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SAN DIEGO • 2023

# FinOps and Cloudability Primer for TBM Practitioners

**Your Guides:**

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# Introductions

- Take 5 Minutes
- Turn to a Person Near You
- Introduce Yourself
- Business Cards



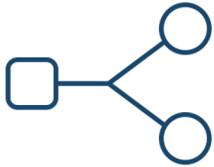
# Agenda

- Introduction
- What is FinOps?
- Bringing TBM and FinOps Together
- How Apptio solutions bring TBM and FinOps together



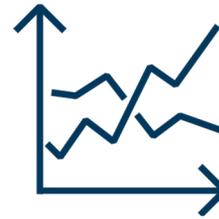
# What is FinOps?

# Cloud is a fundamentally different consumption model



## Decentralized

**Engineers siloed from Finance (and Procurement) are empowered to commit the company to spend**



## Variable

**Variable cloud spend replacing data center/fixed cost spend, including numerous ways to optimize rates**



## Scalable

**Instant access to a variety of resources enables innovation but often results in overprovisioning**

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# Cloud FinOps is an evolving cloud financial management discipline and cultural practice that:



enables organizations to get maximum business value



by helping engineering, finance, and business teams



to collaborate on data-driven spending decisions

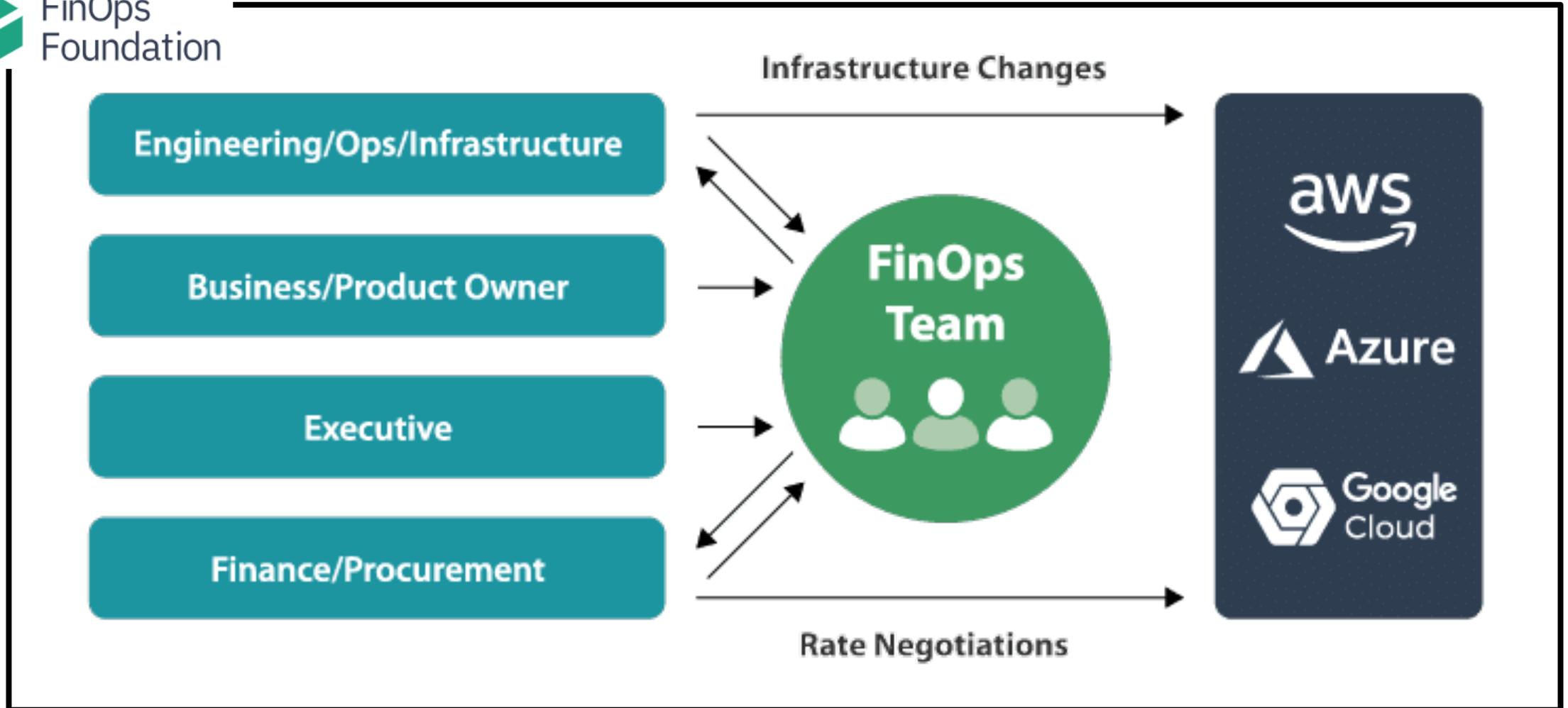
**FinOps is not shorthand for “Financial Operations”. It is a portmanteau of “Finance” and “(Dev)Ops”, stressing the communications and collaboration between business and engineering teams.**

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# What is FinOps?



FinOps  
Foundation



# What is FinOps?



The FinOps Foundation is a Non-Profit with the mission:

*To advance every individual who manages the value of cloud wherever they are*

## FinOps Framework

FinOps is an evolving **cloud financial management discipline** and **cultural practice** that enables organizations to get **maximum business value** by helping engineering, finance & business teams to collaborate on data-driven spending decision

### Principles

- ▶ Teams need to collaborate
- ▶ Everyone takes ownership for their cloud usage
- ▶ A centralized team drives FinOps
- ▶ Reports should be accessible and timely
- ▶ Decisions are driven by business value of cloud
- ▶ Take advantage of the variable cost model of the cloud

### Personas



### Maturity



### Phases



### Domains



# Cloudability Supporting FinOps Demo



APPTIO  
an IBM Company

CURRENT VIEW  
Showing all data

[Your name Here]'s Dashboard Add Widget

Cloudability

- Home
- My Dashboard
- Reports
- Insights
- Optimize
- Plan
- Organize
- Settings

★ DASHBOARDS
☐ ALL DASHBOARDS

SHARE (0)
ANNOTATE (0)
DUPLICATE
DELETE

**TOTAL SPEND BY ACCOUNT**  
Last 30 days

Account Name	Vendor	Cost (Total)	Co (Amortize)
TBM360	Amazon	\$259.68	\$25

**DAILY USAGE COSTS TREND BY VENDOR**  
Last 60 days



**MONTHLY ESTIMATED SPEND - CASH**  
This Month & Last Month

\$266.37 -3.02% \$274.68

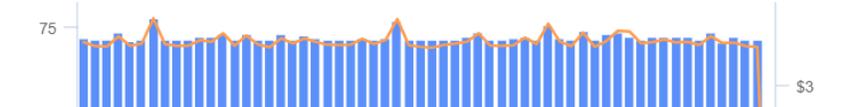
**MONTHLY ESTIMATED SPEND - ACCRUAL**  
This Month & Last Month

\$266.38 -3.02% \$274.68

**TOP SPENDING DRIVERS**  
Last 30 days

Service Name	Usage Family	Cost (Total)
AWS Savings Plan	Instance Usage	\$64.58

**DAILY COMPUTE USAGE & COST TREND**  
Last 60 days



**ONE-TIME OR RECURRING COSTS BY VEN...**  
Last 7 days

Date	Service Name	Usage Family	Cost (Total)
Sep 18, 2023	AWS Savings	Instance Usage	\$2.15

Signed in as:  
Stewart Kasen

→

# Discussion

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- Are you moving heavily to the Cloud in your organizations?
- How many of you have a Cloud COE?



# Bringing TBM and FinOps Together

# Bringing TBM and FinOps Together

- Cloud Allocations Match On-Prem Allocations
- Total Cost of Ownership



# Cloud Allocations Match On-Prem Allocations

*It's not high effort to organize cloud costs to fit with the TBM Taxonomy*

Ways to Match the Cloud with On-Prem:

- Tags & Labels
- Account/Subscription Information

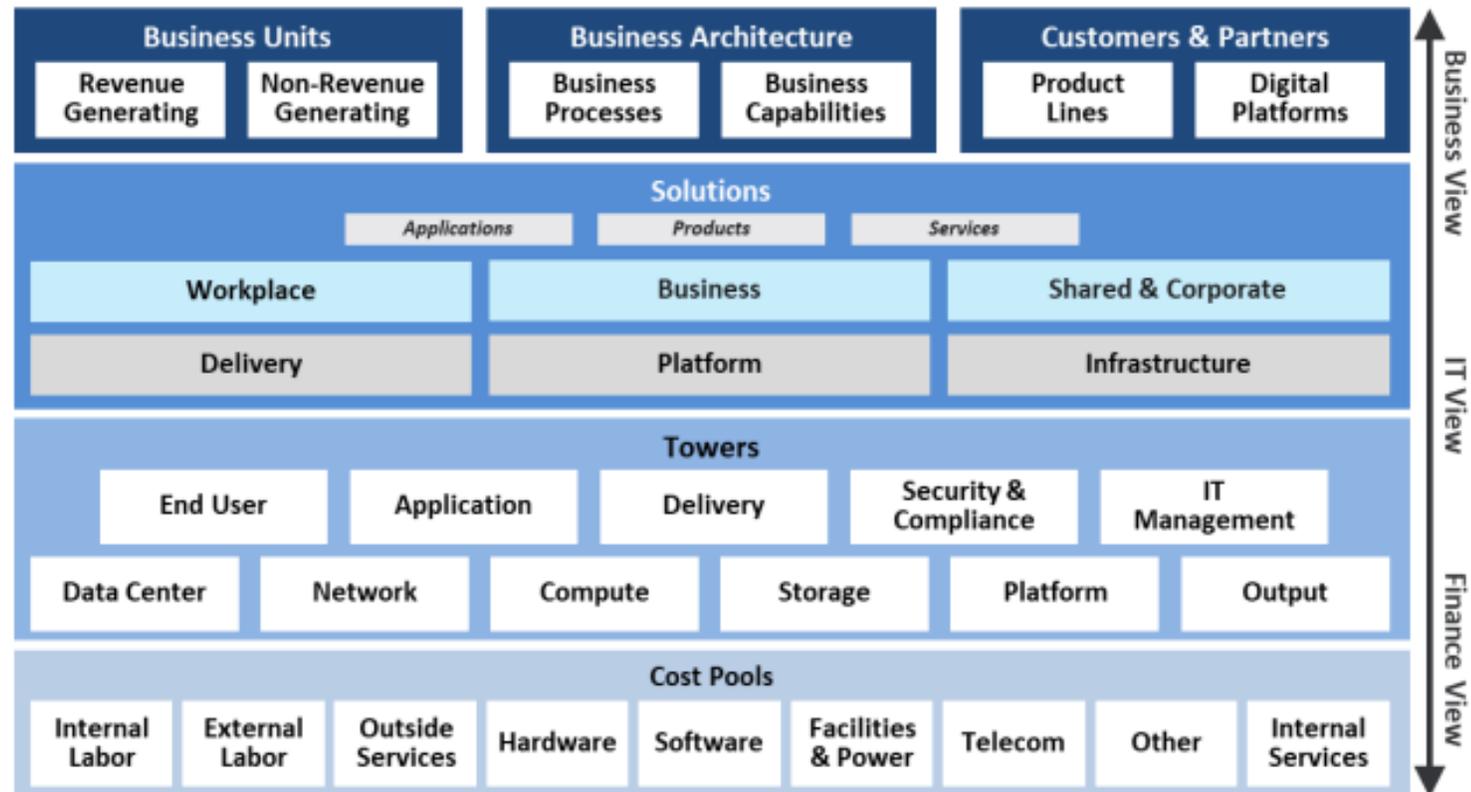
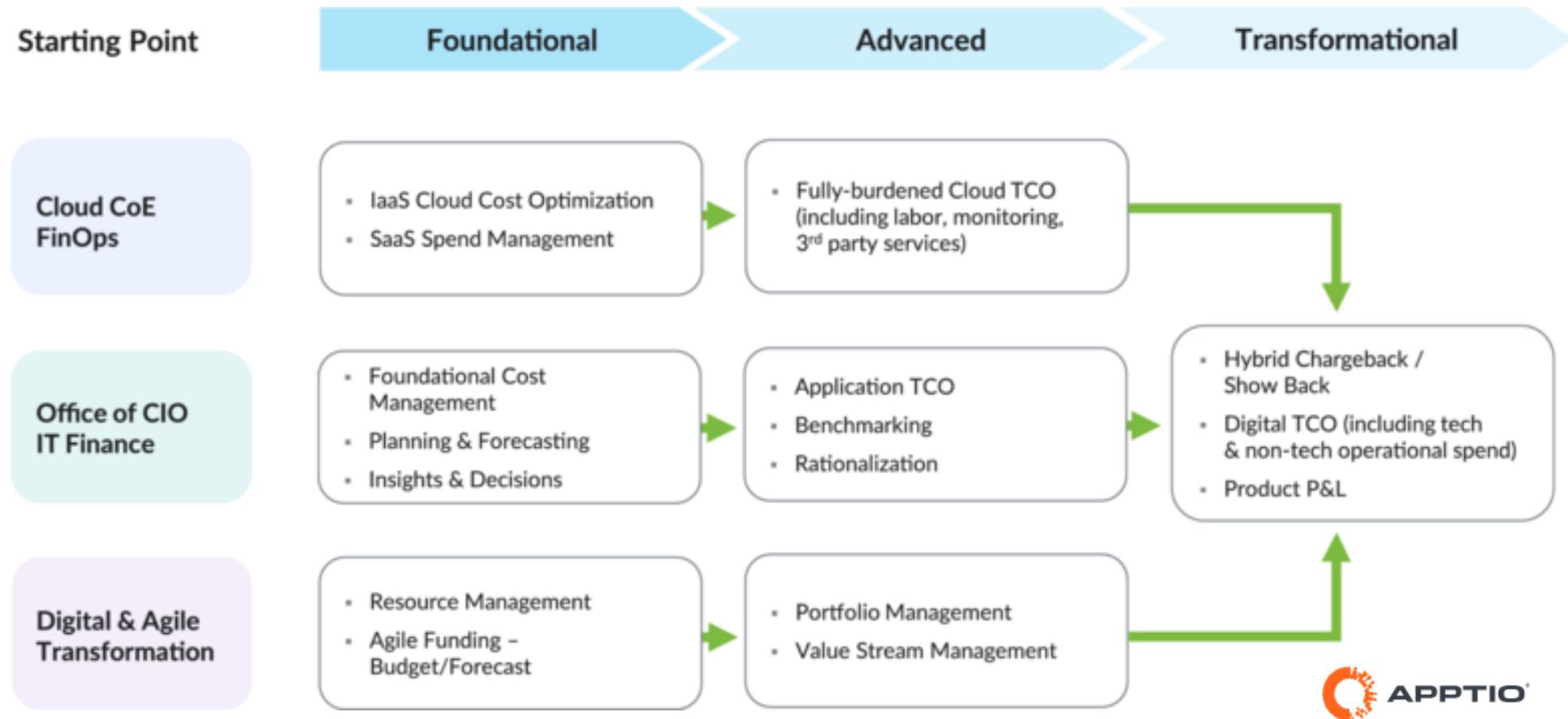
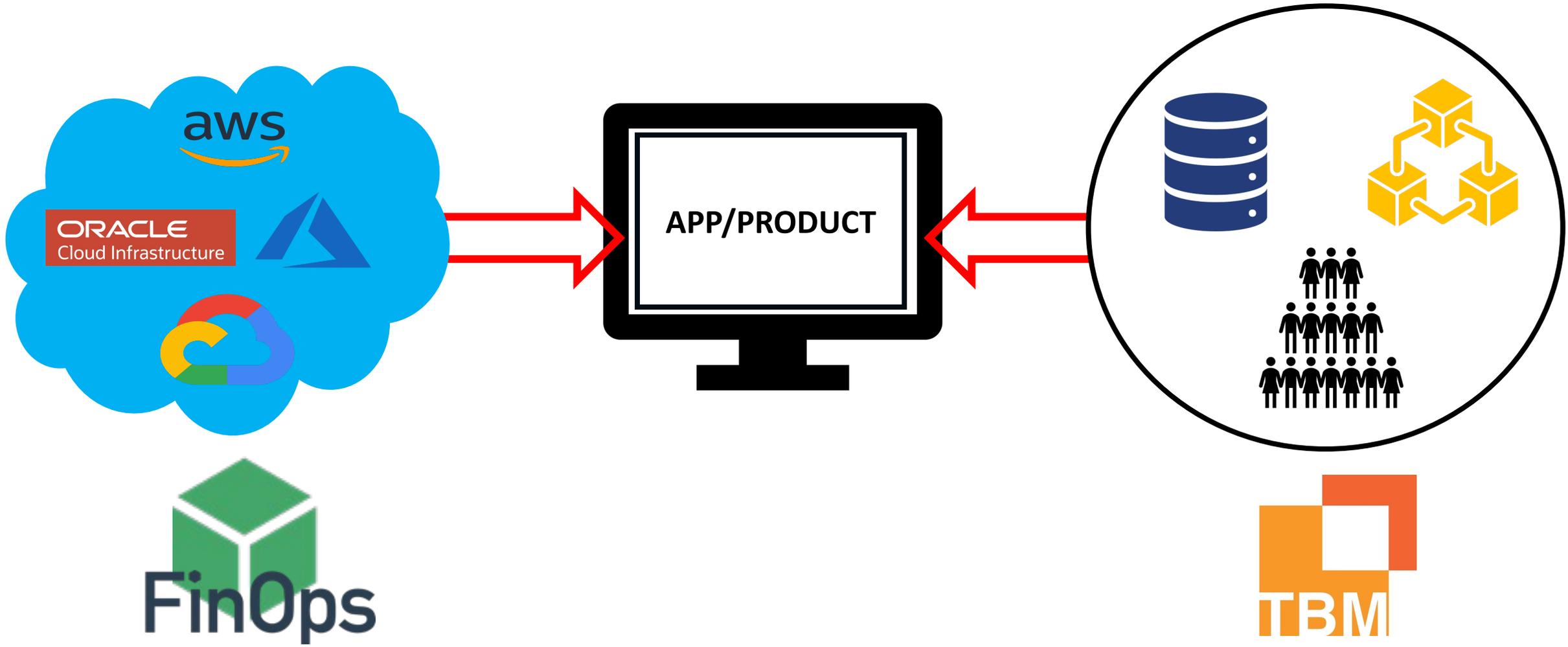


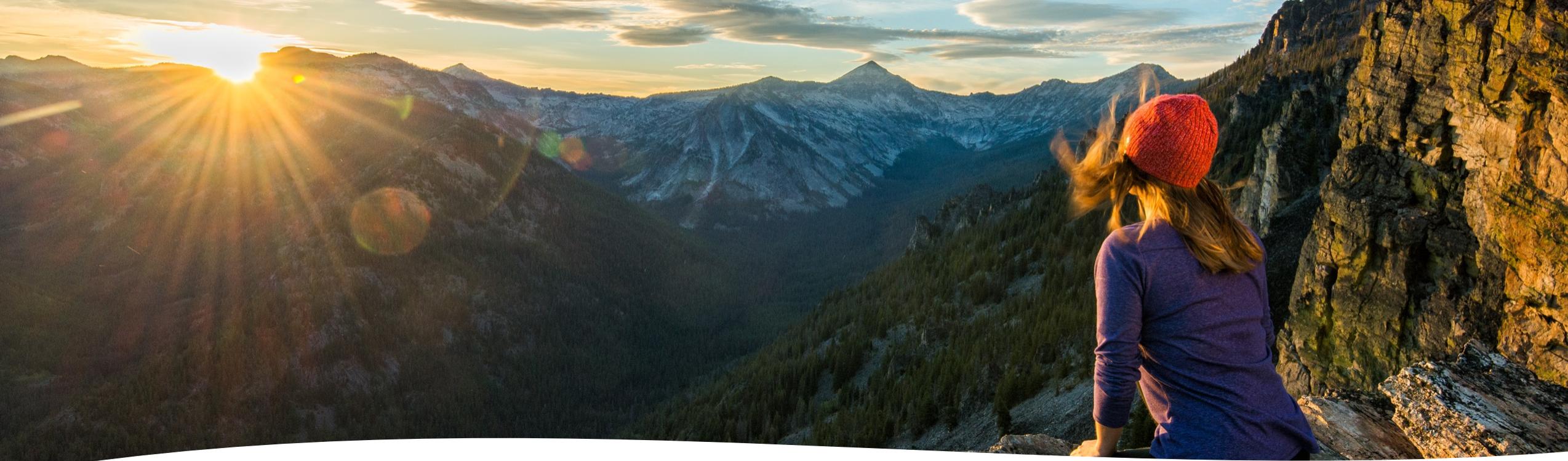
Figure 1: The TBM Taxonomy (Summary View)

# Total Cost of Ownership / Chargeback



# Total Cost of Ownership / Chargeback



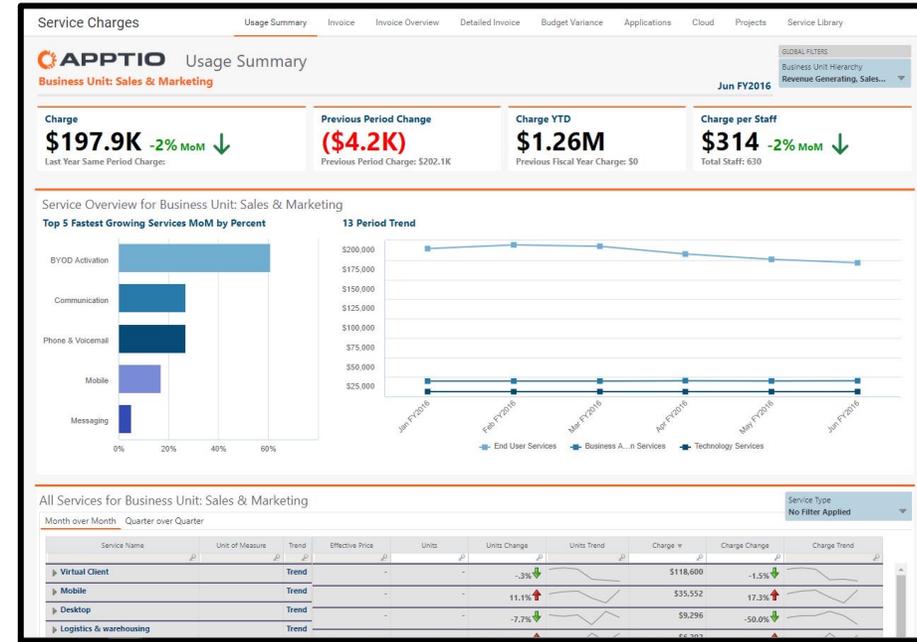
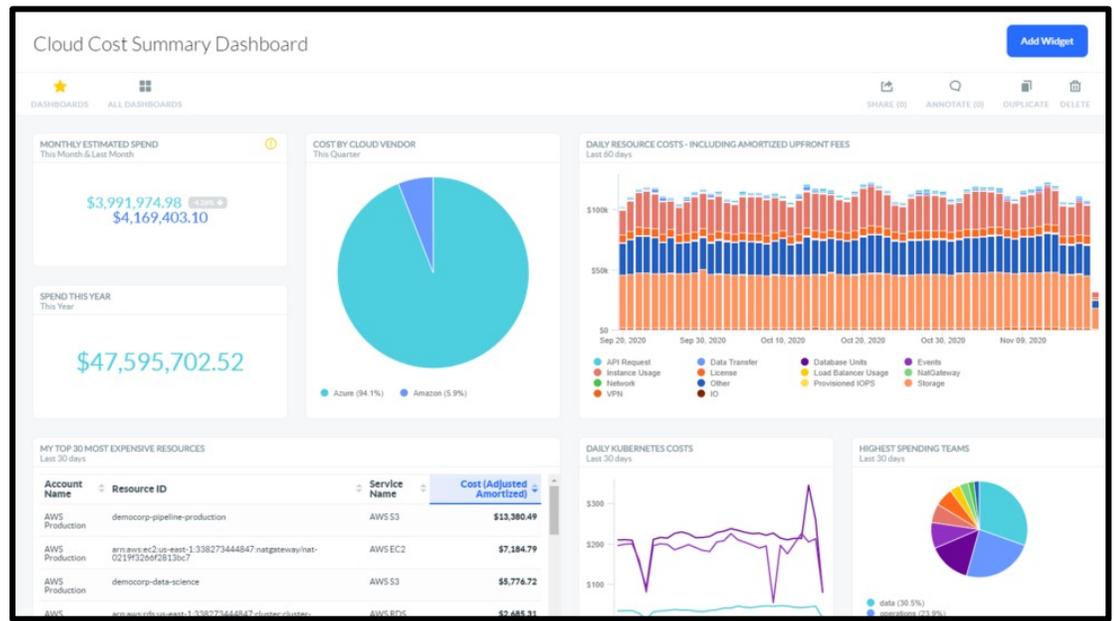


## Discussion

- Are you charging back cloud?
- Have you found that moving to the cloud has made TBM allocations easier?

# How Apptio Solutions bring TBM and FinOps Together

# How Apptio bring TBM and FinOps together





Let Rego be your guide.

## Discussion

- Does your Organization have both Cloudability and ApptioOne?
- Have you integrated the two platforms?

# Questions?



# Surveys

Please take a few moments to fill out the class survey.  
Your feedback is extremely important for future events.



# Reference Material

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- [FinOps & TBM: Navigating Co-Existing Disciplines](#)
- [FinOps Foundation - What is FinOps?](#)
- [www.finops.org](http://www.finops.org)

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- Date Started = **Today's Date**
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