

IAITAM ACE 2025

ITAM - Another Brick In The Wall

FinOps for ITAM Practitioners





J.R. Storment

Executive Director FinOps Foundation



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



FinOps
Foundation
finops.org



A Linux Foundation program which operates as non-profit membership-based trade association with a mission of:



Advancing the *people* who manage the *value* of cloud



Connections
& Community



Education
& Certification



Best Practices
& Standards



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FinOps Foundation in 2020



12

Corporate
Members



1,500

SME Community



2,100

Trained



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FinOps Foundation in 2024



175+

Corporate
Members



32,000+

SME Community



40,000+

Trained



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Community continues to scale as practice expands



60,000+

Participants



32,000+

SME Community



175+

Corporate
Members



\$300bn+

Cloud Spend Represented



40,000+

Trained



93 of 100

Fortune 100



\$1.7M

Scholarships Awarded

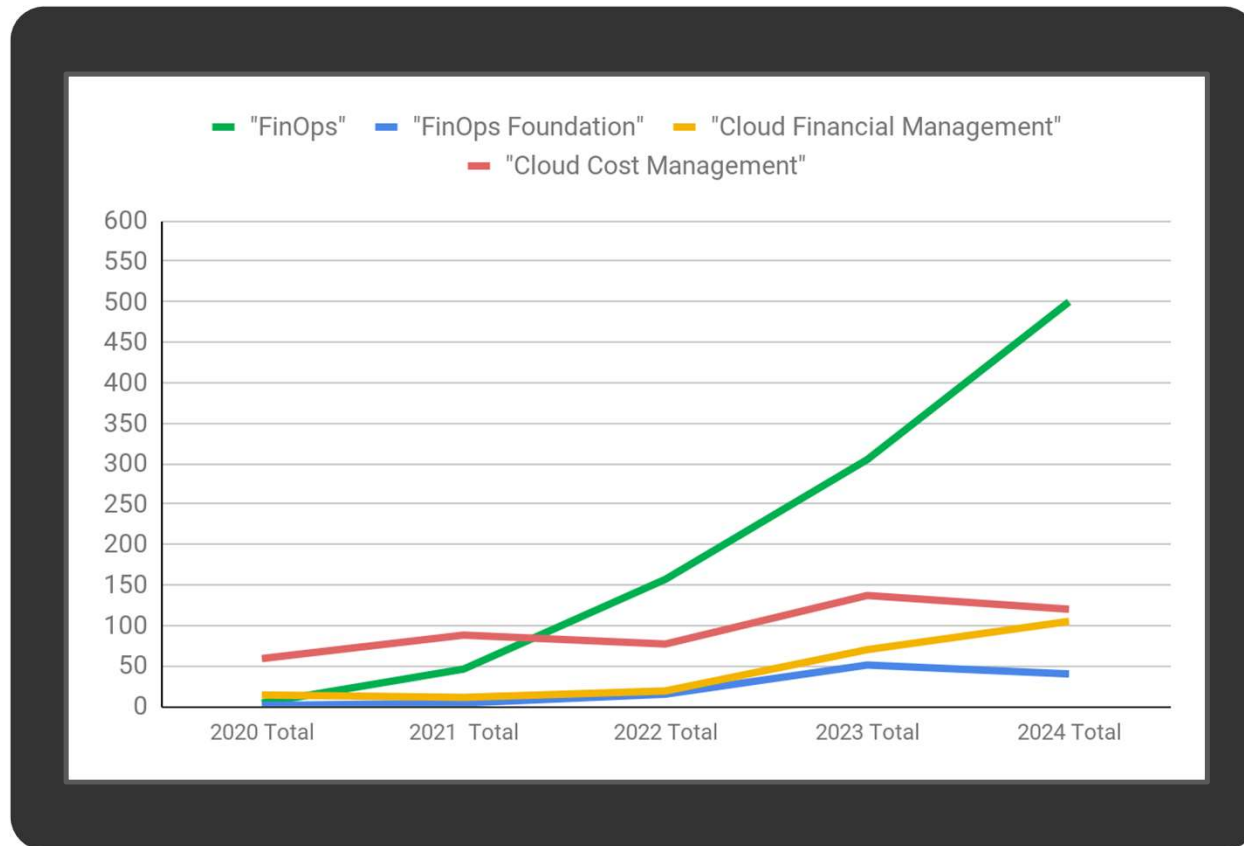


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Slide 6

- 1 @tom@finops.org updated numbers
Steven Trask, 3/17/2025
- 1 @steven.trask@finops.org Where would I find the numbers, this slide is no longer in the Primary Slide Deck?
Thomas Sharpe, 3/17/2025

Analyst mentions of FinOps grew 74% YoY



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Governing Board

Clouds

Google Cloud

Microsoft

aws

ORACLE
CLOUD
Infrastructure

GSIs

Deloitte.

accenture

one

HCLTech

kyndryl

EY

NTT DATA

pwc

ManTech.

Walmart

Enterprises

APPLE

JPMORGAN
CHASE & CO.



SAP

Capital One

Fidelity

EQUIFAX

priceline

here

Tools

flexera

APPTIO
IBM Cloudability

Spot
by NetApp

VMware Tanzu[®]
CloudHealth[®]

IBM Turbonomic

Nordcloud
an IBM Company

ternary

virtasant

tangoe

ProsperOps

CloudKeeper

granica

Vega

CLOUDFIX

CLOUDBOLT

CLOUDZERO

Cloudsaver

finout

PointFive

Vantage



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Slide 8

- 2 @tom@finops.org this one seems old
Reassigned to tom@finops.org
Steven Trask, 3/17/2025
- 2 @steven.trask@finops.org I don't think we have a newer version of this. In the Primary Slide deck we only have the Governing Board listed as people rather than companies. Unless this is supposed to be the Premier Members?
Reassigned to steven.trask@finops.org
Thomas Sharpe, 3/17/2025

What is FinOps?

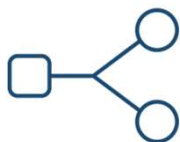


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Cloud is critical to every business but is a fundamentally different consumption model...



Decentralized

Engineers siloed from Finance (and Procurement) are empowered to commit the company to spend



Variable

Variable cloud spend replacing data center/fixed cost spend, including numerous ways to optimize rates



Scalable

Instant access to a variety of resources enables innovation but often results in overprovisioning



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*FinOps is an operational framework and cultural practice which maximizes the **business value** of cloud and technology, enables **timely data-driven decision making**, and creates financial accountability through **collaboration** between engineering, finance, and business teams.*



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Product



Engineering



ITAM



ITSM/ITIL



Leadership



FinOps
Practitioner



Sustainability



Procurement



Finance



ITFM/TBM



Security



“...creates financial accountability through **collaboration** between **engineering, finance, and business** teams.”



Leadership

C level Executives
VPs
Directors



Product

Product Managers
Product Owners
Program Managers
Portfolio Managers



Engineering

Engineering Managers
Architects
CCoE
Platform Engineers
SREs
IT Operations



FinOps Practitioner

Data Scientist
Analysts
Automation
Cost Engineers
Capacity Managers
ITAM/SAM



Finance

Accounting
Finance Managers
Finance Strategy
FP&A
ITFM/TBM



Procurement

Strategic Sourcing
Vendor Managers
Technical Procurement



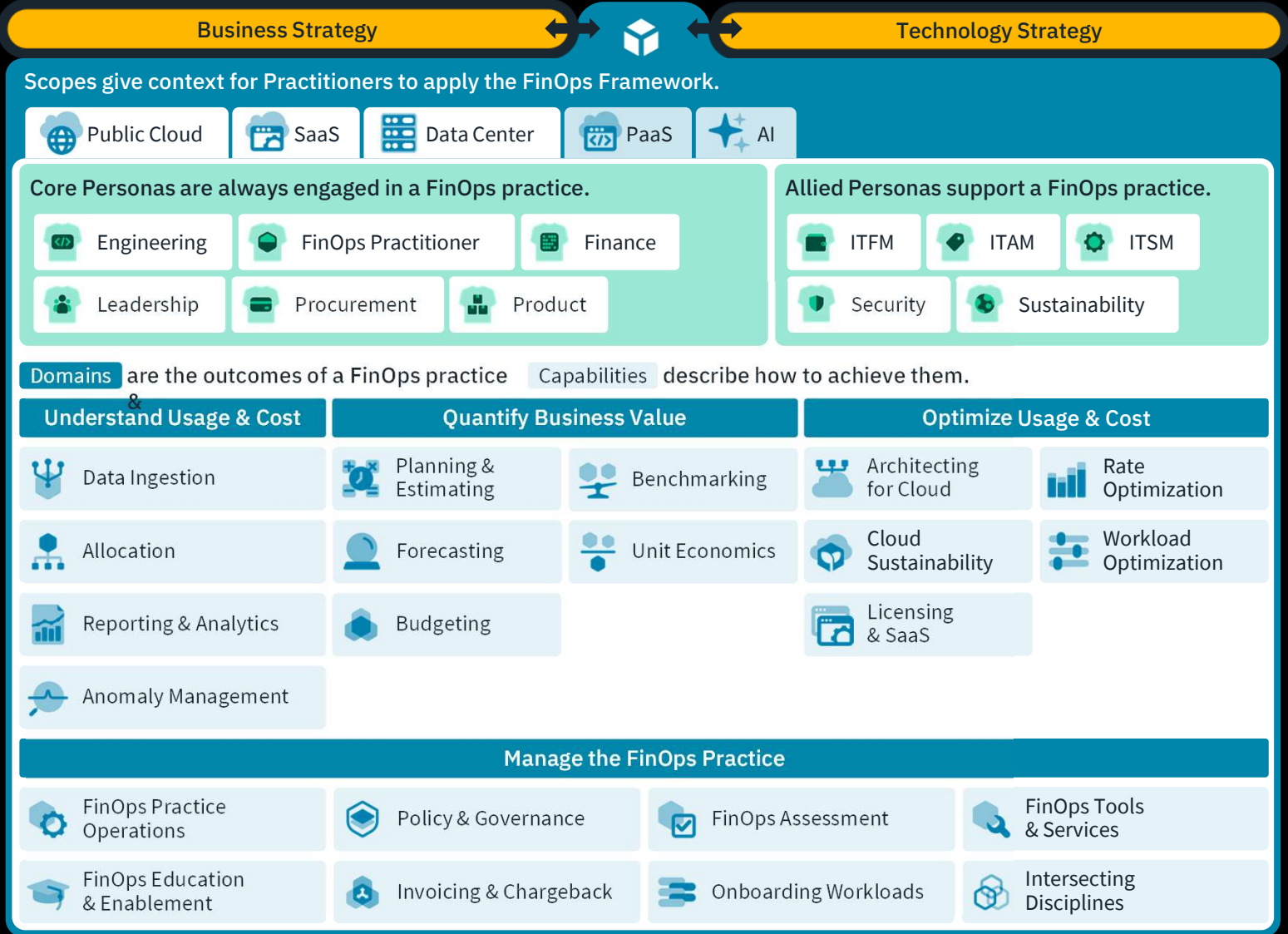
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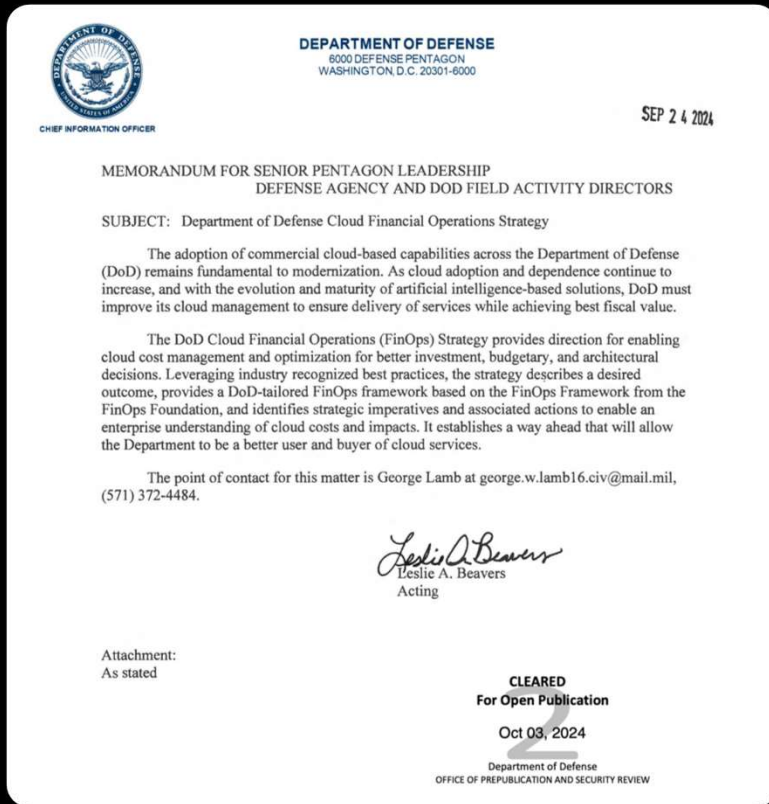


FinOps is an operational framework and cultural practice which **maximizes the business value of cloud** and technology, enables timely data-driven decision making, and creates financial accountability through collaboration between engineering, finance, and business teams.

- Principles**
- Teams need to collaborate
 - Business value drives technology decisions
 - Everyone takes ownership for their technology usage
 - FinOps data should be accessible, timely, and accurate
 - FinOps should be enabled centrally
 - Take advantage of the variable cost model of the cloud



US Government Adoption of FinOps Framework

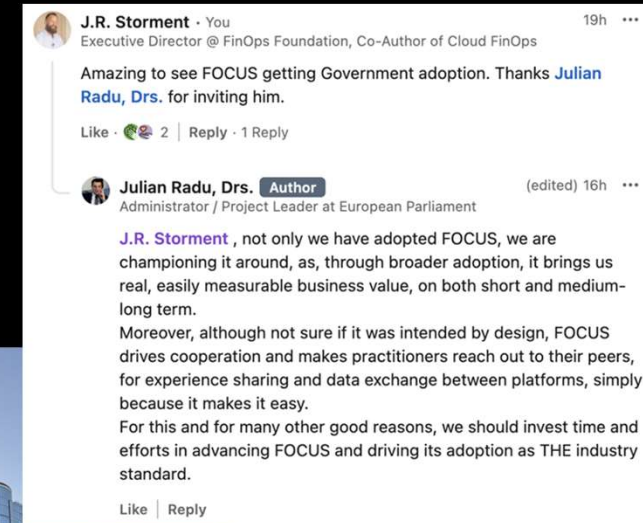
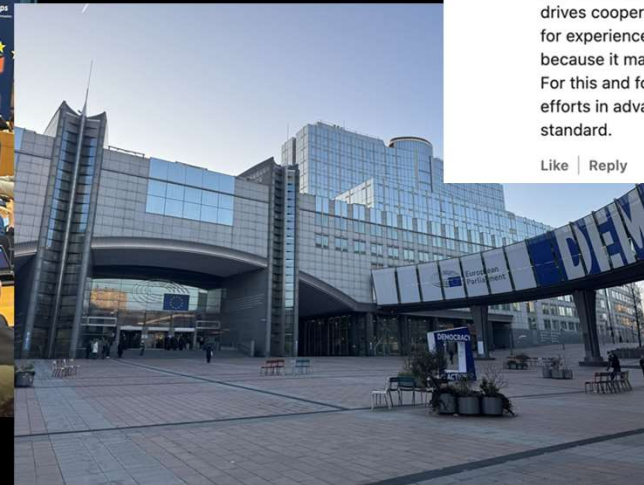


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European Parliament adopting FOCUS



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Evolution of FinOps

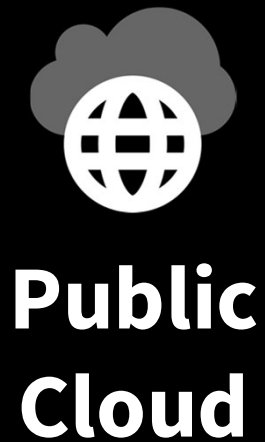


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FinOps was born in the cloud...



Highly Variable

Consumption-based

Decentralized

Granular

Scale & Speed

Specialization

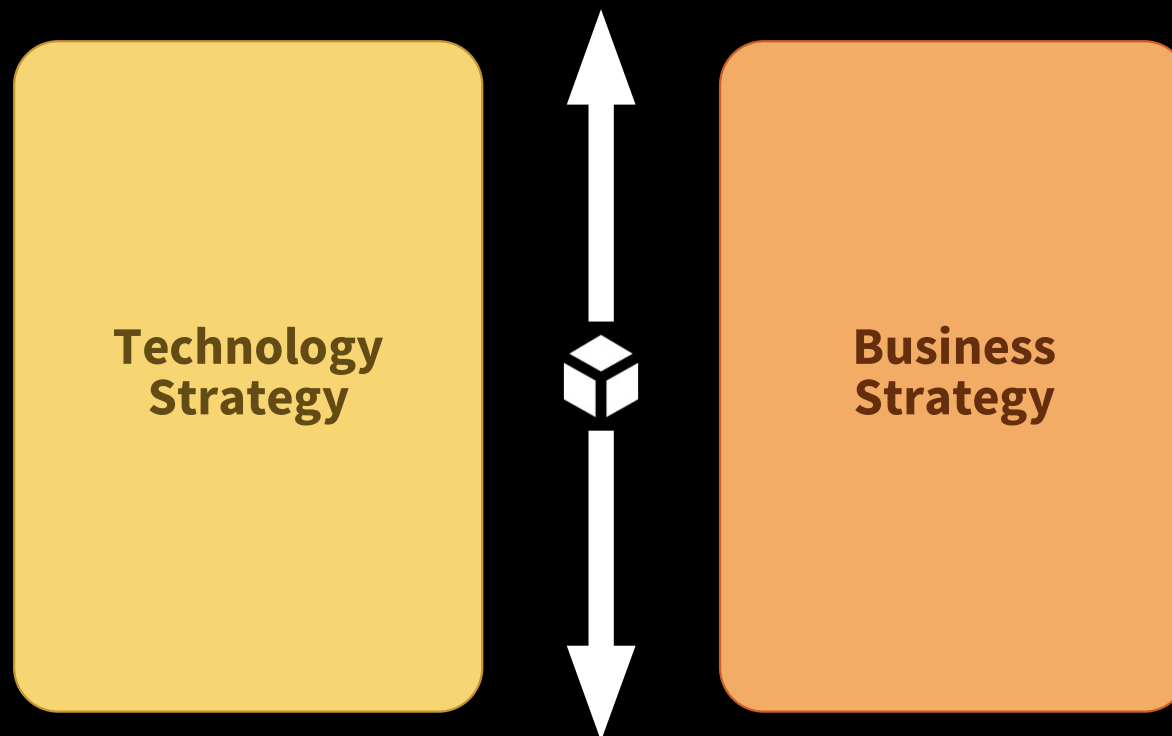


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FinOps operates at the intersection between business and technology

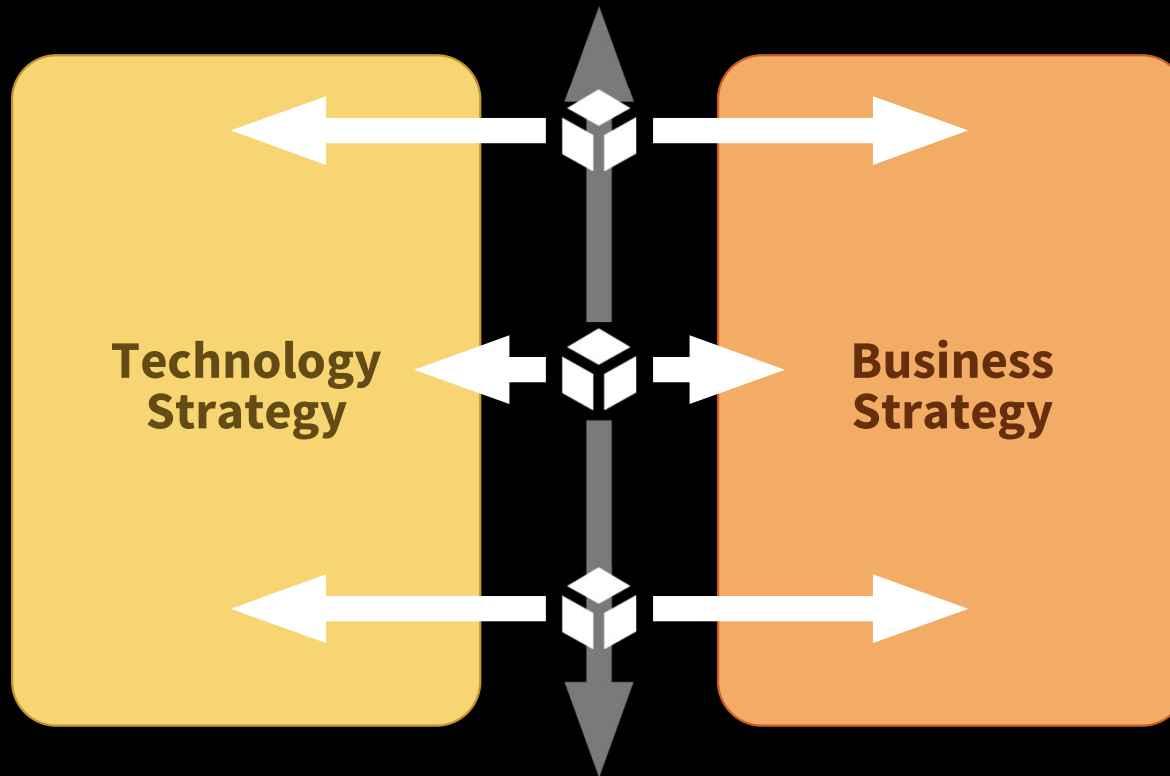


FinOps operates at the intersection between business and technology

Regional data
sovereignty
Network and
Regional Costs...

New functional
capabilities
Utilization/allocation
of AI costs

Integration - API
request, endpoints,
storage lifecycles...



Enter new markets

Broaden your
product portfolio

Deepen customer
penetration e.g
bundle products
together



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FinOps is not *only* for cloud



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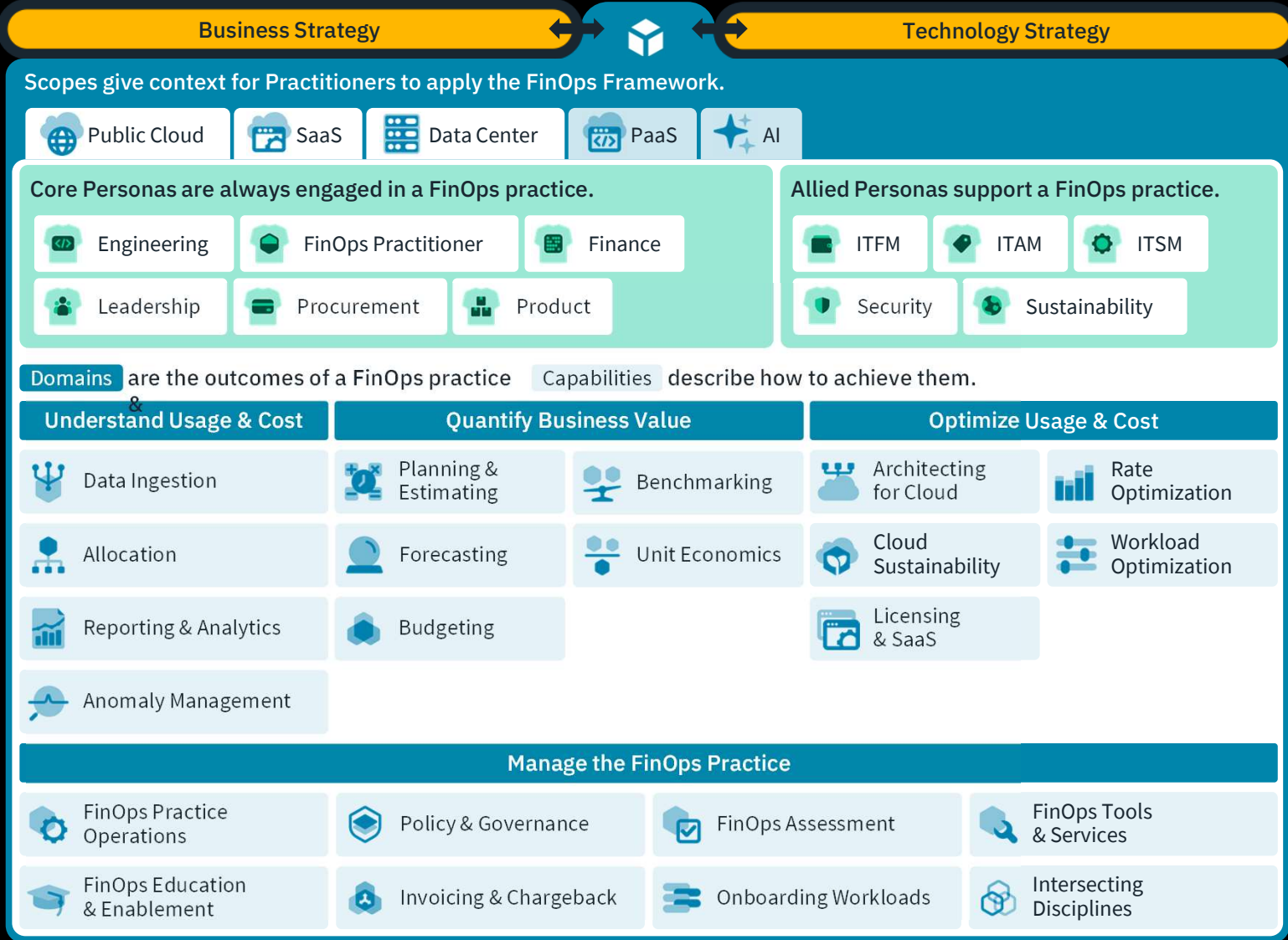


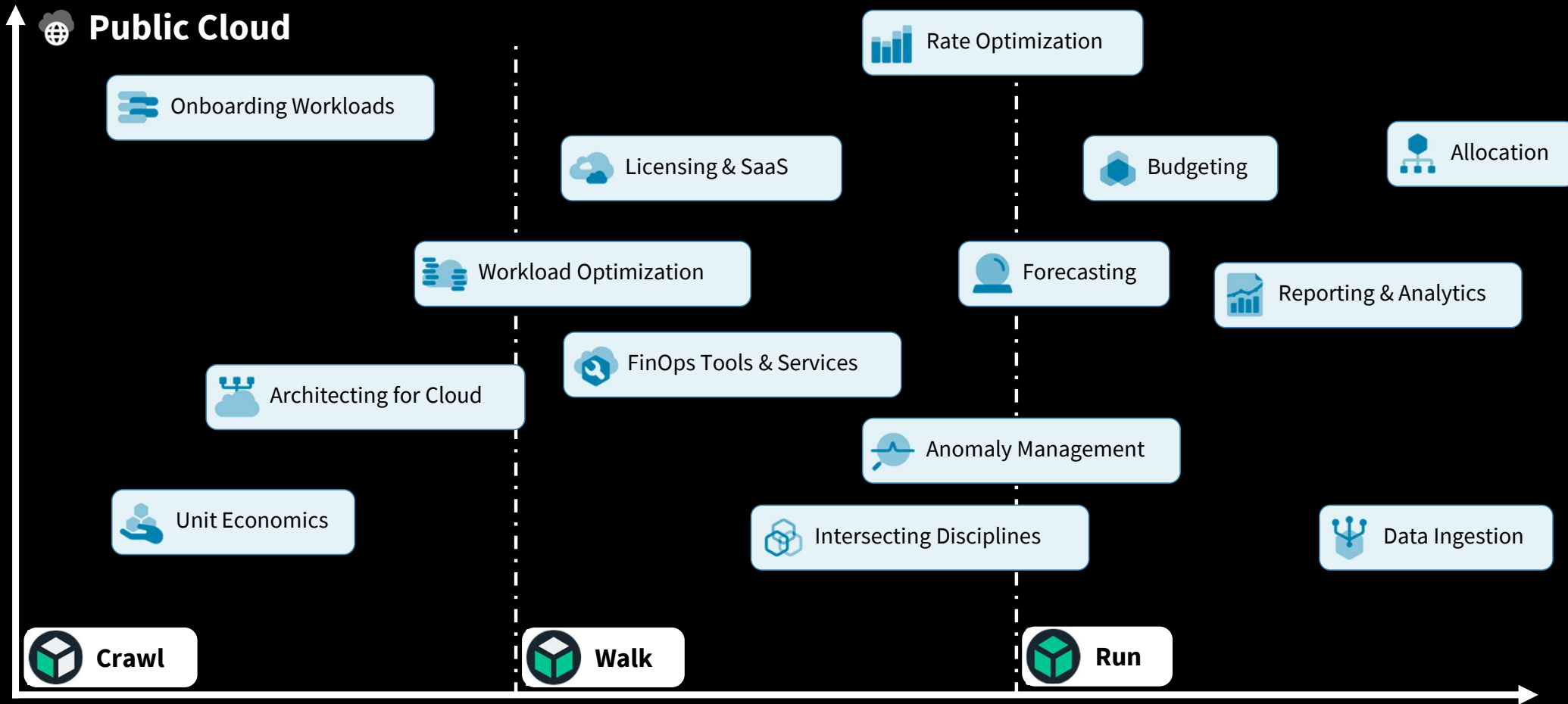
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Scope of FinOps



**Private
Cloud**



**Data
Center**



Public Cloud



SaaS



**License
s**



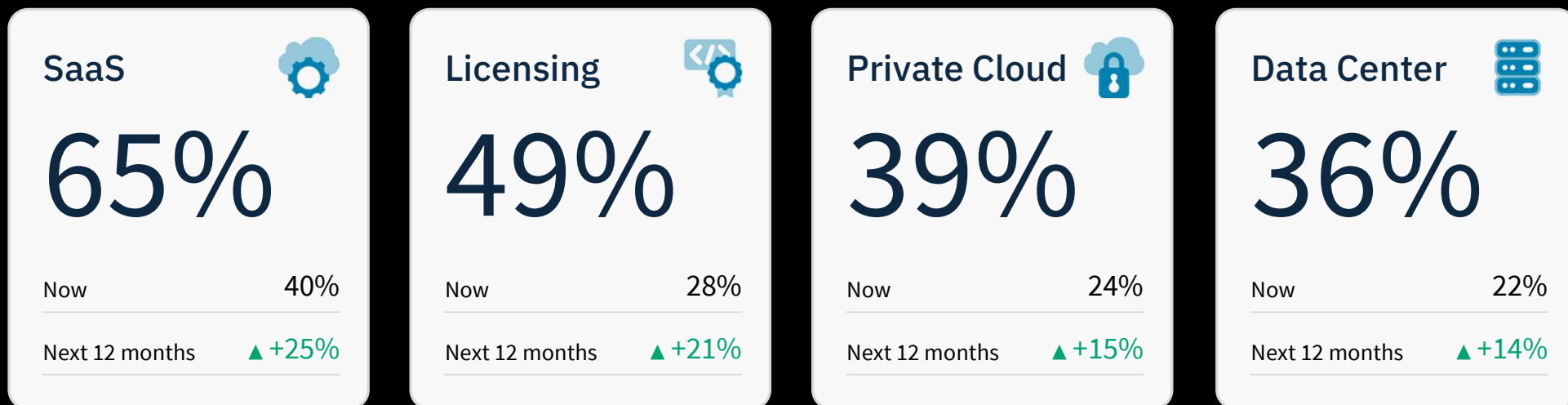
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What areas of technology spend does the FinOps team manage today and in the next 12 months?

FinOps Teams managing add-on scopes (*Cloud+*) of technology spend

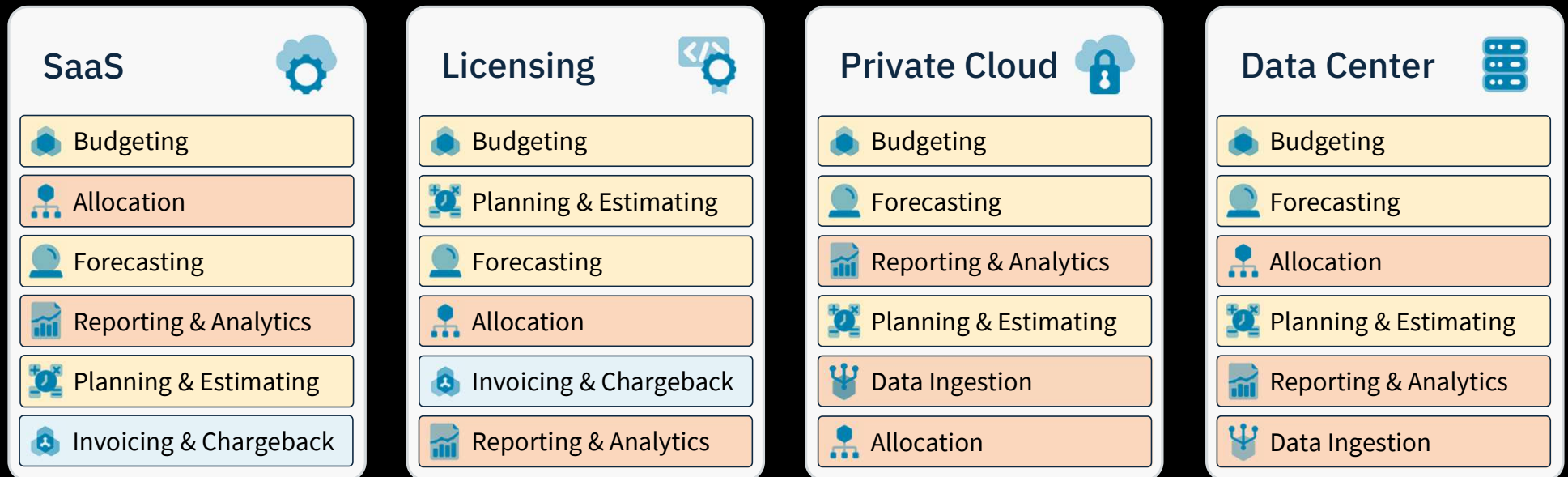


% of respondents



What capabilities are your your top priorities to apply to different scopes?

Before Optimizing, Practitioners are applying key capabilities from the “Understand Cost” and “Quantify Value” domains



Public Cloud

Onboarding Workloads

Licensing & SaaS

Forecasting

Budgeting

Rate Optimization

Allocation

Architecting for Cloud

FinOps Tools & Services

Workload Optimization

Reporting & Analytics

Unit Economics

Intersecting Disciplines

Anomaly Management

Data Ingestion

SaaS

Reporting & Analytics

Forecasting

Allocation

Anomaly Management

Budgeting

Workload Optimization

Crawl

Walk

Run

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FinOps Intersection With ITAM, SAM, and ITFM



ITAM (IT Asset Management)

Tracking and managing hardware and software assets



SAM (Software Asset Management)

Focus on software compliance and licensing



ITFM (IT Financial Management)

Financial transparency and budgeting for all IT costs



FinOps

Focus on real-time, dynamic cost management and optimization

FinOps brings a continuous, cross-functional collaboration approach



“By 2025, 50% of organizations will unify SAM and FinOps into a consolidated discipline delivering portfolio cost management and governance.” - *Gartner in 2023*

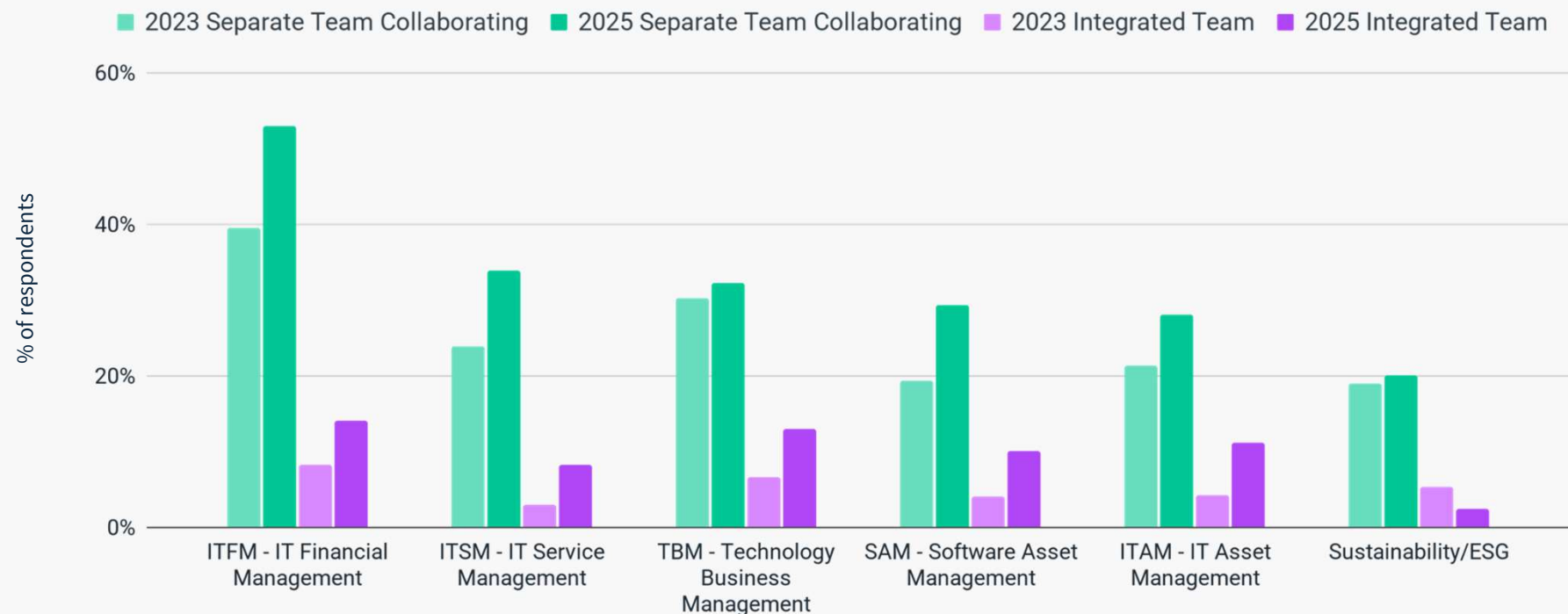


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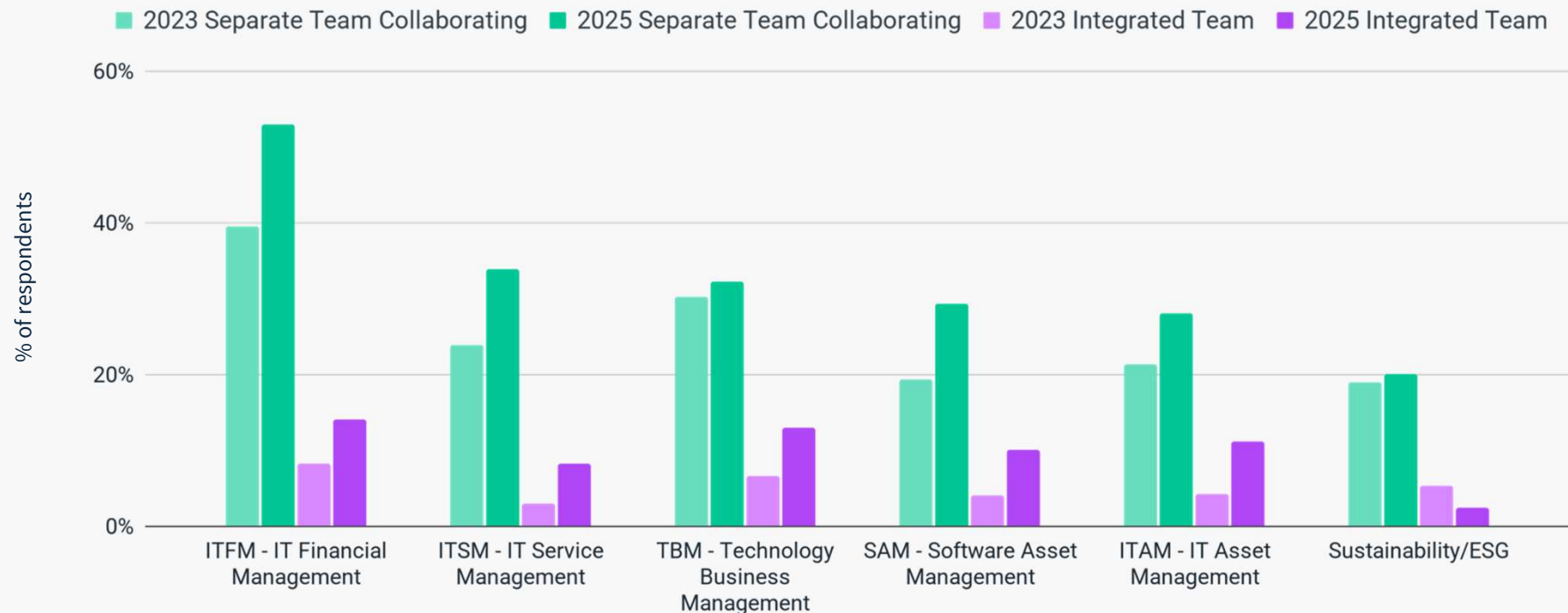


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Intersecting disciplines: ITFM and ITSM are top partners; while TBM, ITAM, and SAM increasingly integrate with FinOps



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1. Be Friends
2. Share Stuff
3. Coordinate



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Why SaaS in FinOps: Optimization Matters



SaaS growth and the challenge of decentralized management

By 2027 it's expected to reach over \$307 Billion



Hidden costs and inefficiencies in underutilized SaaS

Up to 30% of SaaS spend waste - Gartner



The role of FinOps in optimizing SaaS spend



Core FinOps Principles for SaaS Optimization

FinOps data should be accessible and timely



Visibility

Gaining insight into your SaaS landscape

Everyone takes ownership for their cloud usage



Accountability

Assigning cost ownership and responsibility

Decisions are driven by business value of cloud



Optimization

Continuous right-sizing and cost management



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Typical SaaS in FinOps Optimization Journey



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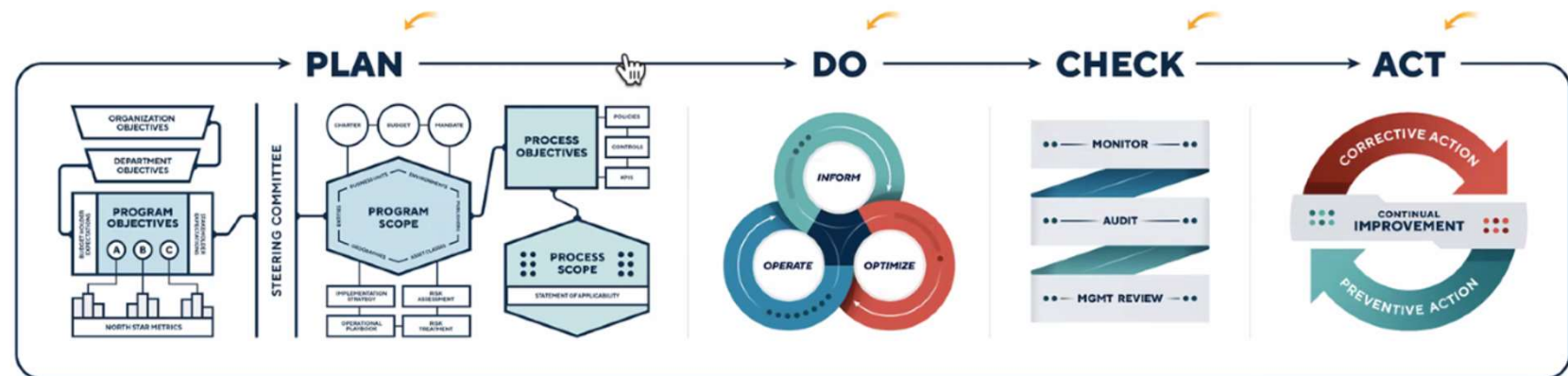
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19770-1 update coming that will make FinOps and ITAM more aligned

19770-1:2024 Management System

The ISO standard finally demystified & made usable...18 years in the making





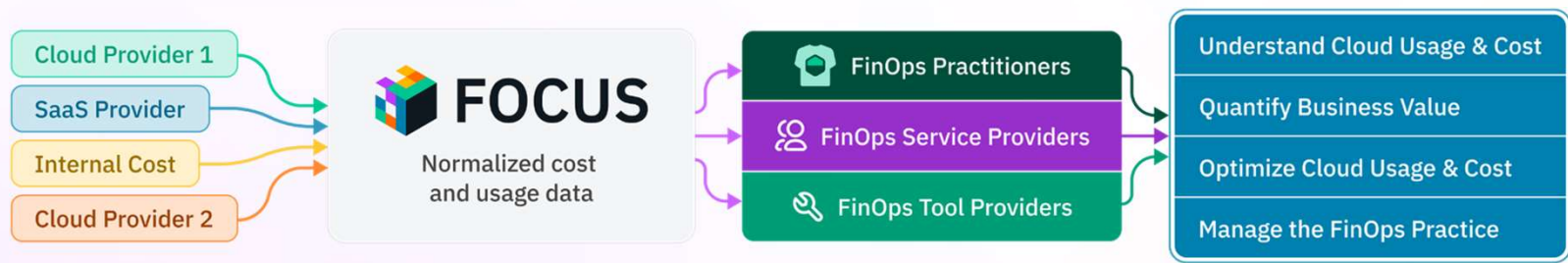
FOCUSTM



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FOCUS Ecosystem



Billing data from cloud vendors is generated...

...in the FOCUS format...

...for ingestion by Practitioners...

...to achieve FinOps Domains.



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FOCUS Columns - 1.1 Additions

focus.finops.org/focus-columns/

Billing

Billing Account ID
Billing Account Name
Billing Currency
Billing Period Start
Billing Period End

SKU

SKU ID
SKU Price ID
SKU Price Details
SKU Meter

Pricing

Pricing Category
Pricing Quantity
Pricing Unit
List Price Unit
Contracted Unit Price

Costs

Billed Cost
Effective Cost
List Cost
Contracted Cost

Charge

Charge Category
Charge Class
Charge Description
Charge Frequency
Charge Period End
Charge Period Start

Usage

Consumed Quantity
Consumed Unit

Commitment Discounts

Commitment Discount Category
Commitment Discount ID
Commitment Discount Name
Commitment Discount Type
Commitment Discount Status
Commitment Discount Quantity
Commitment Discount Unit

Lineage of the Charge

Provider
Publisher
Invoice Issuer

Account Hierarchy

Sub Account ID
Sub Account Name

Location

Region ID
Region Name
Availability Zone

Resource Information

Capacity Reservation ID
Capacity Reservation Status
Resource ID
Resource Name
Resource Type
Tags

Service Details

Service Category
Service Name
Service Subcategory





June 2-5 2025, San Diego



Register at x.finops.org

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FinOps XTM

June 2-5 2025, San Diego

2000+

Total Attendees

1200+

Total Organizations

120+

Total Speakers

100+

Breakouts/Chalk Talks

4+

Public Clouds

50+

Sponsors

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Connect with Me!



← What's that?



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