



Know Your Numbers

# Platform Overview

Operating at the convergence of ITFM, FinOps, and shared services, MagicOrange provides crystal-clear line of sight into expenses and cost-drivers. With clear line of sight comes indisputable traceability, accountability, and the data necessary to drive profitability and investment decisions.

### Gain Transparency into Cost Structure

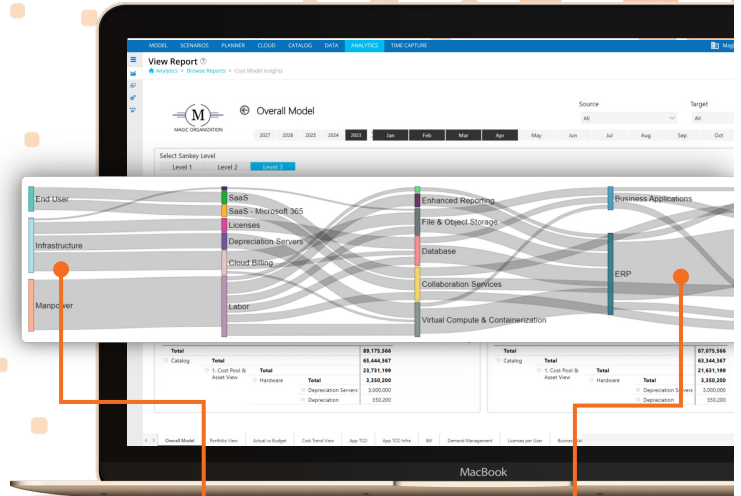
With MagicOrange, IT Financial Managers can unify IT expenses from various sources into a single, powerful platform. MagicOrange offers CIOs and CFOs a simple, scalable, and multidimensional view of all expenses, delivering answers to financial questions in minutes, not days.

### Track, Challenge and Reduce Waste

MagicOrange helps FinOps practitioners identify and remediate unchecked instances, unused licenses, unnecessary hardware and all other forms of wasted or duplicative spend across on-premises, private and public cloud environments. The platform empowers cloud architects with unified tagging across on-premises and cloud, delivering multi-dimensional visibility into expenses that can help organizations stop burning money.

### Capture True TCO and Drive Profitability

MagicOrange provides IT organizations with a measurable framework for assessing performance, driving TCO and ROI, and gaining stakeholder approval. MagicOrange provides executive leaders with the confidence they need to drive investments in high-performing products and services and optimize or phaseout funding for underperforming offerings.



**Front to Back**  
Ingest data from your GL / ERP

**Back to Front**  
Associate cost with applications and business lines

### WHO WE HELP

**IT finance teams, CIOs & CFOs who:**

- Struggle to understand expenditures given multiple spreadsheets and other tracking tools.
- Need to find duplicative or inefficient spend to reduce painful waste.
- Are responsible for driving accountability or the costs of applications and services within the business line.
- Need to facilitate and measure the impact of digital transformation.
- Want to influence the performance of key products & services.

“The MagicOrange team fully delivered on our challenges and exceeded our expectation in the way their experts understand and care for our business success”

—Marlize van der Westhuizen, Head of Finance: Infotec and Logistics Divisions  
The Foschini Group

### Demystify the Bill of IT

With MagicOrange, IT Finance teams are empowered to create a comprehensive, self service, and highly granular Bill of IT that ALL stakeholders can agree upon and accept. This helps establish accountability through the business lines, facilitates automation of Showback and Chargeback and better aligns IT investments with business objectives.

### Facilitate Digital Transformation

MagicOrange helps practitioners drive digital transformation initiatives across multiple lines of business. Key stakeholders have full transparency into their “run” budgets so both the business line and IT have a clear and common understanding of the expected ROI for modernization projects. MagicOrange helps spotlight which modernization initiatives are most likely to have profound effects on the overall health of the organization.

## Best in Class Platform

### Single Framework to Manage On-Premises, Cloud, and Shared Services Investments

IT leaders need clear line of sight into all of their expenses within a single framework to assess the impact of their investments across the organization. MagicOrange provides a unified framework for managing on-premises, shared services, public, and private cloud expenses and investments. The unified platform empowers teams to collaborate, share financial visibility, gain operational agility and business line accountability.

### Powerful, Customizable Analytics and Insights

MagicOrange provides key stakeholders with their own customized, role-specific view enabling them the autonomy to make data driven decisions about their investments. MagicOrange enables business leaders to purpose-build budget and investment plans and easily customize them to the unique needs of the organization.

### Operates at the Speed-of-Business with Reports Generated in Minutes, Not Hours

IT finance practitioners need rapid access to financial data and the ability to cut data 'on-the-fly' based on the needs of key stakeholders. MagicOrange leverages Power BI and delivers highly customized reports in seconds or minutes – not hours or days.



“The MagicOrange team truly earned my trust and nothing was ever a problem for them. That stands out for me in my 30 years of experience in the IT industry. The value was immediately apparent, even after only three months”

—Mariana Bredenkamp, Principal Architect, Enterprise Applications  
Exxaro

## Cloud Native - Microsoft Powered

### Leverages the ease of doing business on Microsoft Azure

Being available on the Microsoft Azure Marketplace expedites and removes risk from the procurement and payment process. Customers can purchase MagicOrange directly through the Azure marketplace thereby drastically reducing vendor evaluation cycles by procurement teams. IT organizations can also wrap their purchase into their Microsoft Enterprise License Agreement (ELA) and / or use Microsoft Azure Consumption Credits (MACC) to facilitate payments.

### Born in the Cloud, Hosted in the Cloud

MagicOrange is a cloud-native SaaS solution hosted on Azure, offering clients security, flexibility, continuous innovation, and virtually limitless scale.

### Takes Advantage of Commonly Used Business Analytics Software

MagicOrange leverages Microsoft Power BI and Power Query to develop interactive and compelling visualizations using common in-house skills your team already have, enabling them to easily ‘slice-n-dice’ data to develop highly customized reports.

## Extreme Flexibility

### Open Tagging and Taxonomy – TBM Compliant or a BYO-Budget / Model

An open taxonomy approach in ITFM and FinOps provides organizations the flexibility to embrace TBM or bring their own budget and model, tailoring cost categorization and tagging to their specific needs. MagicOrange seamlessly aggregates and organizes data the way customers want to manage and tag it, enabling them to design their own budget and cost models to meet the needs of the business.

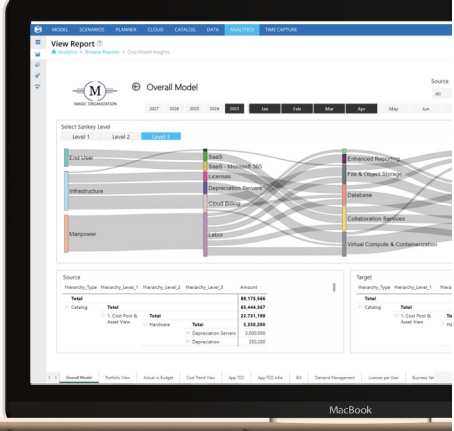
### Multi-Dimensional Modelling Facilitating the Right Views to the Right Audience

Multi-dimensional modeling provides a flexible and intuitive way to analyze complex data sets, making it easier for users to explore and understand information from various perspectives. MagicOrange provides exceptional multi-dimensional modeling and ensures that the financial data is organized in a way that is easily absorbed by all stakeholders.

### 360° Visual Trace of ALL Cost-Elements

Being able to track all cost elements with 360° visibility is crucial for fostering transparency, accountability, and effective decision making in ITFM and FinOps. By providing indisputable and granular traceability, MagicOrange equips IT Finance Manager and FinOps Practitioners with the toolkit they need to deploy and defend their programs.

**BOOK A DEMO** [magicorange.com](http://magicorange.com)



The screenshot shows the MagicOrange 'Overall Model' interface. It features a hierarchical tree on the left with categories like 'Cloud Cost', 'Infrastructure', and 'Management'. The main area displays a complex multi-dimensional model with various data points and connections. Below the model, there are two data tables. The first table shows 'Total' values for 'Overall Model' and 'Overall Model' across different levels. The second table shows 'Target' values for 'Overall Model' and 'Overall Model' across different levels.

Source	Category	Total
Overall Model	Overall Model	\$6,176,544
Overall Model	Overall Model	\$6,444,347
Overall Model	Overall Model	\$2,731,194
Overall Model	Overall Model	\$,330,260
Overall Model	Overall Model	1,000,000
Overall Model	Overall Model	300,000

Target	Category	Total
Overall Model	Overall Model	\$6,176,544
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- ✓ Certified Service Provider
- ✓ Qualified FinOps Practitioners



Available on  
Microsoft Azure  
Marketplace

- ✓ Integrated with Microsoft ELA
- ✓ Use Azure Consumption Credits