



Solution Brief

# Cloud FinOps

Envision, develop, accelerate and manage.

## Managing your cloud finances

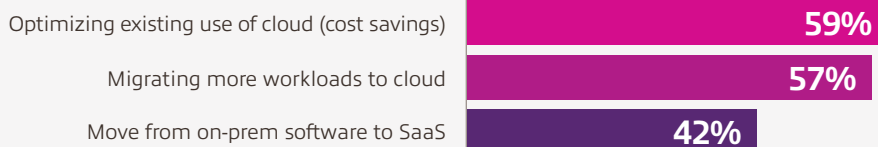
Cloud transformation can provide organizations with great business value, yet many struggle to manage spend and maintain oversight of costs. To effectively manage spend in the cloud requires organizations to optimize their environments and create a cultural shift.

“FinOps is an evolving cloud financial management discipline and cultural practice that enables organizations to get maximum business value by helping engineering, finance, technology and business teams to collaborate on data-driven spending decisions.” — The FinOps Foundation

Following migration to one or multiple clouds, many organizations uncover the need for better financial management and operational culture shifts to modernize their business for greater usage of these platforms. The outcome may include significant cost overruns, lack of business visibility, waste and operational inefficiencies that may make the transformation inefficient and unaffordable.

Optimizing existing use of cloud continues to be the top cloud initiative across all organizations, and it's estimated that more than 30% of cloud spend is waste.<sup>1</sup>

### Top cloud initiatives for 2022 across all organizations<sup>1</sup>



## Insight guides your FinOps framework adoption.

Insight provides the expertise, tools and resources, using industry best practices, to help clients adopt a Cloud FinOps framework and culture that will increase business value.

- **Inform** — Drive accountability through cost visibility and full allocation of spend.
- **Optimize** — Maximize efficiency through pricing and usage best practices.
- **Operate** — Drive adoption and behavior through tool sets, process, training and Organizational Change Management (OCM).

## Change your mindset and unlock value.

Transitioning to a FinOps framework and culture can provide immediate cost reduction and further clarity as to the value cloud platforms contribute to driving efficient and innovative operations.

You will transition from a mindset of “how do I save money in the cloud?” to “where can we make money and drive impact in the cloud?”

## Benefits

- + Increased visibility to support show back and chargeback
- + Reduction in cloud waste (current waste estimate is 30%)
- + Visibility into business value of technology performance and cost
- + Increased predictability of cloud spend
- + Utilize best practices in alignment with the FinOps framework
- + Documented approach and strategy for continued success

## Our partners

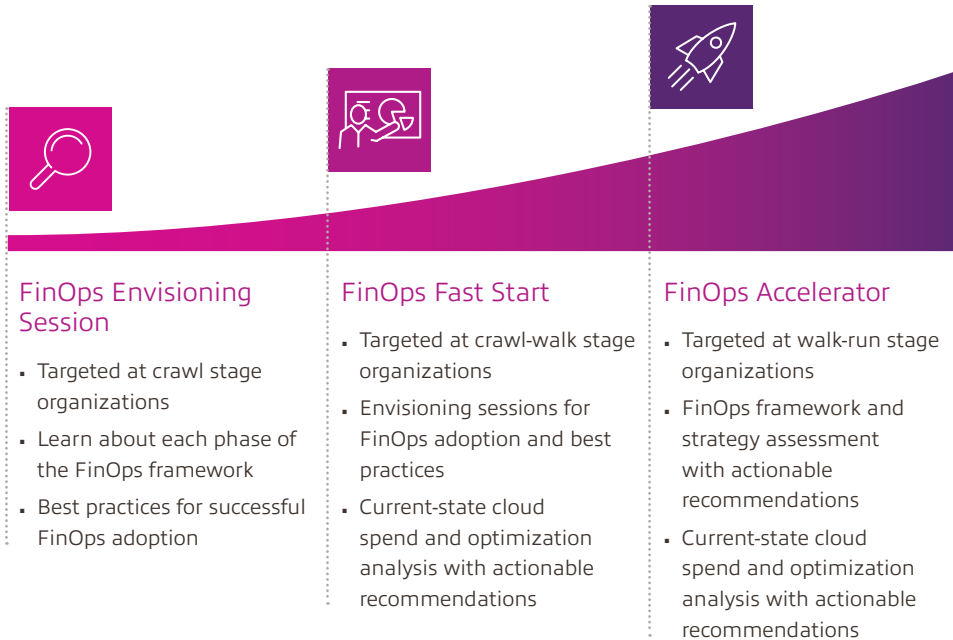


## Related services

- + Cloud Economics sessions
- + Cloud Cost Optimization sessions
- + FinOps Envisioning Session
- + FinOps Fast Start
- + FinOps Accelerator
- + Cloud Inform Tool
- + Managed FinOps Advisory

## Solutions for every stage of the journey

Insight understands that all organizations are at different levels of maturity in their FinOps journey and has options that can be tailored to your needs whether you're crawling, walking or running.



## Cloud Inform Tool

Insight has developed a multicloud cost management tool to help organizations gain better visibility of spend regardless of their public cloud provider. Please reach out to your sales representative for more information and pricing.



Visibility of costs and consumption



Surface opportunities to reduce costs



Effective control

Supported by  
Cloud Inform:



Google Cloud



## Managed FinOps services

Insight brings our individual FinOps services together to help co-manage your FinOps practice with evolving framework, skill sets and tools to help organizations maintain visibility; host periodic stakeholder collaboration sessions; and provide recurring advisory services based on the most updated FinOps methodology. This service provides our clients with a guided approach to continuous cloud financial improvement. We help clients gain the most value out of their hybrid cloud environment and provide the resources and information on where to invest in their future cloud journeys. Please reach out to your sales representative for more information and pricing.

<sup>1</sup> Flexera. (2022). State of the Cloud Report.



## Client success stories



### Oil & gas company

Insight developed custom cost reports, established appropriate cloud governance policies and **helped the client achieve more than \$450,000 in trackable savings.**



### Global retailer

Insight implemented both FinOps and OCM methodologies to prevent future waste. As a result of this effort, we helped the company identify **more than \$5M in annual Azure® savings.**

## Getting started is easy.

Visit [solutions.insight.com/contact-us](https://solutions.insight.com/contact-us) to connect with our team.

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CFO-SB-1.0.06.22

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