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Business Domain

FMCG

Project Type

Cloud Solutions

Shielding Cloud Migration with FinOps to Counter Unpredicted Spend

Client

A top US-based FMCG company excelling in household, personal care, and OTC products, known for innovation and eco-friendly practices.

Project

Managing the rising cloud costs during the Client's Data Center exit by migrating applications and setting up new cloud-native systems, requiring a cost-effective FinOps approach that blends Engineering, Business, and Finance.

Objective

The Client urgently needs to exit their data center as their contract is expiring, driving them towards more scalable cloud solutions. This migration entails both the Lift & Shift of existing (brownfield) applications and the development of new, Cloud Native (greenfield) setups. However, a year into the migration, they encounter rising costs and the challenge of accommodating new greenfield workloads, highlighting the need for a strategy to optimize expenses effectively.

Team Reinforcement

The Client looked for a trusted partner with relevant technical expertise and a solid portfolio of similar projects. Recognizing the importance of reliable cloud support for their products, the task was delegated to Intetics.

Challenge

The Client is a global investment manager with over \$30 billion in assets to allocate for office, industrial, retail, and residential real estate sectors. Its geographic reach spans the United States, Europe, and Asia-Pacific.

Limited stakeholder availability hindered planning, compounded by management's pressure to achieve 12.5% Azure savings. The organizational structure wasn't ready for the migration scale, and slow decision-making further delayed progress. Immediate migration needs overshadowed proper cost management, leading to oversights.

Lacking the resources and expertise to overcome challenges independently, the Client sought a cloud partner to navigate complex organizational alignments and provide essential technologies and tools.

Quick Facts

- ✓ Reduced cloud spendings by 23% (35% with reused licenses under Azure Hybrid Benefit)
- ✓ Improved Showback and Change Management processes led to a 5x streamlining of approval and execution
- ✓ Increased visibility over IT demands and growing spend among Senior Management

Technologies

Azure Native Tools (Cost Management + Advisor) / 3rd Party Tool - Anodot

Solution

★ 01

Creation of a customized strategy for migrating existing applications and building new cloud-native setups, prioritizing alignment with FinOps practices and cost-saving goals.

★ 02

A comprehensive approach to monitor savings, measure approval and execution speed of recommendations, ensure budget and design alignment, identify primary cost drivers, and track daily KPIs for financial impact.

★ 03

Committed to seamlessly integrating into client workflows, enhancing efficiency, and improving decision-making capabilities.

★ 04

Implementation of tracking tools, review boards, allocation techniques, and KPI dashboards, forming the foundation for monitoring savings, aligning with budget and design, and tracking daily financial performance.

★ 05

The implemented solutions had significant impact ensuring enhanced efficiency, cost savings, and streamlined decision-making processes on a global scale.



Benefits and Results

- ★ The achieved Azure savings reached 23%, surpassing expectations (reaching 35% with eligible licenses under Azure Hybrid Benefit), demonstrating exceptional performance.
- ★ Implemented FinOps practices to prioritize and manage cloud spending effectively, ensuring financial accountability.
- ★ The efficiency of the approval process has been significantly enhanced, with the time reduced from 60 to 12 days, fostering ownership of workloads.
- ★ The efficiency of the execution process has improved from 25 to 7 days, resulting in accelerated implementation.

Techstack:

Azure Native Tools
(Cost Management + Advisor),
3rd Party Tool - Anodot

Team: 3

1 FinOps Lead
2 FinOps Analysts