



Automating Cloud Cost Optimized with FinOps

Explore FinOps principles and strategies for effective cloud financial management and automation

Presented by
Nitin Yadav

What is FinOps?

Cloud Financial Management Traditional Approach

- Centralized ownership with the finance team
- Budgeting with costs forecasted annually
- Reactive management after the budget is exceeded
- Limited cloud expertise with focus just on cost management

FinOps New Age Approach

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Top Challenges

In Managing Cloud Costs

**Inconsistent
Tagging**

**Complexity of
Cloud Billing**

**Lack of Real-
Time Visibility**

**Complex
Pricing Models**

**Unpredictable
Costs**

**Over-
Provisioning**

**Underutilized
Resources**

**Metering
for SaaS**

Business Impacts

When Cloud Financial Management Fails

Reduced Profit Margins



Uncontrolled cloud spending and resource inefficiencies directly increase operational costs, squeezing profit margins and limiting financial growth

Poor Decision Making



A lack of cost visibility and accountability makes it difficult for business leaders to make informed decisions about scaling operations or investing in new technologies

Decreased Competitiveness



Rising costs may lead businesses to pass those increases on to customers, potentially resulting in dissatisfaction, price-sensitive clients moving to competitors

Automation

Solves Key Pain Points



Real-Time Visibility Provides instant feedback



Improved Forecasting for cloud usage and costs with more accuracy



Eliminates human intervention in tagging, scaling, and shutting down unused resources



Better Metering of Multi region and multi tenant SaaS consumptions



Accountability with Governance and cost reporting



Faster Response Times when costs are trending upward

Best Practices

Automating Cloud Financial Management



Cost Allocation
Tags



Budgeting
and Metering



Real-Time Usage
Reports and Dashboards



Alerts and
Notifications



Develop and Monitor
KPIs



Automation for
Automation

Best Practices

Reducing Cloud Costs

**Auto-scaling
unpredictable
workloads**

**Auto-Scheduling
Non-Critical
Workloads**

**Drill Down in
workloads, not just
servers**

**Rightsizing Based
on Data-Driven
Decisions**

**Setting Up Cost
Management
KPIs**

**Build Strong
Observability**



Thank You!