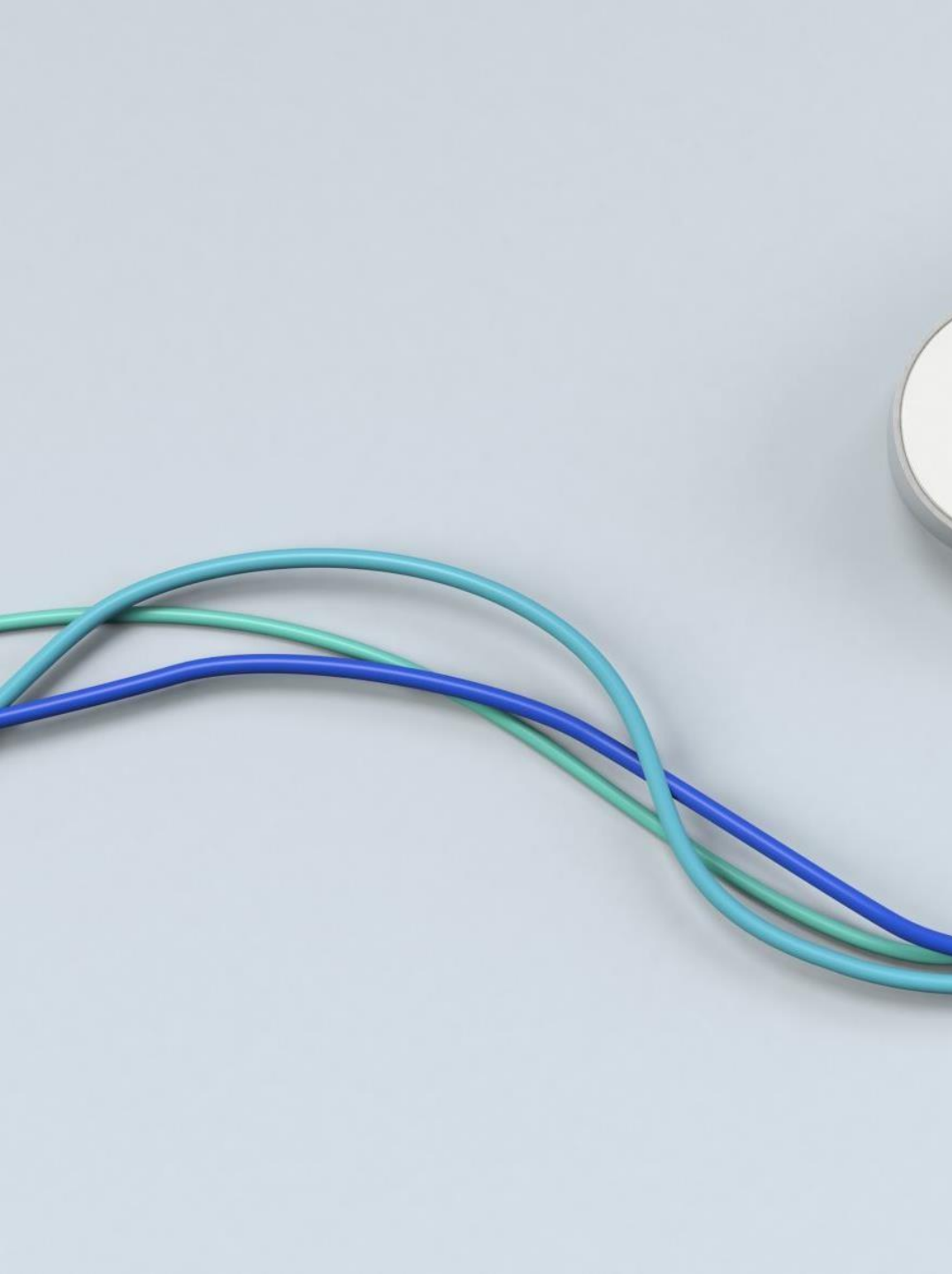


Unlock Cloud Cost Savings

Unleash Your Cloud's True Potential



Executive Summary

We offer a comprehensive FinOps and Cloud Governance solution designed to optimize your cloud investments, reduce costs, and empower your organization to leverage cloud resources efficiently.

Our proven methodology, backed by successful implementations such as a \$137 million cost reduction at GEICO, can transform your cloud operations and drive significant business value.

Our Services



FinOps Implementation

Cloud spend analysis and optimization

Implementation of cost allocation and chargeback mechanisms

Development of cloud financial management strategies

Creation of customized FinOps dashboards and reporting



Cloud Governance as Code

Design and implementation of cloud governance frameworks

Automated policy enforcement and compliance checks

Continuous monitoring and optimization of cloud resources

Integration of governance into CI/CD pipelines



Cultural Transformation:

FinOps training and certification programs

Workshops and knowledge-sharing sessions

Establishment of cross-functional FinOps teams

Change management support for cloud cost optimization initiatives



Strategic Vendor Management

Negotiation of cloud provider agreements

Optimization of licensing and commitment-based discounts

Multi-cloud strategy development and implementation



Data-Driven Decision Making

Implementation of cloud billing data lakes

Development of predictive cost models and forecasting tools

Real-time cost anomaly detection and alerting

Benefits To Your Organization

Significant cost savings (up to 67% reduction, as achieved at GEICO)

Improved cloud resource utilization and efficiency

Enhanced visibility and control over cloud spending

Alignment of cloud costs with business value

Accelerated innovation through optimized cloud investments

Improved security and compliance posture

Empowering Your Technology Leaders

We will work closely with your CIO, CFO, and technology teams to:

1

Develop a customized FinOps strategy aligned with your business goals

2

Provide hands-on training and mentorship in cloud cost optimization techniques

3

Establish a FinOps Center of Excellence within your organization

4

Implement tools and processes for ongoing cost management and optimization

Cloud Governance as Code



Governance Framework

Prevent over-provisioning and establish clear guardrails.



Resource Provisioning Policies

Align cloud infrastructure with business objectives.



Security Controls

Ensure compliance and risk mitigation.

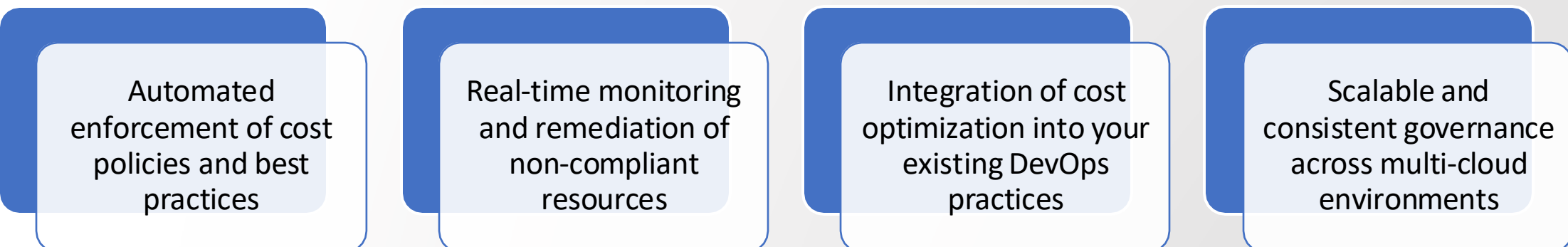


Continuous Monitoring

Real-time visibility and proactive adjustments.

Governance as Code

Our approach to Governance as Code ensures:



Automated
enforcement of cost
policies and best
practices

Real-time monitoring
and remediation of
non-compliant
resources

Integration of cost
optimization into your
existing DevOps
practices

Scalable and
consistent governance
across multi-cloud
environments

Transforming for Cost-Effective Computing

We will guide your organization through a holistic transformation:



Rightsizing and optimizing existing cloud resources



Implementing auto-scaling and reserved capacity strategies



Optimizing data storage and transfer costs



Refactoring applications for cloud-native cost efficiency

Case Study – Insurance Carrier

- **GEICO Cloud Cost Optimization Challenge:** GEICO faced a \$137 million cloud cost storm due to inefficient resource utilization and a lack of visibility and accountability.
- **Solution:** We implemented our robust FinOps methodology, fostering a cost-conscious culture through targeted training programs, workshops, and knowledge-sharing sessions. This collaborative effort enabled cross-functional teams to proactively identify and address cost inefficiencies.
- **Key Strategies:**
 - **Data-Driven Optimization:** Developed a cloud billing data lake, accelerating decision-making and enabling precise chargebacks.
 - **Governance Framework:** Implemented a robust governance framework to prevent over-provisioning and align cloud infrastructure with business objectives.
 - **Strategic Vendor Negotiations:** Secured substantial discounts on \$600 million in commitments across AWS, Azure, and GCP.
- **Results:** Our FinOps initiative at GEICO achieved an unprecedented 67% cost reduction (\$92 million savings) in just 16 months, recognized by the Berkshire Hathaway Board.

How We Deliver FinOps Success



Proven FinOps
Methodology



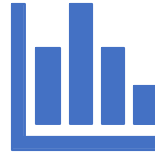
Customized Approach



Collaborative
Engagement



Continuous
Improvement



How We Deliver FinOps Success

Our proven FinOps methodology combines data-driven insights, strategic cost optimization, and cultural transformation to deliver lasting success. We take a customized approach, tailored to your unique needs and challenges.

Key Elements:

- **Data-Driven Insights:** Building a robust data warehouse to ingest billing, usage, and contextual data, enabling informed decision-making.
 - **Strategic Optimization:** Implementing rightsizing, Reserved Instances, Spot Instances, storage optimization, and network optimization strategies.
 - **Cultural Transformation:** Fostering a cost-conscious culture through workshops, knowledge sharing, and milestone celebrations.
 - **Collaborative Engagement:** Working closely with your team, understanding your challenges, and providing hands-on guidance and mentorship.
 - **Continuous Improvement:** Establishing a framework for monitoring progress, identifying new opportunities, and adapting strategies as needed.
-
- Our approach is not a one-size-fits-all solution but a tailored, agile, and collaborative process that ensures sustainable cost savings and long-term financial stability.

Expected Outcomes

- By implementing our FinOps methodology, you can expect to achieve significant and lasting outcomes:
- **Substantial Cost Savings:** Our proven approach has delivered remarkable results, such as achieving a 67% cost reduction (\$92 million savings) in just 16 months at GEICO.
- **Improved Profitability:** Invest the saved millions into innovation, growth initiatives, and employee rewards, driving business success.
- **Enhanced Agility:** React to market changes with confidence, knowing your cloud infrastructure is **optimized for efficiency and scalability**.
- **Peace of Mind:** Sleep soundly, assured that your cloud costs are under control and no longer dictating your financial decisions.
- Our FinOps solutions empower you to take control of your cloud investments, unlocking the true potential of your cloud environment and positioning your organization for long-term success.





Next Steps...Unlocking Your Cloud Potential

- Ready to embark on your FinOps journey and unlock the true potential of your cloud investments? Take the first step by scheduling a complimentary consultation with us.
- During this consultation, we will:
 - Discuss your unique challenges, goals, and cloud environment.
 - Craft a personalized roadmap to savings tailored to your organization's needs.
 - Outline a clear implementation plan and timeline for our FinOps methodology.
- Don't let cloud costs continue to be a storm on the horizon. Contact us today and let's turn your cloud expenses into a source of strength, agility, and innovation.