

# Managing and Optimizing Cloud Costs with FinOps



**When market conditions are favorable, enterprises often adopt a liberal approach to resource utilization, with less emphasis on optimizing costs, and cloud carbon footprint.** However, with the widespread adoption of cloud-based technologies and rising cloud costs, monitoring and managing these expenses has become critical, and **organizations must choose between quick, unsustainable cost-management fixes or establish proven practices such as Financial Operations (FinOps)** to achieve long-term benefits.

**FinOps is a set of practices that** helps organizations optimize their cloud spending by analyzing usage data, identifying inefficiencies, and implementing cost-saving measures. It involves creating a culture of transparency and accountability around cloud spending, tracking costs, and continuously monitoring and adjusting cloud spending to **ensure cost efficiency, reduced cloud consumption and ultimately reduced cloud carbon footprint.**



Maturity of  
Observability

Maturity  
of Practice

## Why FinOps?

## Challenges in getting started with FinOps:



Your cloud costs are rising,  
and you are not sure why.

There are multiple FinOps tools, making it difficult to  
find the right fit for your business model and industry.



You have cloud-native cost  
observability tools, and your  
cloud bills are still rising.

FinOps is a complicated practice and requires  
expertise to decipher the observability insights  
and define the next steps



You have dedicated cost  
observability tools but a  
nascent cloud cost  
optimization practice.

Successful enterprise-wide FinOps  
implementation requires experience  
setting up governance policies across  
IaaS, PaaS, and SaaS



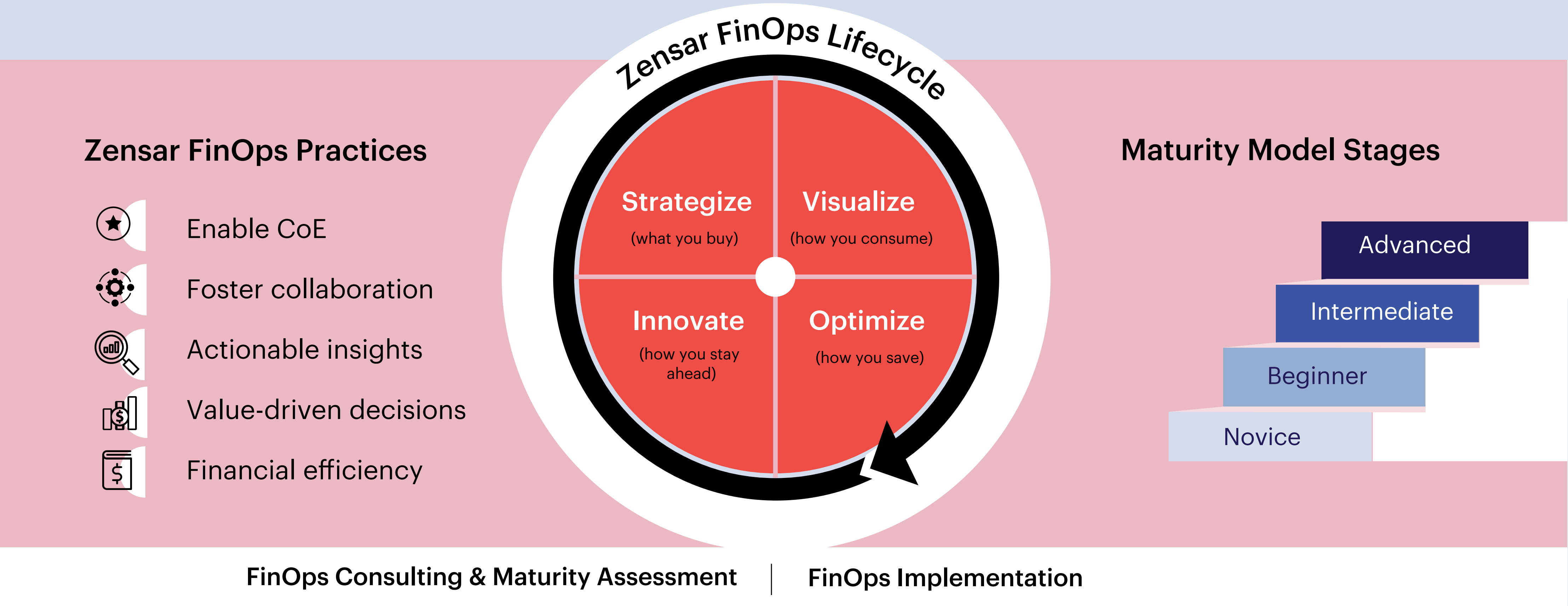
You have a mature cost  
optimization practice with  
advanced tools, but you are  
struggling with growth and  
innovation.

FinOps is an ever-evolving practice,  
with the latest stage of evolution being  
hyper-optimization. An inward approach can  
impact your enterprise's velocity, growth,  
and innovation.

# Zensar FinOps Framework

Zensar can help organizations reduce their single/multi/hybrid cloud operational costs through:

- End-to-end consulting from assessment to implementation and support.
- Implementation of AI-enabled FinOps tools that optimize resource usage.
- Automation to achieve advanced maturity to reduce wastage and optimize further.



## Know

### Project initiation and data gathering

- 1. Understand the landscape
- 2. Detail out current policies
- 3. Categorize the services
- 4. Identify the cost consuming services

## Review

### Review the services & metrics

- 1. Review the metrics data
- 2. Review current configurations with project stakeholders
- 3. Analyze the non-production services
- 4. Review the configuration vs consumption analysis for the cost consuming services with cost levers

## Control

### Recommend measures

- 1. Re-configure the services based on the actual consumptions
- 2. Enable cloud native recommendations, if any
- 3. Setup tagging compliances
- 4. Revise the reserved/ on-demand instance

## Optimize

### Set governance process

- 1. Build executive dashboard
- 2. Advanced optimization by policies
- 3. Run-time scheduling using AI-ML
- 4. Show-back charge-back setup

# Benefits of Zensar FinOps Framework

- 1

Up to **40%**  
**cost savings** on  
the cloud spend
- 2

Baseline FinOps  
maturity  
assessment  
in 2 weeks
- 5

Assess 50+  
performance  
metrics
- 6

Multi-cloud cost  
visibility for financial  
accountability
- 7

AI -Powered  
budget forecasts  
and real-time cost  
anomaly reports
- 8

Reduced carbon  
footprint with  
responsible use of  
cloud resources

- 3

Review 100+  
cloud cost levers  
including
- 4

Covers analysis  
of 300 + cloud  
services
- Different levers:

a

Procurement – best-suited tools and models

b

Consumption – tagging and tracking

c

Optimization – leaks and resources

d

Innovation – capitalizing anomalies

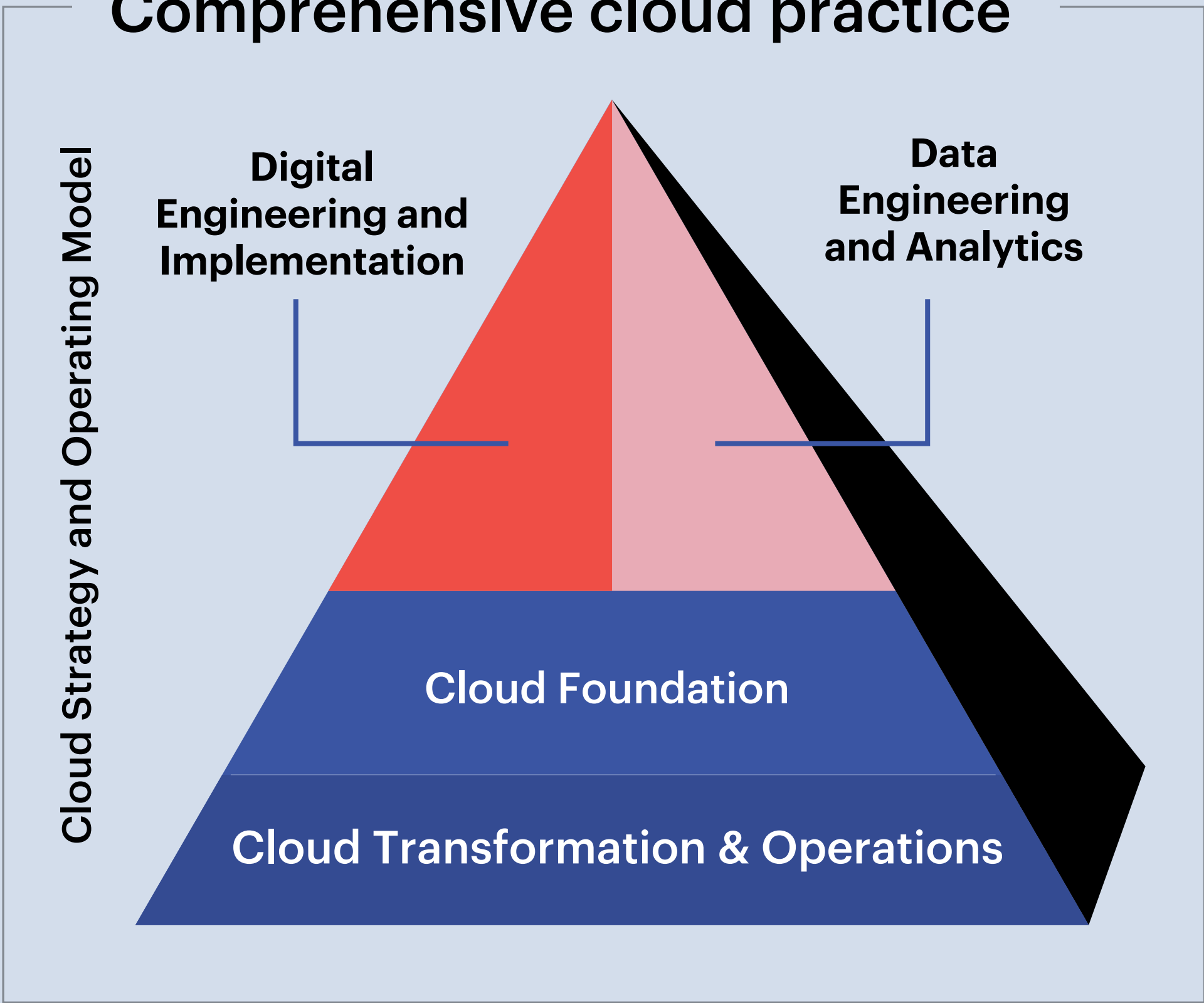
# Why partner with Zensar

Zensar has a track record of helping clients achieve velocity, an ability to move at higher speeds towards a set vision without breaking things. We make it happen through our Velocity Stack™ platform<sup>1</sup>, HiVE™ framework<sup>2</sup> and CRUX approach<sup>3</sup>.

## Hyperscaler partnerships



## Comprehensive cloud practice



**500+**  
Cloud architects

**2500+**  
Cloud certified  
associates

**10%**  
Multi-solution  
architects

**100+**  
Global clients across  
cloud practice

**3x3x5**  
3 verticals x 3 geographies x  
5 service lines

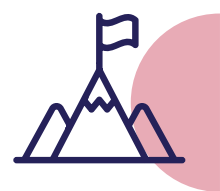
1. Velocity Stack™ - a ready stack of reference architectures, reusable components, and run platform  
2. HiVE™ - Hive Velocity Enterprise framework  
3. CRUX - Customer First, Rapid, Unified and eXperience led approach



# Our FinOps offering in action

Case study 1

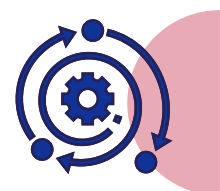
## A global online proctoring firm reduced 40% cloud costs within 2 months



**Problem:** Rapidly spiraling cloud costs due to limited visibility into cloud assets.



**Solution:** Streamlined cloud usage, improved visibility, optimized costs, and enhanced security through a single view of their cloud estate, enforcing best AWS practices, and following global security standards.



**Impact:** **Saved \$1.5 million** by reducing cloud costs by 40% within the first 2 months.

**40%**  
cost optimization



Case study 2

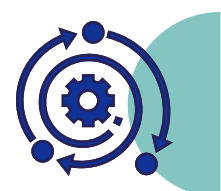
## A leading mutual funds service provider reduced cloud costs by 30% and attained continuous PCI compliance



**Problem:** Low visibility and control over rising operating costs. Maintaining compliance with complex regulations.



**Solution:** NextGen cloud governance with well-architected framework to achieve integrated, continuous FinOps, SecOps, and CloudOps.

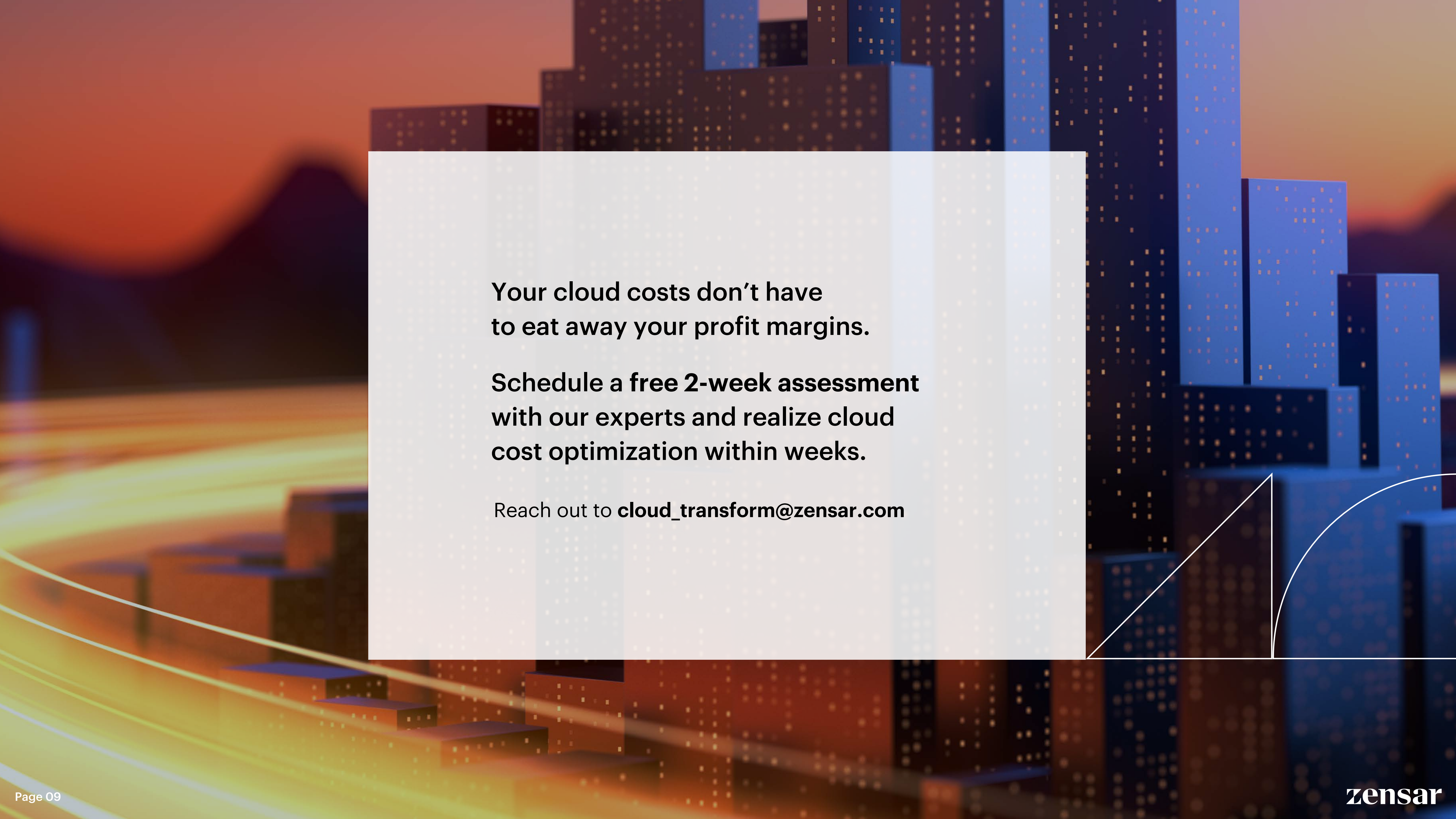


**Impact:** Achieved **30% reduction** in cloud costs and continuous compliance with PCI standards.

**30%**  
cost optimization







Your cloud costs don't have  
to eat away your profit margins.

**Schedule a free 2-week assessment**  
with our experts and realize cloud  
cost optimization within weeks.

Reach out to **[cloud\\_transform@zensar.com](mailto:cloud_transform@zensar.com)**





We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 11,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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