
AWS
re:Invent
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PRT035

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FinOps: The powerful ability of insight to accelerate AWS

Jeff Haines (he/him)

Director of Marketing
Anodot

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Agenda: Accelerating AWS with FinOps insight

1. How does FinOps unlock **AWS value** for your organization?
2. Why is **collaboration** the FinOps linchpin?
3. How does your ability to deliver **insight** directly impact FinOps culture?
4. Which **qualities** make an insight powerful?
5. How can **you** deliver better insights?

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How FinOps accelerates your AWS value

Visibility
(inform)

Optimization
(optimize)

Monitoring
(operate)

Immediacy
(start now!)

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The core of FinOps

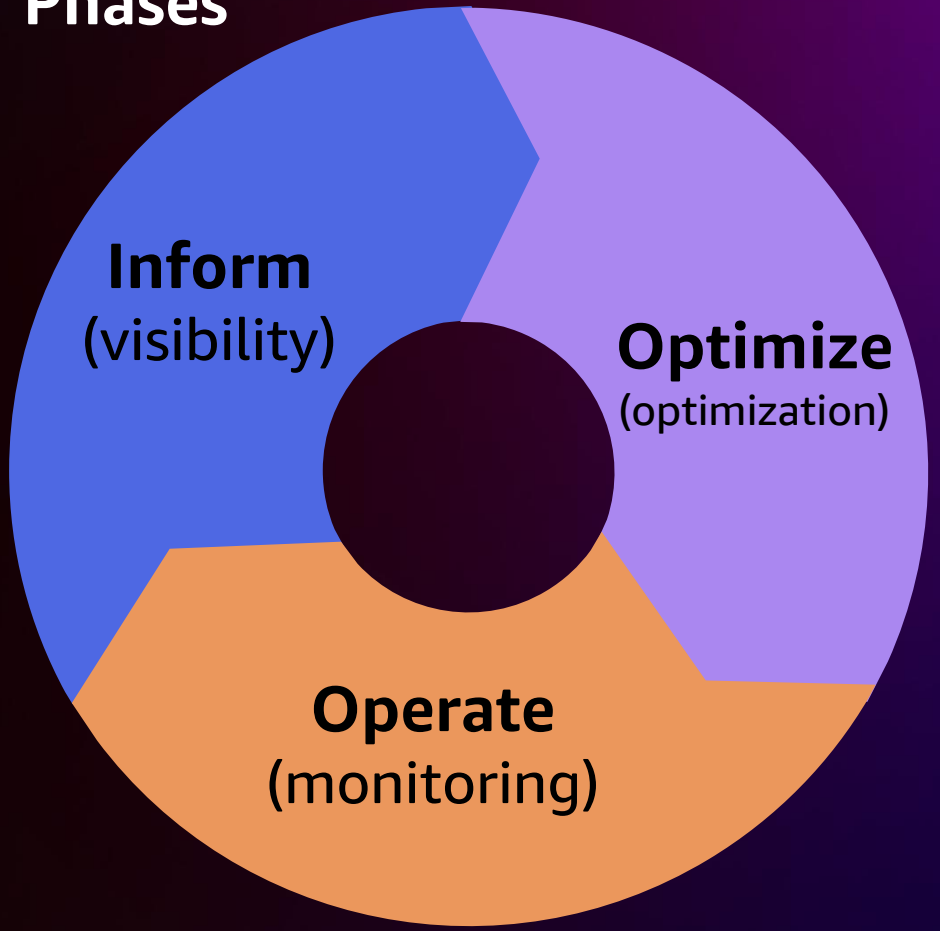
Personas

- FinOps Practitioners
- Executives
- Business/ product owners
- Finance/ procurement
- Engineering/ operations

Principles

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

Phases



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Source: FinOps Foundation

Insight

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Qualities of powerful FinOps insights

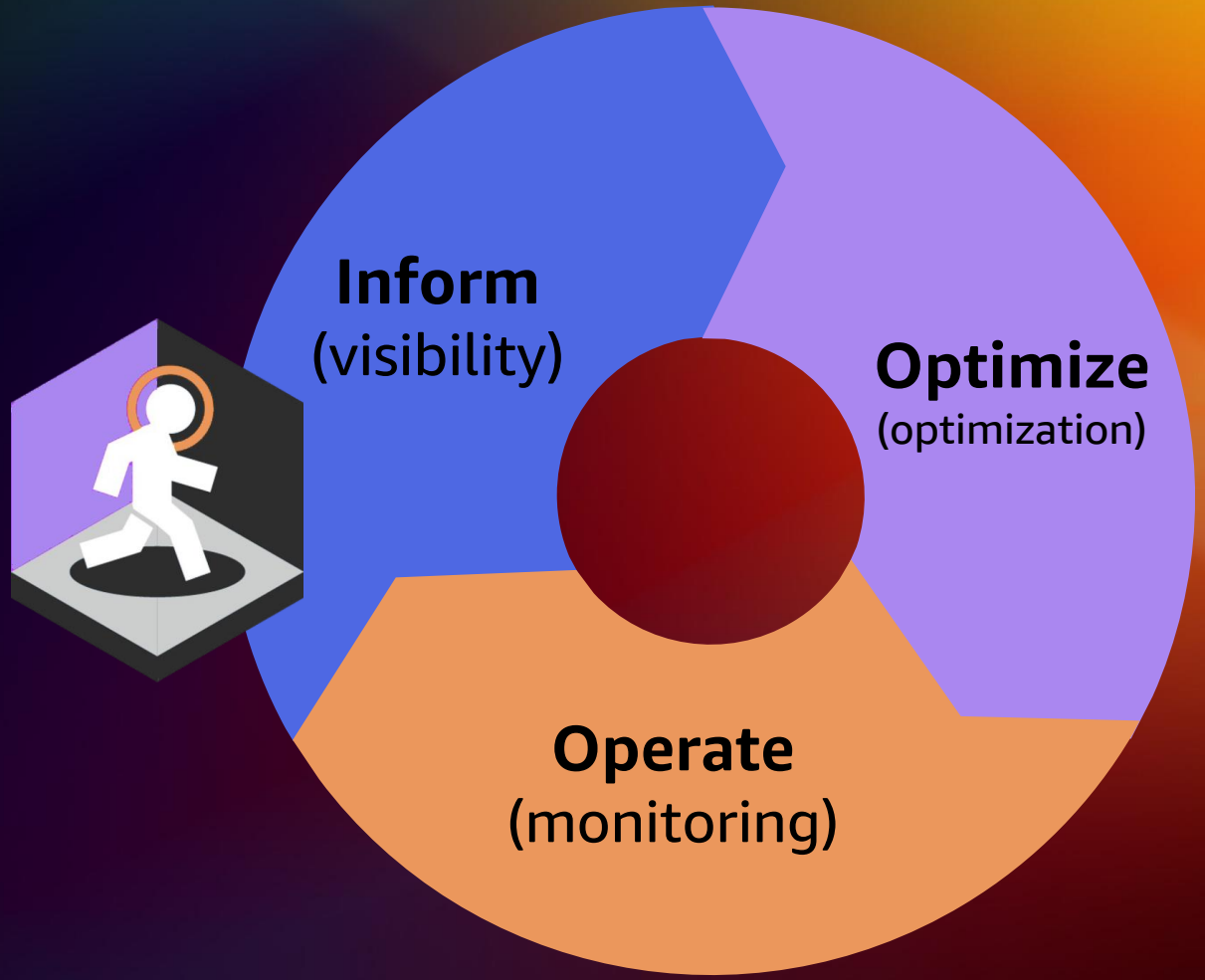
Timely

Accurate

Meaningful

Automated

Accessible

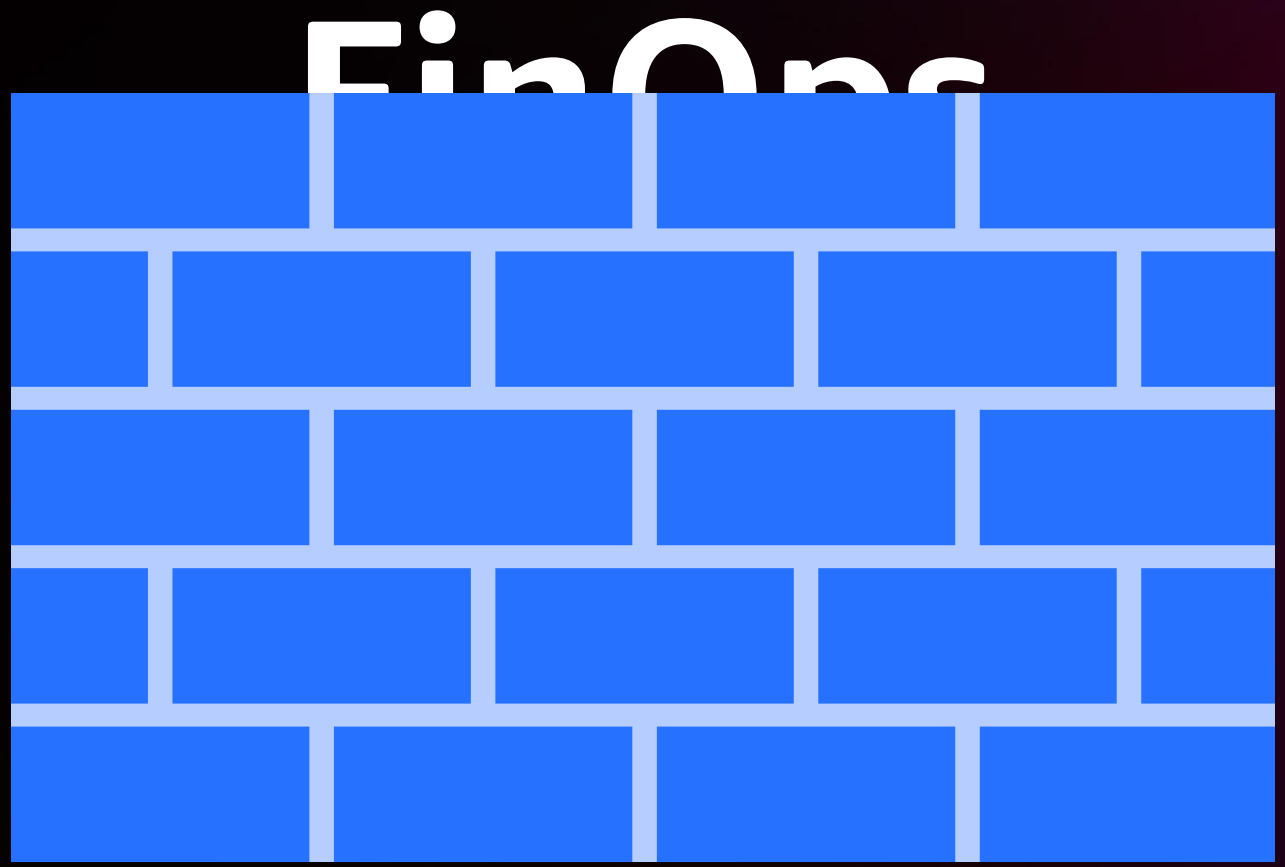


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Graphic source: FinOps Foundation

What’s stopping you?



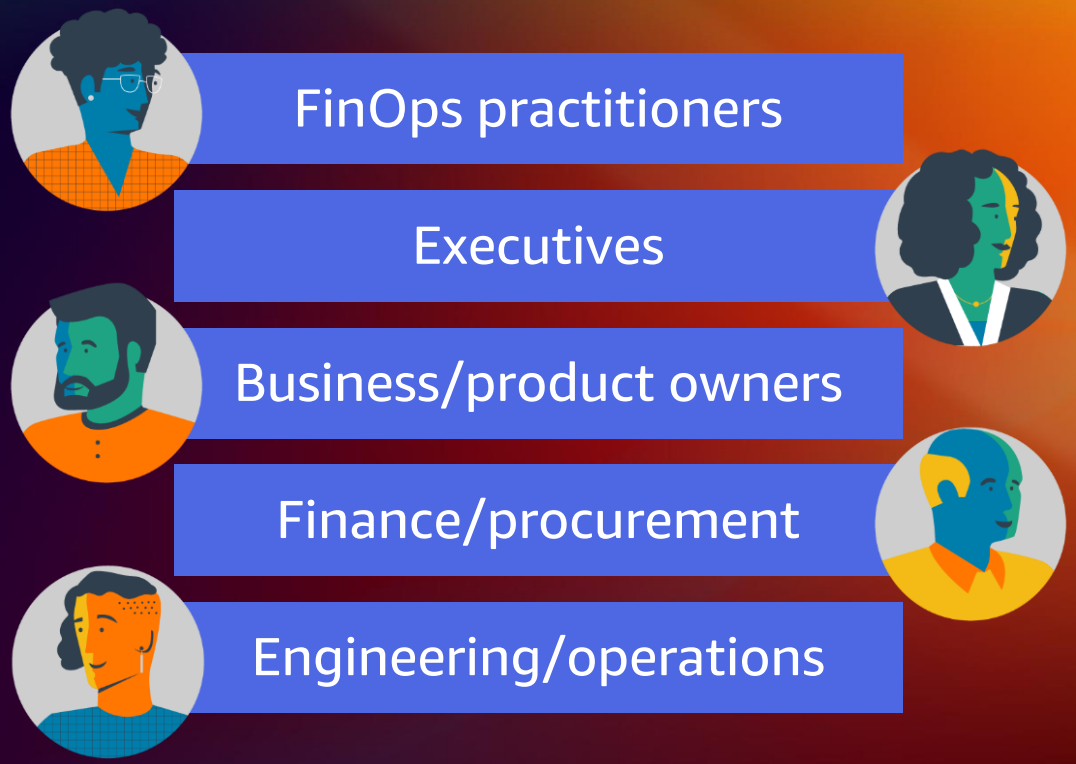
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The secret to FinOps success

Insight must be **persona-driven**

This enables

- Collaboration
- Shared language
- Definition and achievement of FinOps KPIs



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Graphic source: FinOps Foundation

Start with AWS

AWS Cost Explorer

AWS Cloud Intelligence Dashboards (especially the CUDOS dashboard)

AWS Budgets + AWS Budgets actions

Latest-generation instances + AWS Graviton

AWS Compute Optimizer

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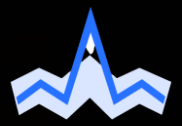
Power up with Anodot



Persona-driven visibility across **everything**



Cost-saving recommendations your team **will** implement



High-accuracy, machine learning–driven monitoring



Rapid pace of innovation and customer-centric delivery of new capabilities



Priced affordably and available through AWS Marketplace

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Thank you!

Jeff Haines
jhaines@anodot.com



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