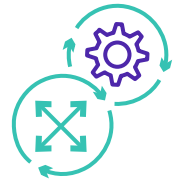# What is Cloud Financial Management (FinOps)?

A *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.

Managing access to on-demand resources.

Understanding cloud pricing options.

Selecting optimal services and resource types/sizes.

Forecasting the cost associated with variable usage.

Increasing awareness of resource costs.

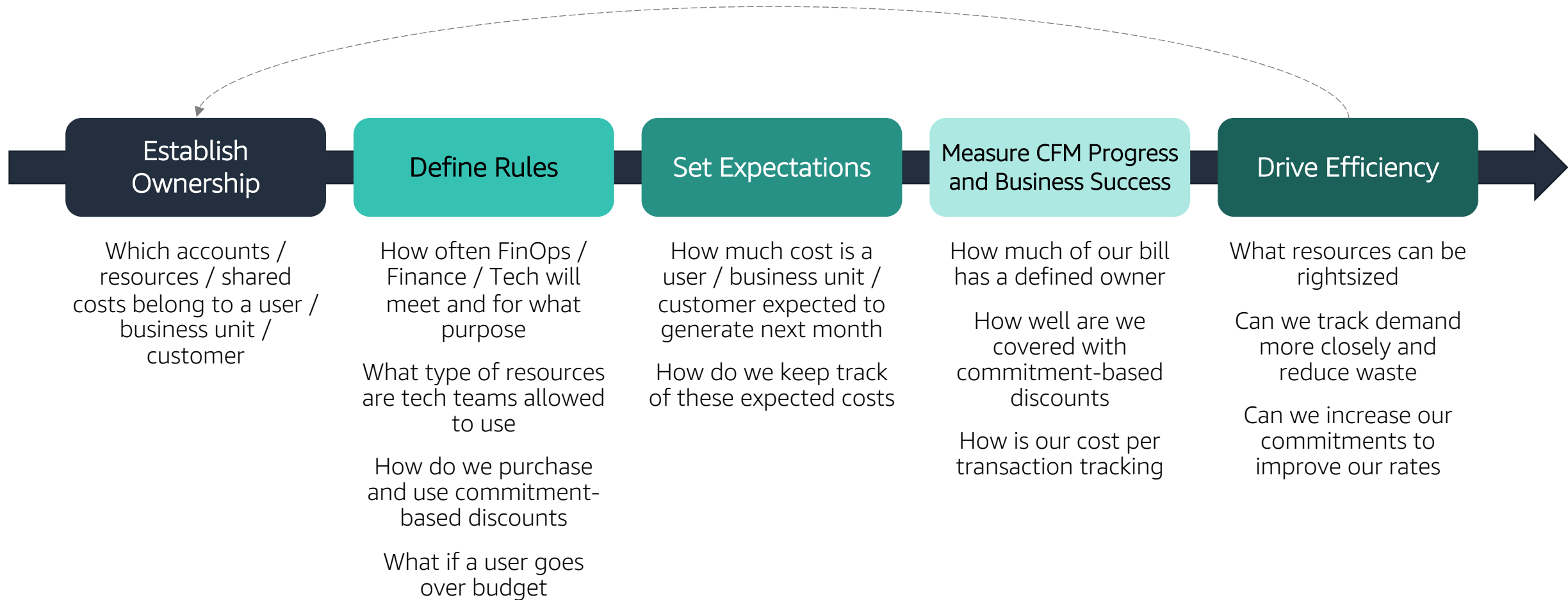Governing cost in a continuous manner.

Five modules to outline capabilities ...

Cloud Visibility & Accountability	Cloud Cost Optimisation	Cloud Financial Predictability	Cloud Financial Operations	Cloud Performance Indicators
How can I see what and when we spend on the Cloud?	What will the Cloud cost my organisation?	How do I forecast my Cloud spend?	Who should do what in my organisation?	Should I worry if my Cloud bill keeps growing month after month?
How do I split the Cloud bill?	How can I avoid overpaying for Cloud services?	How do I avoid 'Bill Shock'?	How do I put some order here?	How do I measure success (KPIs)?
Establish Ownership	**Drive Efficiency**	**Set Expectations**	**Define Rules**	**Measure CFM Progress and Business Success**

... for establishing a collaborative process ...

Establish Ownership	Define Rules	Set Expectations	Measure CFM Progress and Business Success	Drive Efficiency
Which accounts / resources / shared costs belong to a user / business unit / customer	How often FinOps / Finance / Tech will meet and for what purpose What type of resources are tech teams allowed to use How do we purchase and use commitment-based discounts What if a user goes over budget	How much cost is a user / business unit / customer expected to generate next month How do we keep track of these expected costs	How much of our bill has a defined owner How well are we covered with commitment-based discounts How is our cost per transaction tracking	What resources can be rightsized Can we track demand more closely and reduce waste Can we increase our commitments to improve our rates

Agenda

Wednesday, 22 Feb (CET)

13:00h 14:30h	Introduction → Cloud Visibility & Accountability
14:30h 15:30h	Break
15:30h 17:30h	Cloud Cost Optimisation → CLOUDFIX
17:30h 18:00h	Kahoot!

Thursday, 23 Feb (CET)

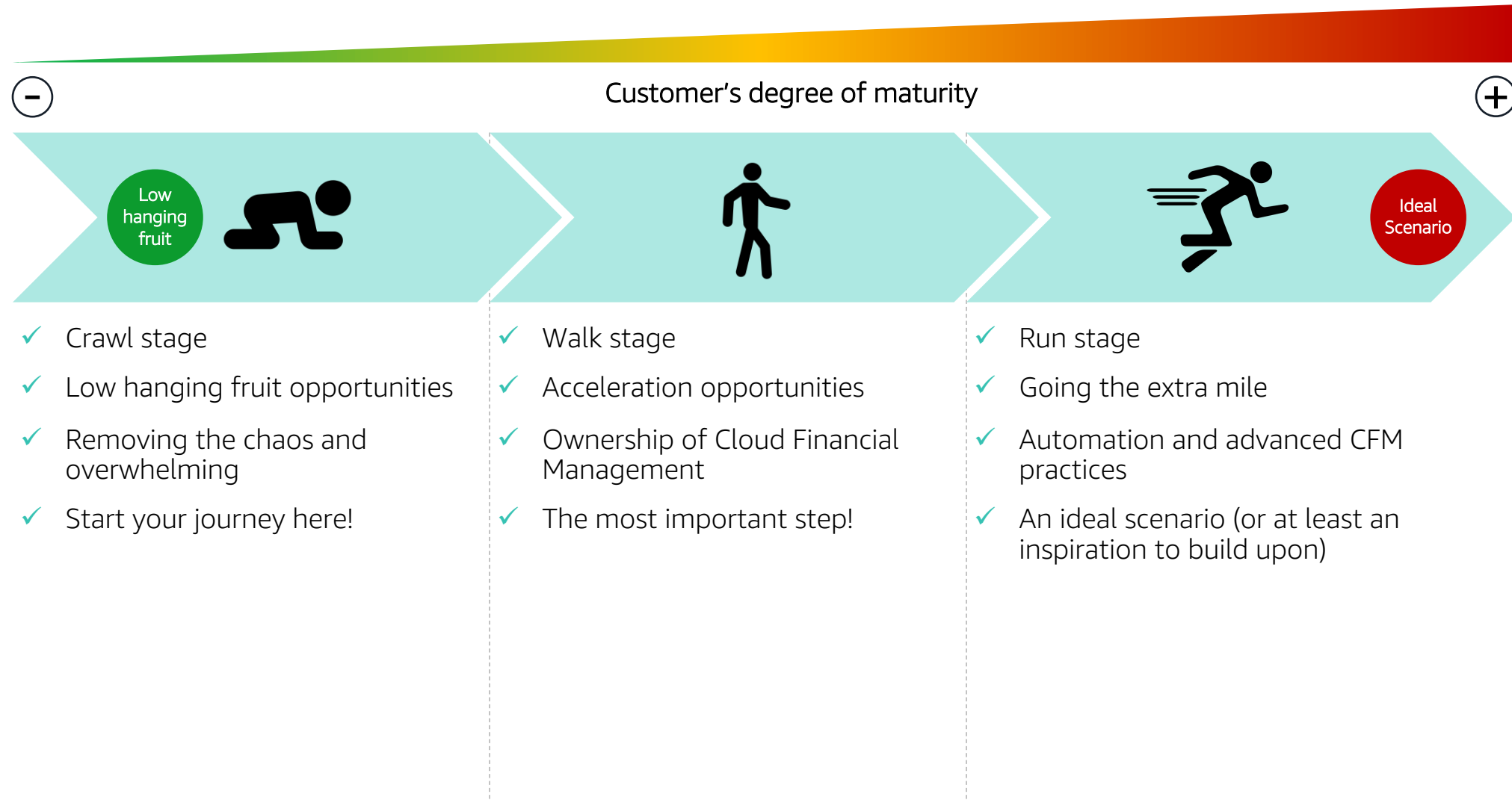|	
13:00h 15:30h	Cloud Financial Predictability → Cloud Financial Operations
15:30h 16:30h	Break
16:30h 17:30h	Cloud Performance Indicators
17:30h 18:00h	Kahoot!

Customer's degree of maturity

Low hanging fruit

Ideal Scenario

- ✓ Crawl stage
- ✓ Low hanging fruit opportunities
- ✓ Removing the chaos and overwhelming
- ✓ Start your journey here!

- ✓ Walk stage
- ✓ Acceleration opportunities
- ✓ Ownership of Cloud Financial Management
- ✓ The most important step!

- ✓ Run stage
- ✓ Going the extra mile
- ✓ Automation and advanced CFM practices
- ✓ An ideal scenario (or at least an inspiration to build upon)

Every Module: 'Who is responsible for what?' section

Finance Persona

✓ Use the reporting provided by FinOps team for cost allocation and forecasting, as well as sourcing, purchasing, and monitoring of products and services within the Cloud provider

FinOps Persona

✓ Bridge finance and tech (IT) by enabling evidence-based decisions in near-real time to help optimize cloud use and increase business value.
✓ Establish FinOps culture and enable all stakeholder teams.

Tech Persona

✓ Focus on building and supporting services for the organization
✓ Consider efficient design and use of cloud resources (cost is a metric)

Every Module: There are always different approaches

Do-It-Yourself
(basic self-service)

Automated
(using your AWS environment)

Assisted
(with AWS Partners)

DIY

ASSISTED

Taking initial steps /
Exploring options

Spectrum of customer involvement

Working with a third-party /
Automating the process

Some Tips

Diverse
Content
(100-200)

Questions
Welcome
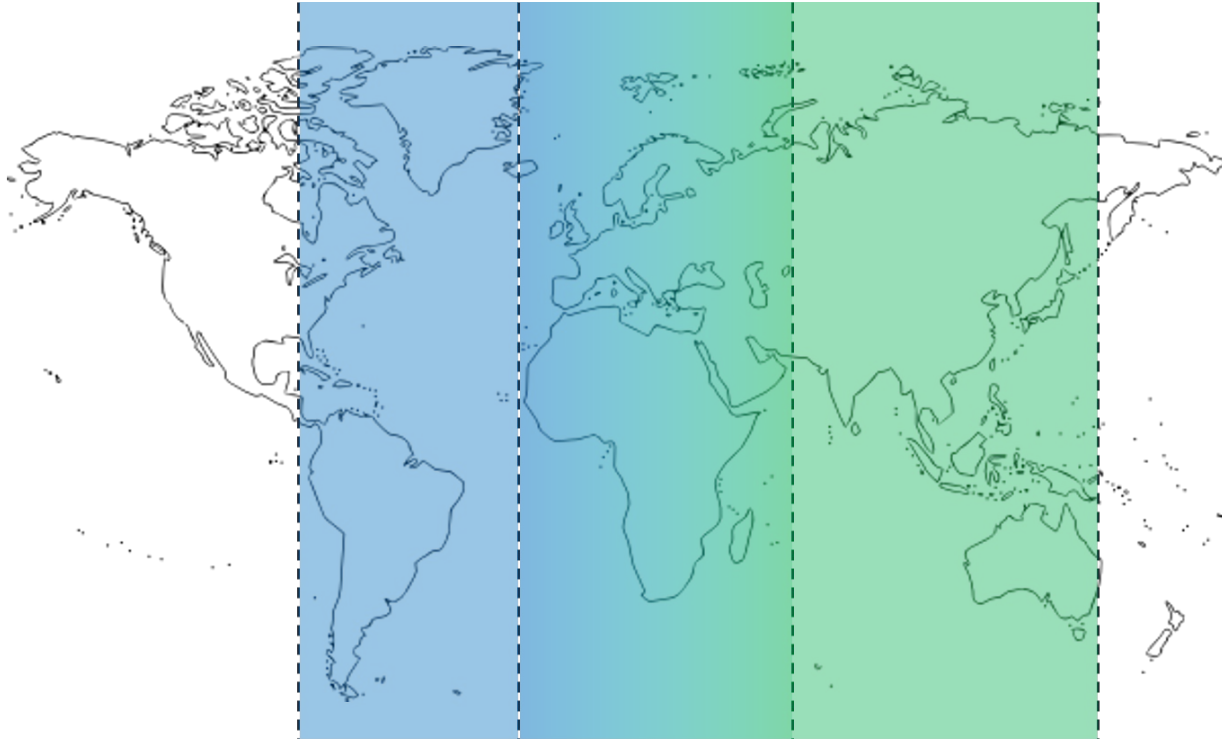(chat window)

Quizzes
unique
user name

Winners
Amazon
GiftCards

To be shared
(PDF, Videos,
and others)

More Questions
Open Room
[March 1st]

7 editions in 2 time blocks covering 16 time zones

BLUE BOTH GREEN

JAN	FEB	MAR	APR
	22-23	15-16	

MAY	JUN	JUL	AUG
10-11	13-14		

SEP	OCT	NOV	DEC
13-14	18-19		6-7

BLUE ZONE
[13-18h CET]

GREEN ZONE
[08-13h CET]