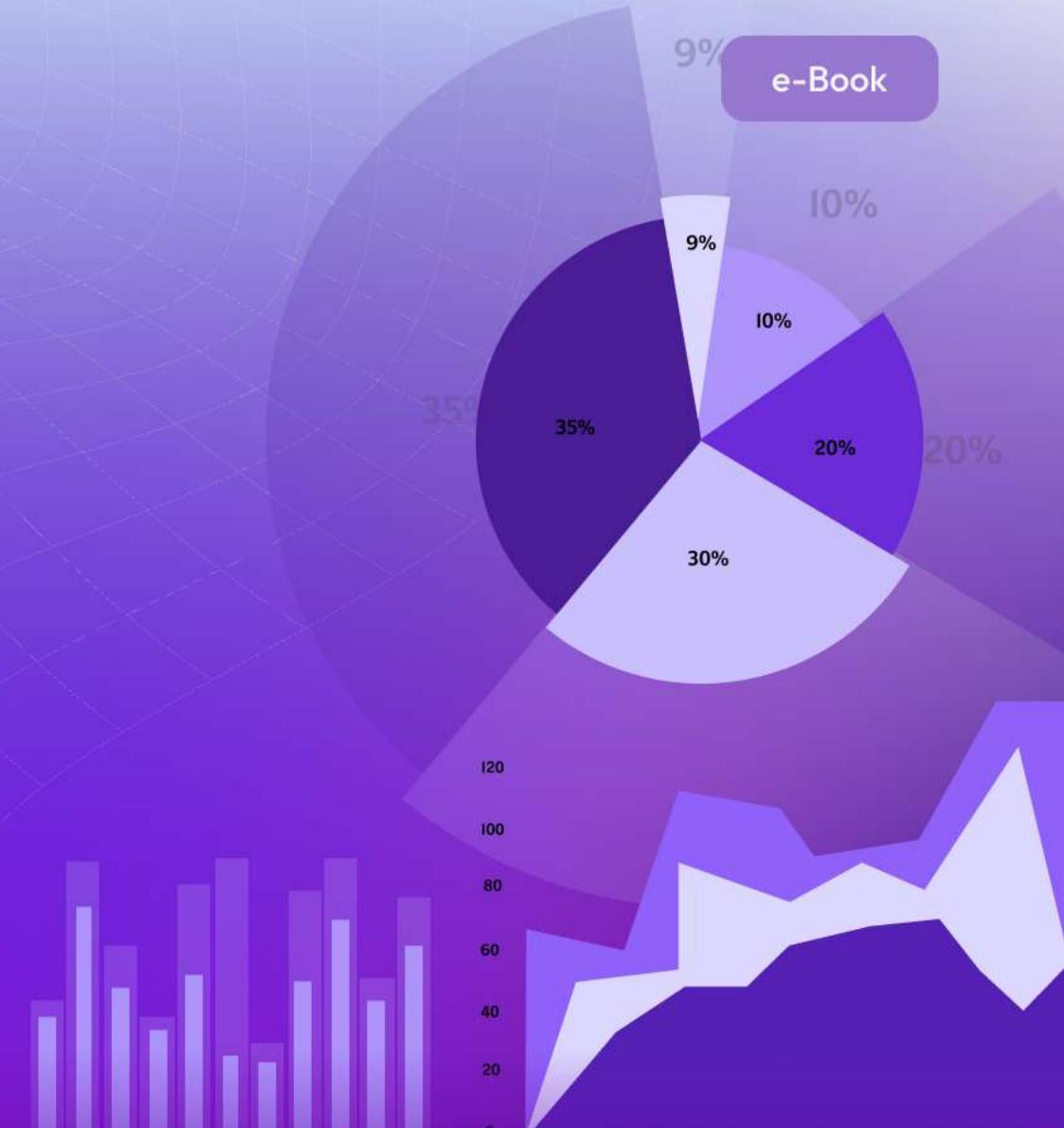


How to Empower Every Engineer to Become a **FinOps Practitioner**



Managing cloud costs is the #1 challenge for decision-makers, ranked a bigger concern than security.

While 79% worry about security, a staggering **82% struggle with controlling cloud spend**, making it the top cloud challenge today.

Who Is This eBook For?

Engineers & DevOps Teams: Optimize cloud resources, automate cost management, and integrate FinOps into your workflows.

FinOps Practitioners: Learn best practices, tools, and strategies for cost transparency and team alignment.

Business Leaders & CTOs: Govern cloud spend and create cost-optimization strategies that deliver business value.

Startups: Practical cloud cost management tips for scaling effectively on a budget.

Everyone in Cloud Operations: Clear insights to help you take control of your cloud costs, whether you're starting or managing complex cloud environments.

Why Cloud Cost Management?

Because failing to manage cloud costs effectively undermines the benefits of cloud adoption. Cloud adoption is about agility and efficiency, but without cost optimization, it's just unnecessary expense.

Smart cloud cost management ensures you maximize ROI, free up resources for innovation, and keep your cloud investments aligned with business goals.

Cloud platforms like AWS and GCP offer scalability and flexibility, but without the clear visibility into cloud usage, businesses often overspend.

This interactive eBook helps you understand overall utilization patterns, cut unnecessary costs, and ensure you only pay for what you truly need. Click on anything with a **pink border** to explore further!



Sathya Nagarajan

Co-Founder & CTO,
Amnic

How to get control over cloud spend?

“Staying competitive in the financial industry requires being able to understand customer needs, usage patterns and a wide range of other parameters quickly and consistently. Tech costs are continuously monitored and maintaining lower cloud spend is a growing priority for teams.”

Abhra Dasgupta
Uni

How to deal with the mounting K8s costs?

“Consistently staying uptime and keeping a hawk's eye view on cloud costs are challenging. The ability to gain a single-pane view into cloud costs was absolutely necessary to keep up with the scale of growth. Additionally, instrumentation of costs, analysis and optimization all needed to seamlessly integrate into existing workflows.”

Sekhar Prakash
Co-founder, Cloud Engineering & Ops, Jiffy.ai

Can we get a clearer view of costs?

“Cloud costs were a challenge, the extent of how much one could optimize it and run a lean infrastructure was still in the dark. Businesses need a solution that could easily be implemented to break the costs down and give a clearer picture of the costs associated at the various service levels and what can be done to manage the overall cloud spends.”

Ajeesh Achuthan
Co-Founder & CTO, Open Financial

Can we reduce compute costs efficiently?

“Teams are proactively mitigating surprises when it comes to costs on the cloud. At every level, businesses need a solution that would give them 360-degree visibility into our cloud costs, as well as infrastructure utilization to prevent over-provisioning and ensure we run a lean infrastructure.”

Prathmesh Juvatkar, Co-founder & CTO, Nanonets

Is it possible to lower EC2 costs?

“Considering the scale of growth, the imminent need to stay ahead of cloud costs was a problem. Businesses need a solution that can plug in and give us continuous visibility of where costs are bloated and might get out of control. Moreover, there is a need for a system that facilitated continuous cost visualization and governance.”

Piyush Jain,
Sr. Staff Engineer, Metamap

How to make cloud bills easier to understand?

“As customer adoption grew, gaining an overall perspective into our cloud spends became the need of the hour. The increasing prevalence of cost observability led to explore how solutions can easily integrate into the existing workflows and provide the necessary visibility as well as areas for optimization.”

Mayank Bholia,
Co-Founder & Head of Products, LambdaTest

2012

The Early Days of FinOps

Trailblazers like Adobe and Intuit, early adopters of public cloud, provided the first insights into what would later become the FinOps concept.

Mid-2010s

Early Adoption and Expansion

GE and Nike began their FinOps journey as they rapidly expanded their cloud usage. In parallel, companies in Australia such as Atlassian, Qantas, and Tabcorp also began developing cloud financial management practices.

2017-2019

FinOps Grows Globally

During J.R. Storment's two-year stint in London, he witnessed large enterprises like BP, HSBC, and Sainsbury's incorporate FinOps practices. This period marked the beginning of FinOps' implementation across multiple industries globally.

J.R. Storment founded the [FinOps Foundation](#) in 2019, which emerged from Cloudability's quarterly Customer Advisory Board meetings where cloud practitioners highlighted the need for a community to discuss best practices beyond vendor tooling. It is a project of The Linux Foundation.

Pre-2020

The Struggle for Recognition

At conferences before 2020, FinOps was still an obscure concept, often met with confusion. People would ask, "What the heck is FinOps?" Despite this, the practice was slowly taking root within early adopter organizations.

2020-Now

FinOps Becomes a Business Necessity

The majority of organizations now have dedicated FinOps teams. The term FinOps gained significant traction, with the FinOps Foundation growing from a small initiative to a global community, representing nearly 10,000 practitioners across various industries. The term "cloud financial management" lost ground to FinOps, which received 10x search traffic.

What's the buzz around FinOps?

For starters, cloud spend isn't just an IT thing anymore. It's a business-wide conversation.

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

FinOps guides businesses through the complexities of cost management. It provides tools and practices to:

Track cloud expenses in real time: This ensures businesses have full visibility into their cloud spend.

Align teams on shared goals: FinOps fosters collaboration between finance, engineering, and leadership for a unified approach to managing cloud costs.

Optimize resources without cutting corners: Businesses can achieve savings by identifying inefficiencies and taking action to reduce unnecessary expenses.

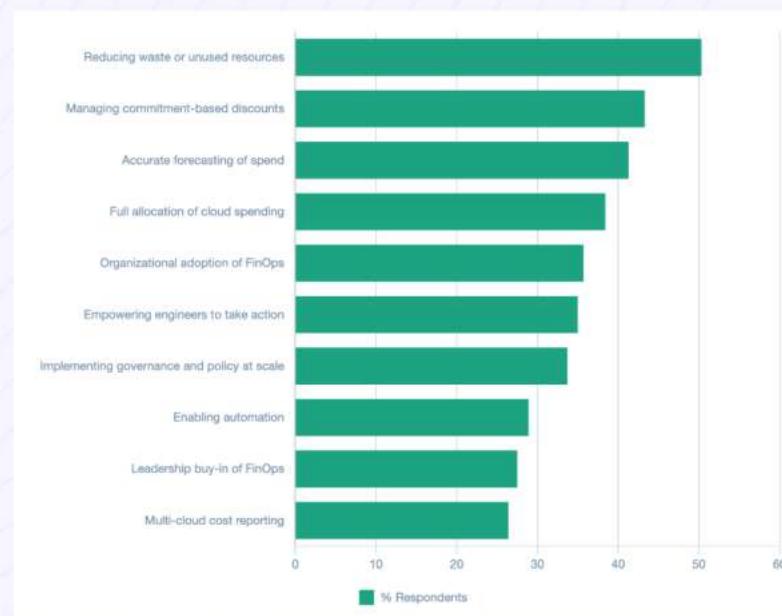
 **Finance teams want predictable budgets.**

 **Engineers need the freedom to innovate.**

 **Leadership wants every dollar to deliver value.**

Beyond cost savings, FinOps enables smarter decision-making, encourages accountability, and fosters a culture where every stakeholder takes ownership of cloud spend across the organization.

The Current FinOps Practitioner Key Priorities Report by the [State of FinOps](#) (FinOps Foundation) highlights a shift in focus. For the first time, reducing waste has become the top priority for practitioners across all spending tiers. This change is likely driven by macroeconomic pressures, as businesses seek to cut costs while maintaining the value derived from their cloud investments.



Interestingly, empowering engineers to take action (previously the highest priority since the survey began in 2020) has now taken a backseat.

While it remains a key focus, this shift underscores the growing importance of waste reduction as a primary goal for FinOps practitioners.

FinOps is no longer a "nice-to-have." It's essential for businesses that aim to thrive in a cloud-first world.

Setting up FinOps practices successfully is about more than just implementing a framework. It's about fostering a culture of cost efficiency, transparency, & accountability. The key traits that define a robust FinOps strategy are Cloud Cost Visualization, Cloud Cost Control, & Cloud Cost Management.

Together, they enable organizations to make data-driven decisions, optimize cloud investments, and build a resource-efficient approach to cloud operations.



1. Simplified, Agentless and Multi-Cloud Cost Visualization

The cornerstone of any FinOps strategy is a clear understanding of cloud expenses. A robust multi-cloud platform should integrate seamlessly with major cloud providers (AWS, Azure, GCP), Kubernetes, and SaaS tools. By visualizing costs in a simple and comprehensible format through a unified dashboard, businesses can empower teams to identify cost drivers and optimization opportunities at a glance.

2. Cloud Cost Control with Automation and Alerts

FinOps practices equip organizations with tools to pinpoint inefficiencies, implement cost-saving measures, and safeguard budgets. By leveraging industry benchmark-based best practices, businesses can design cost-efficient cloud infrastructure and set proactive guardrails with anomaly detection to catch unexpected cost spikes. Additionally, streamlined cloud cost reporting with automated updates, pre-built visualizations, saveable reports, and custom dashboards enhances financial transparency.

3. Maximizing Cloud ROI with Cloud Cost Management

True FinOps success lies in effectively managing cloud costs across the organization. This involves attributing, governing, and optimizing spend at every level. A self-serve cost allocation approach eliminates complex setups, allowing businesses to create flexible cost buckets to assign expenses across teams, products, and services. This ensures maximum visibility and helps track the ROI of every dollar spent within the organization.



Cost Allocation

Split costs and attribute them by teams, customers, BUs, products, services, features, and other relevant business parameters.

Unit Economics

Map the business impact and understand the ROI of every dollar invested in the cloud against the COGS and revenue of the organization.

Budgeting

Create and track budgets to govern and measure spending across teams, BUs, and other users of cloud infrastructure within the organization.

Forecasting

Gain predictive insights into what potential spending on the cloud could look like based on historical and projected data patterns of cost and usage.

Anomaly Detection

Set guardrails and alerts against runaway cloud spends and spikes in cost that contribute to bloated cloud bills.

Recommendations

Best practices molded on industry benchmarks set by leading cloud providers to build cost-efficient cloud infrastructure.

Reporting

Build tailored, customized, and automated reports for different roles within the organization to comprehend cloud spends at different levels.

Cost Views

Single-pane view of network, storage, compute and Kubernetes costs across time ranges and cloud providers.

Kubernetes

Views into Kubernetes cost and utilization of telemetries at a cluster, pod, and node level to rightsize infrastructure.



Cost Allocation

What is Cost Allocation?

Cost Allocation enables businesses to accurately assign cloud costs to specific teams, applications, services, or customers. By linking infrastructure expenses to real usage, organizations gain precise financial control, improving accountability and decision-making.

Why is Cost Allocation Important?

Cost allocation provides granular visibility into cloud expenses, helping businesses track product and customer profitability while improving budgeting and financial planning. It enhances cost efficiency and accountability, and enables teams to optimize resources effectively and make informed financial decisions.

Common Pain Points

- Lack of visibility into customer margins and COGS
- No clear breakdown of cloud costs per team, product, or service
- Difficulty tracking ROI on cloud investments
- Unclear cost allocation for apps, services, and environments

How Amnic Enables Cost Allocation

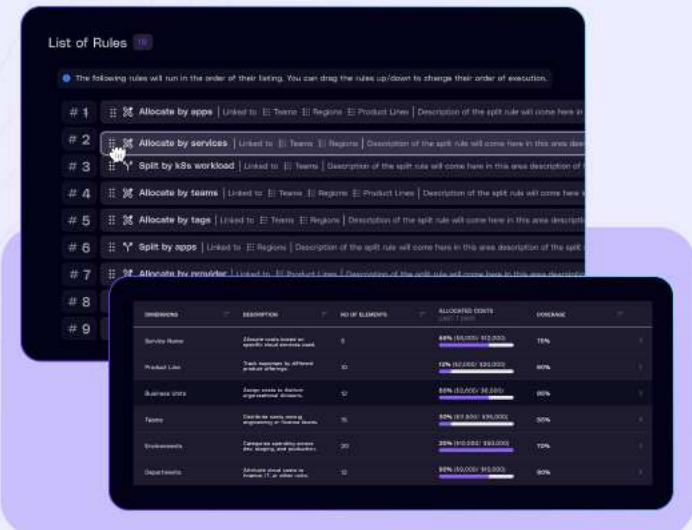
Granular Cost Breakdown: Track costs at the most detailed level without complexity.

Cross-Dimensional Allocation: Assign costs to teams, apps, services, or customers effortlessly.

Customer Profitability Analysis: Measure per-customer margins and optimize pricing strategies.

Real-Time ROI Tracking: Understand how every cloud dollar impacts business outcomes.

Self-Serve, No Heavy Lifting: The first-of-its-kind agentless solution without YAML setups.



Working with Amnic has paved the way for a journey where we have control and comprehension of the overall cloud spend. While we have been able to successfully optimize our infrastructure, Amnic is playing the long-term role of watching out for unprecedented costs and giving us insights into spends that could be better managed over time.

Unit Economics

What is Unit Economics?

Unit economics refers to the analysis of revenue and costs for a specific unit of product or service, typically broken down by customer, team, or product line. In the context of cloud costs, it involves tracking the ROI of every dollar spent on cloud resources and aligning costs with business outputs and goals.

Why is Unit Economics Important?

Unit economics helps businesses assess the true cost and value of each cloud investment. By tracking these metrics, you can ensure that cloud spend is efficient, optimize resources, and align spending with business objectives. It enables better decision-making, cost control, and ensures investments deliver measurable results.

Common Pain Points

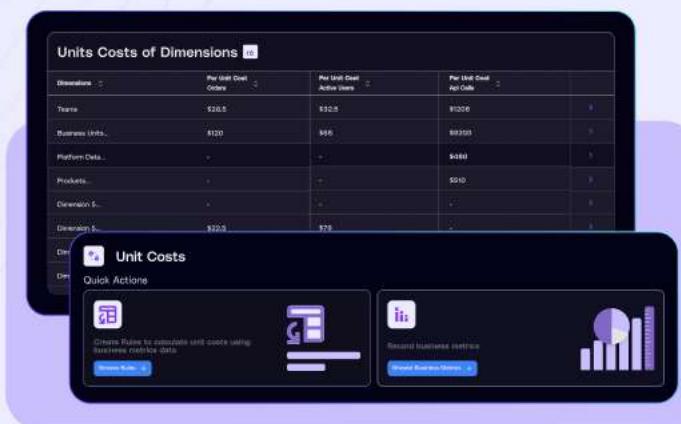
- Difficulty tracking cloud costs at a granular level across teams, products, and resources.
- Inefficient use of cloud resources leads to overspending.
- Cloud spend not aligned with the expected output or performance, affecting ROI.
- Overwhelmed by excessive data without actionable insights into resource allocation and cost distribution.

How Amnic Enables Unit Economics

Ensure ROI for Every Dollar Spent in the Cloud:

Map the business impact and understand the ROI of every dollar invested in the cloud against the COGS and revenue of the organization.

Unified Dashboards: View all cloud spend and unit economics in one place to help align costs with business goals.



The screenshot displays two interface components. The top component is a table titled 'Units Costs of Dimensions' with columns for Dimension, Per Unit Cost (Orders), Per Unit Cost (Active Users), and Per Unit Cost (API Calls). The bottom component is a dashboard titled 'Unit Costs' with sections for 'Quick Actions', 'Cloud Rules to automatically sync costs using business metadata', and 'Resource utilization metrics'.

Amnic has been a strategic partner for us in our cloud efficiency journey. The team has deep technical chops and has worked closely to develop innovative solutions to tackle tough problems. We have been able to identify root causes and make our intra-region data transfers as well as S3 bucket data management more efficient with Amnic's platform.

Budgeting

What is Cloud Cost Budgeting?

Cloud cost budgeting involves setting financial boundaries and targets for cloud spend across various departments, teams, or business units. It helps ensure that cloud resources are utilized efficiently without exceeding predefined budgets, which allows organizations to better manage their overall cloud expenses.

Why is Budgeting Important?

Budgeting helps organizations control cloud costs by preventing overspending and keeping expenses within manageable limits. It ensures teams have the necessary resources without exceeding budget constraints. With a clear view of spending patterns, teams can optimize and adjust their budgets effectively to maintain financial efficiency.

Common Pain Points

- Difficulty tracking and understanding cloud spend across teams and departments.
- Unexpected cost spikes that lead to budget overruns.
- Mismanagement of cloud resources due to unclear budget distribution.
- The absence of clear ownership leads to poor budget management.

How Amnic Enables Budgeting

Simplified Views: Visibility into monthly budgets, actual spends, and remaining budgets to easily track overspending or underspending.

Map and Distribute Budgets Org-Wide: Allocate resources across teams so each team has the budget it needs without exceeding set limits.

Aggregated View of Budget Utilization: Track cloud spending with a unified view to stay on top of budget usage in near real-time.

Create Accountability and Efficiency: Empower teams with clear budget ownership and visibility.

Label & Monitor: Label budgets by scope, amount, and periods; assign watchers for key notifications.



This platform enables real-time visibility into cost trends. Instead of waiting for month end reports or sifting through complex billing data, we get instant insights into where our cloud expenses are increasing. The intuitive dashboards break down costs by service, region, and workload, making it easy to pinpoint anomalies or unexpected spikes. For teams managing cloud budgets, this level of clarity and responsiveness is invaluable.

Forecasting

What is Cloud Cost Forecasting?

Cloud cost forecasting is the process of predicting future cloud expenditures based on historical usage data and trends. It helps organizations anticipate costs, allowing them to proactively manage budgets and make informed financial decisions.

Why is Cloud Cost Forecasting Important?

Forecasting cloud costs allows teams to predict future spending, helping prevent surprises and budget overages. By identifying when and where costs may increase, it enables better resource allocation and financial planning. These insights ensure optimized spending and improved cost efficiency.

Common Pain Points

- Difficulty predicting cloud costs due to unpredictable usage patterns or lack of historical data.
- Manual forecasting is time-consuming and prone to errors, often requiring complex spreadsheets.
- Difficulty forecasting costs at a granular level (e.g., by provider or service) which hinders targeted optimization.
- Without real-time data, forecasts may quickly become outdated, leading to budget misalignment.

How Amnic Offers Forecasting

Generate Forecasts in One Click: Easily generate forecasts across custom date ranges (monthly, quarterly, etc.) to stay ahead of costs.

View Forecasts Across All Cloud Costs or Specific Providers: Analyze forecasted costs either as a whole or broken down by individual cloud providers.

Built on the ARIMA Model for Accuracy: Amnic uses the ARIMA model to deliver accurate predictions by analyzing historical patterns.

Simplified Understanding of Forecasted Costs: Intuitive visuals in Amnic's Cost Analyzer provide clear insights to track forecasted expenses and spot cost-saving opportunities.



Using Amnic has been nothing short of transformational. The platform is able to analyze our cloud costs at a depth that would take us several hours, if not days to understand better. We are able to spend a few hours each week and save costs that run into thousands of dollars, but what's more impressive is how Amnic has become an integral part of our cloud toolchain and maintaining a lean and efficient infrastructure.

Ajeesh Achuthan,
Co-founder & CTO, Open Financial

! Anomaly Detection

What is Anomaly Detection?

Cloud cost anomaly detection helps businesses identify unexpected cost spikes by tracking deviations from normal spending patterns. It enables teams to take swift action before cost overruns impact budgets.

Why is Anomaly Detection Important?

Anomaly detection provides real-time visibility into unexpected cloud cost surges, alerting teams to potential overspending. Identifying cost anomalies helps maintain financial control and improve expense forecasting. Early detection helps reduce wasted cloud spend and optimize resource allocation.

Common Pain Points

- Sudden cost spikes disrupt budgets and forecasting
- Lack of real-time notifications to catch anomalies early
- Difficulty in identifying which apps, teams, or services are causing cost deviations
- Wasted cloud capacity leads to overspending

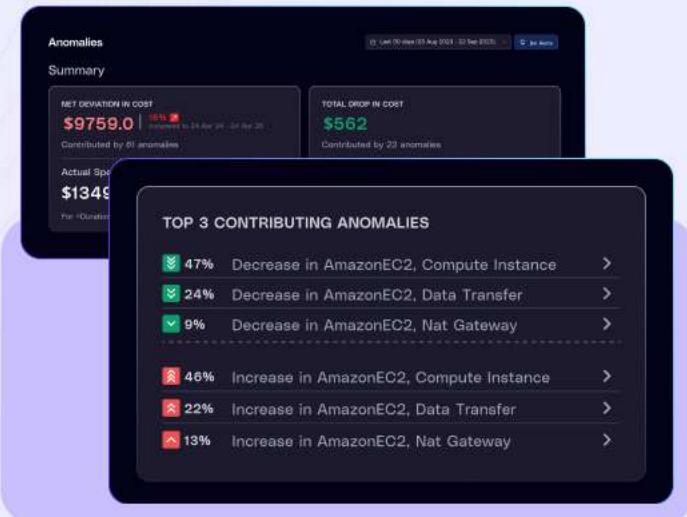
How Amnic Enables Anomaly Detection

Visualize Anomalous Cloud Costs: Dashboards and heatmaps help teams spot cost deviations in real time.

Real-time Alerts & Notifications: Get notified via Slack, MS Teams, or email when cost anomalies arise.

Custom Views & Reports: Save and share anomaly reports for better visibility across teams.

Actionable Recommendations: Take immediate action with optimization insights to reduce cloud waste.



We assessed our options and Amnic's technical depth stood out. Amnic platform helped us optimize Kubernetes cluster cost by 50% through its sharp right sizing recommendations of instances and pods

Sekhar Prakash
Co-founder, Cloud Engineering and Ops, Jiffy.ai

Recommendations

What are Cloud Cost Recommendations?

Cloud Cost Recommendations help organizations optimize cloud and Kubernetes infrastructure by providing actionable insights to reduce waste, improve efficiency, and lower cloud bills without sacrificing performance.

Why are Recommendations Important?

Optimize cloud costs by identifying over-provisioned or underutilized resources and implementing proactive cost-saving strategies. Consolidate cloud provider and Amnic-driven recommendations in one place to reduce complexity and enhance operational efficiency. Enable teams to collaborate effectively and act quickly on optimization opportunities.

Common Pain Points

- Cloud costs are unpredictable, making budgeting and forecasting difficult
- Teams struggle to track and act on optimization opportunities across multiple providers
- Lack of real-time visibility into cost anomalies leads to delayed responses and higher bills
- Siloed teams miss opportunities for cost savings due to a lack of collaboration

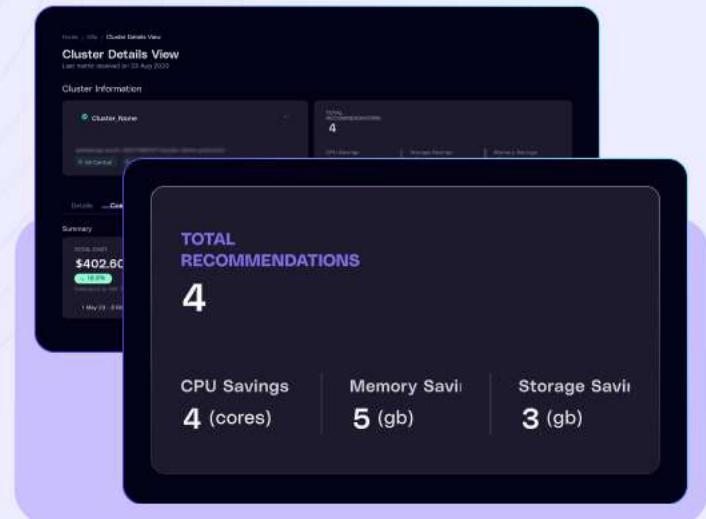
How Amnic Offers Recommendations

Centralized Cost Insights: View and act on recommendations for AWS, Azure, GCP, and Kubernetes in one place.

Actionable Cost Optimization: Identify critical improvements with precise savings estimates.

Automated Alerts & Reports: Get real-time notifications and schedule cost-saving reports for key stakeholders.

Custom Views & Dashboards: Embed reports into dashboards for easier tracking.



Amnic's astute recommendation engine helped us reduce our cloud bill through optimization of Network and CloudWatch costs. A key differentiator for Amnic remains its strong team which has channelized its significant experience in building a product uniquely suited to address pain points of fast-growing companies.

Reporting

What is Cloud Cost Reporting?

Cloud Cost Reporting enables organizations to automate, and analyze cloud expenses by providing scheduled updates, saveable reports, pre-built and custom dashboards, and granular cost allocation across multiple cloud providers.

Why is Reporting Important?

Cloud cost reporting enhances visibility across AWS, Azure, GCP, and Kubernetes, enabling data-driven decisions by identifying inefficiencies and anomalies. It improves cost accountability by tracking expenses per team, project, or business unit while streamlining collaboration through shared reports for finance, engineering, and leadership teams.

Common Pain Points

- Teams spend excessive hours compiling and analyzing cost data.
- Difficulty in tracking detailed cloud expenses across providers.
- Challenges in assigning costs by team, project, or service, leading to budget overruns.
- Delayed visibility into cost anomalies results in unexpected cloud cost spikes.

How Amnic Simplifies Reporting

Comprehensive Cost Breakdown: Analyze spending by cloud provider, region, resource type, and more.

Automated Reports & Custom Views: Save, schedule, and share reports across teams

Pre-Built & Custom Dashboards: Quickly access cloud cost insights for storage, compute, networking, and data transfer.

Role-Based Access Control (RBAC): Maintain security and collaboration with controlled data access.

Simplified Reporting For All: Create quick, customized reports for finance, engineering, and leadership teams.



Amnic facilitated our transition from a self-managed Kubernetes environment to EKS, concurrently streamlining costs through the implementation of elastic scaling mechanisms and strategic utilization of spot instances.

Cost Views

What are Cost Views?

Cost Views provide a comprehensive way to visualize and analyze cloud expenses across various categories such as network, storage, compute, data transfer, and Kubernetes. They help teams understand spending trends, track costs across multiple cloud providers (AWS, Azure, GCP), and create custom reports tailored to specific needs.

Why are Cost Views Important?

Cost Views provide detailed cost breakdowns and trend analysis, enabling teams to optimize resource usage and eliminate unnecessary cloud expenses. They enhance collaboration between FinOps, DevOps, and finance teams while delivering real-time insights to control and manage cloud budgets effectively.

Common Pain Points

- Lack of visibility into granular cloud spending trends.
- Difficulty in allocating costs accurately across teams and projects.
- Challenges in identifying the root causes of unexpected cost spikes.
- Time-consuming manual reporting and cost-tracking processes.

How Amnic Delivers Cost Views

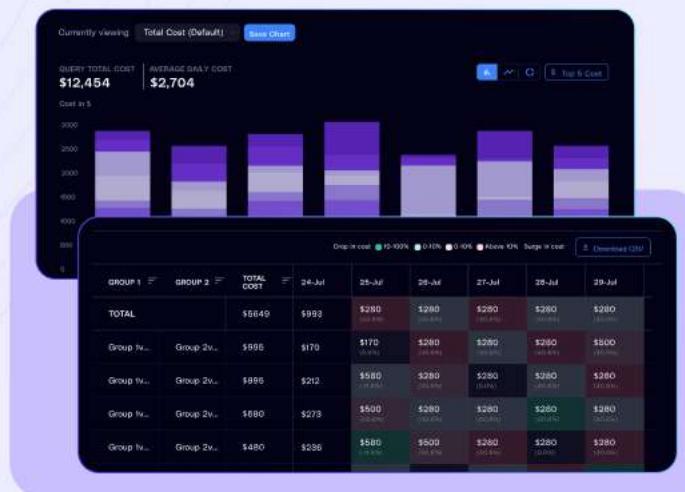
Cost Analyzer: Slice and dice costs across multiple dimensions, categories, providers, services, and more.

Pre-Built Category Views: Consolidate and track granular cloud costs across network, storage, compute, data transfer, and Kubernetes.

360° Single-Pane View: Aggregate and filter costs across providers, services, and accounts.

Heatmaps: Identify anomalies with heatmaps and track costs in billed or amortized views.

Alignment with FOCUS™: Standardize cost tracking with FOCUS™ for a unified FinOps cost management approach.



Amnic as a tool simplifies the effort which we put on the cost explorer. Rather than navigating to the different page and finding the solutions for the cost optimisation, we find everything in the single recommendation page of Amnic. As and when we optimise the infrastructure we will have the view of savings which we have done on the particular recommendations.

Kubernetes Cost Management

What is Kubernetes Cost Management?

It is the process of monitoring, optimizing, and controlling the costs associated with running workloads on Kubernetes. It involves tracking resource usage (CPU, memory, storage, and networking), allocating costs to teams or applications, and implementing strategies like rightsizing workloads, autoscaling, and using spot instances to reduce expenses.

Why is Kubernetes Optimization Important?

K8s is crucial for businesses running cloud-native apps, enabling automation, scaling, and resource management. It simplifies infrastructure management by automating container deployment, scaling, and monitoring. Managing cloud costs in K8s environments can be challenging due to the dynamic nature of resources that leads to overspending without proper visibility.

Common Pain Points

- Difficulty in tracking where resources are being spent across ephemeral environments.
- Unclear allocation of resources can lead to overspending.
- Hard to pinpoint who is responsible for excessive cloud costs.
- Struggles to rightsize containers and clusters for cost-effective performance.

How Amnic Enables Kubernetes Optimization

Cluster-Level Utilization Metrics: Monitor memory, CPU, and network usage to optimize Kubernetes clusters.

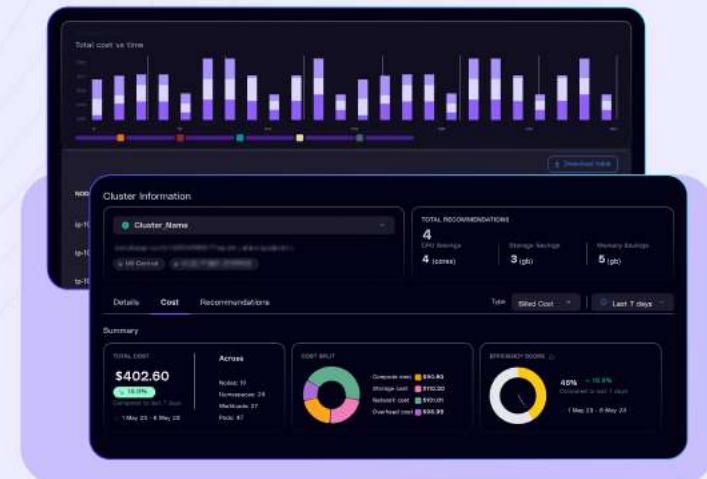
Karpenter Configuration: Recommendations for better node and cluster provisioning.

Cost Breakdown: Visualize costs across pods, nodes, namespaces, and workloads for better accountability.

Rightsizing Recommendations: Suggestions to improve bin packing efficiency and reduce waste.

Visualizations and Reports: Gain insights through intuitive visualizations for better decision-making.

Percentile Profiles: Optimize CPU and memory allocation with recommendations on usage data.



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Why Choose Amnic?



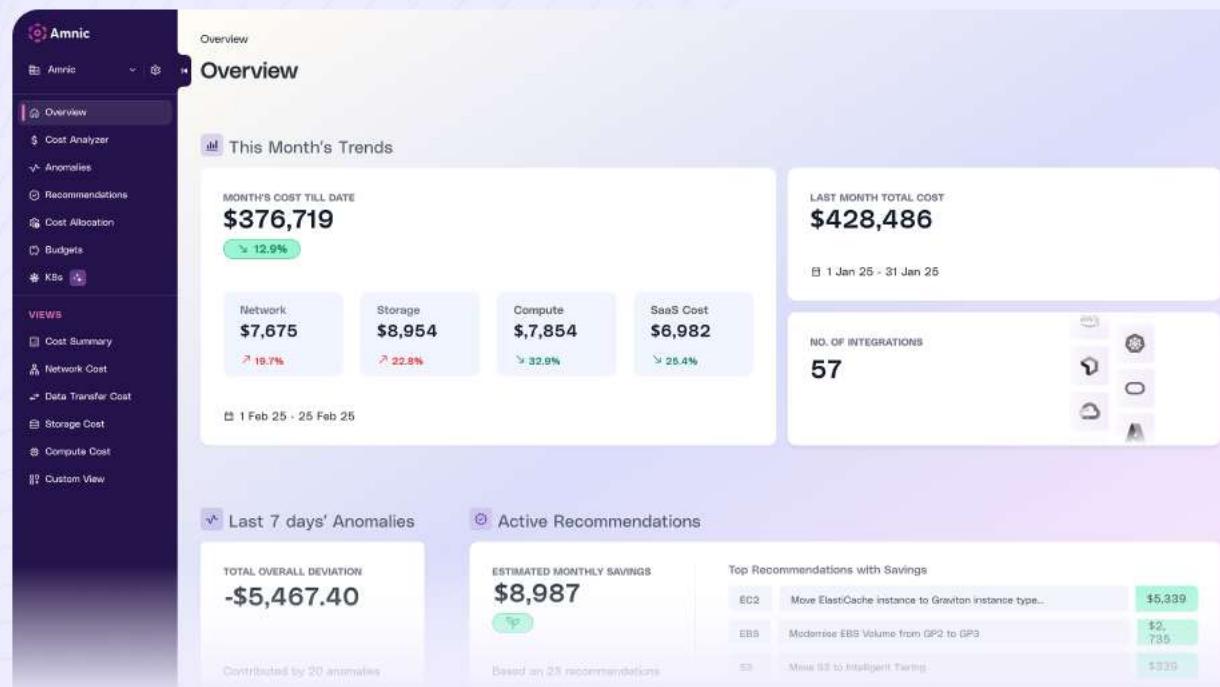
Amnic provides a 360-degree view of your cloud infrastructure, services, and products, enabling precise cost attribution, benchmarking COGS against revenue, and analyzing utilization patterns. With granular insights into spending and broad team-level cost views, Amnic simplifies complex FinOps processes in just a few clicks, helping businesses run lean, cost-efficient cloud operations.

As cloud environments grow in complexity, achieving clear visibility, robust cost allocation, and proactive FinOps practices is crucial. The right tools and frameworks transform cloud cost management from a reactive task into a strategic advantage.

Whether it's identifying cost anomalies, optimizing Kubernetes workloads, or tracking per-unit costs, transparency empowers teams to make informed decisions and maximize efficiency.

At Amnic, we're committed to helping businesses navigate these challenges with precision and confidence.

If you're ready to take control of your cloud spend, start applying the insights from this ebook and build a smarter, more cost-efficient cloud strategy.



**Continuous
Cloud Cost
Observability.
All in one place.**

Request a personalized demo
today to experience
Amnic's capabilities.

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