

# 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.

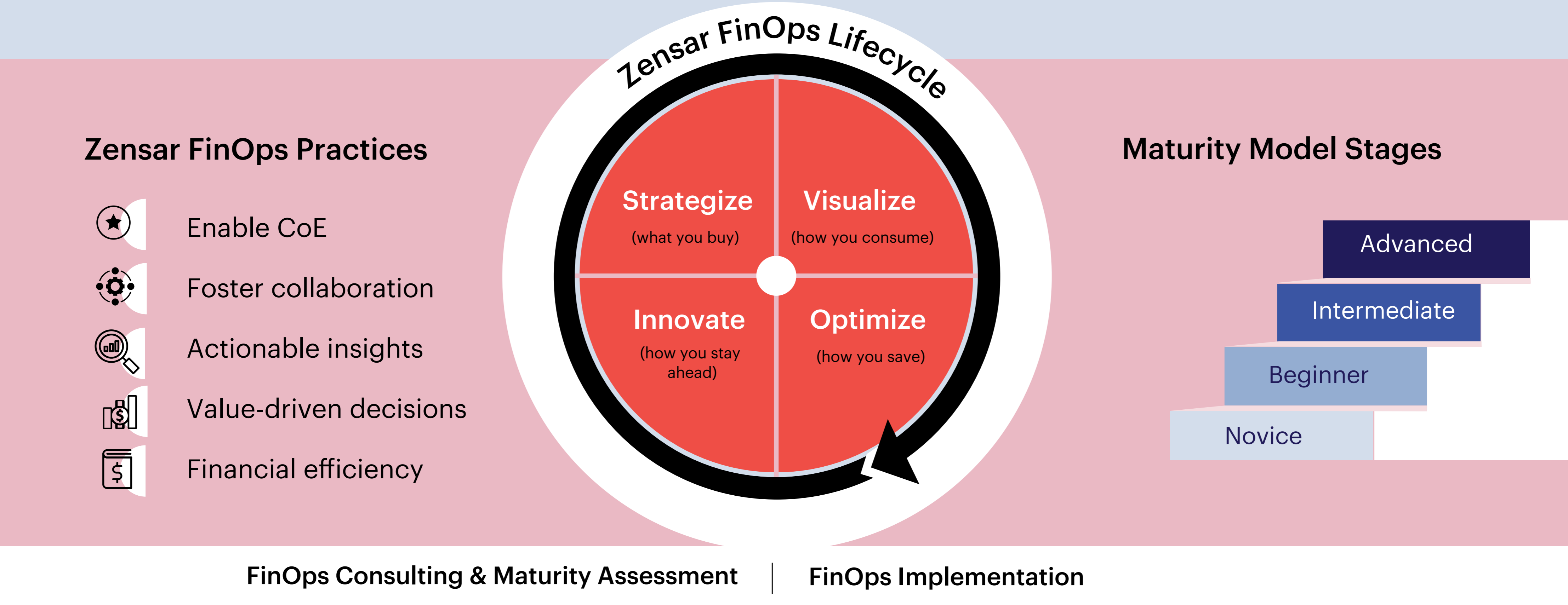
# Zensar FinOps Framework

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
- 3 Review 100+ cloud cost levers including
  - a Procurement – best-suited tools and models
  - b Consumption – tagging and tracking
  - c Optimization – leaks and resources
  - d Innovation – capitalizing anomalies
- 4 Covers analysis of 300 + cloud services
- 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

# 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



**500+**  
Cloud architects

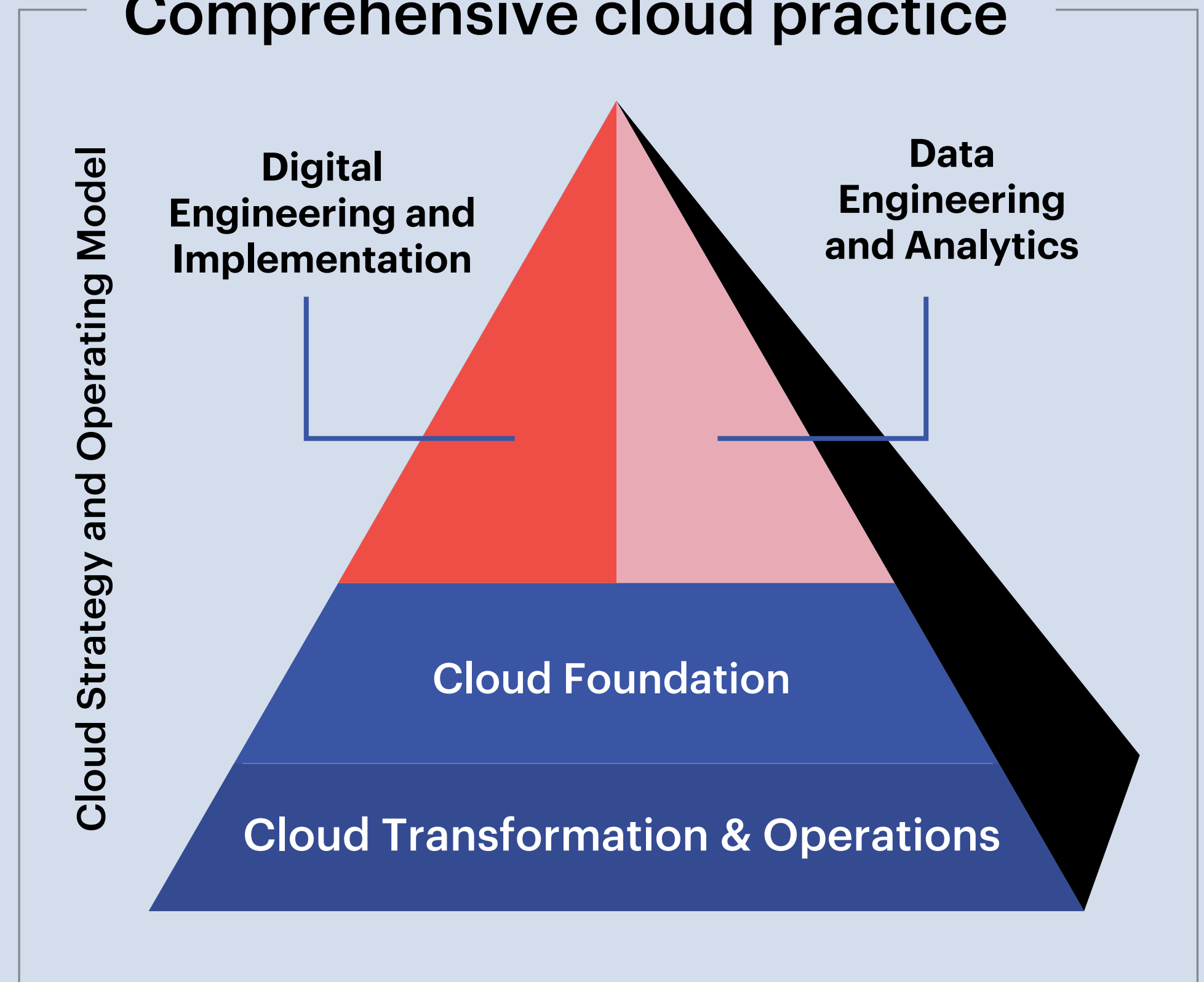
**2500+**  
Cloud certified associates

**10%**  
Multi-solution architects

**100+**  
Global clients across cloud practice

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

## Comprehensive cloud practice

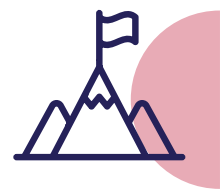


1. Velocity Stack™ - a ready stack of reference architectures, reusable components, and run platform  
2. HiVE™ - Hive Velocity Enterprise framework  
3. CRUX - Customer First, Rapid, Unified and eXperience led approach

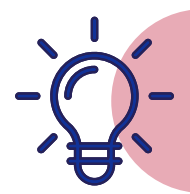
# Our FinOps offering in action

Case study 1

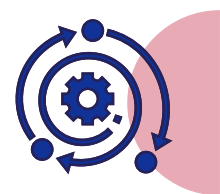
## A global online proctoring firm reduced 40% cloud costs within 2 months



**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

Novice

Intermediate

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

Beginner

Advanced



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

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

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

\*Limited availability; sign up now!



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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