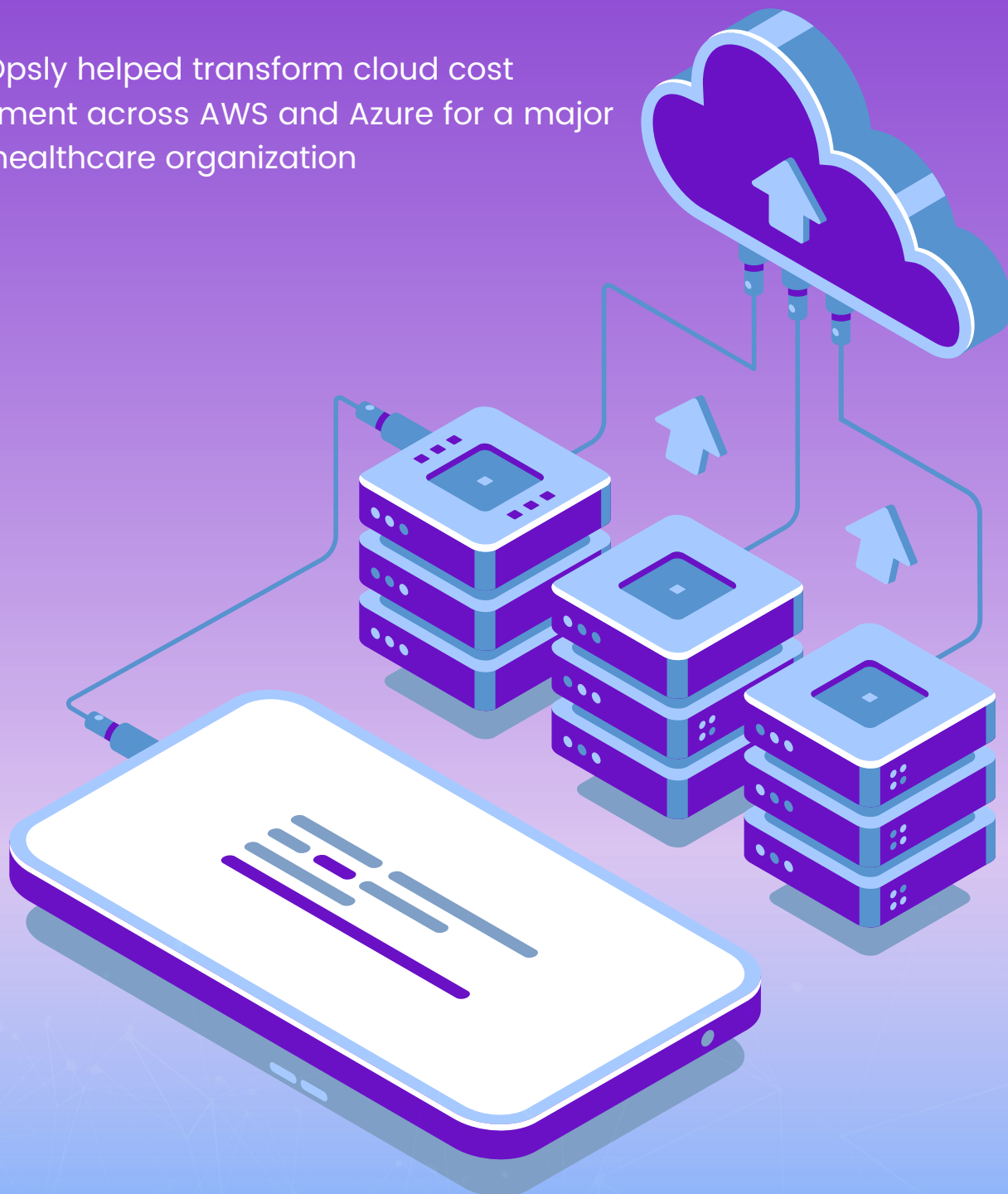




| CASE STUDY

AI-Powered FinOps for the Multi-Cloud Era

How FinOpsly helped transform cloud cost management across AWS and Azure for a major leading healthcare organization





Executive Summary

A highly influential healthcare institution focused on advancing the interests of the medical community and future physicians operating across AWS and Azure struggled to translate complex provider invoices into business-unit accountability. Manual data stitching, rigid hierarchy models in legacy tools, and opaque charge-back processes caused cost overruns and delayed optimization. By adopting FinOpsly—including its AI-powered virtual FinOps agent “FI” and a **Commitment Strategy Advisor** that ladders Savings Plans and Reserved Instances—the customer achieved end-to-end cost transparency, accelerated allocation workflows by > **90 %**, cut engineering analysis time by **87 %**, and reduced total cloud spend by **30%** while **boosting RI / SP coverage from 10 % to 85 %**.



Challenges Before FinOpsly

Challenge	Impact
Fragmented cost data across CSPs	4–6 hrs/week spent in allocating cost and rationalizing charges
Static org hierarchies in legacy tools	Could not allocate common services fairly; shadow spreadsheets proliferated.
Manual allocation rules	Month-end close stretched to 12+ days; frequent disputes over shared cost drivers.
Unpredictable spend fluctuations	Budget variance of ± 25 % MoM, hindering forecasting.
Low trust in optimization guidance	Engineering teams lacked context to act confidently.
Ad-hoc commitment purchases	Under-utilized RIs/Savings Plans; missed discounts and occasional performance regressions.

Capability	Value Delivered
Unified Cross-Cloud FinOps Pane	A single interface to track, analyze, and charge back costs across AWS, Azure—eliminating siloed dashboards and spreadsheets.
AI-Powered Cost Attribution Engine	Ingests AWS and Azure (Cost, Usage, Telematics, config) data and auto-maps 100% of line items to business-unit and project codes with ML tag inference.
Virtual FinOps Agent “FI”	Conversational SME explaining the <i>why</i> and <i>how</i> of each recommendation, boosting engineer confidence and adoption.
Commitment Strategy Advisor	Laddered 1-, 3-, and custom-term Savings Plans/RIs with staggered starts and flexible sizing to maximize discounts without limiting performance.
Configurable Org Graph	Models parent-child hierarchies, pooled service centers, and cross-charge rules—code-free.
Policy-Driven Allocation Templates	Automated show-/charge-back for shared services using weighted, usage-based, or fixed-ratio splits.
Predictive Budget Guardrails	30-day forecasts; anomaly detection flags variances > 5 % in real time.
Embedded Workflows	Click-to-ticket automation pushes FI recommendations and commitment actions into Jira.
Self-Service FinOps Console	Finance and business users visualize costs by BU, workload, or KPI without querying data lakes.



Director of Cloud Infrastructure



“FinOpsly’s laddered commitment playbook gave us predictable discounts and headroom to scale—no more hit-or-miss RIs. Combined with FI’s explanations, our engineers act in hours, not weeks.”





Implementation Highlights

1. Rapid Onboarding (Week 0 – 1)

Connected CSP billing exports & Okta SSO in < 90 minutes; imported tag dictionaries; filled 28 % tag gaps.

2. Org Hierarchy Modeling (Week 2)

Built nested department graph; configured shared-service pools.

3. Rule Automation, FI & Commitment Modeling (Week 3 – 4)



Back-processed 12 months of history; FI fine-tuned; laddered commitment plan generated and approved.

4. Go-Live (Week 5)

Automated journal-entry export; FI-generated tickets with commitment purchase tasks and rollback plans delivered to Jira.



Quantifiable Results (First 6 Months)

KPI	Before	After	Δ
 Month-End Close (allocation)	12.4 days	< 1 day	-92 %
 Tagged / Attributable Spend	68 %	99 %	+31 pp
 Cloud Spend Variance vs Budget	± 25 %	± 4 %	-21 pp
 RI / SP Coverage	52 %	85 %	+33 pp



 Total Cloud Spend	—	–30 %	Rightsizing + commitment optimization
 Engineer Time on Cost Analysis	8 hrs/mo	1 hr/mo	–87 %
 Optimization Adoption Rate	43 %	91 %	+48 pp



IT Cloud Ops Director



“With FI, every recommendation arrives with a clear rationale, financial impact, and rollback plan—so our engineers act fast and trust the outcome.”



Key Enablers of Success

- **Explainable AI (FI)** turned abstruse cost data into actionable engineering narratives.
- **Commitment Strategy Advisor** balanced savings and performance, eliminating over- or under-commitment risk.
- **Org Graph Flexibility** accommodated reorganizations without re-implementation.
- **Embedded Workflows** placed savings actions in Jira; Finance dashboards aligned with org hierarchy.



Director of Cloud Infrastructure



“FinOpsly’s integrated pane replaced three separate portals and a dozen spreadsheets. For the first time we can trace every dollar—across clouds—to the right product line in minutes, not days.”

► Next Steps

1. Unit-Economics Reporting

Cost-per-transaction / customer KPIs.

2. GenAI Cost Governance

Optimization with FI’s model-profiling.

3. Automated Remediation

Convert FI recommendations & commitment ladders into policy-as-code for zero-click savings.



Conclusion

FinOpsly transformed a reactive, spreadsheet-driven process into a proactive, AI-enabled FinOps practice. The customer gained full cost transparency, intelligent commitment planning, and engineer-trusted insights that freed budget for innovation while safeguarding performance.

Schedule a demo to see how FinOpsly enables Agentic AI for cloud, data, and AI workloads.

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