



Cloud Cost Control

Optimizing FinOps for Business Growth



SquareHook

Get IT done



CONTENTS

In 2022, organizations estimated that 32% of their cloud spend was wasted. FinOps is the cloud financial management practice that aims to address this waste.

"If it seems that FinOps is about saving money, then think again. FinOps is about making money."

What is FinOps	1
Why traditional ways don't work	2
Four steps to FinOps that works	4
Cloud Cost Control with SquareHook	5



WHAT IS FINOPS

Most businesses using azure cloud services are overpaying by at least 30%

And if you think that excludes you – well, you’re in for a painful revelation.

It’s not because you’re using **too much** cloud. Many companies are overpaying for Azure simply because they don’t know how to find cost savings. They assume that the price Microsoft asks of them is the only price. They don’t think to look for savings, and they end up paying significantly more than they need to.

FinOps is the combination of finance management and DevOps. It’s an evolving **cloud financial management** that enables organizations to maximize business value and act on data-driven spending decisions.

BEYOND COST

FinOps is the tool to maximize cloud ROI, have more detailed information to make better decisions about what to spend and when.

“Cloud spend can drive more revenue, signal customer base growth, and enable faster product and feature release velocity. FinOps is all about removing blockers, empowering teams to deliver better and faster, and enabling cross-functional conversations about where to invest and when. Sometimes a business will decide to tighten the belt; sometimes it’ll decide to invest more. But now teams know why they’re making those decisions.”

–FinOps Foundation
(FinOps.org)



WHY TRADITIONAL WAYS DON'T WORK

Look, we've heard it all before...

"We're not over spending!"

"We actually spend less, now that we moved to the cloud."

"Our contractor took care of this already."

Here's the truth...

Whether your cloud spend is \$50k, or at \$5 million...

You can get that down by at least 30%, and in most cases, 50%.

NO GRANULAR VISIBILITY



Without a clear breakdown, you can't know what cloud services are surplus waste, or make data-driven spending decisions.

The core problem is most companies do not have a clear picture on their cloud usage and cost.

Microsoft will give you the bill, and your company pays it. But there's not a clear picture on how that bill came to be, or a visual on what cloud services are necessary, and what is surplus waste.

This missing visibility has given rise to FinOps, but it's an evolving system, and even companies that have invested in FinOps still lack the granular visibility needed for optimized cost management.

But that's only part of the problem!...



WHY TRADITIONAL WAYS DON'T WORK

Lack of visibility on cloud usage and cost is only part of the problem! Everyone ends up overpaying for cloud because of these ***problems they don't even know they have:***

Unaware of Hidden Savings



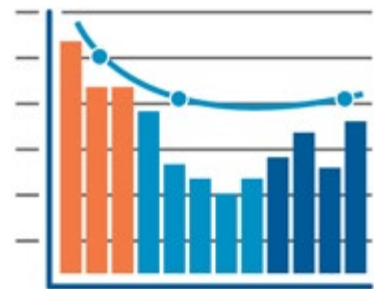
They don't know the most effective pricing models, deal structures, and hidden discounts, which could dramatically lower their fees.

No FinOps Responsibility



Their cloud developers are focused on their projects, but no one is responsible (or experienced enough) to optimize for ***cost reductions***.

Lack of Cloud Cost Monitoring



Without real-time cloud monitoring, irregularities and spikes in charges go unnoticed. As the cloud grows, the waste grows with it.



FOUR STEPS TO MAKE FINOPS WORK

To make FinOps a success and unlock its full potential, it's essential to follow a systematic approach. By implementing these steps, you can confidently navigate the complexities of FinOps and achieve remarkable cost efficiencies.

1 ROUTINE COST ANALYSIS
It's important to look at your cloud setup often to make sure it uses resources well and saves money. By checking your cloud system regularly, you can find and fix problems, helping you get the most out of your cloud and keep it running great.

3 DATA-DRIVEN OPTIMIZATION
A big part of saving money on your cloud is getting reports about where your money is going. Comprehensive reports on how your team is currently spending money can help you make informed decisions about your cloud structure.

2 DISCOUNTS AND PRICING MODELS
Look at what you are currently using, then check for available pricing models, discounts, and deal structures available in the market. Often these plans help you save money on your cloud without losing any functionality.

4 CONTINUOUS MONITORING
Keeping an eye on your cloud and making it better is important for saving money. Use systems that watch your use and spending, so you can find and fix any money problems fast. By always improving your cloud, this will help your team work better and save money over time.



CLOUD COST CONTROL WITH SQUAREHOOK

We know you want full control over your Azure budget. Most companies don't know where to start when it comes to cost optimization. We feel it's unfair to be overpaying for cloud services when you could be getting better results for a fraction of the cost. That's why we created "Cloud Cost Control"; to take the burden off your shoulders and ensure maximum cost savings and efficiency for your cloud operations.

Start With a Free Chat: What You'll Get

Contact Squarehook for a chat and you can get a **free savings analysis** of your current system.

A. FREE ANALYSIS:

We conduct a thorough analysis of your cloud environment, examining usage and spending in 5 different areas. This analysis uses our proprietary automated processes and happens quickly.

B. FREE SAVINGS REPORT:

We'll give you a comprehensive report that highlights your current costs and gives you valuable insights into the potential for cost reduction and optimization. We can show you specific areas where you can save without losing any cloud functionality.

C. RECOMMENDED DONE-FOR-YOU PROCESS:

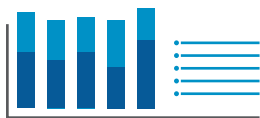
With the report, we can review recommendations and strategies tailored to your unique cloud setup. These can lead to immediate and long-term cost savings.



CLOUD COST CONTROL WITH SQUAREHOOK

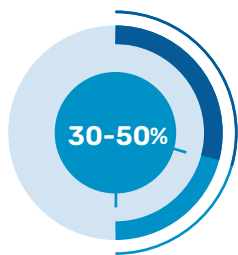
Done-for-you process:

Let SquareHook take the burden off your shoulders.



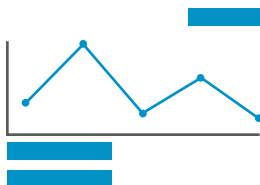
WE'LL APPLY DISCOUNTS

Our team is well-versed in the most effective pricing models, discounts, and deal structures available in the market. We can use our Microsoft Partner Licensing to ensure that you take advantage of all available cost-saving opportunities.



OPTIMIZE AND REMOVE WASTE

We start working on removing waste that was found by the analysis. We further move forward with other discounts that may require downtime or planning to implement. We go beyond surface-level optimizations and dig deep into your cloud usage optimizing your cloud operations for maximum efficiency and ROI.



ONGOING MONITORING

Cloud costs and usage patterns fluctuate over time, making continuous monitoring crucial. As you grow and build new things, we consistently monitor and audit for additional savings on newly built services, ensuring that you stay on top of cost fluctuations and have the necessary insights to make informed decisions.



NEXT STEPS

Every dollar wasted on unused cloud services or inefficient pricing models is a dollar that could have been invested in your company's growth or product offerings. Overpaying for Azure means you're missing out on opportunities to hire new talent, develop new features, and outpace your competitors. What could you do with 30% back in your budget?

READY TO START SAVING?

Ready to take control of your cloud costs and unlock substantial savings? Don't wait any longer. Contact SquareHook today and let our team of FinOps specialists guide you towards a more optimized and cost-efficient cloud environment. Together, we can help your business thrive while reducing unnecessary expenses.

SCHEDULE YOUR FREE CONSULTATION NOW and discover how SquareHook's Cloud Cost Control service can revolutionize your cloud operations. Your cloud cost savings journey starts here.

CONTACT US TO BEGIN
support@squarehook.com
801-309-1959