



# Cloud Cost Optimization

---

# Cloud Economics Industry Challenges

*“With the macroeconomic environment becoming increasingly challenging and company leaders looking for ways to achieve higher business resiliency, CIOs and CTOs can expect uncomfortable questions about the costs of their cloud programs”*

- McKinsey

## Questions like these are becoming the norm?

- *Why are our cloud costs 30% over budget?*
- *How do our cloud costs compare to industry benchmarks?*
- *How are the costs distributed by departments, applications, and services?*
- *What's the ROI on our cloud spend?*



## Challenges with Managing Cloud Costs



**Forecasting inaccuracies, lack of cost visibility & monitoring**



**Inefficient architecture and design**



**Inflexible cost allocation & optimization strategies**



**Lack of governance, right policies and controls**



**Lack of collaboration between finance, engineering and operations teams**

# Our Cloud Economics Enablement Methodology



Enablers of  
FinOps

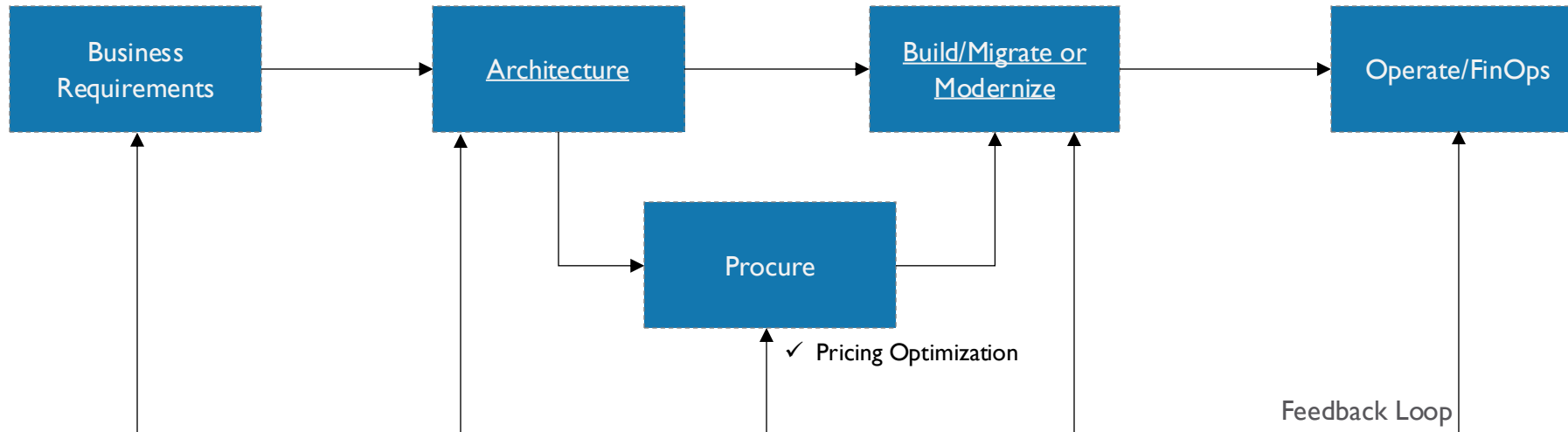


- ✓ Cloud Services Cost Hierarchy Mapper
- ✓ Cloud Financials Dashboard

- ✓ Optimization checklist for build permit
- ✓ Fin-Optimized Architecture

- ✓ Best practices for build
- ✓ Cloud Financials Dashboard

- ✓ Optimization checklist for Ops permit
- ✓ Cloud Services Cost Hierarchy Mapper
- ✓ Cloud Financials Dashboard
- ✓ Pricing Optimization



Value conscious governance driven by *FinOps Hub*

# Cloud Economics Framework

## Principles

- 1

**Cross-functional Collaboration:** Encourage seamless interaction between diverse teams
- 2

**Value-centric Decisions:** Guiding decisions based on the economic benefits derived from cloud investments
- 3

**Shared Responsibility:** Ensuring every team member understands their impact on cloud costs.
- 4

**Accessible & Timely Data:** Providing relevant financial and usage data promptly for informed decision-making.
- 5

**Centralized Management:** Implementing a central team to steer cloud economics initiatives.
- 6

**Leveraging Cost Variability:** Utilizing the flexible cost structure of cloud services to maximize savings.

## Capabilities

Discover	Investigate Economic Impact		Optimize		
Data Collection & Processing	Strategic Planning	Cost Efficiency Analysis	Architecture Optimization	Workload Optimization	
Resource Allocation	Cost and Architecture Benchmarking	Unit Economics Evaluation	Dynamic Resource Allocation	Automation & Orchestration	
Analytics & Insights	Financial Forecasting	Scenario Analysis & Risk Assessment	Elastic On-Demand Pricing	License Management	
Exception Detection	Budget Management	Return on Investment (ROI) Analysis	Cost Reduction Strategies		
Operating & Governance Model					
FinOps Operations		Workload Onboarding Process		Performance Metrics & Reporting	
FinOps Tool Integration		Educational Programs & Training		Invoicing & Chargeback	
Cloud Policy & Governance		Cross-disciplinary Integration		Continuous Improvement Initiatives	
Key Stakeholders					
Cloud FinOps Team	IT/Cloud Operations Team	Finance Team	Engineering/Development Teams	Procurement Team	Security & Compliance Team

# Genzeon Cloud Economics Governance Process

