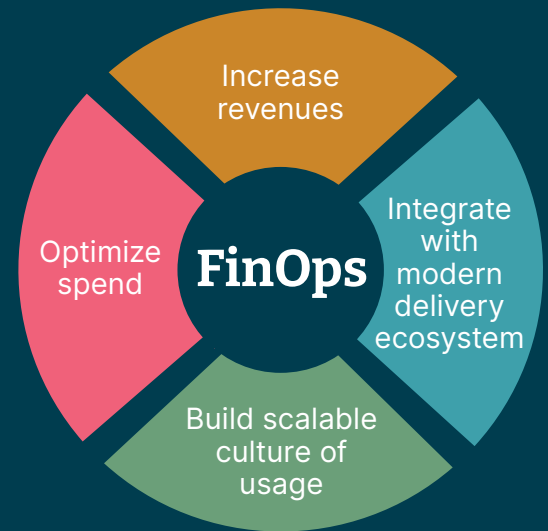# Thoughtworks FinOps differentiation

What is FinOps?

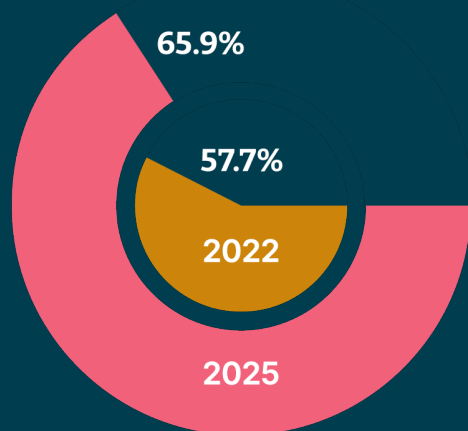**As defined by the FinOps Foundation**

FinOps is an evolving cloud financial management discipline and cultural practice that enables organizations to get maximum business value by helping engineering, finance, technology and business teams to collaborate on data-driven spending decisions.

FinOps
- Increase revenues
- Integrate with modern delivery ecosystem
- Build scalable culture of usage
- Optimize spend

What people are saying

"Organizations with little or no cloud cost optimization plans rush into cloud technology investments. They end up **overspending on cloud services by up to 70%** without deriving the expected value from it."

– Gartner, Realize Cost Savings After Migrating to the Cloud, Finance Research Team, April 28, 2021
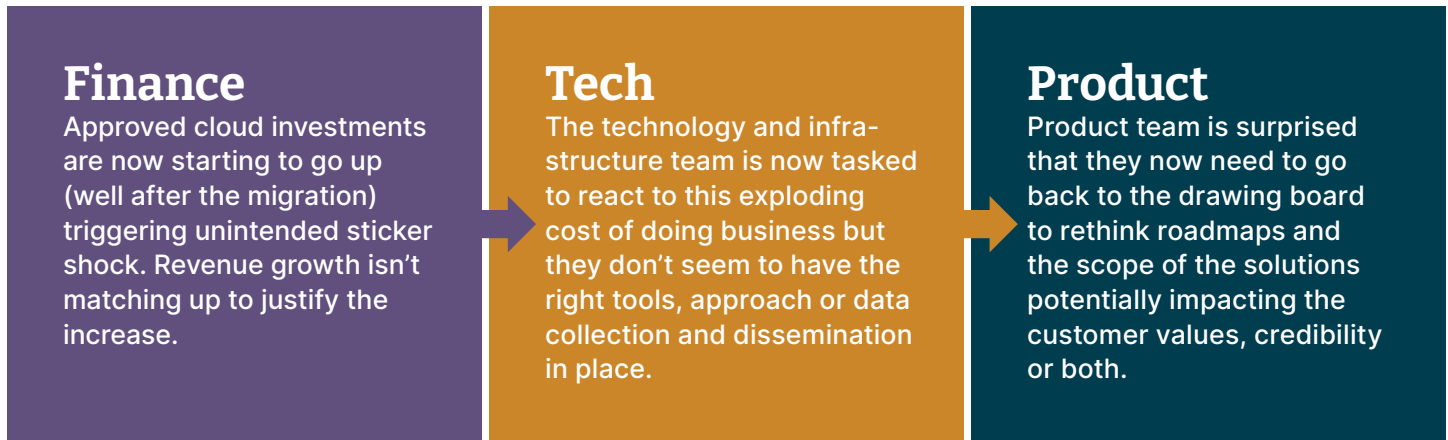
65.9%

57.7%

2022

2025

"**Almost two-thirds (65.9%) of spending on application software** will be directed toward cloud technologies in 2025, up from 57.7% in 2022."

– IT Spending Trends, Gartner, Stamford, CT, February 9, 2022

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Problem as seen by organizations
Manifests across various parts of the organization

Finance
Approved cloud investments are now starting to go up (well after the migration) triggering unintended sticker shock. Revenue growth isn't matching up to justify the increase.

Tech
The technology and infra-structure team is now tasked to react to this exploding cost of doing business but they don't seem to have the right tools, approach or data collection and dissemination in place.

Product
Product team is surprised that they now need to go back to the drawing board to rethink roadmaps and the scope of the solutions potentially impacting the customer values, credibility or both.

Why Thoughtworks for FinOps?

Understand the specific client problems
Not all FinOps problems are the same.

Use the appropriate third-party tools
Don't reinvent the wheel. Use third-party solutions when appropriate.

Apply the Thoughtworks POV/tools
Thoughtworks will transform it from pro forma estimations to differentiators.

Thoughtworks FinOps creates value by...

1. Designing a holistic strategy to build the organizational muscle memory for ongoing success.

2. Establish the strategic template for cloud decisioning, accurate cost forecasting, and continuous management.

3. Leverages decades of Thoughtworks expertise is software engineering and cloud.

4. Enables inclusion for best in industry partnerships.

For more information, contact bill.cummings@thoughtworks.com

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