

FirstIntel Datasheet

1. Introduction to FinOps

FinOps is an operational framework and cultural practice designed to maximize the business value of cloud services. It enables timely, data-driven decision-making and creates financial accountability through collaboration between engineering, finance, and business teams.

2. Core FinOps Principles

- Teams need to collaborate: Close collaboration between finance, technology, product, and business teams.
- Decisions are driven by business value of cloud: Focus on unit economics and value-based metrics.
- Everyone takes ownership for their cloud usage: Decentralized accountability for cloud usage and cost.
- FinOps data should be accessible and timely: Prompt processing and sharing of cost data.
- A centralized team drives FinOps: A central team promotes and facilitates best practices.
- Take advantage of the variable cost model of the cloud: Utilize the cloud's variable cost model to deliver more value.

3. FinOps Personas

Core Personas (Always involved):

- FinOps Practitioner (MSP): Bridges business, engineering, and finance.
- Leadership (Executive Sponsor-Client): Empowers organizational alignment.
- Product (Application/IT Manager): Drives business value, defines requirements.
- Engineering (DevOps/Data and Infra deployment): Designs, manages, and optimizes cloud infrastructure.
- Finance (Department/CFO): Provides financial expertise, reconciles invoices.
- Procurement: Procures cloud services, optimizes vendor relationships.

Allied Personas (Coordinate with FinOps Practitioners):

- ITSM / ITIL (Helpdesk/IT department)
- ITAM (IT Asset Management)
- Sustainability
- Security
- ITFM / TBM (IT Financial Management)

4. FinOps Phases (Iterative Cycle)

Inform - Visibility & Allocation:

- Identify data sources for cloud cost, usage, and efficiency.
- Use data for allocation, analysis, reporting, budgeting, forecasting, and benchmarking.

Optimize - Rates & Usage:

- Identify opportunities to improve cloud efficiency using data from the Inform phase.
- Optimize resources (rightsizing, modern architectures, workload management).
- Optimize cloud rates (Reserved Instances, Savings Plans, Committed Use Discounts).

Operate - Continuous Improvement & Usage:

- Implement organizational changes to operationalize FinOps.
- Establish governance policies, compliance monitoring.
- Empower individuals through training and automation.

5. FinOps Maturity Model (Crawl, Walk, Run)

Crawl: Minimal reporting/tooling, basic KPIs, plans address "low-hanging fruit."

- *Sample goals:* Allocate 50% of spend, 60% RI coverage, 20% forecast accuracy.

Walk: Capability understood/followed, automation for most requirements, medium-high KPIs.

- *Sample goals:* Allocate 80% of spend, 70% RI coverage, 5% forecast accuracy.

Run: Capability followed by all, difficult edge cases addressed, very high KPIs, automation preferred.

- *Sample goals:* Allocate >90% of spend, 80% RI coverage, 2% forecast accuracy.

6. FinOps Domains & Capabilities

Understand Cloud Usage & Cost:

- *Capabilities:* Data Ingestion, Allocation, Reporting & Analytics, Anomaly Management.

Quantify Business Value:

- *Capabilities:* Planning & Estimating, Forecasting, Budgeting, Benchmarking, Unit Economics.

Optimize Cloud Usage & Cost:

- *Capabilities:* Architecting for Cloud, Rate Optimization, Workload Optimization, Cloud Sustainability, Licensing & SaaS.

Manage the FinOps Practice:

- *Capabilities:* FinOps Practice Operations, Cloud Policy & Governance, FinOps Assessment, FinOps Tools & Services, FinOps Education & Enablement, Invoicing & Chargeback, Onboarding Workloads, Intersecting Disciplines.

7. Service Offerings & Tiers

Feature / Service	Tier 1: Basic	Tier 2: Enhanced	Tier 3: Comprehensive
Umbrella Access & Dashboard	Basic (real-time cost data, usage, trends)	Detailed (includes optimization recommendations)	Comprehensive (financial performance monitoring, all Tier 2 features)
Reporting Frequency & Detail	Monthly (key spending, trends, savings)	Bi-Weekly (detailed analysis, actionable insights)	Weekly (in-depth analysis, forecasting, budgeting assistance)
Cost Optimization Recommendations	Basic (via reports)	Yes (via Umbrella insights: underutilized resources, rightsizing, RIs/SPs)	Proactive & Continuous (all Tier 2 + advanced optimization, dedicated consultant input)
Cost Alerts	Basic (unusual spending)	Advanced (with corrective action recommendations)	Advanced (recommendations & automated responses where possible)
Support Availability & Type	Email (24hr response)	Email & Phone (2hr response)	24/7 Dedicated Team (immediate assistance)
Dedicated FinOps Consultant	-	-	Yes (personalized recommendations, strategy collaboration)
Onboarding Assistance	Basic Setup (Umbrella, initial cost tracking)	Enhanced (integration with other cloud services)	Comprehensive (client staff training)

Cost Center Management	Setup Assistance	Setup & Management Assistance	Setup, Management & Optimization
Well-Architected Framework Review	Cost Optimization pillar (Azure)	+ Reliability & Performance Efficiency pillars (Azure)	All 5 Pillars (Azure: Cost, Reliability, Performance, Ops Excellence, Security)
Security Audit	Basic (min standards, immediate vulnerabilities)	Comprehensive (vulnerability assessments, logging/monitoring)	Thorough (3rd party assessments, continuous compliance, awareness education)
Pricing (Excl. VAT) Per Azure Tenant	R10 400.00 pm	R 20 800.00 pm	Custom per client

8. Costs & Proposal Validity

- Proposals are valid for 30 days.
- Actual hours will be billed for services rendered.
- All prices quoted are exclusive of Value Added Tax (VAT).
- Costs related to travel and accommodation are excluded and will be billed separately if incurred.
- Application redeployment services are not included unless explicitly stated and will be quoted separately.
- Any out-of-scope requirements will be subject to a separate quotation.

9. General Client Responsibilities

- Collaboration and Information: Active involvement, provision of accurate and complete information, timely completion of responsibilities.
- Personnel: Provide knowledgeable personnel and business user representatives.
- Decision Making and Approvals: Timely decisions and approvals, single point of contact.
- Acceptance: Accepting deliverables.
- Testing: Provide test cases, data, procedures, and personnel for acceptance testing.
- Access: Provide remote connections for consultant access.

