Cloud Cost and Value Optimisation

Contingent Success Model for PE Port Co's

The Challenge in Numbers

70%
of companies can't measure value from their cloud investments

27%*
of cloud spend is just wasted full stop

84%*
of companies say that managing cloud spend is a top challenge

Sources: Flexera 2024 State of the Cloud Report, 2023 State of Cloud Cost Intelligence Report.

What Are the Barriers?

Cloud providers and resellers are not incentivised to reduce costs

Engineering teams and architects focus on features and stability above cost considerations in their daily activities

Poor cost allocation prevents companies from linking cloud spend to business metrics and measurable value

Cloud bills are confusing and cost management tools are expensive, don't understand your business and fail to deliver a good ROI

Panamoure

Our Approach

Our AI tooling and data-led approach identifies quick win savings opportunities and also helps tackle the root cause of cost overspend, strengthening commercial controls and aligning cost to value.

1. Cost Allocation Audit Report

This report identifies your tagging quality and the data issues that need to be fixed in order to accurately assign accountabilities for cloud spend. This enables accurate forecasting, budgeting, chargeback, etc.

2. Cost Optimisation Opportunity Report and FinOps Maturity Assessment

We identify inefficiency in your cloud estate (in£), suggest how to remedy it and where you can develop broader FinOps capabilities that enhance the value you take from your cloud investment.

3. KPI Dashboard for Key Persons

We create simple, hard-hitting KPI dashboards that enable leaders to sponsor cost management behaviour change by focusing on only the simplest and biggest levers.

We identify, on average , 37% cost savings. This brings spend transparency and an action plan without you having to commit to long-term services or expensive consultancy.

Benefits of Working With Panamoure

37% Average Savings
Our software identifies many more cost-saving opportunities than our competitors.

Tailored Recommendations
Expert advice that considers all business dimensions, including commercial options and culture.

KPI Dashboards
Data-driven and tailored to support leaders to drive performance improvements.

Unique Cost Allocation Audits
Address tagging gaps to improve accountability and drive behavioural change.

Sustainability
Cut cloud waste to reduce your carbon footprint.

Collaboration
Enhance synergy between your finance, IT and business teams.

Accurate Budgeting
Learn to forecast and manage cloud spend effectively so that cost issues do not re-emerge.

Why We Are Different

1. We put skin-in-the-game, to stay laser focused on high-value cost saving opportunities across Azure, AWS and GCP.

2. We look for tactical quick wins as well as strategic transformation initiatives to support your value creation journey.

3. We use AI tooling alongside cloud architects and commercial SMEs to deliver business relevant and practical recommendations.

Case Study

£80million t/o SaaS provider to the automotive sector

Before

Azure spend was running at £3m p.a. and doubling year-on-year

- Growth in costs was disconnected to growth in customers and revenue, putting margin-pressure on core SaaS business
- Legacy migration decisions had resulted in proliferation of virtual machines, sub 5% utilisation and gold-plating
- Consumption was vastly outstripping the commitment levels with Microsoft
- Inconsistent application of tagging limited cost visibility and proactive spend governance

What We Did

Efficiency review over current cloud consumption

- Data-led review over consumption patterns to identify savings opportunities
- Review key architectural decisions to identify inefficiency and modernisation opportunities
- Mapped alignment between business and technical KPIs to identify over-engineering and gold-plating
- Developed roadmap to deliver quick win savings opportunities, application modernisation opportunities and strengthen visibility and control
- Developed 3 yr consumption forecast and procurement strategy to support Microsoft MACC renegotiation

Result

Immediate £260K quick win cost savings, with further €1m+ savings identified through modernisation, reservations and contract renegotiation

- Elimination of £100K in clean-up and £160K through auto-scheduling and resource shut-down to deliver rapid savings
- Landing-zone remediation project optimised highly inefficient workloads to increase utilisation to 30-50% and realise another £500K in cost savings
- Cost optimisation through reserved instances on newly optimised workloads saved a further £500K
- Renegotiation of the Microsoft MACC agreement secured an additional 5% discount and £150K in new workload migration credits
- Implementation of tagging and FinOps strategy enabled customer and application level Total Cost of Ownership and margin reporting

Get in touch

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