

# FinOps Cost Management & Optimization

**The shift to the cloud as “the new normal” has materially changed not just the technical but also the financial landscape of computing.**

Centralized purchasing and price/volume negotiations have given way to ad hoc purchases of cloud resources throughout the organization, making control and price negotiations challenging at best. Even worse, the shift from fixed price to a variable cost utility-style usage model makes it hard to predict, analyze, contain and allocate costs. Couple this with the extreme complexity of the technology—over a million SKUs with tens of thousands added regularly—and a continuing dearth of skilled cloud operatives, and it’s a recipe for waste and inefficiency. Enterprises desperately need the ability to control, forecast and optimize cloud cost and usage on the fly.

The cloud has helped businesses improve costs in customer acquisition and customer service, reach new markets, push out new products, and minimize procurement and supply chain costs. However, with cost optimization, they could be overspending by more than 70 percent<sup>1</sup>.

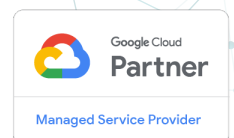


## Maximize the value of your Google Cloud investment

Pythian provides unmatched expertise with more than 24 years of experience managing a wide variety of systems, and is a four-time Google Cloud Partner Award winner. Pythian’s FinOps service offers fully managed, multi-cloud cost optimization that leverages that pedigree by combining advanced data analytics, AI/ML tools, and deep human technical and business expertise. These tools can offer organizations immediate, and often substantial, cost savings by identifying, interpreting and enacting cloud savings opportunities and architectural efficiencies that maximize the business value of their Google Cloud spend.

**Without cost optimization, businesses could be overspending by more than 70 percent<sup>1</sup>**

<sup>1</sup> Gartner, "Your 90-Day Action Plan to Control Public Cloud Spend", 2019



Pythian's FinOps Cost Management & Optimization service is designed to ensure that companies of all sizes have access to the tool while simultaneously providing expertise to maximize the value of their cloud spend and to help build a culture of financial accountability within each customer.

## **Solution highlights**

### **Data collection**

Collect and consolidate finely grained cost and usage information, billing information, and basic health and status metrics about the various deployed Google resources (e.g. CPU, RAM, storage, network uptimes, load factors and Google services).

### **Visibility into cloud costs**

Get granular visibility into your Google Cloud environment, enabling the tracking and visualizing cost and usage patterns across various services, like Google BigQuery, Google Cloud Storage, Google Compute Engine, etc.

### **Cost optimization**

Leverage AL/ML-based recommendations with human expertise to maximize cost savings, capacity reservations, volume discounts and other advanced procurement methods. Drive out waste while increasing performance through rightsizing and workload modernization.

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## **Cost optimization can generate 20 to 35 percent average monthly cloud cost savings**

### **Governance and compliance**

Automatically monitor your Google environment, manage budgetary thresholds alerts and prevent spending surprises through ML-based anomaly detection. Customized monitoring coupled with automatic notification helps ensure adherence to corporate requirements.

### **Financial accountability**

Build a culture of financial accountability through increased access to customized reporting and analytics. Drive awareness of business metrics. Ensure common goals by allocating and/or sharing costs among stakeholders through the use of chargeback and showback reports.

## **Expert advice and interpretation**

Pythian's FinOps Cost Management & Optimization service provides access to a Dedicated Google Cloud Advisor (DCA) who helps manage, report and interpret the data to maximize cost savings while ensuring business goals are met.

## **Benefits**

- Maximizes the value of an organization's cloud spend while generating an average monthly cloud cost savings of 20 to 35 percent.
- Comprehensible, more predictable bills that eliminate unnecessary complexity.
- Offers multi-dimensional visibility into Google Cloud costs and usage, providing insight into cloud usage and simplifying decision-making by grouping and analyzing your assets by lines of business, project or team.
- Governs and optimizes cloud costs through the setting and monitoring of customized technical and budgetary thresholds, as well as the automatic detection of anomalous spending patterns.
- Delivers a unified, multi-cloud approach to cloud cost management across all major cloud providers, including Google Cloud, Amazon Web Services and Microsoft Azure.
- Improves cloud cost analysis and forecasting by comparing current and past spending. With accurate current month-to-date analysis, view your budget and trends against previous trends, and identify current and seasonal spending drivers.
- Helps build a culture of financial accountability through increased stakeholder access and visibility into costs and usage data as well as by enabling cost allocation through showbacks and chargebacks.
- Provides a named Dedicated Google Cloud Advisor to help manage, report and interpret customers' cost and usage data to help ensure that savings are maximized and continuity of care is maintained, all while ensuring business goals are met.

## Why Pythian for FinOps?

### Unmatched expertise

Pythian has two decades of proven expertise in database and data warehousing architecture, development and migration both on-premise and in the cloud. This is coupled with deep expertise in artificial intelligence, machine learning and other advanced analytical and data sciences, as well as functional expertise across a wide array of industries. The depth and breadth of our technical and business expertise makes Pythian uniquely suited to help you turn data and technology into innovative and impactful business solutions.

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**The real challenge in cost optimization is less about providing visibility into the cost and usage data and more about the ability of stakeholders to properly interpret and act upon that data.**

### Exceptional support

Your Dedicated Google Cloud Advisor is your single point of contact at all times, ensuring the highest quality support and continuity of care. They offer expertise in cloud technology and architecture as well as in the business applications of these

technologies. And, as a committed resource who understands the big picture of your particular use of technology and business goals, they are uniquely able to help maximize the business value of your cloud solutions.

### Comprehensive service portfolio

Pythian offers a vast collection of services to help you at every point on your cloud journey. From migration planning to data warehouse design and implementation, from managed databases to AI-powered data analytics, from business and data strategy to DevOps, from on-premise to hybrid to cloud to multi-cloud, Pythian services can help you at every point on your cloud journey.

### Unrelenting focus on business outcomes

The core of Pythian's DNA is ensuring that all projects are centered on clear business outcomes with a clear emphasis on operationalization.

### Accelerated time to value

Pythian offers an extensive collection of tools, solution accelerators, design patterns, process diagrams and models, and other assets that help accelerate the cost-effective development of impactful, data-driven business solutions while reducing cost and risk.

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## Get started with Pythian

**Contact us** and learn how Pythian can maximize the value of your cloud spend while generating an average monthly cloud cost savings of 20 to 35 percent. Email us at [info@pythian.com](mailto:info@pythian.com) to get started.

## Why Pythian for SAP to Google Cloud Migrations?


Pythian is an SAP and Google Cloud Premier Partner whose hundreds of IT and data professionals help companies compete and win in the cloud-driven data economy. We have an expert SAP consulting group, with over 20 years of technical leadership in SAP consulting migrations, enterprise hosting and managed services.

- Google Cloud Premier Partner with 200-plus Google Cloud certifications.
- SAP integrations using service-oriented architecture (SOA), electronic data interchange (EDI), Application Link Enabling (ALE), Remote Function Call (RFC), and IDOCS.
- SAP HANA expertise including:
  - Hardware sizing: DB security, setup and admin.
  - Performance tuning on single and multi-node SAP landscapes.
  - DR setup and maintenance.
  - Specializations in SAP applications.
  - SAP Customer Data Platform.
- Pythian is an SAP PartnerEdge program partner and SAP-certified application hosting services provider.



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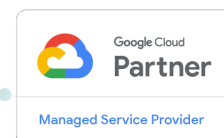
### ABOUT PYTHIAN

Founded in 1997, Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions and products. From cloud automation to machine learning, Pythian designs, implements and supports customized solutions to the toughest data challenges.

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