Cloud FinOps

NEWSLETTER
AVRIL 2025 | The Era of Cloud+ FinOps 🇬🇧

FinOpsX Day London

Credit : Rita Gorokhod, @OpenOps

300 FinOps professionals were in London, April 1st just before KubeCon Europe. It is probably the last time in the historical //CodeNode_ venue, chosen by the FinOps Foundation, a few years ago now.

Why? Simply because the audience has tremendously grown and will continue growing in the upcoming years: people I spoke to came in majority from the UK and Ireland but also from major countries across EMEA, including Germany, the Netherlands, Belgium, Sweden, Italy, Spain, Romania, Israel, Denmark...just to name a few.

The **energy in the room** and **the quality of the interactions** gave me the envy to write the “monthly Cloud FinOps newsletter” for the 1st time in English 🇬🇧 to reflect the exciting vibes. Thank you 🇫🇷 French speaking readers for adapting on this “special release” and thank you English native speakers being tolerant for this “premiere” ! :)

1 The **Era of Cloud+ FinOps**

2 **AI for FinOps** : “Optimizations automation for speed & value”*

3 FinOps for AI : **“AI spend is moving fast” ***

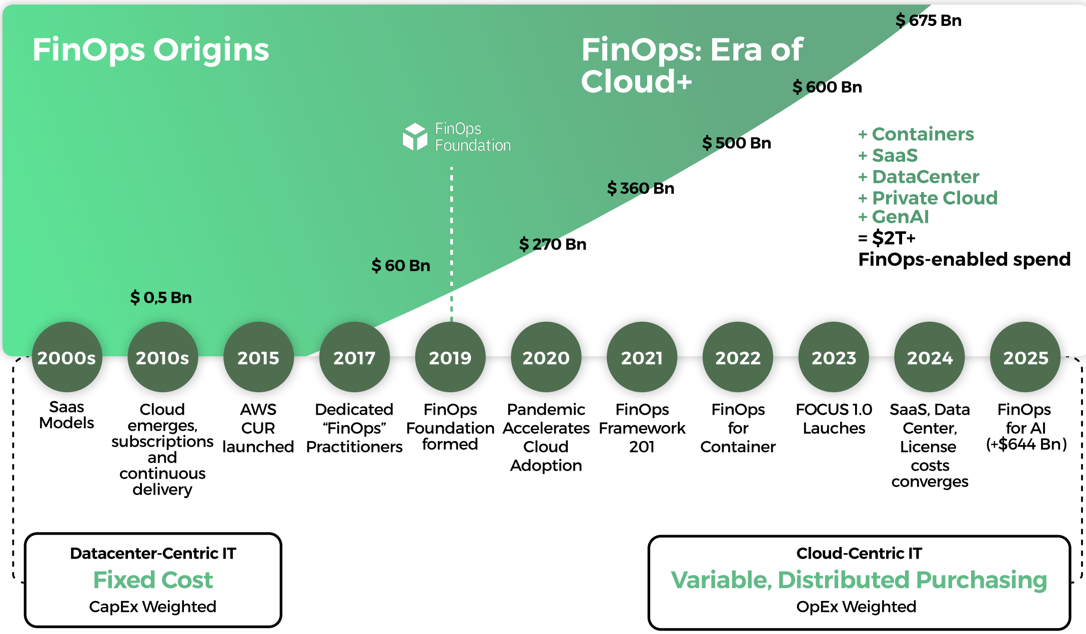
**J. R. Storment post.*

1 The Era of Cloud+ FinOps

FinOps has started on the Cloud scope. What does Cloud+ stand for? The "+" is reflecting the updated Framework (March, 20th 2025), which now covers:

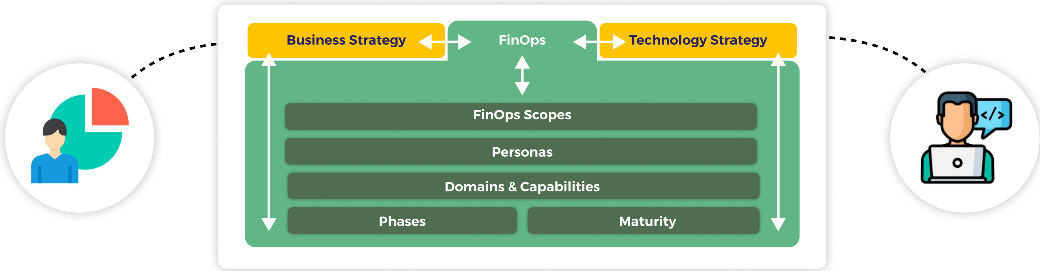
+ **Cloud**
+ **SaaS**
+ **Data Center**
+ **Licensing**
+ **AI**
+ **Custom**

J.R. Storment setting the scene for FinOps X Day London



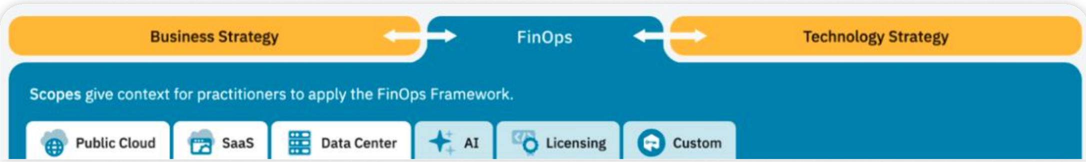
Source : FinOps Foundation

FinOps moves with business & technology strategy: the updated definition of FinOps *"FinOps is an operational framework and cultural practice which maximizes the business value of cloud **and technology**,..."* does reflect this scope extension to a much broader scope (FinOps - What is FinOps ? - January 2025)



Source : [FinOps Framework] Use of this [requires attribution to the FinOps Foundation under the cc by 4.0 license]

FinOps scopes:



Source : [FinOps Framework Scopes]

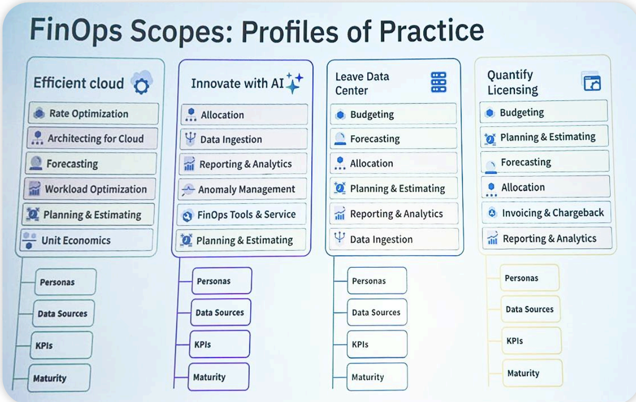
This evolution reflects both (a) pragmatism in the approach and (b) Practitioners profiles and skills diversity.

Pragmatism in the approach: we have all lived since 2019, and before for the FinOps pioneers, the changes of priorities on where to focus depending on the stage in the Move to the Cloud Journey, the company or public entity culture and more important the short-term and long-term priorities at time T.

b **Practitioners' profiles diversity:** the 300 panel at London is a perfect example: Engineers, Developers, experts in Data Centers, Network, as well as Accountants, Financial experts, Procurement, ITAM professionals were clearly a very complementary skillsets panel. That is why, it will be hard for a FinOps Practitioner to excel both on Forecasting, FinOps as Code or FinOps for AI, as well as Licensing…

It has resonated to me so much that, as the scope is expanding, more than ever, FinOps is a cross-discipline, and as per the definition could only be successful *"…through collaboration between engineering, finance, and business teams."*

To illustrate that, by combining the Scopes (6) with the Domains (4) until the Domains Capabilities (22), we can address a 6x22 = 132 items that we can now distribute up to 11 Personas (6 Core, 5 Allied) that will created unique matrix from an Organization to another one, taking into account different Data Sources, KPIs & Maturities:



Like in the noble game of chess, the combinations of scopes, domains and capabilities allow a vast playground of possibilities, which makes the discipline so exciting for the upcoming years!

Number of plies (half-moves)	Number of possible positions	Number of checkmates
1	20	0
2	400	0
3	8 902	0
4	197 281	8

Source: Claude Shannon, Shannon number

2 AI for FinOps : “Optimizations automation for speed & value”

Dimitris Perdikou from the UK Government drives us for a tour where their top 4 priorities being:

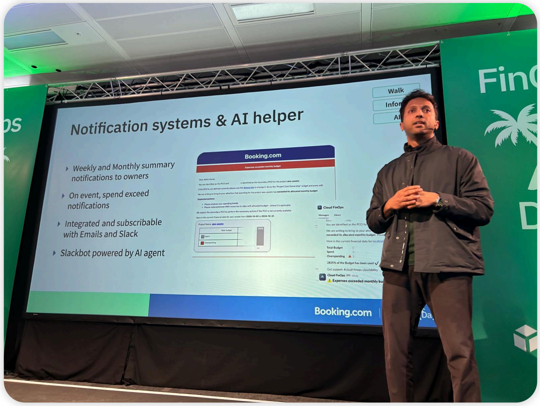
1. FinOps Governance (policy at scale)
2. Workload optimization (waste reduction)
3. Costs beyond public Cloud (onPrem, SaaS…)
4. Cloud Carbon Report

Thus, in a very heterogeneous environment from legacy to serverless and AI, Dimitris already sees value of AI for FinOps, especially for AI driven optimization and smart budgeting. Why? Because not only identifying unused resources, unattached disks, over-provisioned instances, knowing the applications and business context behind is key to make the right decisions and automate actions to respect the budgets. Sustainability and Carbon footprint are also key drivers as the UK Government has a role model responsibility to play there for the entire industry.

Booking.com return of experience, led by **Lee Jarvis** and **Abhin Xavier**, is a source of inspiration. In a context of thousands of very competent engineers at booking.com, how do you introduce FinOps at scale fast?

Part of the answer, if you want people to act quickly, efficiently is to treat the scopes like building blocks.

Now the beauty of using AI for FinOps, is that at **Booking.com**, **Lee** & **Abhin** have quickly realised that the vast majority of 1st level questions were quite always the same. If they wanted to focus on more added-value FinOps advanced advises, they needed to automate answers to Level 1 questions: AI-Agent slackbot has been put in place. In addition, budgets thresholds, with a capacity of blocking once you've reached the Forecast/Budget limitation. As AI has been used for assistance, it will be further leveraged for improvements in forecasts.

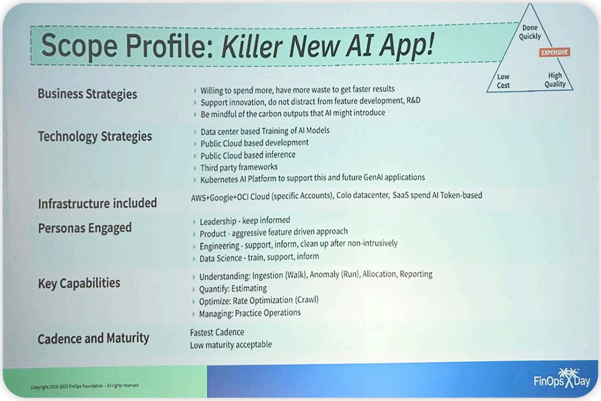


Started in 2023, the Optimizations journey has lived a significant maturity level increase from **5%** (crawl) to expected **18%** (walk "fast" :-) this year and a planned **23%** (run) next year.

Due to the size & complexity of **Booking.com** (even if a "born in the cloud" company may have less applications and infrastructure heterogeneity than established Corporates & Public services), Automation needs to come with accountability and executive commitment for priorities. Do not forget the human factor: « Meet your customers where they are », adapt the framework and scope to their contexts, celebrate successes and integrate Sustainability as **Booking.com** is committed to net zero, treating carbon like dollars & carbon budget inbound as well.

3 FinOps for AI : “AI spend is moving fast”

As always, after returns of experience, the FinOps Foundation is very good in activating the practitioners on **“workshops”** and **“Chalk Talks”**. **FinOps for AI** and **FinOps Scopes Cloud+** have been my choices of preference (CMD track):



As per the morning session, **J.R.** has introduced a pragmatic use case : **“Killer New AI App!”**. You are now familiar with the Iron Triangle of FinOps, let’s just focus here on addressing the expensive cost associated to Speed & High Quality.

The added value of any FinOps professional from our community is to qualify, per her/his understanding of the specific context, the corresponding strategies, personas, KPIs and maturity that are involved.

I will remind all my life the **“FinOps for AI Chalk Talk”**. The level of maturity, engagement and good intent to learn from each other in the room made that session unique.

Our guests **Rich Young** and **Madoc Batters** from **Warner Leisure Hotels**, who already made an impressive “integrate GenAI in Infrastructure as Code” at FinOpsX Barcelona, including prompt engineering examples to detect over-provisioning, under-provisioning, incorrect GP2 instances, memory on Lambda…were very legitimate to be our guides for this session.

The 4 breaking sessions helped us share and brainstorm around Current/To Be situations:

1. **Governance:** guardrails, visibility via observability, strategy with leadership team…to make current Life simple, balancing between data gravity, multi-regional,

2. **Visibility of costs:** from dashboarding, forecasting, cost comparison to LLMs benchmarks,

3. **Optimization of infra:** prompts optimization, dataset choice, ARM & code standards, Nvidia GPU usages, CI/CD pipelines > Terraform for compliancy checks,

4. **Strategy:** KPIs, success criteria performance to make the right choice and balance for the workloads running in Data Centers, Private Clouds, Public Cloud and SaaS.

2025 and the upcoming years will be incredibly rich in creating and sharing more flavor, content, knowledge on AI than even before. Remember: from $675B spend to $2T with AI !

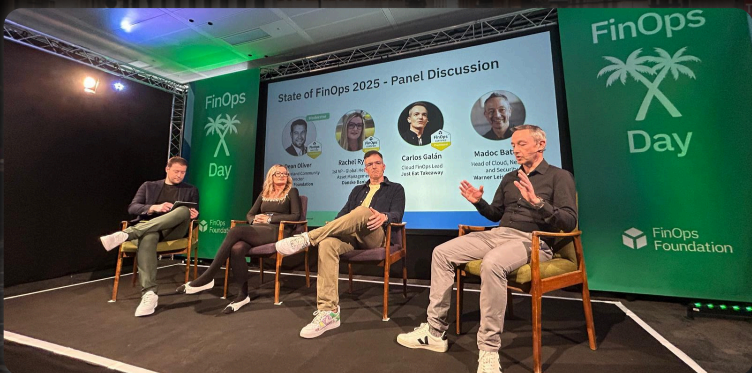
In conclusion, as per **Danske Bank**, **Just Eat**, **Warner Leisure** round table topics:

1- The Era of Cloud+ FinOps
Rachel Ryan (Danske Bank) vast expertise in Asset Management and Compliance on the on Prem, encourages to put in place a robust common governance to track, allocate, control and right-size on Cloud+ (on Prem, SaaS, Cloud, AI...) especially, where consumption based pricing models require more than ever very regular checkpoints to practice as a Team sport !

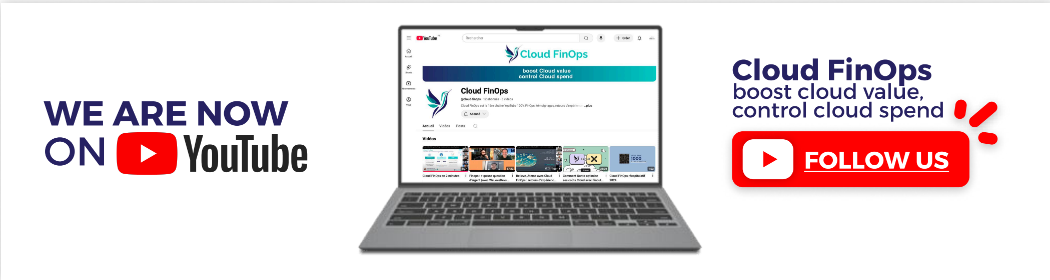
From an accountability perspective, the executive commitment of the leadership team combined with Unit Economics are drivers for a documented TCO understanding.

2- AI for FinOps : "Optimizations automation for speed & value"
Carlos Galán (Just Eat), in his unique and enthusiastic style, reminded us to adopt the FinOps framework as a compass, reinforcing 4 core pillars: 1) data, 2) culture (teams and leadership), 3) optimizations and 4) control (strong governance to mitigate anomalies).
A "Policy as code", Tagging-driven approach combined with an obsession of working closely with the Business to deeply understand their needs, in a constant "we need more from you" attitude, are key for success.

3- FinOps for AI : "AI spend is moving fast"
Madoc, after reminded us to make it very simple for C-Level and to build a very efficient system for the users, drove us to the benefits of observability with AI: communicate clearly, put and improve the right processes to act fast, create a culture of belonging – including via Team games – and continuously do Optimizations !



▶ **Next move:** FinOpsX 2025 will take place in San Diego with its cohort of announcements, interactions and returns of experiences in this incredible FinOps community!



Cloud FinOps

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