BUILDING GREAT TECHNOLOGY

FinOps
Cloud Journey

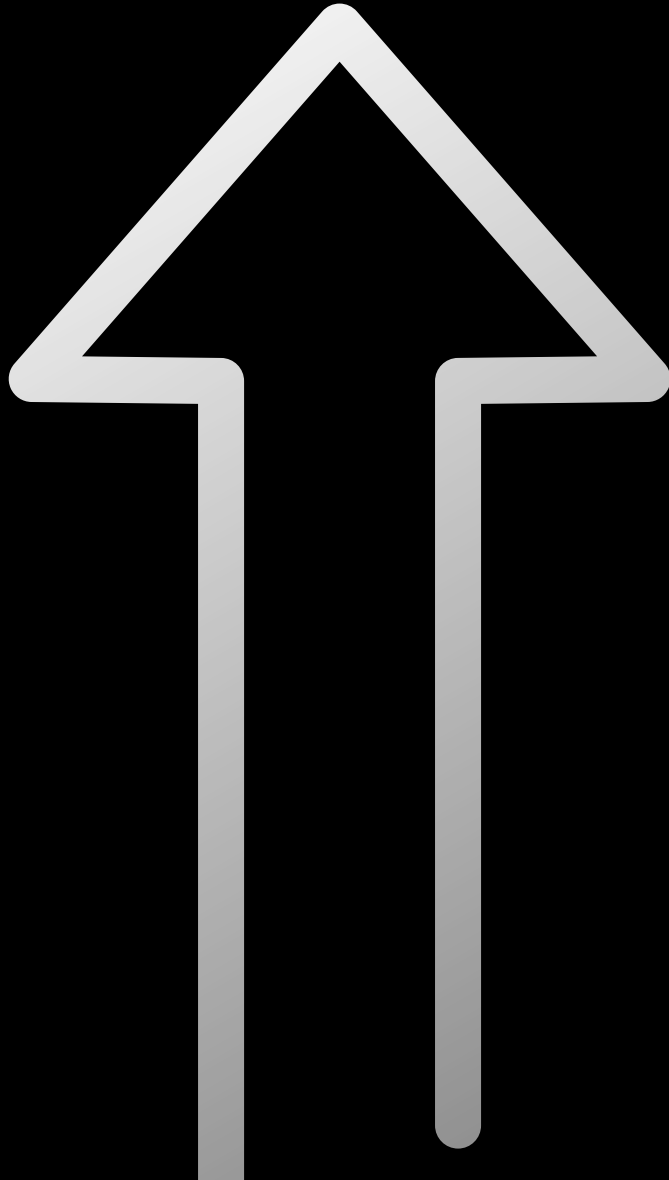# Agenda

SORINT.lab

Is behind many prominent entities leading their industry. Assured!

98%
customer retention rate

Clients

By industry

Banking & Finance

INTESA SANPAOLO
Deutsche Bank
BANCA 5
ING
BPER: Banca
BANCO BPM
Creval
widiba
UniCredit
Allianz
nexi
illimity
sia
IBL Banca
cdp cassa depositi e prestiti
BORSA ITALIANA
REALE MUTUA
BBVA
CRÉDIT AGRICOLE
Vittoria Assicurazioni
Santander
citi

Energy & Utilities

ENGIE
2i Rete Gas
Terna
a2a smart city
iren
OXY
Q8

Telecommunication

vodafone
AT&T
TIM
FASTWEB un passo avanti

Government & Public Services

MINISTERO DELLA DIFESA
Agenzia Entrate Riscossione

Transportation & Automotive

LAMBORGHINI
SEA Milan Airports
brembo
Formula 1
Orio al Serio international airport
S.A.C.B.O. S.p.A.
ITALDESIGN
DELTA
MARELLI

Healthcare

MENARINI
AIFA AGENZIA ITALIANA DEL FARMACO

Technology & Services

Visura TINEXTA GROUP
InfoCert TINEXTA GROUP
allitude
RETELIT
LIS Holding
IGT
AHEAD

Industrial & Manufacturing

CAREL
DANIELI
ESSELUNGA
DE CECCO
Ermenegildo Zegna
UNITED COLORS OF BENETTON.
DIESEL
EVOCA GROUP
illy
INDITEX
LA Z BOY
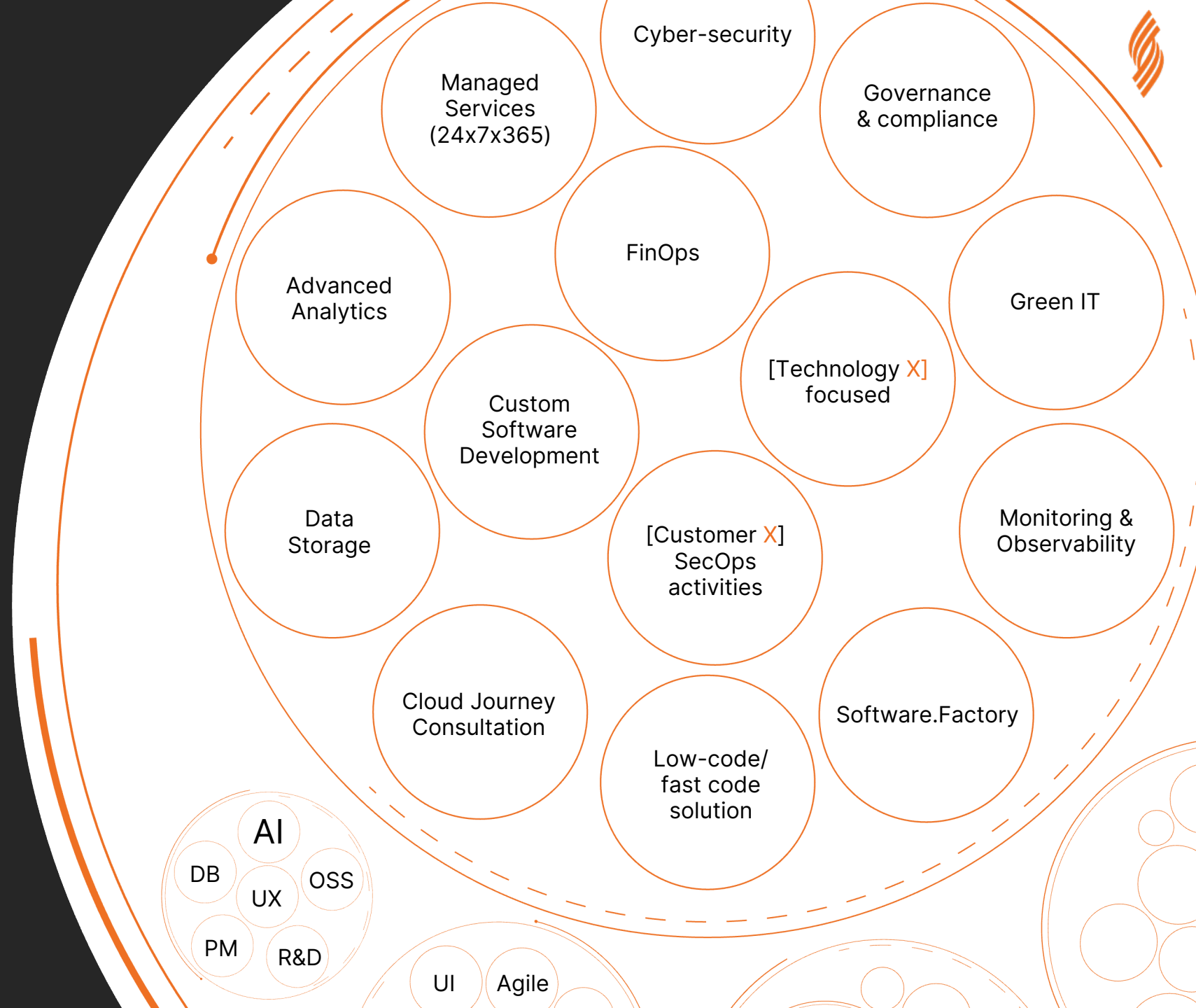
Entertainment

EUROBET
Sisal

Tackling Challenges Together

A journey characterized by:

- Enabling clients to focus on core business.

- Secured solutions built upon best fitting technologies, practices, & latest findings.

- Quality, & cost optimization.

We harmonize passions!

Managed Services (24x7x365)

Cyber-security

Governance & compliance

Advanced Analytics

FinOps

Green IT

[Technology X] focused

Custom Software Development

Data Storage

[Customer X] SecOps activities

Monitoring & Observability

Cloud Journey Consultation

Software.Factory

Low-code/ fast code solution

AI

DB

OSS

UX

PM

R&D

UI

Agile

SORINT.lab – IT Consultancy

We believe in technology that fosters **innovation and human wellness**. Our commitment towards every company, institution or community is to help them run their business and solve their problems through a choice of the best technology.

Providing **digital technology services & consultation** in fields of **software development, cloud solutions**, **third-party vendor solutions**, **cybersecurity**, **data center management**, **management of daily IT operations**, **data**, **machine learning**, **IT recruitment** and **professional education**.

Delivering services ranging from **discovery and implementation** to **full support 24x7x365.**

SORINT provides IT services to prominent entities in Europe, USA, and Africa. Through a workforce of **1.5K professionals** and a presence spanning **17 offices** located in Italy, Spain, United Kingdom, Germany, France, Romania, Poland, United States, and Cameroon.
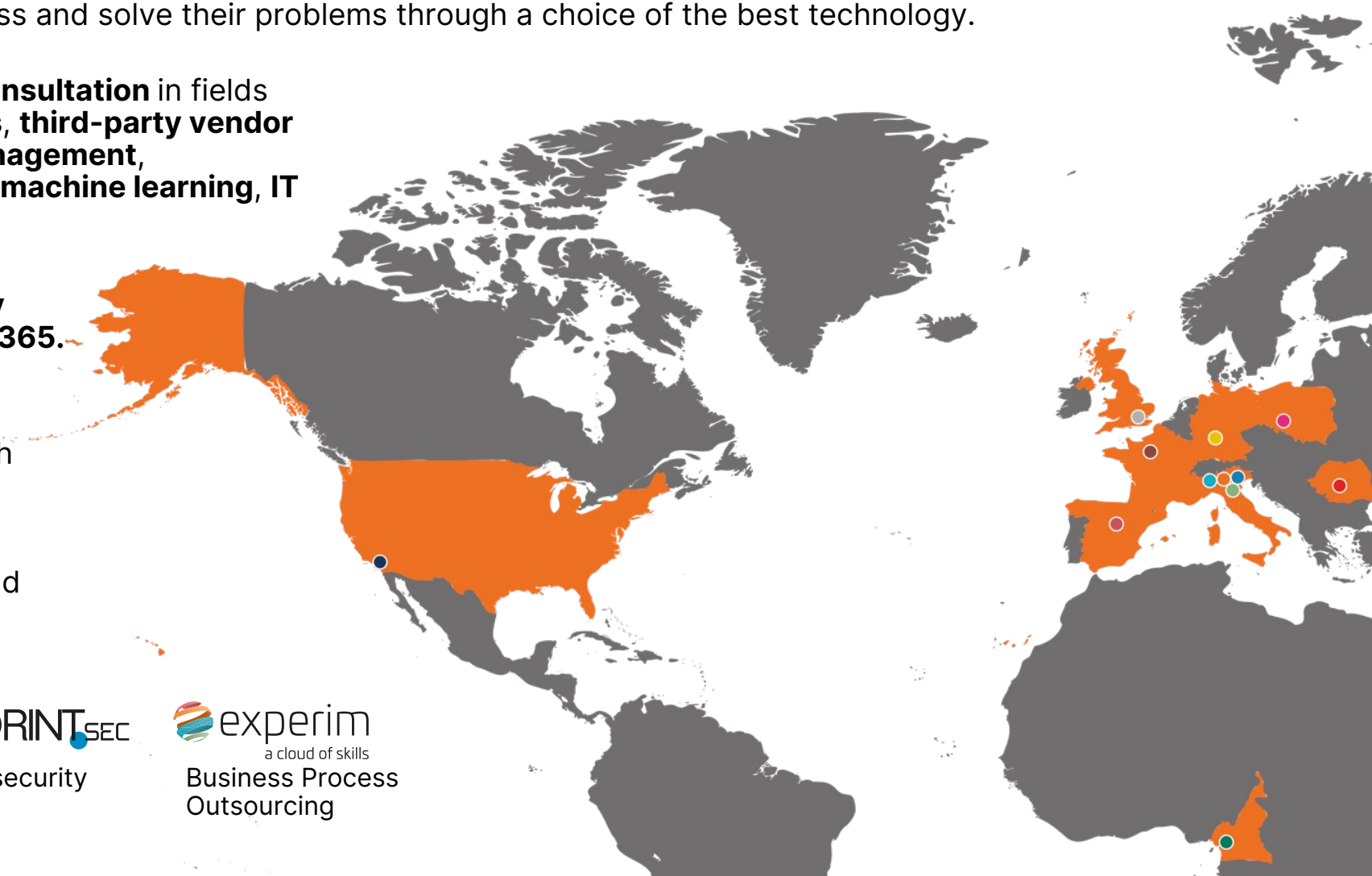
SORINT_lab
IT Consultancy

SORINT_TEK
Advanced Analytics Solutions

SORINT_SEC
Cybersecurity

experim
a cloud of skills
Business Process Outsourcing

Let's Tackle Your Next Challenge Together

" SORINT.lab is a company that's easy to do business with....

A well-known testimonial from a client

Education

>40K	130+ entities
Training hours per year	Certification. Foundation to trainer level

Methodology

Vendor independent	Project management	ISO compliance
Unbiased transparent consultancy	Prince2, PMI, Agile, SCRUM/UX	27001, 20000 9001, 14001

Experience

250+ large enterprises	>1K case studies	ELITE A EURONEXT COMPANY	The Make IT Model
Prominent entities in Europe, US, and Africa	Tailored journeys documented	Euronext Group's ELITE SME network	Our philosophy towards journeys

Addressing FinOps

- Lack of organizational awareness on cloud provider's billing models & pricing
- Extreme granularity/ambiguate in cloud providers bills
- Complex price lists across different silos/regions
- Constant change in cloud provider offerings
- Complex deployment models across multiple public clouds
- Ease of resource provisioning
- Lack of standardization between different cloud providers
- Complexity in forecasting, demand, and managing capacity

97%
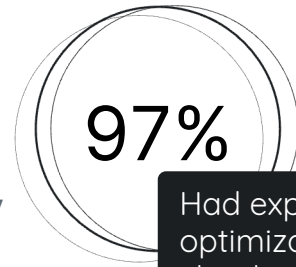
Had experienced cost optimization challenges in the cloud.

*Couldability – Financial Management Tool

Addressing FinOps – Why?

CapEx vs OpEx
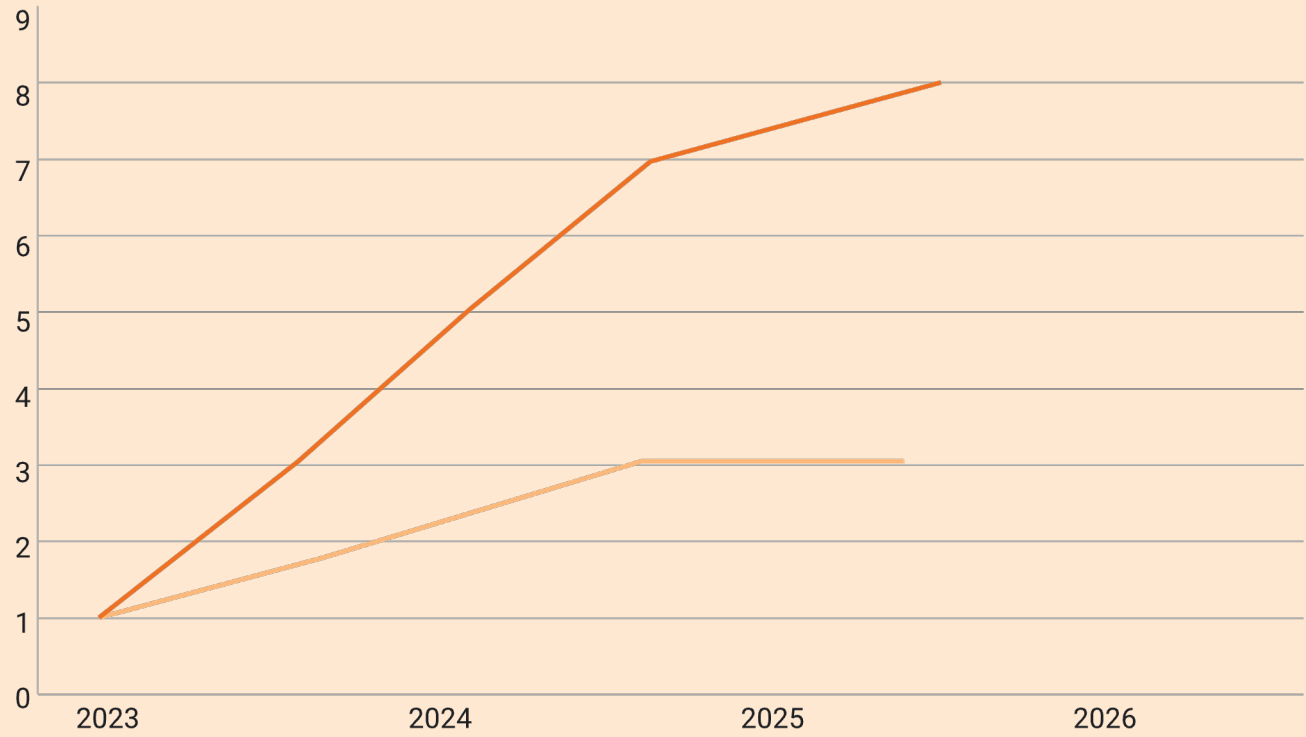
By 2025
80%

A prediction that organization who don't adopt FinOps services will overspend by **40% or more**, on public cloud environment.

Gartner

Addressing FinOps – Why?

The new operating model introduced new complicated factors

Decentralization

~~Finance & Procurement~~
vs
All IT teams

A lot of variables

~~Fixed.~~
Variable spending became the norm

Very difficult to forecast budgets

On-demand

Overprovisioning

The question becomes:
Techniques to control and utilize consumption of resources in the cloud?

FinOps

- An **essential financial management discipline and cultural practice** that allows organizations:

  - get maximum business value

  - to collaborate (engineering, finance, technology and business teams)

  - on data-driven spending decisions.

- This involves

  - Implementing processes and tools to track, analyse, and manage cloud costs

  - Educating stakeholders on best practices for cloud cost optimization.

FinOps

This collaboration ensures:

- Alignment with business objectives

- Cloud usage is optimized

- Overall cloud services is reduced

Survey by FinOps foundation

Top 3 benefits of FinOps

- Improved cost control
- Better alignement between finance & IT
- increased efficiency

68% 51% 49%

80%
60%
40%
20%
0%
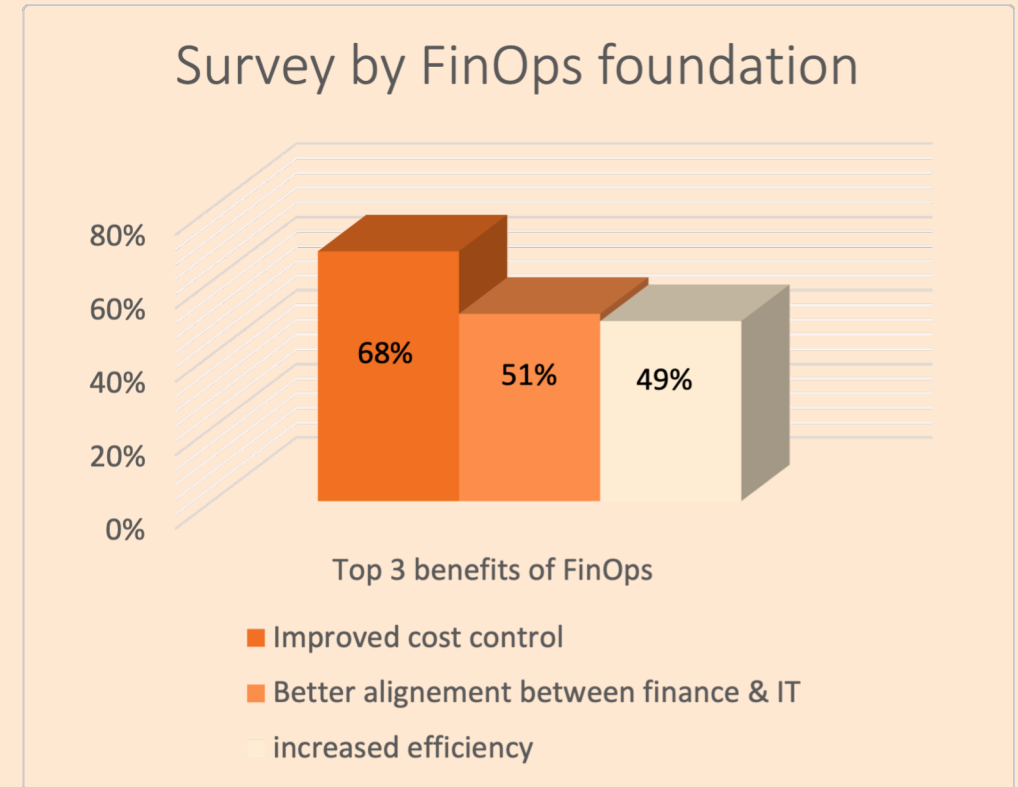
Optimizing cloud costs without sacrificing performance or funcationalities

Stakeholders shall speak the same language

Pillars of FinOps

Accountability and enablement
Focuses on establishing a centralized cross-funcational team whose responsibility is to set governance and standards to manage cloud costs.

Measurement and realization
Developing KPIs and business value matrics to track success of cloud transormation.

Cost optimization
Identifying key cost drivers, providing visibility, and making it a continuous process to constantly optimize cloud costs.

Planning and Forcasting
Cloud costs and deciding on a proper showback or chargeback mechanism

Tools and Accelerators
Using the right cloud cost tools to properly allocate and effectively track cloud spend.

FinOps - Journey

High-level overview

Awareness Inform

Identifying cost inefficiencies, tracking cloud spend, and understanding the business impact

Optimization
Optimize

Implement cost management strategies and tools to optimize their cloud usage. This may include rightsizing resources, leveraging reserved instances, and implementing cost allocation and chargeback mechanisms.

Governance Operate

Governance policies and processes to ensure compliance, security, and cost optimization. This may involve setting up cost centres, defining roles and responsibilities, and establishing policies around resource usage and access.

Culture Operate

A culture of cost optimization and accountability within the organization. This may involve educating stakeholders about cloud costs, incentivizing cost optimization, and fostering collaboration between teams to drive efficiency and innovation.

It's not a one-time activity, but rather an ongoing process of continuous improvement

FinOps - Journey

High-level overview
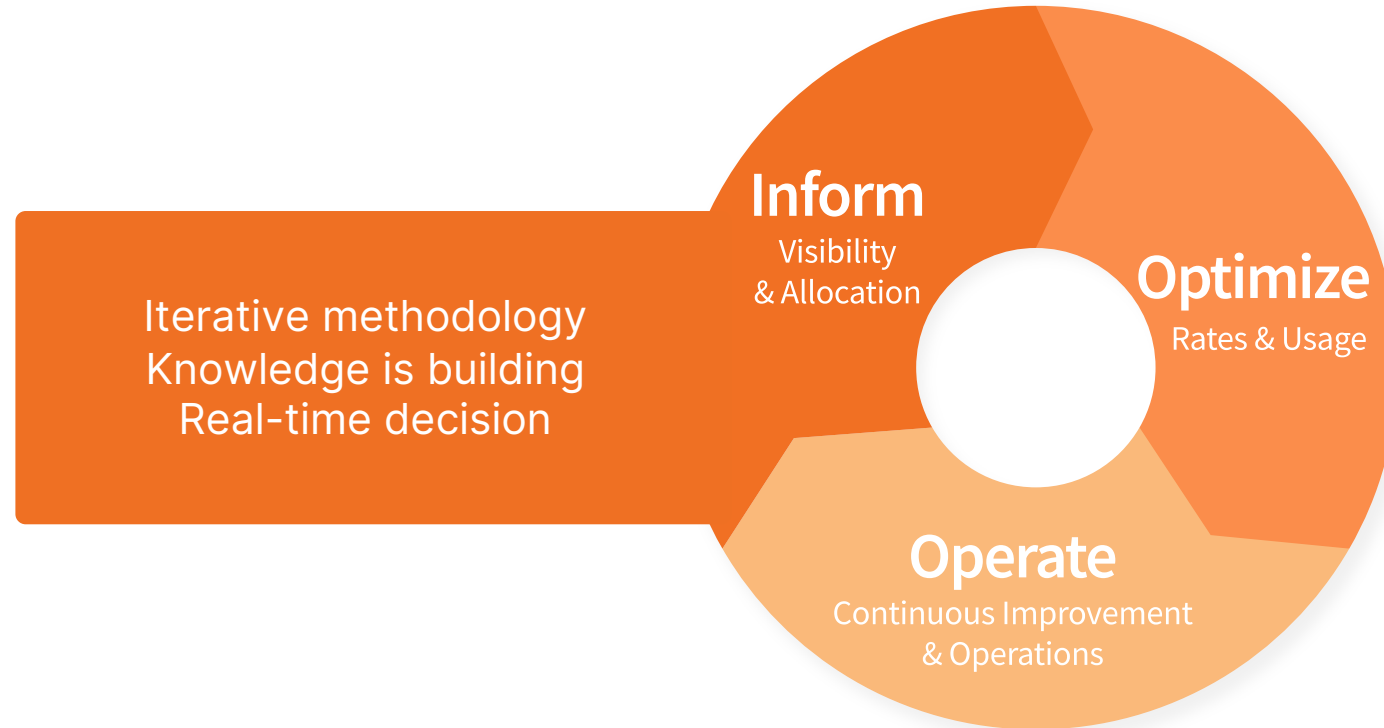
SORINT.lab's Tailored Journey

Tagging policy creation and implementation

Mapping of costs divided by cost center / application / workgroup

Creation of consolidated reports

Sharing of cost reports with various work groups

Identification of anomalies

Workload Management Automation

License optimization

Check discounts suitable for the flexibility of the system.

Advance purchase of some resources

Monitoring metrics and KPIs

Internal benchmark and against competitors

Definition of a continuous process that allows the evolution of Cloud installations with respect to business objectives

Day x ———— Continues support ———— Continues support ———— Continues support ———— Day y

Experts Involved

FinOps

AWSome

Next Exterprise X Team (Next)

Microsoft & Azure

Senior masterminds

Fabio Zanchi

Database & Cloud Architect | FinOps Specialist | Ercole PM

+20 years of experience. DB infrastructure and cloud

Raffaello Ferrari

Database & Cloud Architect | FinOps Specialist

+7 years of experience. DB infrastructure and cloud

Luca Pedrazzini
MD and FinOps enthusiast

Some prestigious certifications

aws certified — Solutions Architect — Professional

aws certified — SysOps Administrator — Associate

ORACLE Certified — Foundations Associate — Oracle Cloud Infrastructure — 2021

ORACLE Certified — Associate — Oracle Cloud Infrastructure Architect — 2020

FinOps Certified — Practitioner
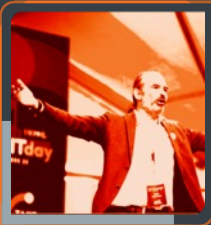
Microsoft CERTIFIED — AZURE FUNDAMENTALS

Technology Landscape

Cloud Infrastructure & Platform Services
aws · IBM · Microsoft · Google Cloud · HashiCorp · ORACLE · vmware by Broadcom

Enterprise Backup & Recovery Software Solutions
IBM · DELL Technologies · rubrik · COMMVAULT · VERITAS · VEEAM · TRILIO

DevOps Platforms
mia Platform · aws · Microsoft · Google Cloud · Red Hat · GitLab · vmware by Broadcom

Distributed File & Object Storage
DELL Technologies · IBM · NetApp · SUSE · HUAWEI · Hitachi Vantara

Primary Storage
HUAWEI · NetApp · DELL Technologies · IBM · Hitachi Vantara · Hewlett Packard Enterprise

Container Management
aws · ORACLE · CANONICAL · nethopper · Google Cloud · Microsoft · Red Hat · CLASTIX · SUSE · vmware by Broadcom

Application Performance Monitoring
Microsoft · dynatrace · splunk> · DATADOG · CISCO · elastic

Cybersecurity
CISCO · FORTINET · KnowBe4 · SUSE · elastic · splunk> · aqua · LACEWORK · sysdig

Database Management Systems
Microsoft · IBM · Cockroach Labs · CLOUDERA · mongoDB · EDB · Couchbase · ORACLE · Redis · HAZELCAST · MariaDB · MySQL · aws

Data Streaming
IBM · HAZELCAST · CLOUDERA · Red Hat · CONFLUENT

Internal Development Platform
mia Platform · Red Hat · nethopper · GitLab

Architecture – Closer Look

Understanding Fully Loaded Costs	Enable Real Time Decision Making	Benchmark Performance	Optimize Usage	Optimize Rates	Align Plans to the Business
Map spending data to the business	Provide timely and consistent spend / usage data to all stakeholders	Trending & Variance Analysis	Rightsizing	Balance use of various rate types	Mini-Business Cases
Set tag strategy and compliance	Identify Anomalies	Create Scorecards, metrics & KPI's	Workload Management	Select discounts that match your flexibility	Tracking and Trending
Create showback and chargeback reporting	Find & Remove underutilized services	Benchmark internally and against "industry" peers	Automation	Pre-purchase capacity	Communication strategy
Define budgets and forecasts				Custom and Volume Discounts / Sustained Usage	Ongoing reviews with stakeholders on optimization opportunities
Dynamically calculate custom rates and amortization metrics				Utilize Marketplace	Develop a framework for decision making that aligns with the business drivers
				Licensing Optimization	

Leading to

Manifestation of success

Cross-organizational trust

More predictable cloud spending

Reduce cost/spending

Accountability & auditability

Unit-based economics

Acceleration in innovation with lower risks

Success stories

Delivered by: SORINTians

Confidential

Large Multinational Enterprise

Start a FinOps Journey

Challenge
Introduce FinOps
- Oracle cloud & Azure platform.
- 3 months evaluation.

Going forward
Understanding and engaging stakeholders.
Tags and reporting became the primary focus.

Accepting the challenge - Solution and Implementation
Client had resources classified as "high variables". Business units are subject to updates in their denomination.
- Adopted a tool for reading tags of resources.
- Real-time

Over a period of 30 days. A conducted analysis was in-hands. Avg. of CPU, memory, storage, and on recurring peaks.

Result & delivery (UTD)
- For 3 different applications.
Actionable saving reports of, 26.7%, 9.5%, and 50.5%.
- New tagging strategy.
- Submitted reports. On environment, cloud provider, company. Etc
- Introduced periodic reports.
- Forecasting future cost.

Success stories

Delivered by: SORINTians

European Biomedical Research Foundation (FERB)

Migration to Oracle Cloud. Applying FinOps

Challenge
Low performance datacenter premise.
- Hardware and software - performance issues.
- Increase security measures - cyber threats
- Supply to other hospitals – requirement.

Going forward
Proposed 2 scenarios:
- Renovate the on-premise datacenter.
- Migrate to Oracle cloud.

Simulated a 5 years study which clarified:
- Oracle cloud up to 35% lower cost vs new hardware infrastructure.
- Oracle opportunity to update OS servers (Windows and Linux) latest compatible version.
- A significant upgrade to security measures. E.g. Separated networks, dedicated VPN, and Infrastructure level.
- Advantages in scalability, security, flexibility, and integration.

Accepting the challenge - Solution and Implementation
FInOps methodology-driven analysis and implementation to redesign the infrastructure's performance and have estimate costs.
In Which, opened opportunity to optimize the allocation of VMs to support the various applications.

Result & delivery (UTD)
- Data-driven decisions and implementation.
- Control and successful migration.
- 10% more saving vs expected.
- Invested in Disaster Recovery Environment.

Floatingpoint.sorint.it

Bonus Slide

Related Solutions and Tools by Sorintians

Ercole
Proactive Software Asset Management

A service and an open-source software product that tracks database licenses for optimization and compliances. Ercole can help you improve database performance, capacity and security level.

ercole.io

Going Forward

How we can move forward from here

One hour workshop

Read more on /sorintlab

Alternative approach

BUILDING GREAT TECHNOLOGY

IT | ES | UK | DE | US | FR | PL | CMR | RO

www.sorint.com