



Cloud Cost Optimization saves money. It also brings many parallel gains. Read these three Case Studies to see how.

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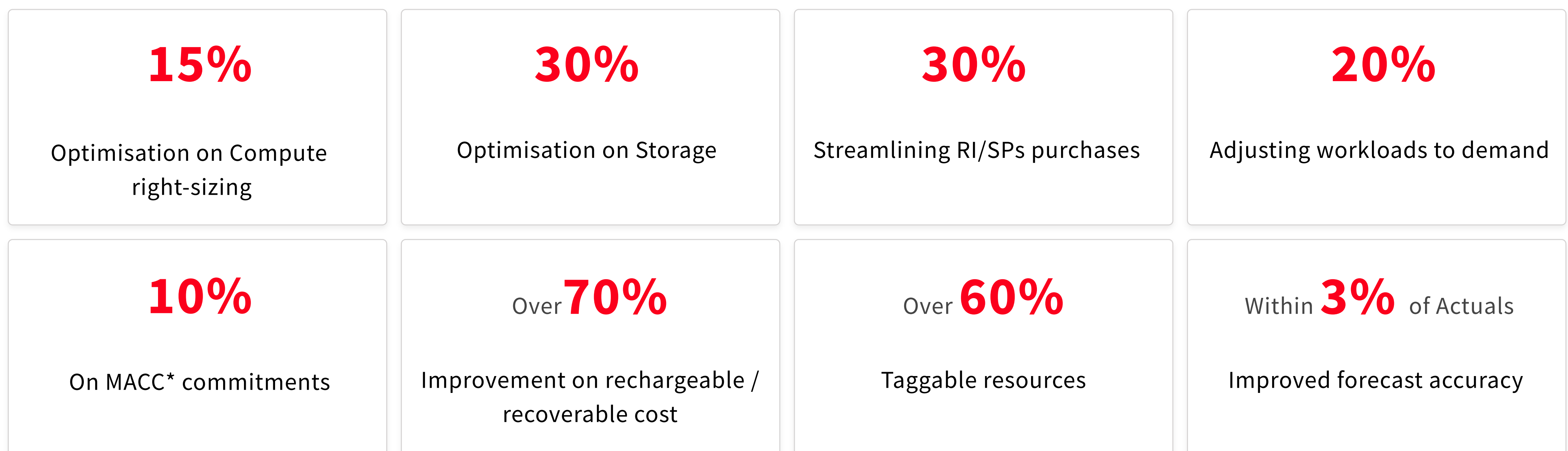
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The three case studies – one each from Aviation, Financial Services and Telecom - provide a good view of what the situation was in these clients and what changes were implemented.

See below for the 8 key outcomes achieved across these three clients!



Aviation Co.

Fin Services Co.

Telecom Co.

Client Challenges

- Had migrated to a multi-cloud estate
- Rising monthly payments due to PAYG models, minimal control causing poor spend visibility
- Low % of cost allocations, inadequate governance and control
- Strong need felt to operationalize a FinOps capability

- Ad hoc Cloud cost mgt (spreadsheets) to a better model
- Cloud spend visibility, control, chargebacks, forecasting and retaining operational agility became paramount
- High degree of business complexity required rigor to avoid audit risks
- Business demanded to see ROI on Cloud investments; wanted answers

- An ambitious application migration strategy later, client saw significant cloud spend wastage & poor controls
- Need for prudent Cloud cost mgt. principles felt to underpin budgeting processes around cost ownership
- With 80% target cloud adoption in two years, it was critical for TelCo to mature the Cloud cost management

Solution Approach

- Defined a Minimum Viable Roadmap on FinOps strategy and an automated mandatory tagging plan for show back & chargeback reporting
- Implemented a Comms strategy to launch FinOps to IT/ Business and timely, consistent spend/ usage data with the “80/20” approach
- Identified early wins on cost and usage optimization, e.g. removing underutilized resources, optimizing rates, etc.
- Helped build a culture change on Cloud consumption

- Review of tagging strategy, ensuring consumption info integrating into internal billing/ recharge systems, and centralizing billing process into FinOps
- Implementing a taxonomy to business partners allowing them context and understanding of their spend through an upgraded Show back and forecasting process.
- An automated Cost Management approach with a Cloud financial tooling solution was also put in place

- Defined a Public Cloud budgeting process with named owners for accountability
- Conducted a comprehensive business review, with a cloud cost management tool, with assessment of spend and usage patterns
- Implemented closing down unused services, under-utilized instances or switched to lower cost, turning off weekend non-prod workloads, identifying storage volumes no longer attached that could be deleted, etc.

Client Quotes

” Moving to Public Clouds was right, but ensuring dynamic FinOps to address issues that cause the costs to rise has ensured long-term sustainable ROI ..

” Having a business impact from a Cloud transformation journey required us to address hygiene issues first, leading to (enabling the) executive visibility of those cost patterns..

” Cloud cost discipline and risk controls became key when an ambitious Applications Migration to the Cloud was being attempted, alongside decommissioning of DCs...!

