

Cloud Services Are Infinitely Tunable

But how do you know your teams are selecting the right instances? The instances you select have a direct impact on the cost and

performance of your workloads. Optimization can pay major dividends, but optimizing thousands of workloads against thousands of choices across multiple cloud providers is a daunting challenge. It's no surprise that organizations struggle to achieve true cost efficiency in the cloud.

FinOps can shed light on the problem, but it's not possible for finance organizations or manual analysis efforts to optimize at scale. Thankfully, there are software-driven ways to tackle the challenge.

> Optimizing cloud services? Choose your path wisely.

The hard way

The smart way

Do it by hand **USE A MIX OF TOOLS** Sift through results from multiple

platforms and data sources. Spreadsheets, open source software,

vendor and homegrown tools—the average FinOps pro juggles 3.7 tools.1

Replace manual labor with machine

Let the machine do it

learning and analytics.

infrastructure for you.

Use free cloud provider tools



Free tools from a cloud provider offer basic suggestions that are unlikely to

be trusted by app owners.

Use cloud-agnostic analytics



Agnostic cloud analytics software serves your needs first by applying your

extend across clouds.

Trust a black box



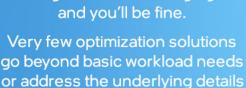
don't share their data or their rationale. That's OK for determining commitments

to make instance changes.

and cross charging but not enough

Treat every instance

and application the same



Define your own priorities



their underlying logic and make recommendations based on your policies. Improving performance cost becomes

programmatic and auditable.

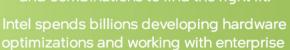
Scrutinize workloads

to optimize instance selection

Just get the basic sizing right

of application requirements.

Sort through thousands of possible capabilities



to the best possible hardware target for

Provide credible proof that earns trust

BECOME INDISPENSIBLE

Deliver recommendations engineers

on optimizing costs.1 Hoping engineers and app owners act on your recommendations usually ends

Talk to yourself

NOBODY LISTENS!

30% of FinOps leaders say their biggest challenge is getting engineers to act

in disappointment. Their applications are

in order to make changes.

provide continuous data that proves

cost-effectively. With your crucial insights,

workloads can run better and more

business critical so they require a clear understanding of the risks and benefits

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1. The State of FinOps Report 2022, FinOps Foundation, accessed July, 2022, https://data.finops.org

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