



# FinOps for public clouds

## Predict, optimize, and reduce your public cloud costs

Today's challenge: Accurately predict cloud costs when using variable cost public cloud, none of your non-cloud cost forecasting methods fit your current cloud workload placements, and cloud invoices seem designed to confuse.

Can you accurately forecast your cloud costs? Probably not—unless you've established the processes, tools, and team who know how. Moving workloads to public cloud certainly came with expectations, but having surprising, budget-busting cloud costs, and incomprehensible invoices probably wasn't one of them. So now what? Implementing a FinOps practice to maximize the value of the cloud, and reduce and optimize cloud spend is the answer organizations are finding.

When you engage our FinOps teams you get a dedicated team of cloud experts with specialized knowledge of cloud, platform, and DevOps best practices. Our team of engineers will identify how your environments and applications can be cost-optimized and execute the technical work to achieve those optimizations. These technology experts can understand your applications, business requirements, and finance goals and work with your cross-functional teams to implement cloud cost visibility, cost reductions, optimizations, and governance processes.

By increasing observability in your environments, we enable data-driven decisions to achieve your priorities. Common benefits include reduced cloud costs, increased predictability, freed-up budget for other initiatives, more accurate budgeting and forecasting, and improved collaboration and communication between finance, technical, and business teams.

Want to reclaim control over your public cloud costs? Contact us today to learn how our FinOps experts can work with your teams to solve your challenges.



"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."

— *FinOps Foundation,*  
*Technical Advisory Council*

## How it works

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Flexential FinOps teams understand business and have the engineering expertise to dive into your environment, provide viable, actionable solutions for cloud costs, and the ability to implement those solutions. Their work focuses around the following activities:

- Discovery and analysis of cloud environments and workloads
- Implement observability, monitoring, reporting, and automation tools
- Identify and recommend detailed cost-reduction measures, improvements, and optimizations
- Implement technical environment or architectural changes for improvements, cost reductions, and optimizations
- Implement and integrate governance policies
- Guide cross-functional collaboration between finance, technical, and business teams
- Regular review and synchronization meetings
- Iterate and continue the FinOps maturity journey

## Outcomes we create

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- Reduced cloud spend
- Cloud cost visibility and predictability through improved reporting
- More accurate cloud spend forecasting and budgeting
- Freed up budget funds for use on other initiatives
- Stronger cloud financial governance and policies
- Improved cross-functional collaboration and communication between finance, technical, and business teams
- Streamlined cloud resource provisioning, de-provisioning, cost control, and overrun prevention.
- Ability to allocate costs to specific projects, departments, or users
- Increased ability to meet business needs and financial goals
- Increased culture of cloud cost accountability within business groups

“There are enough accountants, there are not enough engineers to do the work”  
—Pete Samland, Sr. Director, Flexential Professional Services

### **Our Flexential FinOps 90-day cancellation option**

We are so confident that our team can help you decrease your cloud expense, that if we can't provide a viable cost reduction recommendation within 90 days, you may cancel the remainder of the service with no penalty.