



KubeCon



CloudNativeCon

North America 2022

BUILDING FOR THE ROAD AHEAD

DETROIT 2022



FinKube
All things business for K8s
teams

Introducing FinKube



KubeCon



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North America 2022

BUILDING FOR THE ROAD AHEAD

DETROIT 2022

October 27 (Thu), 2:30-3:05 PM
Room 251 ABC



Somik Behera

Head of Products, *CloudNatix Inc.*

Creator of FinKube Project



FinKube
All things business for K8s teams

vmware

nicira



MESOSPHERE



openstack



- 01 Why FinKube?**
- 02 The pricing ladder**
- 03 The FinKube toolkit for value justification**
- 04 Demo - Sample FinKube Case Study using www.finkube.io**
- 05 Conclusion**

**“No one will pay you what you
are worth, only what they
‘think’ you are worth
”**

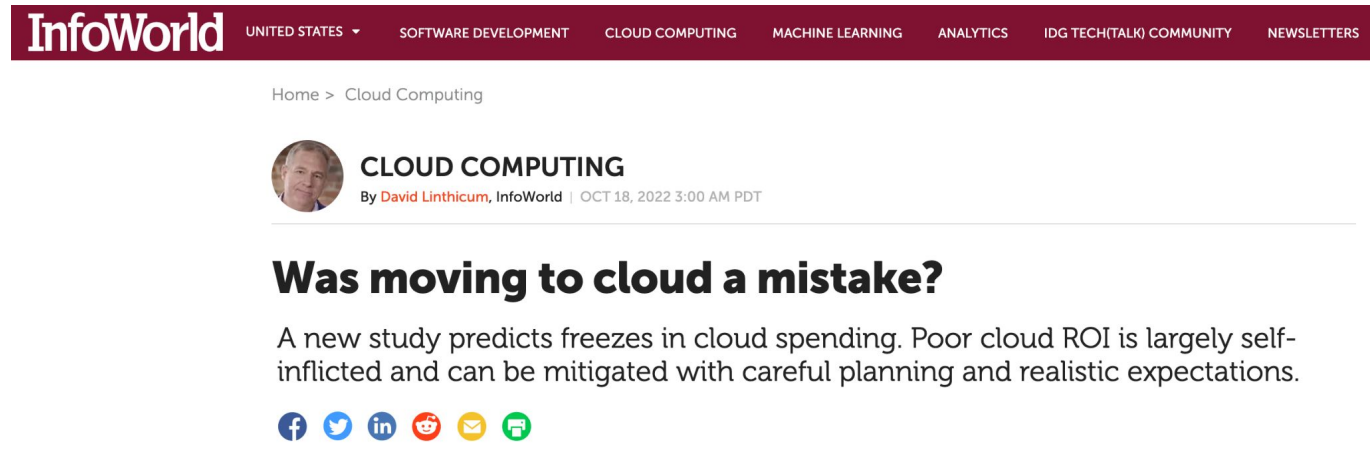
- C. Brown at TED



They will pay you and for your projects if you:

DEFINE AND COMMUNICATE VALUE

ELSE (only from just last couple of weeks)



01 Why FinKube?

02 The pricing ladder

03 Introducing FinKube toolkit for value justification

04 Demo - Sample FinKube Case Study using www.finkube.io

05 Conclusion

Establish value early in project lifecycle



**CLOUD NATIVE
LANDSCAPE**



kubernetes



HELM



etcd



CoreDNS

and many more...

Discover

Implement

Justify

Operate & Optimize



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Prometheus



fluentd



Open Policy Agent



JAEGER



argo



DATADOG



splunk>



CloudHealth
by vmware



Amazon
Cloudability



CloudNative



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Climb the “pricing” ladder to show value

TruePrice

3

Goes beyond Value pricing to include ESG impact - Social, Sustainability and Environmental impact



Cost+ Price

1

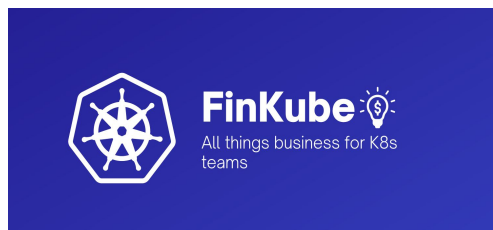
Traditional price that calculates “Total cost” and adds a fixed % margin. Benefits - Easy to calculate

STATUS QUO

Value-based price

Just like beauty, “Value” is in the eye of the beholder, optimizes price for key objectives and full business impact.

2



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The FinKube toolkit - Overview

1. Calculator

Turn-key value-based ROI calculator for “Move to K8s” business case

- Simple Excel and Google Sheet based calculator custom designed for K8s business cases

2. Biz Case

Slides and template to present the data from ROI Calculator

- Powerpoint and Google Slides templates that help present screenshots from ROI Calculator for internal business cases.

3. POC

(Optional) Thoughts and templates of how to structure POC validation exercise

- Optional guidance on how to structure a POC to “Prove” the value



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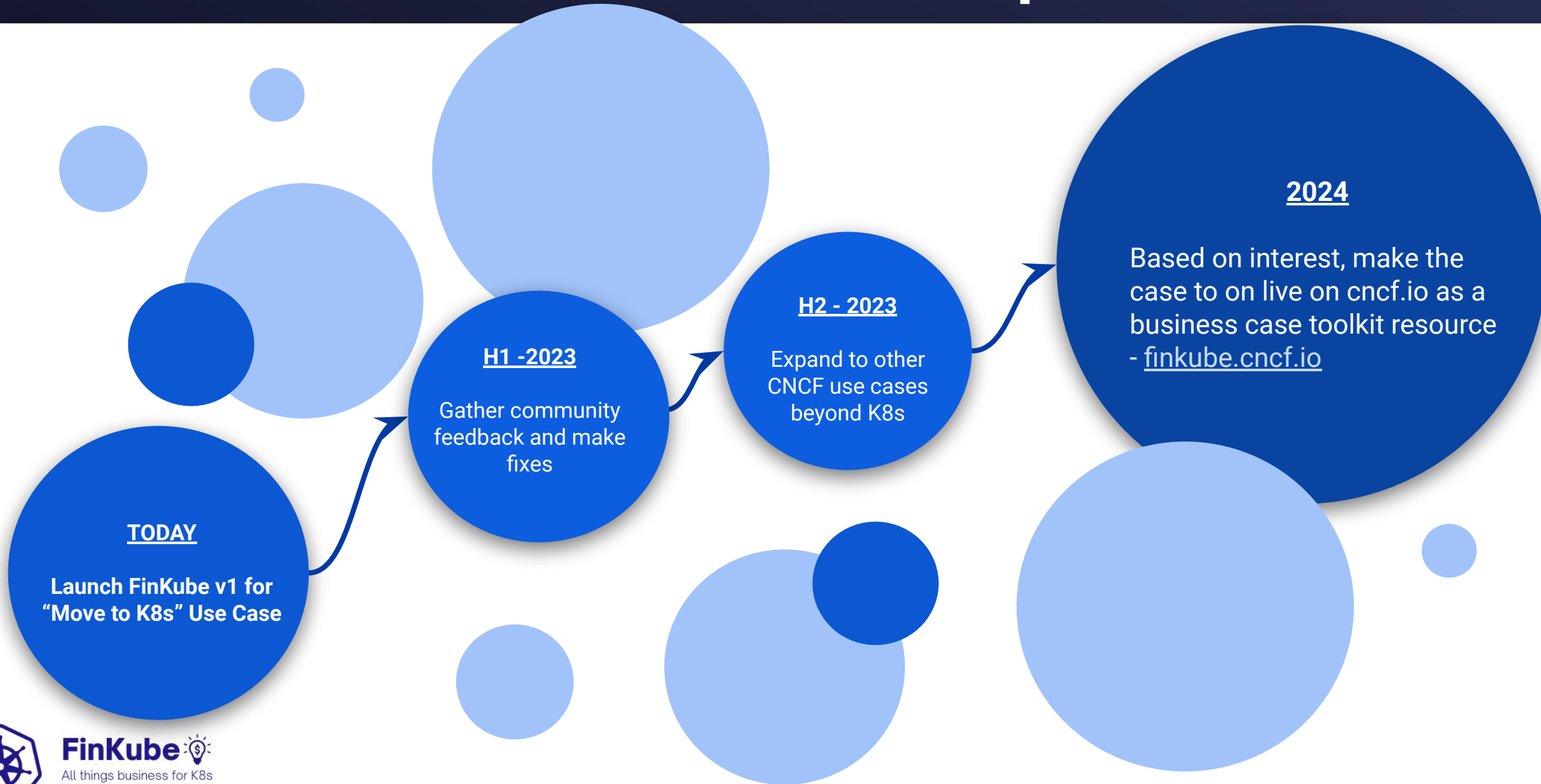
Let's head over to www.finkube.io



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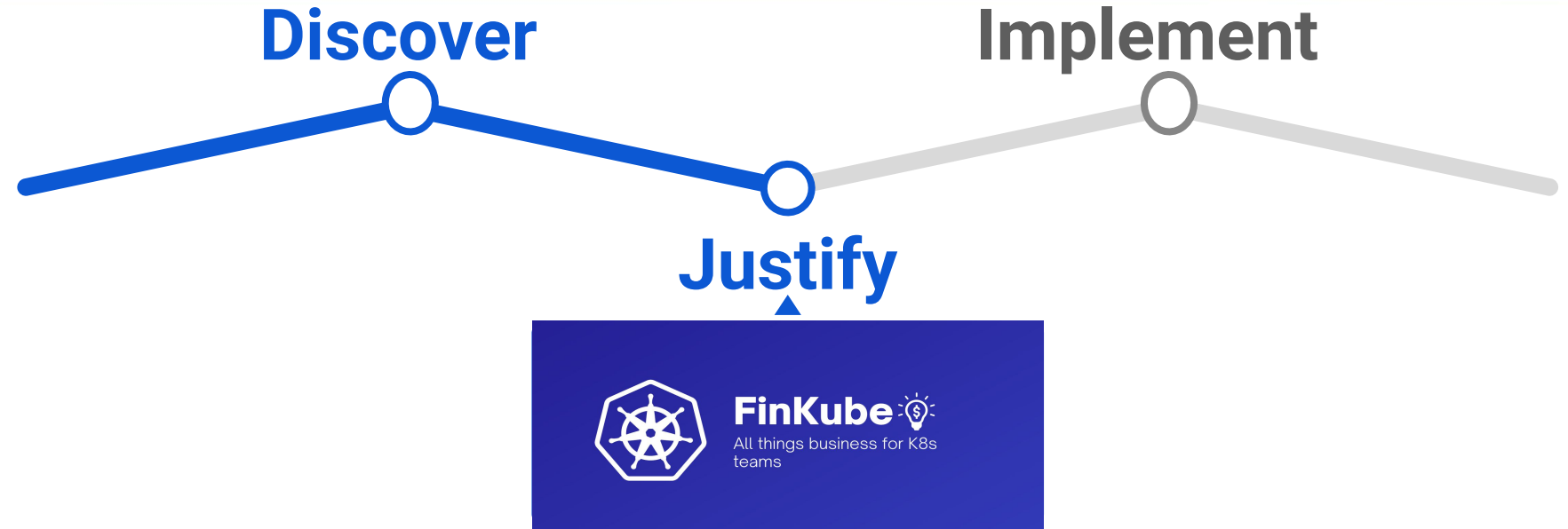


What's next? - FinKube Roadmap



Summary

1. Intercept the “Value” definition journey early.



2. Join FinKube.io Community

3. Become a hero, get promoted!



Q&A

We can take a few questions now but you can also find me at:

1. CloudNatix Booth - SU84 at the solution exchange



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