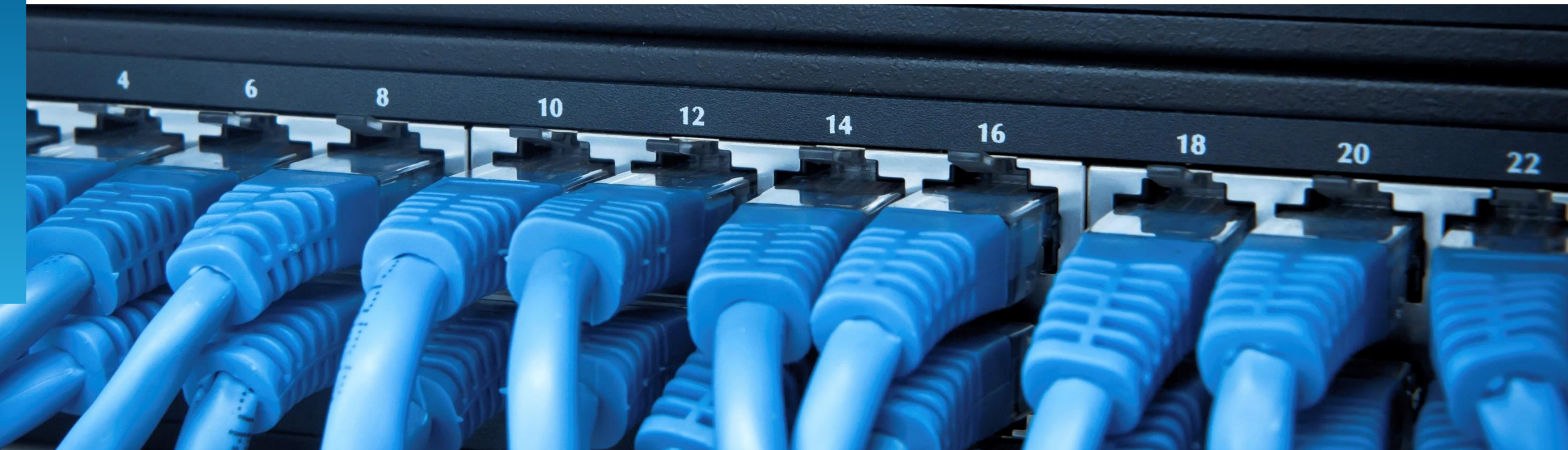


# FinOps for Enabling Value in Cloud: Unveiling the Top 10 Multi-cloud FinOps Visibility Tool Providers

December 2023: Complimentary Abstract / Table of Contents



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## Introduction

- Businesses are struggling to define, measure, realize, and refine value from their cloud investments resulting in increased dissatisfaction among cloud-consuming businesses. This lack of value realization has resulted in increased interest for FinOps within businesses.
- FinOps practices aim to ensure that organizations are able to make business-enabled cost decisions along with solid financial visibility, role-based access, guaranteed savings, cross-team collaboration, and a culture of cost intelligence
- While the market has a wide gamut of offerings within FinOps, there is a strong dependence on cloud visibility and recommendations platform to provide granular and customized real-time data with actionable insights to optimize costs and reduce wastage
- This report provides an outlook on the global FinOps market along with key growth drivers, enterprise concerns, and a framework to mitigate those risks
- Additionally, this report provides a fact-pack view on the top 10 multi-cloud FinOps visibility tool providers as well as FinOps offerings from hyperscalers
- The analysis is based on Everest Group's annual RFI process, interactions with leading FinOps providers, client reference checks, enterprise interactions, and ongoing analysis of the FinOps market

### Scope of this report



**Geography**  
Global
































**Industry**  
All industries



**Services**  
FinOps

# This study offers insights and analysis on the global FinOps market, specifically focusing on multi-cloud FinOps visibility tool providers and hyperscalers; below are four charts to illustrate the depth of the report

<h3>Driving value in cloud through FinOps</h3> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><b>Key cloud value-related challenges</b></p> <ul style="list-style-type: none"> <li>No insights from the available cloud landscape data</li> <li>Unplanned wastage and inefficient sizing of cloud resources</li> <li>Increase in cloud operations costs</li> <li>Inadequate operational performance</li> <li>Inefficient collaboration between internal teams</li> <li>Difficulty in managing governance, risk, and compliance</li> </ul> </div> <div style="width: 10%; text-align: center; font-size: 2em;">}</div> <div style="width: 45%;"> <p><b>Role of FinOps in driving cloud value realization</b></p> <ul style="list-style-type: none"> <li>Structured and efficient cloud financial management</li> <li>Continuous cloud cost optimization</li> <li>Educate and empower teams to operate cloud efficiently</li> <li>Eliminate waste and rightsize cloud workloads</li> <li>Define guardrails, governance, and control</li> <li>Improve business performance</li> </ul> </div> </div> <p style="font-size: 0.8em; margin-top: 10px;">             • These challenges have brought FinOps to the limelight              • As a cross-functional discipline, FinOps has now become a critical element for organizations to realize value from their cloud investments         </p>	<h3>Key elements of FinOps</h3> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;"> Risk mitigation</td> <td style="width: 50%; text-align: center;"> Observability</td> </tr> <tr> <td style="text-align: center;"> Budgeting and forecasting</td> <td style="text-align: center;"> Value realization</td> </tr> <tr> <td style="text-align: center;"> Cost monitoring</td> <td style="text-align: center;"> Pricing</td> </tr> <tr> <td style="text-align: center;"> Automation and governance</td> <td style="text-align: center;"> Resource optimization</td> </tr> </table>	 Risk mitigation	 Observability	 Budgeting and forecasting	 Value realization	 Cost monitoring	 Pricing	 Automation and governance	 Resource optimization
 Risk mitigation	 Observability								
 Budgeting and forecasting	 Value realization								
 Cost monitoring	 Pricing								
 Automation and governance	 Resource optimization								
<h3>5R framework to address challenges</h3> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <b>Realize</b></div> <div style="text-align: center;"> <b>Respond</b></div> <div style="text-align: center;"> <b>Reduce</b></div> <div style="text-align: center;"> <b>Reflect</b></div> <div style="text-align: center;"> <b>Revamp</b></div> </div>	<h3>Internal measures to mitigate FinOps challenges</h3> <p style="text-align: center; font-size: 1.5em; color: #0070C0; margin-top: 10px;"><b>42%</b></p> <p style="text-align: center; font-size: 0.8em;">Organizations have highlighted that they struggle with defining internal metrics and KPIs or fostering cross-team collaboration FinOps adoption to enable business value enablement.</p> <p style="text-align: center; color: #0070C0; margin-top: 10px;"><b>Heightened need for internal FinOps teams</b></p> <p style="text-align: center; font-size: 0.7em;">The following are the key personnel that are required within the team</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 50%;">Certified FinOps practitioners</td> <td style="width: 50%;">Finance head</td> </tr> <tr> <td>C-suite executives</td> <td>Procurement head</td> </tr> <tr> <td>Product team head</td> <td>ITAM head</td> </tr> <tr> <td>Engineering head</td> <td>Sustainability head</td> </tr> </table>	Certified FinOps practitioners	Finance head	C-suite executives	Procurement head	Product team head	ITAM head	Engineering head	Sustainability head
Certified FinOps practitioners	Finance head								
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Product team head	ITAM head								
Engineering head	Sustainability head								

# Research calendar

## Cloud and Infrastructure Services

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Cloud Revolution in Banking: Imperative Role of Hyperscalers	July 2023
Navigating the Cloudscape: Unveiling Enterprise Adoption of Google Cloud Services	July 2023
Cloud Services PEAK Matrix® Assessment 2023 – North America	July 2023
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Amazon Web Services (AWS) State of the Market 2023	August 2023
Cloud Services PEAK Matrix® Assessment 2023 – Europe	September 2023
Microsoft Azure Services State of the Market 2023	September 2023
Cloud Services Provider Compendium 2023 – North America	October 2023
Network Transformation and Managed Services (Focus on SIs) Provider Compendium 2023	October 2023
Cloud Services Provider Compendium 2023 – Europe	November 2023
<b>FinOps for Enabling Value in Cloud: Unveiling the Top 10 Multi-cloud FinOps Visibility Tool Providers</b>	<b>December 2023</b>
SASE Spotlight: Unveiling the Top 10 SASE Technology Providers	Q4 2023
Cloud Security Services Compendium 2023	Q4 2023
Google Cloud Services Specialists PEAK Matrix® Assessment 2024	Q1 2024
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