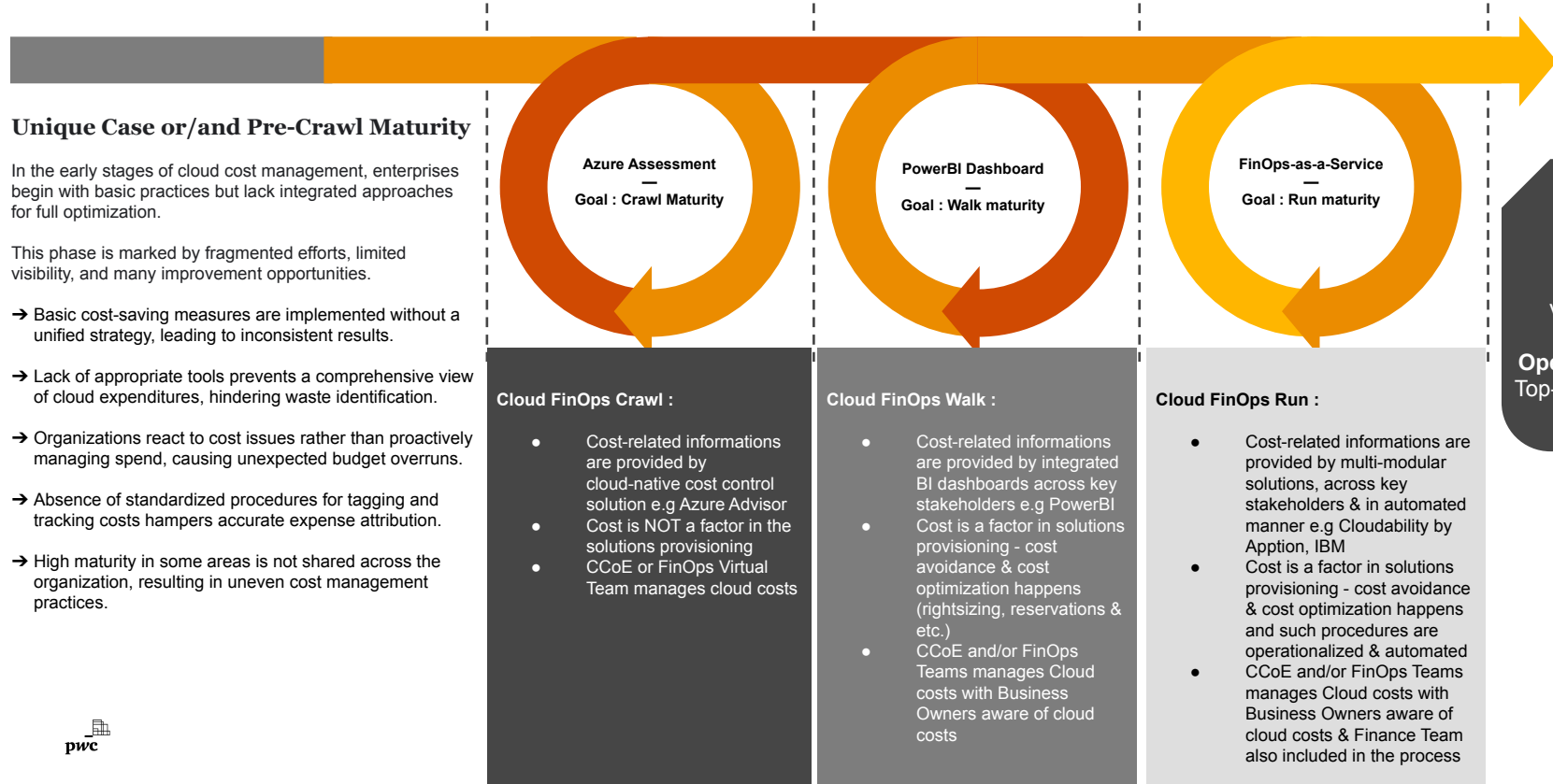
Unique Case or/and Pre-Crawl Maturity

In the early stages of cloud cost management, enterprises begin with basic practices but lack integrated approaches for full optimization.

This phase is marked by fragmented efforts, limited visibility, and many improvement opportunities.

➔ Basic cost-saving measures are implemented without a unified strategy, leading to inconsistent results.

➔ Lack of appropriate tools prevents a comprehensive view of cloud expenditures, hindering waste identification.

➔ Organizations react to cost issues rather than proactively managing spend, causing unexpected budget overruns.

➔ Absence of standardized procedures for tagging and tracking costs hampers accurate expense attribution.

➔ High maturity in some areas is not shared across the organization, resulting in uneven cost management practices.

Azure Assessment
—
Goal : Crawl Maturity

PowerBI Dashboard
—
Goal : Walk maturity

FinOps-as-a-Service
—
Goal : Run maturity

Cloud FinOps Crawl :

- Cost-related informations are provided by cloud-native cost control solution e.g Azure Advisor
- Cost is NOT a factor in the solutions provisioning - CCoE or FinOps Virtual Team manages cloud costs

Cloud FinOps Walk :

- Cost-related informations are provided by integrated BI dashboards across key stakeholders e.g PowerBI
- Cost is a factor in solutions provisioning - cost avoidance & cost optimization happens (rightsizing, reservations & etc.)
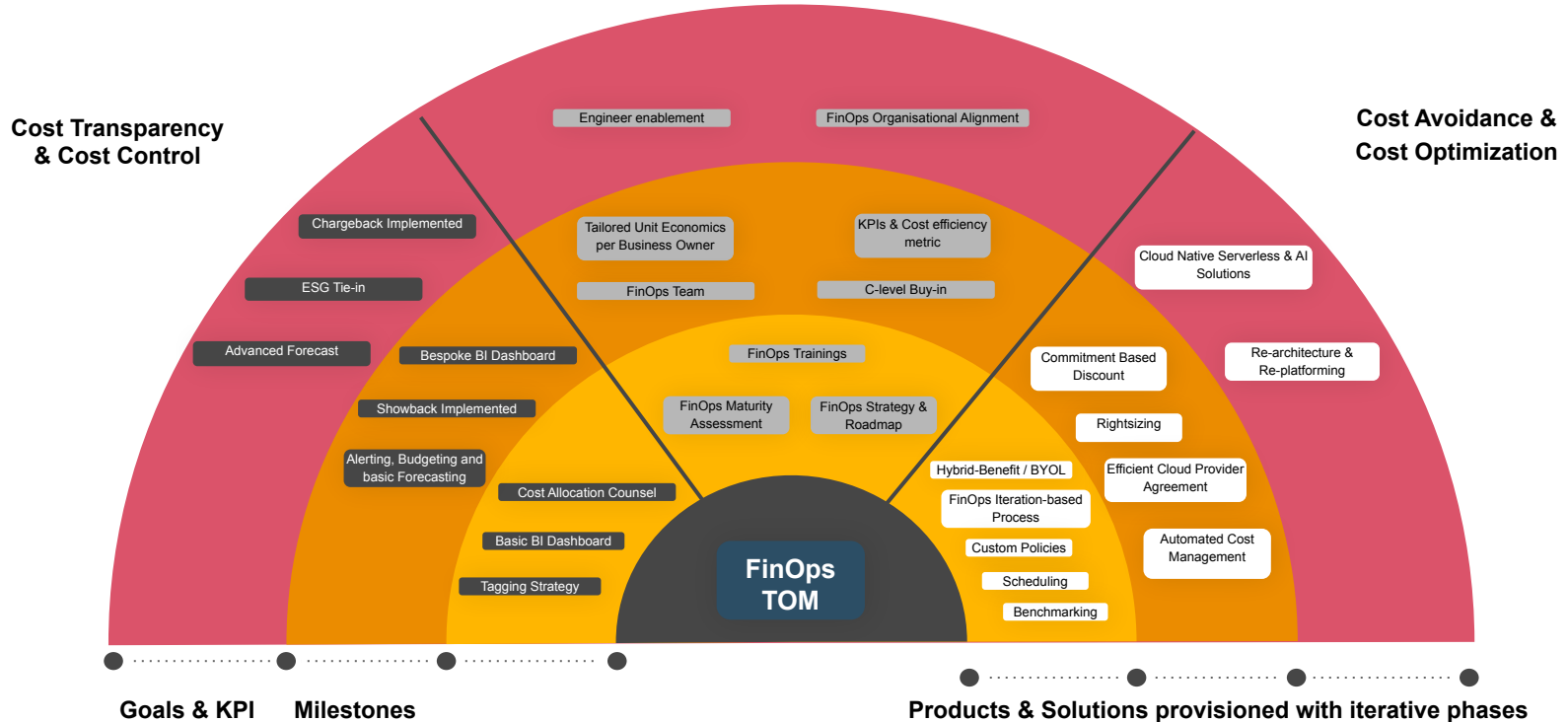- CCoE and/or FinOps Teams manages Cloud costs with Business Owners aware of cloud costs

Cloud FinOps Run :

- Cost-related informations are provided by multi-modular solutions, across key stakeholders & in automated manner e.g Cloudability by Apption, IBM
- Cost is a factor in solutions provisioning - cost avoidance & cost optimization happens and such procedures are operationalized & automated
- CCoE and/or FinOps Teams manages Cloud costs with Business Owners aware of cloud costs & Finance Team also included in the process
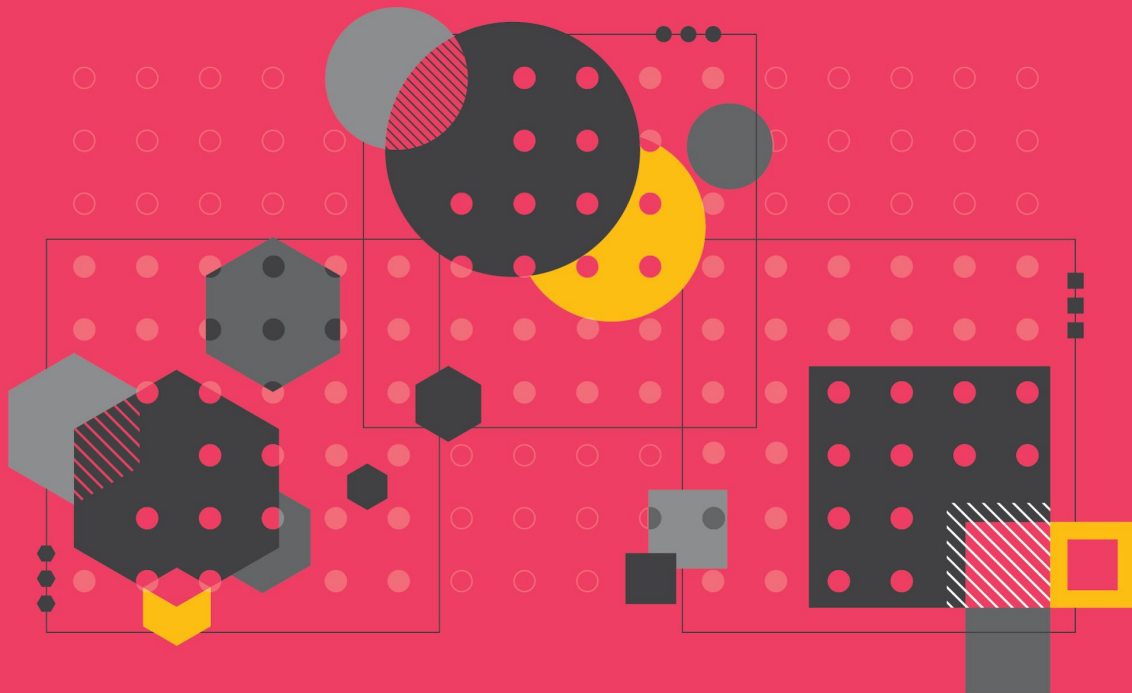
Informed & Data-driven Teams
—
Optimized Platform & value-driven investment
-
Operationalized FinOps & Top-to-bottom Organisation Alignment

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Envisioning a long-term roadmap to sustain and enhance your cloud financial operations with FinOps by PwC

Leadership & FinOps Team

Cost Transparency & Cost Control

Cost Avoidance & Cost Optimization

Engineer enablement

FinOps Organisational Alignment

Chargeback Implemented

Tailored Unit Economics per Business Owner

KPIs & Cost efficiency metric

Cloud Native Serverless & AI Solutions

ESG Tie-in

FinOps Team

C-level Buy-in

Advanced Forecast

Bespoke BI Dashboard

FinOps Trainings

Commitment Based Discount

Re-architecture & Re-platforming

Showback Implemented

FinOps Maturity Assessment

FinOps Strategy & Roadmap

Rightsizing

Alerting, Budgeting and basic Forecasting

Hybrid-Benefit / BYOL

Efficient Cloud Provider Agreement

Cost Allocation Counsel

FinOps Iteration-based Process

Basic BI Dashboard

Custom Policies

Automated Cost Management

FinOps TOM

Scheduling

Tagging Strategy

Benchmarking

Goals & KPI **Milestones**

Products & Solutions provisioned with iterative phases

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Thank you

Let's Connect

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