

# Essential steps for controlling your cloud costs

## Navigating the FinOps lifecycle

As businesses are **increasing the amount of public cloud services** they adopt, it's becoming harder for them to keep track of all the costs they're accruing. This is because the costs can vary based on:

- ▶ **What service are they using?**
- ▶ **How much that service are they using?**
- ▶ **How long will they be using the service for?**

This **unpredictability makes it difficult** to not only keep track of what they're spending, but to make sure they're getting the most value for their money.

## An overview of the FinOps lifecycle

To solve this problem, there are three steps you need to take to keep your FinOps practice running smoothly.

### Step one

**In order to control your costs, you need to understand them...**

Gaining visibility of all your cloud expenses and understanding your usage patterns gives you the ability to examine cost trends, identify cost drivers, and find opportunities for optimisation.

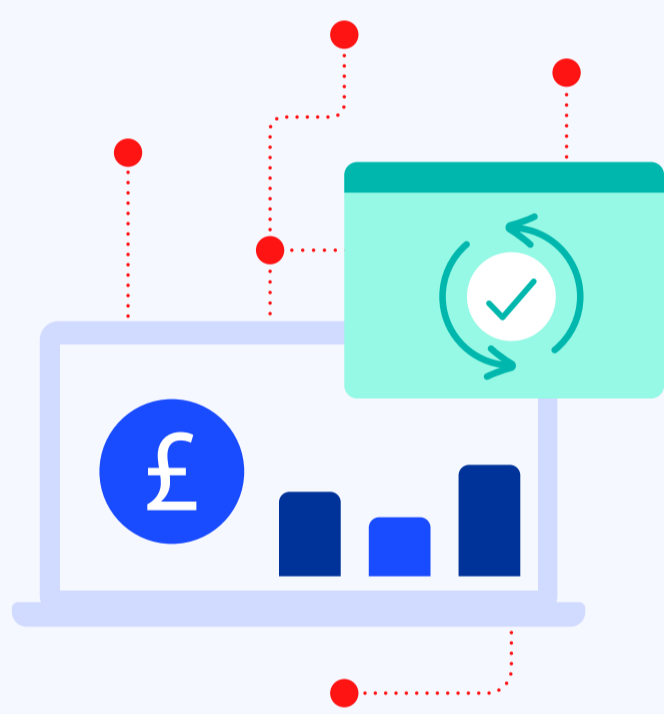


IBM Apptio can help you understand and analyse your spending

### Step two

**... Once you understand your costs, you can begin to optimise them...**

Reducing unnecessary spending and allocating costs correctly allows you to proactively manage your resources.



IBM Cloudability can optimise cost and improve efficiency

### Step three

**... Now your costs have been optimised, you can shift focus to maintaining and enhancing your clouds performance.**

Gaining visibility of all your cloud expenses and understanding your usage patterns gives you the ability to examine cost trends, identify cost drivers, and find opportunities for optimisation.



IBM Turbonomic can automate your resource management

## Controlled cloud spenditure

By following these steps you can achieve a comprehensive and efficient FinOps approach, giving you complete visibility and control over your cloud costs.



**Start your journey towards a smoother and robust FinOps practice!**

**Reach out to a member of our team** and take control of your cloud costs.