



FinOps Trailblazers: Top Rate & Usage Optimization Providers

November 2024: Complimentary Abstract / Table of Contents

Market Report
Cloud and Infrastructure Services



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- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
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Background of the research

With the increasing reliance on cloud computing in today's business landscape, organizations often struggle to maintain control and realize the full value of their cloud investments. This lack of visibility leads to overspending and inefficiencies. FinOps addresses this by promoting collaboration between IT, finance, and business teams, improving data-driven decision-making and creating financial accountability.

FinOps technology providers are easing this change for organizations by rapidly embracing the concept and developing innovative tools to help organizations manage cloud costs and realize full value. These tools include cloud cost management platforms, automation tools, optimization tools, reporting and analytics tools, and training programs to build FinOps expertise.

The Trailblazer report highlights leading start-ups offering targeted solutions across the FinOps landscape. This report aims to provide valuable insights into the performance of providers in the categories of Rate and Usage (R&U) optimization and Kubernetes management. It covers enterprise expectations, challenges, best practices, and implications for technology providers. Recognizing the market impact created by these start-ups, the report includes providers' profile and key FinOps offerings to aid enterprise decision-making with essential factors for effective solution selection and implementation.

Scope of this report

Geography: Global

Industry: All industries

Product technology: FinOps

Overview and abbreviated summary of key messages

The Trailblazer report highlights leading start-ups offering targeted solutions across the FinOps landscape. This report aims to provide valuable insights into the performance of providers in the categories of Rate and Usage (R&U) optimization and Kubernetes management. It covers enterprise expectations, challenges, best practices, and implications for technology providers. Recognizing the market impact created by these start-ups, the report includes providers' profile and key FinOps offerings to aid enterprise decision-making with essential factors for effective solution selection and implementation.

Some of the findings in this report, among others, are:

Top rate & usage optimization providers

- This report includes the profiles of the following 10 FinOps technology providers focused on rate & usage optimization:
 - CloudKeeper, DoiT, Hystax, Pepperdata, ProsperOps, SPOT, Stacklet, Vantage, Xosphere, and Zesty

Trends in FinOps rate & usage optimization domain

- Providers are prioritizing automation to boost efficiency, reduce manual errors, and streamline financial operations, with investments in advanced algorithms for optimized cost management and tracking
- FinOps tools are becoming more user-friendly and accessible, with improved interfaces, design, and support services to help stakeholders navigate and utilize the platforms effectively
- Providers are emphasizing seamless integration with existing systems and third-party applications, offering APIs and integration tools to enable better data flow, accuracy, and informed decision-making
- Providers are adopting targeted GTM strategies, including industry-specific marketing and partnerships with other tech firms, to enhance market positioning and expand service offerings

This study offers distinct chapters providing a deep dive into key aspects of FinOps rate and usage optimization market; below are four charts to illustrate the depth of the report

Type of FinOps providers

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

Type of FinOps providers	What they offer	Illustrative logos
Reseller	Helps organizations in reducing cloud bills through discounted cloud offerings by reselling and offering better payment terms and efficient billing management through value-added services	
Reserve Instances and Savings Plans (RI/SP) management provider	Providers that improve coverage of cloud resources through RIs and embed automation in managing RIs	
Consulting and Managed Service Provider (MSP)	Helps organizations optimize cloud consumption by conducting well-architected reviews on cloud setup and managing ongoing operations to keep usage and costs under control	
End-to-end FinOps capability and offering provider	An end-to-end FinOps provider offers comprehensive FinOps services covering consulting and advisory, RI/SP management, and visibility across the organization's cloud environment	
Visibility and recommendation provider	Providers help in cloud cost visibility, optimization, and automated savings by analyzing usage patterns and recommending actions. They help organizations control spending and improve financial governance across cloud environments.	
FinSecOps provider	A new area within the FinOps market that provides cost and usage visibility, right sizes cloud services, and enables cost performance tracking, while embedding security across the organization	

FinOps category and its elements

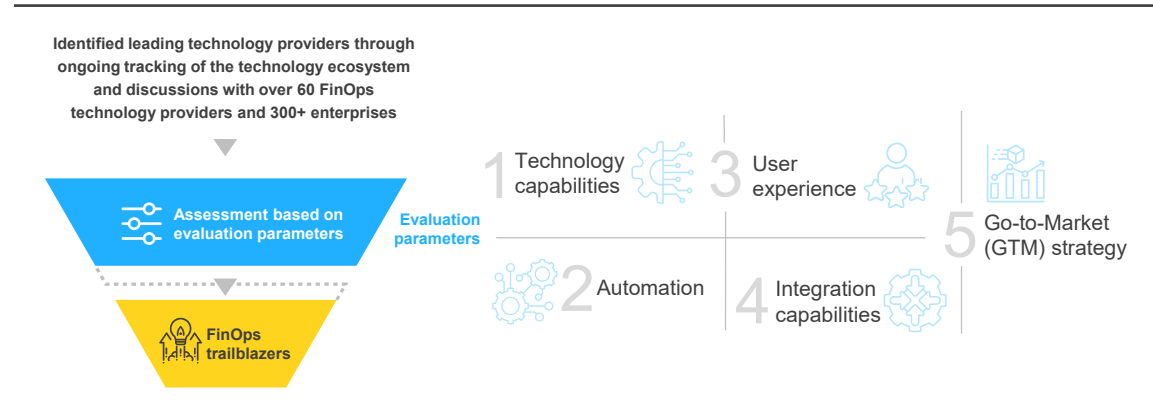
FinOps category covered in this report

Rate and usage optimization
 Focuses on minimizing cloud costs through strategic purchasing, efficient resource utilization, and leveraging automation. It encompasses practices and tools designed to secure the best pricing and ensure that resources are used effectively.

Elements of R&U optimization

- Discount management:** utilizing reserved instances, savings plans, and committed-use contracts to reduce costs
- Spot instances:** leveraging spot instances or preemptible VMs for non-critical workloads to take advantage of lower pricing
- Negotiation:** engaging with cloud providers to secure better rates based on usage patterns and volumes
- Right-sizing:** adjusting resource allocations to match actual workload requirements, avoiding over-provisioning or under-provisioning
- Autoscaling:** implementing policies that automatically adjust resources based on real-time demand to maintain cost efficiency
- Idle resource management:** identifying and managing underutilized resources to eliminate waste and reduce costs

Evaluation parameters



10 providers identified as trailblazers

Rate and usage optimization providers

Research calendar

Cloud and Infrastructure

	Published	Current release	Planned
Reports title	Release date		
FinOps for Enabling Value in Cloud: Unveiling the Top 10 Multicloud FinOps Visibility Tool Providers			December 2023
Secure Access Service Edge (SASE) Spotlight: Exploring the Top 10 SASE Technology Providers			December 2023
Google Cloud Services Specialists PEAK Matrix® Assessment 2024			February 2024
Mainframe Services PEAK Matrix® Assessment 2024			April 2024
AWS Services Specialists PEAK Matrix® Assessment 2024			August 2024
FinOps Cloud Cost Management Products PEAK Matrix® Assessment 2024			August 2024
FinOps Trailblazers: Top Rate & Usage Optimization Providers			November 2024
FinOps Trailblazers: Top Kubernetes Management Providers			Q4 2024
Cloud Services State of the Market 2024 – North America			Q4 2024
Cloud Services State of the Market 2024 – Europe			Q4 2024
SASE Services for EMEA Enterprises PEAK Matrix® Assessment 2024			Q4 2024
AWS Services PEAK Matrix® Assessment 2024			Q4 2024
Microsoft Azure Services PEAK Matrix® Assessment 2024			Q4 2024
Google Cloud Services PEAK Matrix® Assessment 2024			Q4 2024

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