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Using AWS savings instruments in the FinOps journey

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About us



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FinOps from theory . . .

FinOps is . . .

. . . evolving

. . . a cloud financial management discipline and cultural practice

. . . an enabler for organizations to get maximum business value by helping teams to collaborate on data-driven spending decisions

Source: FinOps Foundation

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FinOps from theory . . . to practice

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Source: FinOps Foundation

Challenges adopting FinOps

- Ownership and accountability
- Shared view of information
- Consistent approach and implementation
- Continuous maintenance
- Added overhead

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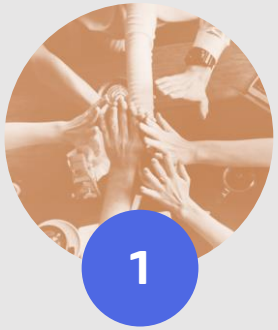
What does it mean to operationalize FinOps?

Embedding cost consciousness and cost management into day-to-day activities and processes across teams



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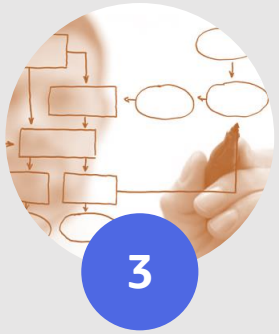
What’s needed to operationalize FinOps?



Culture and mentality



Visibility and transparency



Inclusion in day-to-day processes



Consistency and governance

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Supporting FinOps adoption



- Granular **visibility and analytics** across clouds, resources and stakeholders
- **Transparency** and single source of truth to align business, operations, and DevOps teams

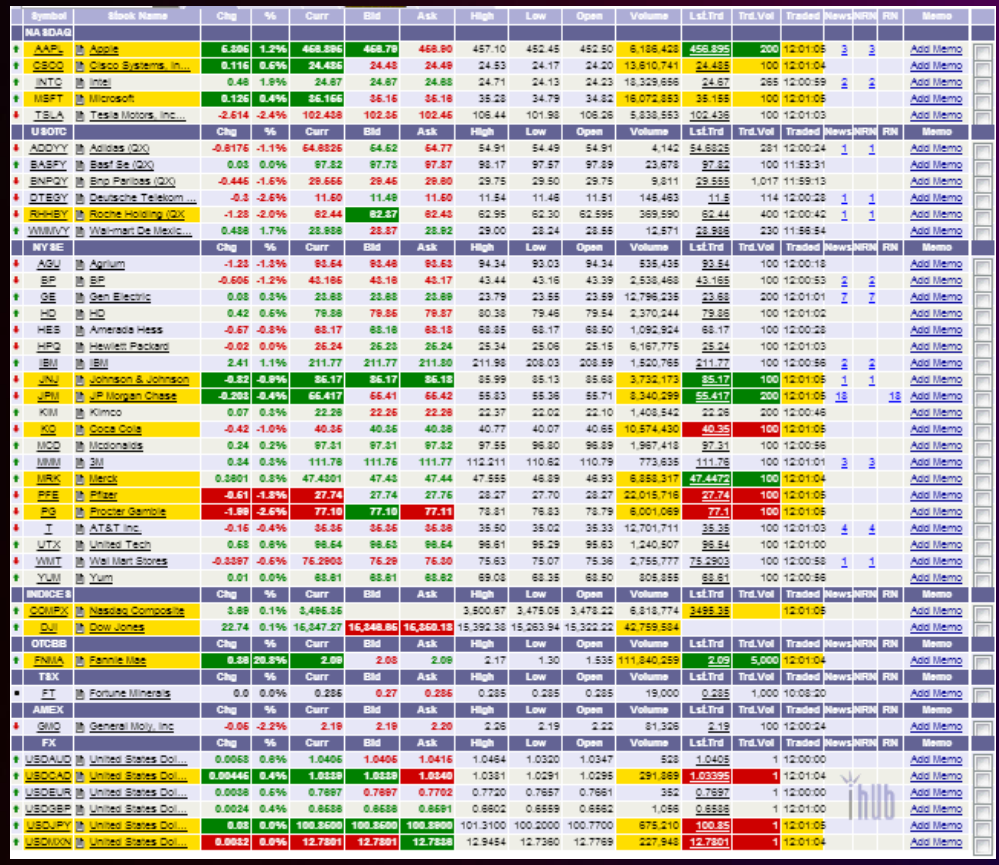
- **Continuous**, real-time assessment and optimization of infrastructure and applications
- Streamlined processes and **policy-driven workflows** with exception handling

- **Automation with governance** of standard processes aligned to business needs
- **Cost-conscious** resource provisioning and utilization
- **Just-in-time scaling** to deliver on SLAs

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Important considerations in using AWS commitments

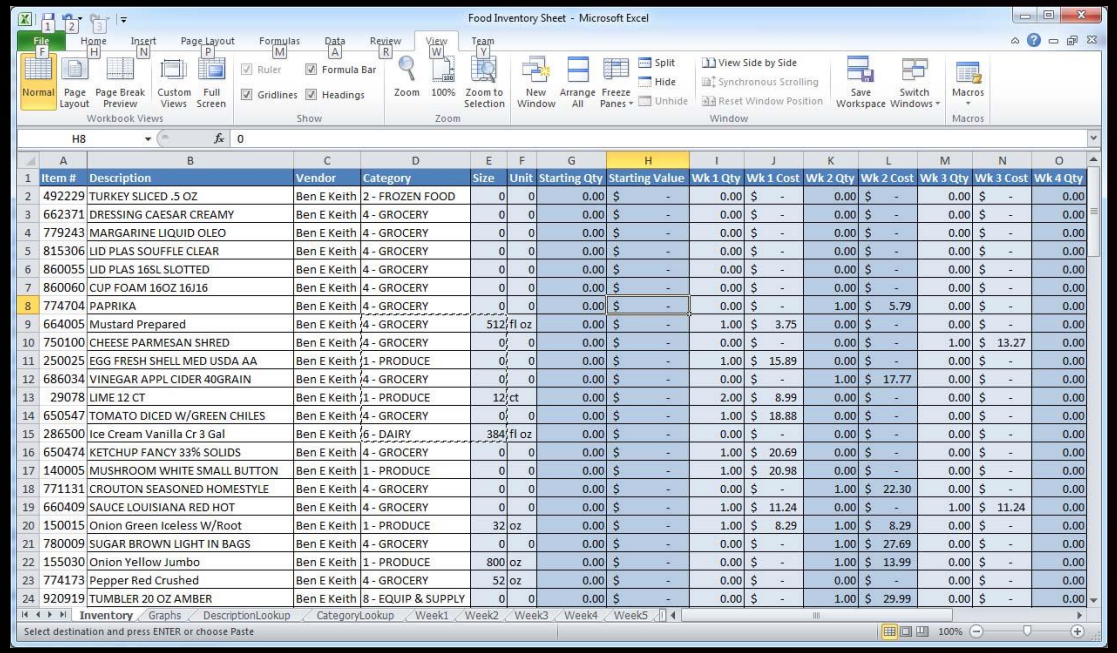
- Forecasting resource usage
- Balancing flexibility vs. savings
- Maximizing coverage
- Continuous optimization



Symbol	Stock Name	Chg	%	Curr	Bid	Ask	High	Low	Open	Volume	Lst.Trd	Trd.Vol	Traded	News	NFIN	FIN	Memo
NASDAQ																	
AAPL	Apple	6.295	1.2%	468.895	468.79	468.90	457.10	452.45	452.50	6,186,428	456.895	200	12:01:05	3	3		Add Memo
CSCO	Cisco Systems, In...	0.116	0.5%	24.435	24.43	24.49	24.53	24.17	24.20	13,610,741	24.435	100	12:01:04				Add Memo
INTC	Intel	0.48	1.9%	24.67	24.67	24.68	24.71	24.13	24.23	18,329,656	24.67	265	12:00:59	2	2		Add Memo
MSFT	Microsoft	0.125	0.4%	35.165	35.15	35.18	35.28	34.79	34.82	16,072,853	35.155	100	12:01:05				Add Memo
TSLA	Tesla Motors, Inc...	-2.514	-2.4%	102.438	102.35	102.45	106.44	101.90	106.26	5,838,553	102.436	100	12:01:03				Add Memo
U.S.OTC		Chg	%	Curr	Bid	Ask	High	Low	Open	Volume	Lst.Trd	Trd.Vol	Traded	News	NFIN	FIN	Memo
ADDYY	Adidas (QX)	-0.8175	-1.1%	64.8825	64.62	64.77	64.91	64.49	64.91	4,142	64.6825	281	12:00:24	1	1		Add Memo
BASFY	Basf Se (QX)	0.03	0.0%	97.82	97.73	97.87	98.17	97.57	97.89	23,678	97.82	100	11:53:31				Add Memo
BNPQY	Bnp Paribas (QX)	-0.445	-1.6%	28.555	28.45	28.80	29.75	29.50	29.75	9,811	29.555	1,017	11:59:13				Add Memo
DTEGY	Deutsche Telekom ...	-0.3	-2.6%	11.60	11.49	11.60	11.64	11.46	11.51	145,463	11.5	114	12:00:28	1	1		Add Memo
RHHBY	Roche Holding (QX	-1.28	-2.0%	62.44	62.37	62.43	62.95	62.30	62.595	369,590	62.44	400	12:00:42	1	1		Add Memo
WMMVY	Walmart De Mexic...	0.488	1.7%	28.888	28.87	28.92	29.00	28.24	28.55	12,671	28.888	230	11:56:54				Add Memo
NYSE		Chg	%	Curr	Bid	Ask	High	Low	Open	Volume	Lst.Trd	Trd.Vol	Traded	News	NFIN	FIN	Memo
AGU	Agrium	-1.23	-1.3%	93.64	93.48	93.63	94.34	93.03	94.34	535,435	93.64	100	12:00:18				Add Memo
BP	BP	-0.505	-1.2%	43.185	43.18	43.17	43.44	43.16	43.39	2,538,468	43.185	100	12:00:53	2	2		Add Memo
GE	Gen Electric	0.08	0.3%	23.88	23.88	23.89	23.79	23.55	23.59	12,796,235	23.88	200	12:01:01	7	7		Add Memo
HD	HD	0.42	0.5%	79.88	79.86	79.87	80.38	79.46	79.54	2,370,244	79.88	100	12:01:02				Add Memo
HES	Amerada Hess	-0.57	-0.8%	68.17	68.16	68.18	68.85	68.17	68.50	1,092,924	68.17	100	12:00:28				Add Memo
HPQ	Hewlett Packard	-0.02	0.0%	25.24	25.23	25.24	25.34	25.06	25.15	6,167,775	25.24	100	12:01:03				Add Memo
IBM	IBM	2.41	1.1%	211.77	211.77	211.80	211.98	208.03	208.59	1,520,765	211.77	100	12:00:56	2	2		Add Memo
JNJ	Johnson & Johnson	-0.82	-0.9%	86.17	86.17	86.18	86.99	86.13	86.68	3,732,173	86.17	100	12:01:05	1	1		Add Memo
JPM	JP Morgan Chase	-0.203	-0.4%	55.417	55.41	55.42	55.83	55.36	55.71	8,340,299	55.417	200	12:01:05	18		18	Add Memo
KIM	Kimco	0.07	0.3%	22.28	22.26	22.28	22.37	22.02	22.10	1,408,542	22.28	200	12:00:45				Add Memo
KO	Coca Cola	-0.42	-1.0%	40.35	40.35	40.36	40.77	40.07	40.65	10,574,430	40.35	100	12:01:05				Add Memo
MCD	Mcdonalds	0.24	0.2%	97.31	97.31	97.32	97.55	96.80	96.89	1,967,418	97.31	100	12:00:56				Add Memo
MMM	3M	0.34	0.3%	111.76	111.75	111.77	112.211	110.62	110.79	773,635	111.76	100	12:01:01	3	3		Add Memo
MRK	Merck	0.3801	0.8%	47.4301	47.43	47.44	47.595	46.89	46.93	6,858,317	47.4472	100	12:01:04				Add Memo
PFE	Pfizer	-0.51	-1.8%	27.74	27.74	27.75	28.27	27.70	28.27	22,015,716	27.74	100	12:01:05				Add Memo
PG	Procter Gamble	-1.99	-2.6%	77.10	77.10	77.11	78.81	76.83	78.79	6,001,089	77.1	100	12:01:05				Add Memo
T	AT&T Inc.	-0.16	-0.4%	35.35	35.35	35.36	35.50	35.02	35.33	12,701,711	35.35	100	12:01:03	4	4		Add Memo
UTX	United Tech	0.68	0.8%	96.64	96.63	96.64	96.61	95.29	95.63	1,240,507	96.64	100	12:01:00				Add Memo
WMT	Wal Mart Stores	-0.3397	-0.6%	76.2903	76.29	76.30	75.63	75.07	75.36	2,755,777	76.2903	100	12:00:58	1	1		Add Memo
YUM	Yum	0.01	0.0%	68.61	68.61	68.62	69.08	68.35	68.50	805,855	68.61	100	12:00:56				Add Memo
INDICES		Chg	%	Curr	Bid	Ask	High	Low	Open	Volume	Lst.Trd	Trd.Vol	Traded	News	NFIN	FIN	Memo
COMPX	Nasdaq Composite	0.69	0.1%	3,495.35			3,500.67	3,475.05	3,478.22	6,818,774	3495.35		12:01:05				Add Memo
DJI	Dow Jones	22.74	0.1%	16,347.27	16,348.85	16,350.18	15,392.38	15,253.94	15,322.22	42,759,504							Add Memo
OTCBB		Chg	%	Curr	Bid	Ask	High	Low	Open	Volume	Lst.Trd	Trd.Vol	Traded	News	NFIN	FIN	Memo
FNMA	Fannie Mae	0.38	20.5%	2.09	2.08	2.09	2.17	1.30	1.535	111,840,259	2.09	5,000	12:01:04				Add Memo
TSX		Chg	%	Curr	Bid	Ask	High	Low	Open	Volume	Lst.Trd	Trd.Vol	Traded	News	NFIN	FIN	Memo
FT	Fortune Minerals	0.0	0.0%	0.285	0.27	0.285	0.285	0.285	0.285	19,000	0.285	1,000	10:08:20				Add Memo
AMEX		Chg	%	Curr	Bid	Ask	High	Low	Open	Volume	Lst.Trd	Trd.Vol	Traded	News	NFIN	FIN	Memo
GMO	General Moly, Inc	-0.05	-2.2%	2.19	2.19	2.20	2.26	2.19	2.22	81,326	2.19	100	12:00:24				Add Memo
FX		Chg	%	Curr	Bid	Ask	High	Low	Open	Volume	Lst.Trd	Trd.Vol	Traded	News	NFIN	FIN	Memo
USDAUD	United States Dol...	0.0068	0.6%	1.0406	1.0406	1.0416	1.0464	1.0320	1.0347	523	1.0405	1	12:00:00				Add Memo
USDCAD	United States Dol...	0.00446	0.4%	1.0339	1.0338	1.0340	1.0381	1.0291	1.0295	291,889	1.03395	1	12:01:04				Add Memo
USDEUR	United States Dol...	0.0038	0.5%	0.7697	0.7697	0.7702	0.7720	0.7657	0.7661	352	0.7697	1	12:00:00				Add Memo
USDGBP	United States Dol...	0.0024	0.4%	0.6538	0.6538	0.6591	0.6602	0.6559	0.6562	1,056	0.6538	1	12:01:00				Add Memo
USDJPY	United States Dol...	0.03	0.0%	100.3500	100.3500	100.3900	101.3100	100.2000	100.7700	675,210	100.35	1	12:01:05				Add Memo
USDMXN	United States Dol...	0.0052	0.0%	12.7801	12.7801	12.7838	12.9454	12.7360	12.7769	227,948	12.7801	1	12:01:04				Add Memo

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Today’s leading tool for FinOps with AWS savings instruments



Item #	Description	Vendor	Category	Size	Unit	Starting Qty	Starting Value	Wk 1 Qty	Wk 1 Cost	Wk 2 Qty	Wk 2 Cost	Wk 3 Qty	Wk 3 Cost	Wk 4 Qty
492229	TURKEY SLICED .5 OZ	Ben E Keith	2 - FROZEN FOOD	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
662371	DRESSING CAESAR CREAMY	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
779243	MARGARINE LIQUID OLEO	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
815306	LID PLAS SOUFFLE CLEAR	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
860055	LID PLAS 16SL SLOTTED	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
860060	CUP FOAM 16OZ 16J16	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
774704	PAPRIKA	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	1.00	$ 5.79	0.00	$ -	0.00
664005	Mustard Prepared	Ben E Keith	4 - GROCERY	512	fl oz	0.00	$ -	1.00	$ 3.75	0.00	$ -	0.00	$ -	0.00
750100	CHEESE PARMESAN SHRED	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	0.00	$ -	1.00	$ 13.27	0.00
250025	EGG FRESH SHELL MED USDA AA	Ben E Keith	1 - PRODUCE	0	0	0.00	$ -	1.00	$ 15.89	0.00	$ -	0.00	$ -	0.00
686034	VINEGAR APPL CIDER 40GRAIN	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	1.00	$ 17.77	0.00	$ -	0.00
29078	LIME 12 CT	Ben E Keith	1 - PRODUCE	12	ct	0.00	$ -	2.00	$ 8.99	0.00	$ -	0.00	$ -	0.00
650547	TOMATO DICED W/GREEN CHILES	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	1.00	$ 18.88	0.00	$ -	0.00	$ -	0.00
286500	Ice Cream Vanilla Cr 3 Gal	Ben E Keith	6 - DAIRY	384	fl oz	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
650474	KETCHUP FANCY 33% SOLIDS	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	1.00	$ 20.69	0.00	$ -	0.00	$ -	0.00
140005	MUSHROOM WHITE SMALL BUTTON	Ben E Keith	1 - PRODUCE	0	0	0.00	$ -	1.00	$ 20.98	0.00	$ -	0.00	$ -	0.00
771131	CROUTON SEASONED HOMESTYLE	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	1.00	$ 22.30	0.00	$ -	0.00
660409	SAUCE LOUISIANA RED HOT	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	1.00	$ 11.24	0.00	$ -	1.00	$ 11.24	0.00
150015	Onion Green Iceless W/Root	Ben E Keith	1 - PRODUCE	32	oz	0.00	$ -	1.00	$ 8.29	1.00	$ 8.29	0.00	$ -	0.00
780009	SUGAR BROWN LIGHT IN BAGS	Ben E Keith	4 - GROCERY	0	0	0.00	$ -	0.00	$ -	1.00	$ 27.69	0.00	$ -	0.00
155030	Onion Yellow Jumbo	Ben E Keith	1 - PRODUCE	800	oz	0.00	$ -	0.00	$ -	1.00	$ 13.99	0.00	$ -	0.00
774173	Pepper Red Crushed	Ben E Keith	4 - GROCERY	52	oz	0.00	$ -	0.00	$ -	0.00	$ -	0.00	$ -	0.00
920919	TUMBLER 20 OZ AMBER	Ben E Keith	8 - EQUIP & SUPPLY	0	0	0.00	$ -	0.00	$ -	1.00	$ 29.99	0.00	$ -	0.00

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But can we do better?

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Supporting operationalization of FinOps: Spot by NetApp portfolio

Visibility

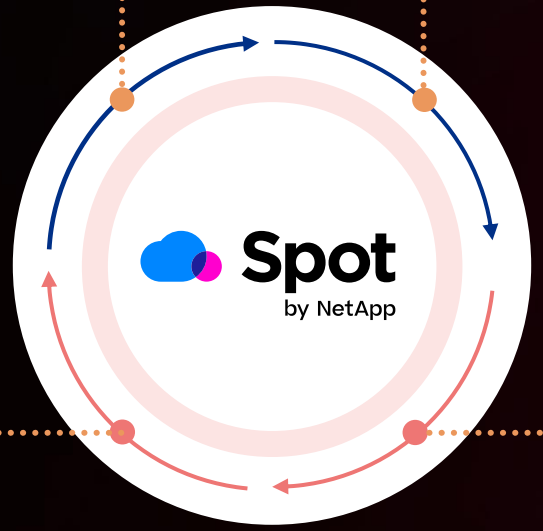
Get deep visibility of cloud spend and resources to drive and align business and cloud strategy for the organization

Easily analyze and allocate cloud consumption by business unit, projects, teams, and services

Optimization

Optimize cloud purchasing with operational efficiencies through intelligent strategies to save up to 70% on cloud costs

Operate a resource portfolio at optimal efficiency and performance through intelligent traffic routing, rightsizing, and bin packing



Governance

Govern spend and uptime SLAs based on customizable policies

Prioritize insights and get recommendations to pursue most critical cost, security, and resource improvement opportunities

Automation

Auto-scale infrastructure for workloads and containers to lower the complexity, risk and cost of managing them on your own

Remediate identified utilization inefficiencies and security risks through automated actions

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A FinOps journey

Dieter Matzion
Roku, Inc.

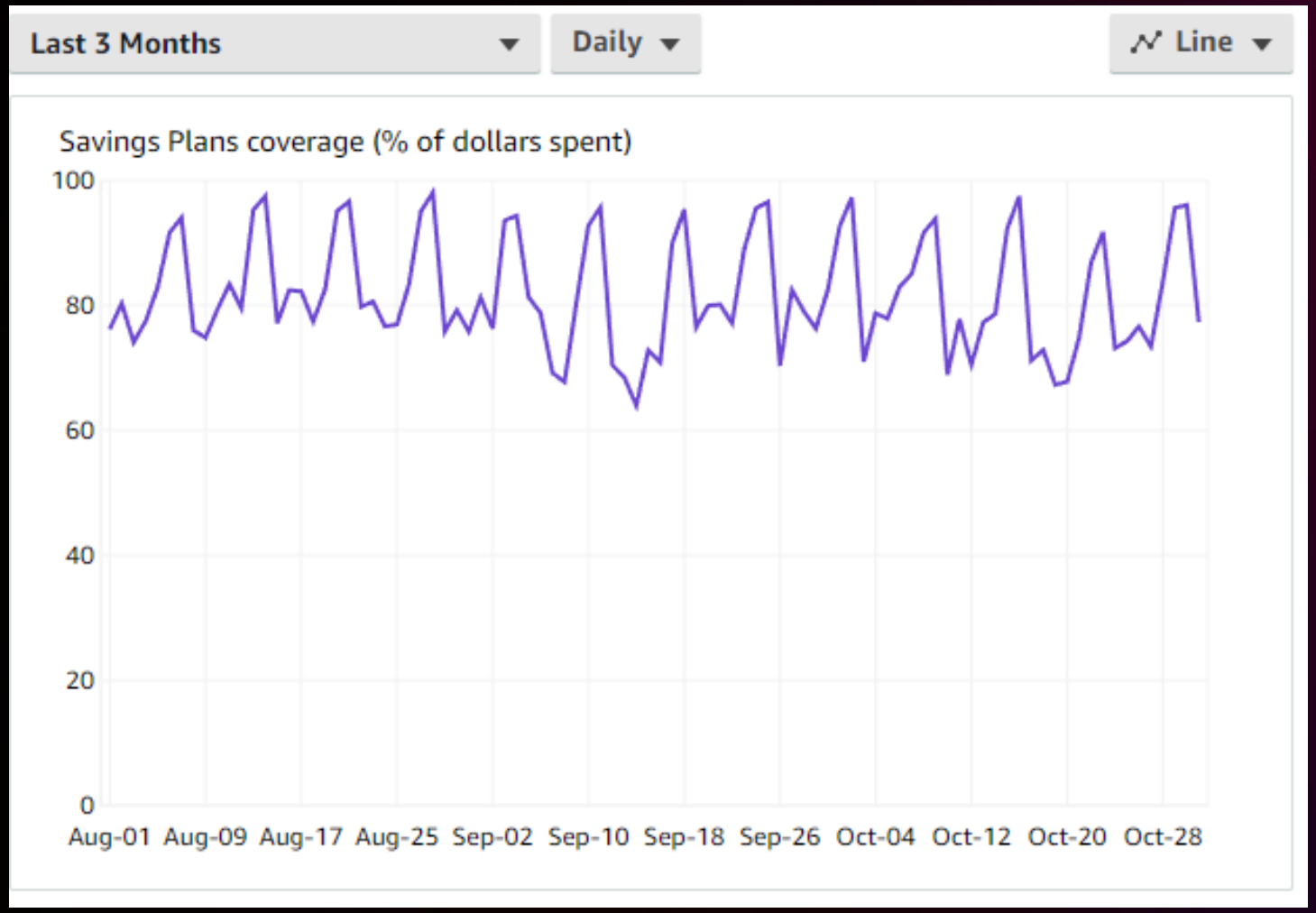
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Multi-cloud environment

AWS	82%	40,000 VMs
Cloud B	16%	80 PB Amazon S3
Cloud C	2%	1 FinOps

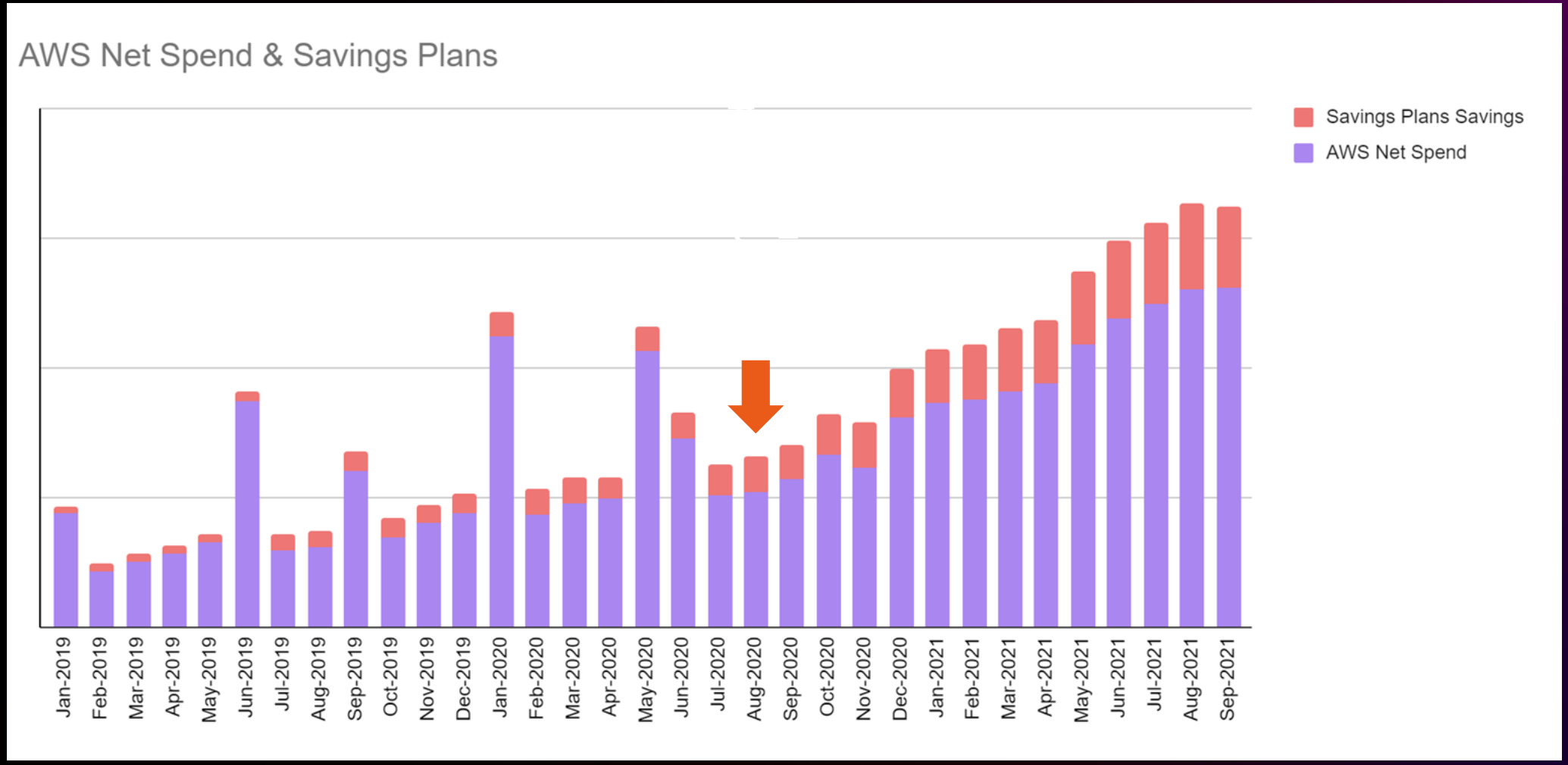
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Savings Plans 80% coverage target



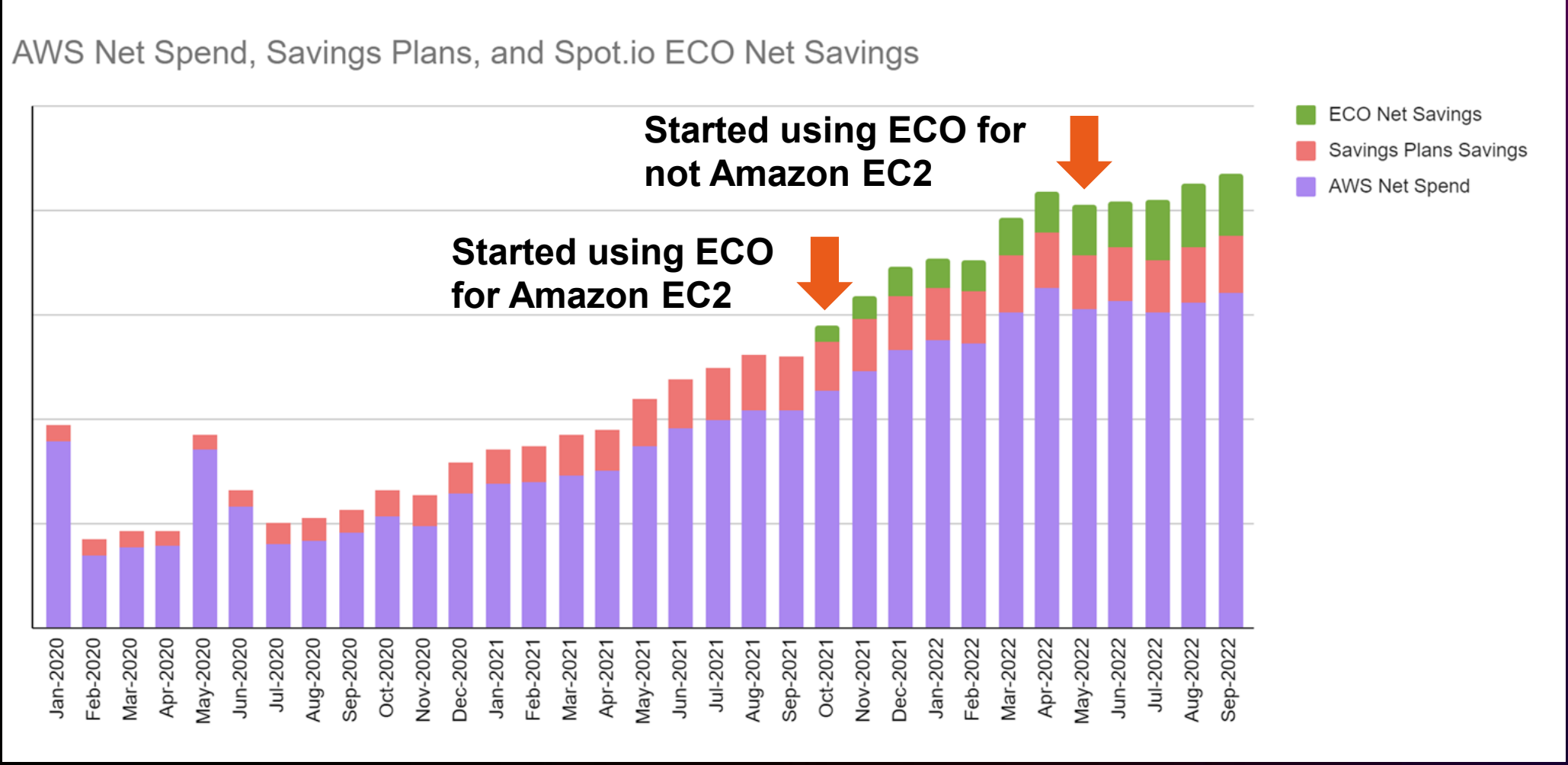
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Savings Plans adoption



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ECO adoption



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Cloud spend reduction over last 12 months

ECO net 10%

Savings Plans 14%

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Thank you!

For more information:

FinOps Foundation: finops.org

Spot by NetApp: https://spot.io



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