



E-BOOK · EXECUTIVE GUIDE

FinOps

Stop paying for what the cloud does not deliver — the four levers, in the right order, and the routine that holds the bill down.

The bill nobody understands

Moving to the cloud was sold as savings — and, done well, it is. Yet in a great many companies the invoice comes in higher than the datacenter they left behind, and nobody can explain why. The reason is rarely the provider's price: it is the **absence of an owner**. In the cloud, anyone with access can create a resource in seconds; very few remember to switch it off.

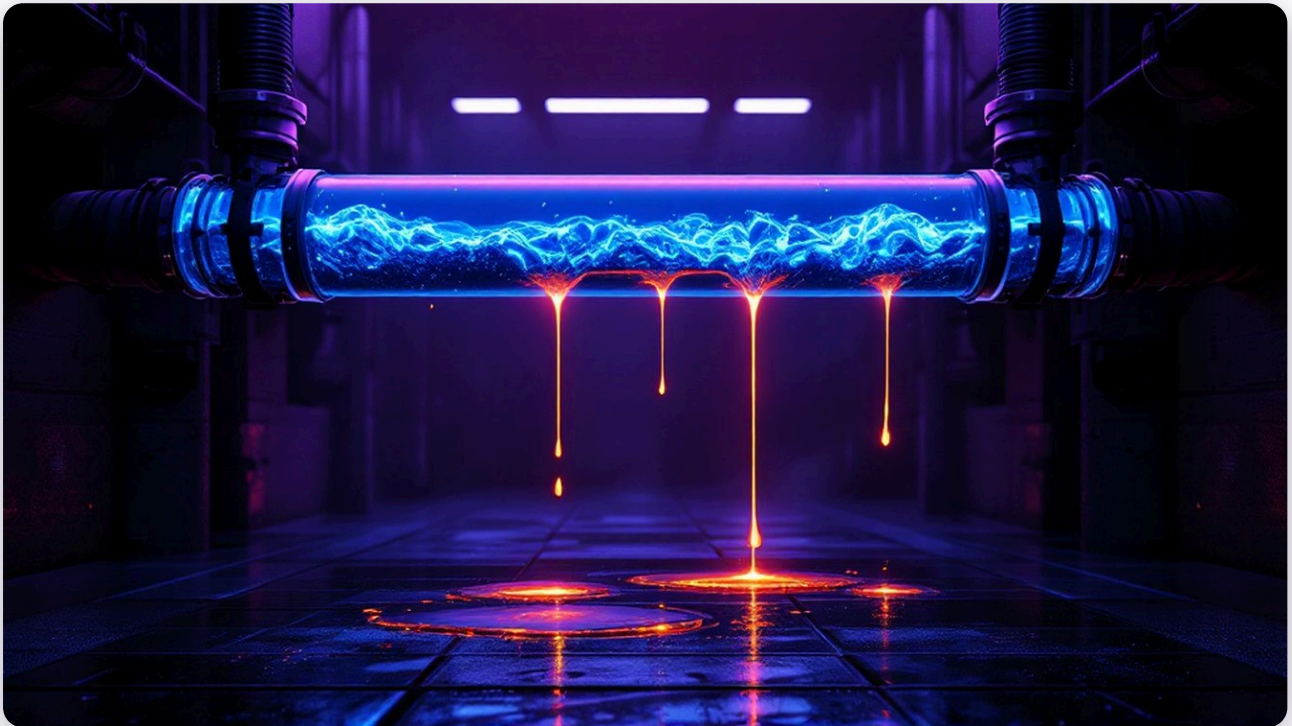


Figure 1 — The flow runs cleanly through the pipe; what drips underneath is the invoice nobody can explain.

FinOps is the discipline that gives that control back. It is not cost cutting, and it is not approval bureaucracy: it is bringing visibility, accountability and routine to cloud spend — so the money goes to what delivers value.

The right question — it is not 'how much are we spending on cloud?', but 'how much of what we spend is delivering value?'. The pages ahead show how to answer that with numbers.

Where the money leaks

Auditing environments always tells the same story — the same four leaks, in different proportions:

- **Idle environments:** development, test and staging running 24×7 when they are only used during business hours. On its own, this item usually accounts for a large share of the waste.
- **Oversizing:** the machine was sized for the go-live peak and was never revisited. In the cloud, size is a reversible decision — but only if somebody reviews it.
- **Forgotten storage:** old snapshots, orphaned disks from instances long deleted, backups with no expiration policy. Cheap per unit, expensive by accumulation.
- **Everything on demand:** stable, predictable workloads running in the most expensive pricing mode. Reservations and savings plans exist precisely for this.



Figure 2 — Two trajectories from the same starting point: the chaotic one, and the one that climbs in measured steps.

Order of magnitude — in environments that have never been through FinOps, it is common to find between **20% and 35%** of the invoice in resources that deliver no value. The first cycle usually pays for the effort in the very next month.

Worth noting: none of these is a technical mistake. They are the natural consequences of a model where provisioning is easy and reviewing is nobody's job.

What FinOps is — and what it is not

FinOps is not a tool you install, nor a report you read once a year. It is a continuous practice with three phases that keep repeating:



Figure 3 — Three geared rings turning without pause: inform, optimize and operate are inseparable.

- **Inform:** every dollar on the invoice needs an owner. That means organized tags and accounts, allocation by team, product or client, and a dashboard the board can read — not just the provider console.
- **Optimize:** act on what the visibility revealed — switch off, resize, clean up, commit, and in some cases re-architect.
- **Operate:** turn it into routine. A mandatory tagging policy, monthly reviews, anomaly alerts, and shared accountability across IT, finance and the teams that consume.

What FinOps is not — it is not finance blocking provisioning, nor IT shutting down environments without warning. It is engineering and finance looking at the same dashboard and deciding together what is worth paying for.

The levers, in the right order



Figure 4 — From the small lever to the heavy one: start with the one that returns money fast and leaves the architecture alone.

Lever	What to do	Effort
Switch off the idle	Schedule dev/QA shutdown outside business hours and on weekends	Low — immediate gain
Clear the orphans	Disks with no instance, expired snapshots, idle IPs and load balancers	Low — one clean-up plus a policy
Rightsizing	Match size to the real utilization observed over weeks	Medium — requires measuring first
Commitments	Reservations and savings plans on the stable base of consumption	Medium — a 1–3 year financial decision
Re-architect	Managed services, auto scaling, tiered storage	High — goes into the roadmap

Sequence rule — never commit (reservations) before resizing. Buying a year of an oversized machine is freezing the waste into a contract.

FinOps when there is SAP in the environment

A company's IT environment is bigger than any single system — but when SAP is part of it, a few specifics change the arithmetic and deserve their own treatment:

Memory is the expensive resource

On S/4HANA, live data sits in RAM. Every spare GB in the database turns into memory cost — and memory scales in sizing steps, not linearly. That is why **archiving and data volume management are FinOps levers**, not just performance ones.

Project environments

Large programs (S/4 conversion, the Brazilian tax reform) multiply test environments. They are necessary — but they should have an expiry date and a shutdown schedule, like any other resource.

Licensing is another dimension

Under RISE with SAP, on top of infrastructure you also have **FUE and Digital Access**: misclassified users and integrations that generate documents inflate the bill in a dimension the cloud dashboard does not show. Reviewing user types and interface-generated documents is as much FinOps as rightsizing.

Mind the step — in subscription contracts, going a few percent over a threshold can push you into the next pricing tier. Measuring before renewal avoids paying a full year at the higher step.

How to start in 30 days

A first FinOps cycle needs neither a long project nor an expensive tool:

1. **Week 1 — visibility.** Export the detailed invoice, map the ten largest line items and find out who owns each one. Where there is no owner, there is a shutdown candidate.
2. **Week 2 — clean-up.** Orphans, old snapshots and environments that are clearly idle. This is the wave that returns money without debate.
3. **Week 3 — scheduling.** Turn on automatic shutdown for non-production and define the tagging policy that applies from now on.
4. **Week 4 — decision.** With consumption already cleaned up, evaluate rightsizing and commitments with real numbers — and present the month's result.

Executive checklist

- ✓ Do we know the cost per team, product or client — or only the invoice total?
- ✓ Is there a mandatory tagging policy, and someone who enforces it?
- ✓ Do non-production environments shut themselves down outside business hours?
- ✓ Have our commitments (reservations/savings plans) been reviewed in the last 12 months?
- ✓ Is there anomaly alerting — does anyone get told when the invoice shifts to a new level?
- ✓ If we run SAP: does database growth show up in the cost equation?

Who takes care of the cost along with the operation

FinOps only works when whoever optimizes also understands the operation — otherwise a cut becomes an incident. Inove Solutions works at both ends of the IT environment:

- **Cloud and infrastructure** — architecture, migration and operations on AWS, Azure and Google Cloud, with the foundation sized for real usage.
- **FinOps** — visibility by team and product, optimization waves and a monthly follow-up routine.
- **SAP practices** — when there is SAP in the environment, we also handle the dimensions the cloud dashboard does not show: data volume, project environments, FUE and Digital Access.
- **Application management** — our 'life insurance' model: the environment cared for end to end, Opex optimized.

We serve companies such as **Petrobras, Nespresso and Qualicorp** — and we treat cost the way we treat availability: with measurement, routine and a named owner.

Our vision — we want our clients to stop having headaches with IT and be happy. Including paying only for the cloud the business actually uses.

How much of your cloud invoice delivers no value?

Ask for a FinOps assessment — with the numbers from your own environment, not market averages.

To go deeper, at the Inove Academy: the quick guide **Cloud migration checklist** · the e-book **SAP Archiving** (smaller database, smaller memory) · FinOps and RISE infographics — inovesolutions.com/en/inove-academy-en

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