MEET OUR
FINOPS EXPERTS!
Intro:

You may have heard the new buzzword in the market around Cloud Financial Management – FinOps.

This term may be new but we have been helping customers control and optimize their cloud (and software) spend for many years now. We were recently certified with the FinOps Foundation as both a Service & Platform Provider, so we can offer the guidance needed to successfully expand your cloud adoption with sound financial management.

With the combination of our trusted experts and the PyraCloud platform, you can easily optimize software and cloud spend (with savings up to 40%) as well optimizing your technology adoption.

OUR EXPERTS

We created this ebook to introduce you to a few of our Cloud (and Software) Financial Management experts. They are all FinOps certified and have been helping customers understand, track, manage and optimize their organizational spend for many years.

In this ebook you will:

› Meet some of our FinOps experts
› Hear what software and cloud spend challenges their customers have faced
› Learn what benefits they have seen customers realize when they implement a FinOps methodology

To learn more about Cloud Financial Management visit www.softwareone.com/en/cloud-financial-management
What Challenges do you see your customers facing with cloud financial management?

Everything that has made the cloud so easy to use (the concept of a GUI to control every aspect of a data center is still incredibly cool and amazing to me), is the very thing that thereby makes it so difficult to govern and control. Costs continue to be hidden and neglected until after it’s too late on a report...assuming you’re skilled enough to decipher through those! By then, thousands of dollars have been wasted since cloud is pay-by-the-second.

What Benefits can organizations expect from implementing a FinOps methodology?

Implementing a true Cloud Governance Framework, and mode of operating for the cloud will allow other parts of the business (especially Procurement) to really bridge the gap with IT. Something that CFO’s have been trying to do, but IT has been very resistant to opening the doors to, out of fear of innovation. FinOps allows there to be both the transparency needed by Finance and the flexibility and immediacy needed by IT to put the business in alignment and in a proactive posture.

Favorite quote:
“You can’t cost-cut your way to Greatness”
What Challenges do you see your customers facing with cloud financial management?

The rapid rise of the public cloud and the transformation from traditional IT procurement to the decentralization of provisioning cloud services has caused numerous issues with our customers. The speed and ease at which cloud services can be provisioned by any number of internal IT and development groups has led to bypassing procurement and finance teams altogether. This has caused budget busting cloud inefficiencies that are difficult to identify without a considerable amount of billing research and effort.

What Benefits can organizations expect from implementing a FinOps methodology?

When we engage our clients with a FinOps methodology, they can more clearly understand their cloud costs and make decisions about tradeoffs that better utilize the money invested in cloud technologies. What our clients begin to understand is that FinOps is not necessarily about saving money but managing the use of the cloud to drive more revenue for every dollar spent. Engaging SoftwareONE’s FinOps practice provides visibility to the current allocation of resources, identifies areas for technical and licensing optimization and provides a process for continuous improvement and operations of their cloud environment regardless of the cloud vendor. FinOps is a cyclical process of constant improvement. Whether you have failed to manage your cloud costs completely or believe you successfully have a handle on them, you should always seek opportunities for optimization and build them incrementally into your organization.

Favorite quote:

"Success is not final; failure is not fatal: It is the courage to continue that counts." -Winston S. Churchill
What Challenges do you see your customers facing with cloud financial management?

As organizations continue down the path of operational expenses, cloud spend is naturally increasing at an alarming rate. What’s interesting though: this is a good thing! We expect IT to innovate and add value faster than ever. Ultimately, the consumer of these solutions expect a flawless experience – and the technology should be effortless to use. We expect IT to be agile, scalable, and fast – all benefits of the cloud. The challenge isn’t getting value out of the cloud – it’s getting the MOST value out of every dollar spent. Creating a culture of accountability, making real-time decisions, and collaborating across the business are just a few of the key hurdles our customers must overcome. That’s where we come in!

What Benefits can organizations expect from implementing a FinOps methodology?

The great thing about implementing a FinOps methodology is that it’s NOT a short term fix to save money. It’s an operating model that enables making money. The primary advantage of cloud is the speed of delivery and innovation, not cost savings. The goal of FinOps is not always to do things the cheapest, but to do things in the way that develops the most value. That said, an organization implementing FinOps should expect better collaboration, more clarity on spend/value, quicker and more accurate decision making, and much more.

Favorite quote:

A favorite quote from a customer of mine is “It’s easier for me to spend $10,000 in Azure than it is to but a $10 mouse”.

This resonates with so many people right now! With the right framework in place – this is a wonderful thing. Without, well that’s why many organizations are struggling with budgets, and frustrated with their situation today.

About Dan

Prior to Dan’s 7 years at SoftwareONE, he spent over a decade in Senior IT Roles, such as CIO and IT Director. This diverse experience has provided a unique perspective to help increase confidence in IT and improve business alignment. Today, Dan focuses on helping organizations achieve their technology goals by leveraging world class experts and professional services.

Dan Ortman
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What Challenges do you see your customers facing with cloud financial management?

In the past 5 years I have worked with more than 500 customers on FinOps and PyraCloud. From day one in my position as Regional Leader for our platform I knew that Cloud Financial Management was a demand needed by many of our customers. I was already helping customers to managed their on-premise spend and many of those customers had cloud strategies and were migrating workloads to the cloud. The main challenge many of those customers faced was visibility into how those cloud resources were being used across their business. Connecting cloud costs and being able to predict future cloud spend so they could accurately forecast and budget is something that my customers require very often.

What Benefits can organizations expect from implementing a FinOps methodology?

With cloud explosion over the past few years, the cost of cloud has become one of the top priorities of the organizations. Implementing a FinOps methodology and creating a FinOps culture is now a necessity for all organizations. With FinOps, organizations can make sure that there are maximizing their cloud investments, making sure that they are spending exactly what they need to spend and ensuring that all key stakeholders in the company are kept informed and up to date about the investment over time.

Favorite quote:

“I’m always looking for new practices and frameworks, I did this with Software Asset Management 12 years ago, and with FinOps I know that I had to the same.”
What Challenges do you see your customers facing with cloud financial management?

The biggest challenge I consistently see is that customers interchange FinOps with Cost Optimization. They get caught on the FIN part and forget the OPS! While Cost Optimization can be an outcome of implementing FinOps, it’s a small part. FinOps is about getting the most value for every dollar you spend in the cloud. Another challenge I see is not having an Adoption and Change Management practice included from the very beginning. FinOps is a cultural change that requires a mind shift throughout the organization. Everyone should be empowered to be a bold change agent within the organization, all while being held accountable. The idea is to communicate and collaborate often, be transparent, remove obstacles, and foster a partnership with the finance/business/tech teams to encourage innovation.

About Jaisson

Jaisson spent 13 years at Microsoft prior to join SoftwareONE in 2011. At Microsoft he assisted Original Equipment Manufacturers and System Builders in evolving their practices by securing their adoption, and readiness, of Microsoft’s bleeding edge technologies. At SoftwareONE, he is an industry expert in Cloud Services with an attitude and passion for owning multiple business units end-to-end. As the single point of contact for Azure, AWS and Cloud Management Tools in NORAM, he develops the Direction & Strategy for Cloud Services. Adding to his bachelor’s degree from University of North Texas in Applied Technology and Performance Improvement, he recently attended MIT where he received his certification in Cloud & DevOps: Continuous Transformation.
What Benefits can organizations expect from implementing a FinOps methodology?

The biggest benefit of implementing FinOps is to gain a clear understanding of the business value of their software and cloud investments. Without understanding the business value, it is challenging at best to predict any return on investment and know where you will get the greatest ROI. After implementing FinOps, you may actually spend more, but the value you bring back to the company is exponentially greater. Another benefit is how fast decisions can be made, how anomalies are instantly identified, and how quickly actions can be taken. Studies have shown that when you empower your employees, organizations see greater efficiency, profitability and competitive advantage. Empowerment is a reflection of the increased personal value and self-worth that comes out of our experience of having real influence.

Favorite quote:

“FinOps is NOT a cost cutting exercise, it IS about getting the most value for every dollar you spend in the cloud.”
What Challenges do you see your customers facing with cloud financial management?

The cloud and digital transformation has become one of the most important priorities for our customers so that they can compete and be more successful. Cloud technologies provide the best possible platform to be successful and innovative in the future, but all the great benefits of cloud technology come (literally) with a cost and also contain a variety of challenges that have to be mastered.

Consumption of cloud resources is reflected in direct and immediate costs, this demand-based usage and billing can also be reflected in increased costs. In each case, the possible dependency on providers (“vendor lock-in”) must be assessed, which can result in economic influence or can also limit the individualization options of the implementations. In general, each use case must be assessed to determine whether the use of cloud technology is advisable because under certain circumstances, the added value of cloud technology cannot be leveraged.

Many of our customers have realized that they don’t have the necessary knowledge and experience with cloud technologies and concepts. This is reflected in the increased requirement to further educate our customers and the commissioning of experienced experts within this areas. Technical innovation also requires adjustments to be made to internal procedures and processes in order to actually benefit from the advantages. The current siloed organization structure of corporate functions between tech, finance and procurement cause (and add) additional complexity.

Traditional procurement processes will not be sufficient to meet the high business demands of speedy ramp up and ramp down of IT resources. All of the positive characteristics and opportunities that our customers try to realize, contradict their current operating models.

About Jonas

Jonas started his career in the IT industry almost 20 years ago working for Fujitsu and IBM in various disciplines from software development, system integration, data center to software marketing projects. In 2010 he joined Deloitte leading local as well as international software licensing and asset management projects for more than 8 years. By end of 2018 he joined the professional services organization of VMware as a Senior Project Manager responsible for the agile management of international technology oriented (virtual) project teams. During his time at VMware he was leading the implementation of complex cloud and mobility projects with a focus on SDDC (Software Defined Data Center), enterprise platforms and (hybrid) cloud technologies. He joined SoftwareONE in August 2020 to combine his digital transformation and cloud strategy expertise with his licensing background to further enhance the SoftwareONE cloud strategy as well as portfolio. He is currently focusing on the expansion of the global FinOps practice.
What Benefits can organizations expect from implementing a FinOps methodology?

The FinOps approach was created in order to master the challenges of disruptive technology and to enable an adapted financial operating model for cloud operation. Decision making in the cloud is done collaboratively by technology, business and finance team. FinOps increases the business value of cloud by bringing technology business and finance professionals together with a set of new processes and culture. It is supposed to drive innovation and enable the cross functional teams to operate at high velocity.

FinOps methodology will:

› Establish transparency and accountability for IT / cloud cost and enabling the creation of internal and external “showbacks” or “chargebacks”.
› Increase the performance and enablement of new opportunities for service provision to cope with increasing tasks and requirements.
› Enable data-driven decision making and utilization of additional information sources and analysis options.
› Allow you to leverage technical innovations (AI, ML, container, serverless, etc) and utilization of cloud native concepts as well as methodologies (DevOps, FinOps, Agile etc.)
› Realize potential savings in IT / cloud costs by running required workloads on optimized resources.
› Develop new business areas and offerings or further development of the existing portfolio based on cloud technology.
› Maximize agility and flexibility of IT to support the business as much as possible.
› Increase scalability and flexibility by nondisruptive customization to ensure the accelerated fulfillment of customer and market requirements. This will lead to massive time savings when creating and operating additional and new environments.

FinOps is a relatively new discipline that also operates in a very innovative and agile environment. Therefore, it is also important for the joint FinOps teams to be as agile and innovative as possible to develop new topics as well as methods!

The goals is to reduce complexity to create efficient solutions for corresponding problems and to focus on the creation of value. FinOps provides you not only with the opportunity to save costs but also enables you to make money by leveraging the possibilities of cloud technology.

Figure 1 - Cloud Cost Optimization Dashboard in PyraCloud

Figure 2 - Consolidated Cloud Consumption in PyraCloud
What Challenges do you see your customers facing with cloud financial management?

Organizations that fail to implement a comprehensive FinOps practice often end up using the wrong Key Performance Indicators (KPIs) to measure success & Return on Investment on their IT spend. Without a FinOps practice, organizations lack the required levels visibility & transparency into spend in the context of their business. They also find it extremely challenging to gain any sense of predictability into software & cloud spend. Wrong KPIs, coupled with a lack of visibility and transparency into spend in the context of one’s business is a recipe for disaster. Every digital transformation agenda will require on-going technology investments. Without a commercially transformed financial operations practice to continuously track, manage and optimize these technology investments, it is often challenging to measure a true return on investment.

What Benefits can organizations expect from implementing a FinOps methodology?

In my experience, one of the main benefits a FinOps practice brings to an organization is that it enables them to understand the true business value of software & cloud investments. Organizations that implement a FinOps practice are no longer only concentrated on keeping their software & cloud spend down but they also have a framework in place to continuously track, manage and optimize these technology investments, which ultimately lead to the elimination of wasteful IT investments.

About Neo

Neo, as he is more commonly known, currently serves as our Regional Business Owner in Western Europe for SoftwareONE’s Digital Supply Chain Service Offering. Digital Supply Chain (DSC) is an enterprise-grade service offering that helps increase software transaction speeds, deepens levels of transparency into IT procurement operations & provides a broader opportunity for commercial optimization through digitizing the supply chain for software procurement and lifecycle management, which ultimately lead to the elimination of wasteful IT investments.
What Challenges do you see your customers facing with cloud financial management?

A different approach to understanding and managing cloud spend is becoming increasingly mandatory for organisations, as spend begins to become unpredictable and understanding of bills more complex. The biggest challenge I have seen in organisations is change in mindset when adopting FinOps, different members from different departments collaborating on tools and having to create a common understanding about a topic that encompasses technical, financial and provisioning aspects.

What Benefits can organizations expect from implementing a FinOps methodology?

The greatest benefit of adopting this methodology is bringing a common level of understanding of cloud to the business, especially to departments such as finance and procurement who can view the way services are procured in the cloud to be uncontrollable by standard practices. FinOps provides a framework to ensuring all stakeholders are informed not only of current spend and trends, but how optimization activities can impact positive change, allowing the organisation to make the most of innovation in the cloud.

Any question feel free to reach out to me!

About Rhys

I am Platform Engagement Lead for Western Europe at SoftwareONE. I help customers from all industries adopt FinOps methodologies and SoftwareONE’s PyraCloud platform, giving organizations transparency and a framework to better manage cloud spend.
What Challenges do you see your customers facing with cloud financial management?

Customers often utilize excel spreadsheets extracted from portals to rationalize spend across business units – numerous pivot tables and formulas make data analysis difficult. Issues are encountered when a team member managing the spreadsheet leaves. There is a very real lack of real-time spend management visibility and collaboration across enterprises.

What Benefits can organizations expect from implementing a FinOps methodology?

Opens up conversation across an enterprise from a business value perspective – savings flow through as a result. Enables true visibility utilizing a platform such as PyraCloud as a single pane of glass for all personas across an organization. Automation of alerts, reporting and showbacks become second nature – saving time and energy.

Favorite quote:

“FinOps is about opening up conversations and enabling your business to make better decisions while moving quicker”
What Challenges do you see your customers facing with cloud financial management?

What I have noticed is that in the apparent absence of a proper management tooling, many organizations have developed in-house dashboards in either Power BI or Excel to keep track of their contracts and spending. Although these tools might fulfil a part of the need, they put pressure on costly development capacity and pose risks when it comes to owner availability. In a time where we are stepping away from custom-made software to SaaS, I believe organizations are better served when they move these crucial business processes to a multi-hyperscale platform such as PyraCloud.

What Benefits can organizations expect from implementing a FinOps methodology?

Ease of mind, owner accountability and maximum revenue per spend. Although the most apparent reason to apply a FinOps strategy might be to save money, that is not what we’re trying to achieve. When a company achieves FinOps Nirvana, stakeholders are informed timely and specifically, resources are constantly optimized, while processes are constantly improved. By following this methodology, companies will make money by spending money.

Favorite quote:

“We’re all working in technology, let’s make technology work for us.”

About Sven

Having a professional history and affinity with IT dating back more than 20 years, Sven is always keen to be up-to-date on the latest technological developments. Sven holds a bachelor in Media & Information Management, and is at his best connecting people, departments and companies to attain their maximum potential. In recent years at SoftwareONE, Sven has been at the forefront of companies’ cloud journey, advising both cloud explorers, expanders and leaders alike.