




FinOps

MAXIMIZING CLOUD BUSINESS VALUE

CHRISTIAN DUSSOL

Cloud Cost Reality Check

-  69% exceeded cloud budgets in 2023 (Gartner)
-  27% cloud waste annually (Flexera 2025)
-  AI driving 21.5% spending growth in 2025
- ✗ Engineering vs Finance silos persist

\$723B GLOBAL CLOUD SPEND FORECAST IN 2025
OPTIMIZATION IS CRITICAL

What is FinOps ?

Operational framework & cultural practice that maximizes business **value** of **cloud investments**
(FinOps Foundation)

Contrary to popular belief, **FinOps** isn't about reducing or saving costs—it's about **maximizing** business **value**

Value = Revenue growth | Innovation speed |
Customer satisfaction | Time-to-market |
Employee productivity gains | Competitive
advantage

The 6 Core Principles



Teams collaborate across functions



Everyone owns their cloud usage



FinOps enabled centrally



Data is accessible, timely and accurate



Decisions driven by business value



Leverage variable cloud cost model advantage

The 3-Phase Lifecycle

Your FinOps journey



INFORM

- Cost visibility & allocation
- Business value tracking
- Shared cost language



OPTIMIZE

- Right-sizing resources
- Rate optimization (Ris, Spot, Saving plans)
- Architectural improvements



OPERATE

- Continuous monitoring
- Automated governance
- Cultural integration



CRAWL Maturity (Reactive)

- Basic cost dashboards
- Monthly reporting only
- Ad-hoc optimization when problems occur
- Siloed teams
- Manual processes
- Limited automation

MOST ORGANIZATION START HERE



WALK Maturity (Proactive)

- Real-time cost allocation
- Regular optimization reviews
- Some automation policies
- Cross-functional meetings
- Proactive planning
- Defined KPIs & metrics

GETTING ORGANIZED



RUN Maturity (Operational)

- Proactive governance
- Automated optimization
- Cost-aware architecture
- Embedded FinOps culture
- Predictive analytics
- Real-time decision making

GOAL: SUSTAINABLE, PROFITABLE OPERATIONS

4 FinOps Domains

FUNDAMENTALS BUSINESS OUTCOMES



Understand Usage & Cost Gather data, allocate costs, report & analyze



Quantify Business Value Forecast, benchmark, measure unit economics



Optimize Usage & Cost Rightsize, rate optimization, sustainability



Manage FinOps Practice Governance, education, tools & assessment

EVERY ORGANIZATION PERFORMS ACTIVITIES IN ALL 4 DOMAINS

FinOps Personas & Collaboration



ENGINEERING

Goal: Build efficiently without cost surprises



FINANCE

Goal: Predictable budgets & accurate forecasting



PRODUCT

Goal: Fast time-to-market with accurate pricing



LEADERSHIP

Goal: Strategic technology ROI & governances

**FINOPS SUCCESS = ALL PERSONAS WORKING TOGETHER WITH
SHARED DATA & GOALS**

FOCUS: The Game Changer

FINOPS OPEN COST & USAGE SPECIFICATION



Problem Solved: Multi-cloud billing chaos



Solution: Unified cost data format



Impact: No more data normalization



Adopted By:

- AWS, Azure, Google Cloud, Oracle
- Databricks, Grafana, Alibaba Cloud

FOCUS 1.2 (2025): NOW INCLUDES SAAS & AI BILLING DATA

Essential FinOps Tools



Enterprise Grade

- **Cloudbility (IBM)**: Large enterprise focus
- **CloudHealth (Broadcom)**: Multi-cloud governance
- **Flexera One**: Hybrid cloud & ITAM



Cloud Native

- **Azure Cost Management**: Built-in Azure tools
- **AWS Cost Explorer**: Native AWS solution
- **Google Cloud Billing**: GCP cost optimization



Modern Platforms

- **Finout**: Unit economics focus
- **Vantage**: Simple, multi-cloud
- **CloudZero**: Cost per customer insights

Kyverno + FinOps Synergy

POLICY AS CODE MEETS CLOUD+ COST OPTIMIZATION



Automated Cost Allocation: Auto-generates FOCUS™ compliant tags and cost allocation labels



Resource Governance: Enforce limits & prevent over-provisioning



Budget Controls: Block expensive instances exceeding thresholds



Cluster Efficiency: Policies optimize node usage & reduce waste

The FinOps Foundation Story



2019: Born from a real need

- Founded by **J.R. Storment** (Cloudability)
- Customer Advisory Board identified gap
- Need for vendor-neutral best practices



2020: Linux Foundation

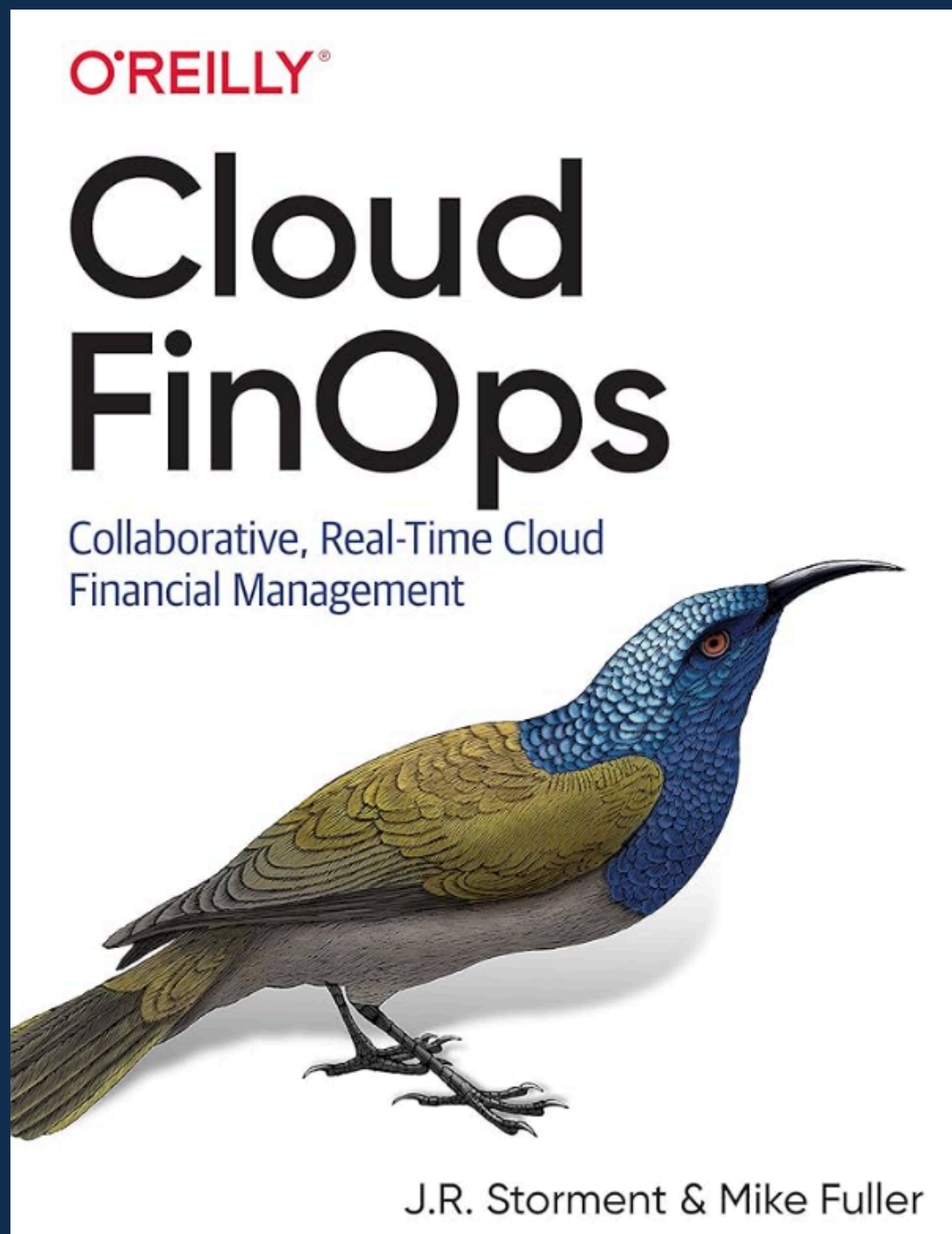
- Joined **Linux Foundation** umbrella
- Alongside **CNCF** and other projects
- Founding members: Google, VMware, AWS



2025: Global Movement

- **85,000+** practitioners worldwide
- **22,000+** companies involved
- **\$69B+** cloud spend represented in FinOps survey

BONUS: The FinOps Bible



This book opened my eyes to FinOps potential. More than a manual, it's the definitive guide to FinOps.

For anyone interested in FinOps: Start here, come back often.

CHRISTIAN DUSSOL