

The logo for Utah State University (USU) is displayed in a bold, blue, sans-serif font. It is positioned in the top-left corner of the page, set against a white rectangular background. The overall background of the page is a vibrant, abstract image featuring a blue sky with large, fluffy white clouds. A prominent, curved, white dune-like shape with a fine, grid-like texture runs diagonally across the lower half of the image, transitioning from a light blue to a soft pinkish-purple hue. In the top-right corner, there is a subtle, light blue grid pattern that fades into the background.

USU

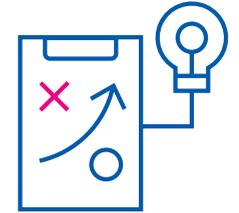
E-Book

FinOps Trends 2024

What makes firms tick when it comes to cloud management



From a trending topic to an established method



Insights into the current FinOps Study 2024

FinOps, as a discipline for managing and optimizing cloud costs, has now established itself not only in large companies but also in the broad SME sector and is playing an increasingly central role in cloud management. This is shown by the latest FinOps study* from 2024 by CIO, CSO and COMPUTERWOCHE. Companies in Germany, Austria and Switzerland, known as the DACH region, were asked about the current status of their FinOps implementation. The study shows that almost 90% of companies are familiar with FinOps and have already gained initial experience. In addition to cost efficiency and savings, the importance of internal collaboration, sustainability

and AI functions is emphasized. Furthermore, the integration of FinOps into existing processes and systems is seen as a decisive factor for success.

In the following, we provide an insight into the key findings of the study on the importance and implementation of FinOps in companies in the DACH region.

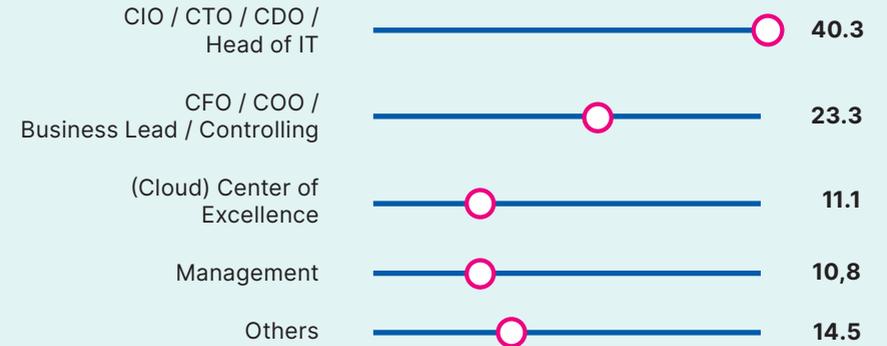
*Study "FinOps 2024" by COMPUTERWOCHE Research Services in cooperation with USU Software AG, Munich 2024

Responsibility for the FinOps area

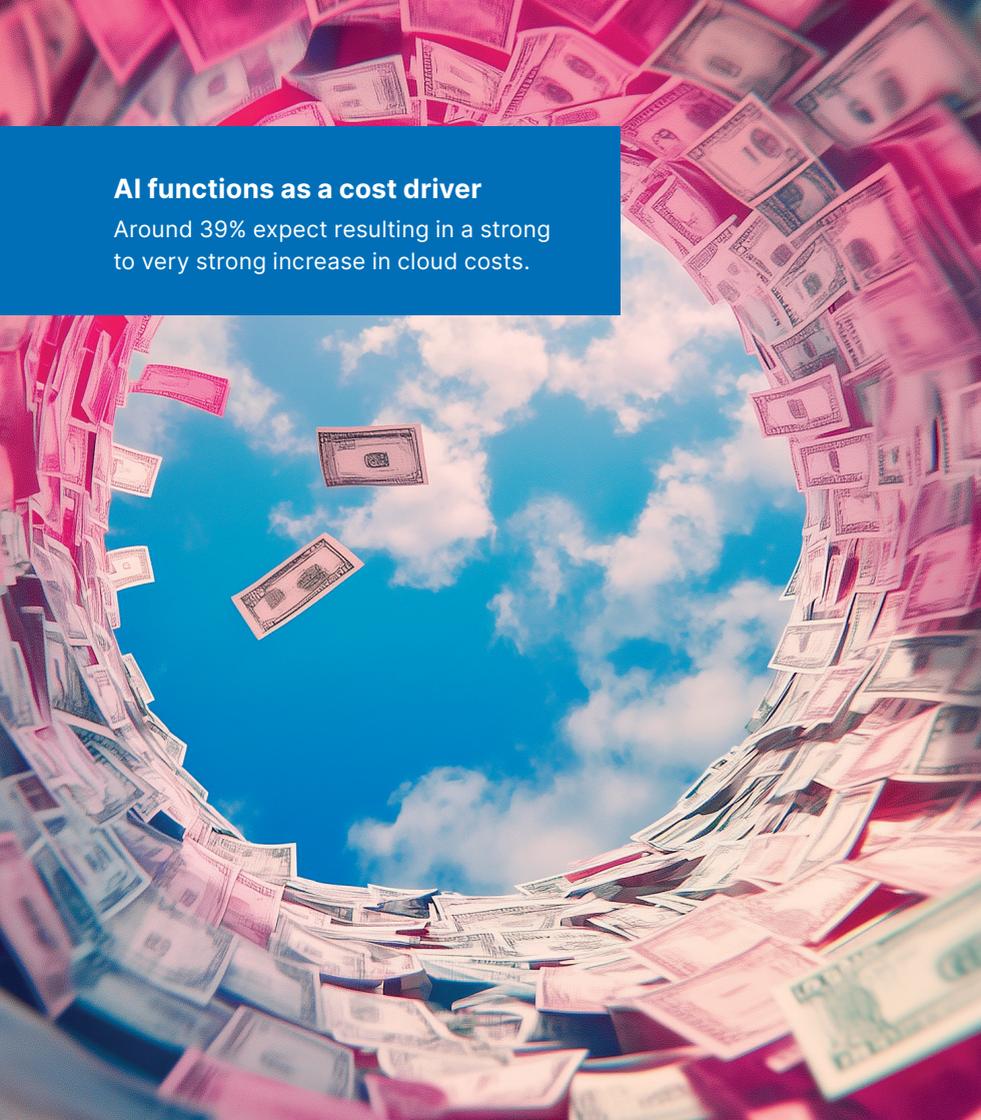
More than 60% of respondents entrust the handling of FinOps tools to the employees of their own IT organization, but almost as many companies (57%) also mention the Finance and Controlling departments (multiple answers were possible).

This distribution is also reflected in the area of responsibility for FinOps. This is because the CFO or commercial manager is named in second place, after the IT manager. This close collaboration between IT, finance and controlling is crucial for the successful implementation and use of FinOps, as it enables comprehensive monitoring and optimization of cloud costs. The combination of technical expertise and financial overview helps to increase efficiency and achieve business goals.

Who in your company is responsible for FinOps?



Figures in percent. Filter: Companies that already have at least initial small-scale FinOps experience. Base n=336



AI functions as a cost driver

Around 39% expect resulting in a strong to very strong increase in cloud costs.

AI as an enabler of transparency & cost driver

According to the study, artificial intelligence (AI) plays a central role for FinOps in companies. The study highlights that AI and machine learning (ML) capabilities are increasingly being used to predict and optimize cloud costs. These technologies enable detailed cost evaluation down to service and project level as well as real-time monitoring with immediate notifications of unusual expenses. This helps to increase efficiency and reduce effort and costs. However, the increasing use of AI-based business applications also results in higher costs in the cloud.

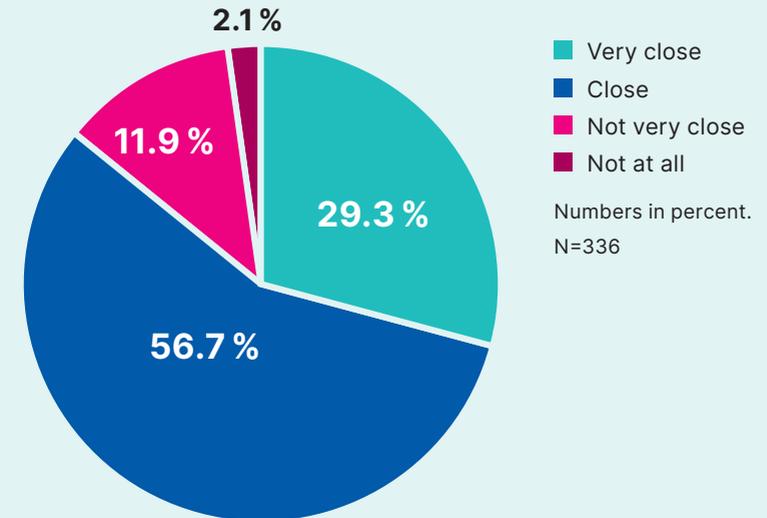


FinOps promotes close cooperation

Breaking down silo thinking

Another key finding of the study is that FinOps promotes very close or close collaboration between IT, finance and other specialist departments, especially when it comes to billing cloud costs. This makes it a thing of the past for development teams in particular to access all services and tools regardless of their specific needs.

How closely do IT, Finance & Product work together in your company with regard to the billing of cloud costs?



Benchmarks for measuring FinOps initiatives

Companies use different metrics to measure the success of their FinOps initiatives. According to the study, companies measure the results using various metrics.

The most commonly used metrics include:

01 | **Current cloud costs in relation to business benefits**

More than half of respondents (52.5%) use this metric to assess the current financial benefit of their cloud investments.

02 | **Total IT costs**

43.3% of companies consider the total costs of IT to measure the financial success of their FinOps strategies.

03 | **Predicted cloud costs in relation to expected future business benefits**

40.0% of respondents use this metric to assess future costs and expected business benefits.

04 | **Cost per application / service**

This metric is used by 35.1% of companies to analyze the efficiency and cost-effectiveness of individual cloud services.

05 | Utilization of cloud resources

29.8% of companies use this metric to monitor the utilization and efficiency of their cloud resources.

06 | Cost per user / department

This metric is used by 23.6% of respondents to analyze cloud costs at user or department level.

07 | Utilization of infrastructure components

13.8% of companies measure the success of their FinOps initiatives by monitoring the utilization of their infrastructure components.



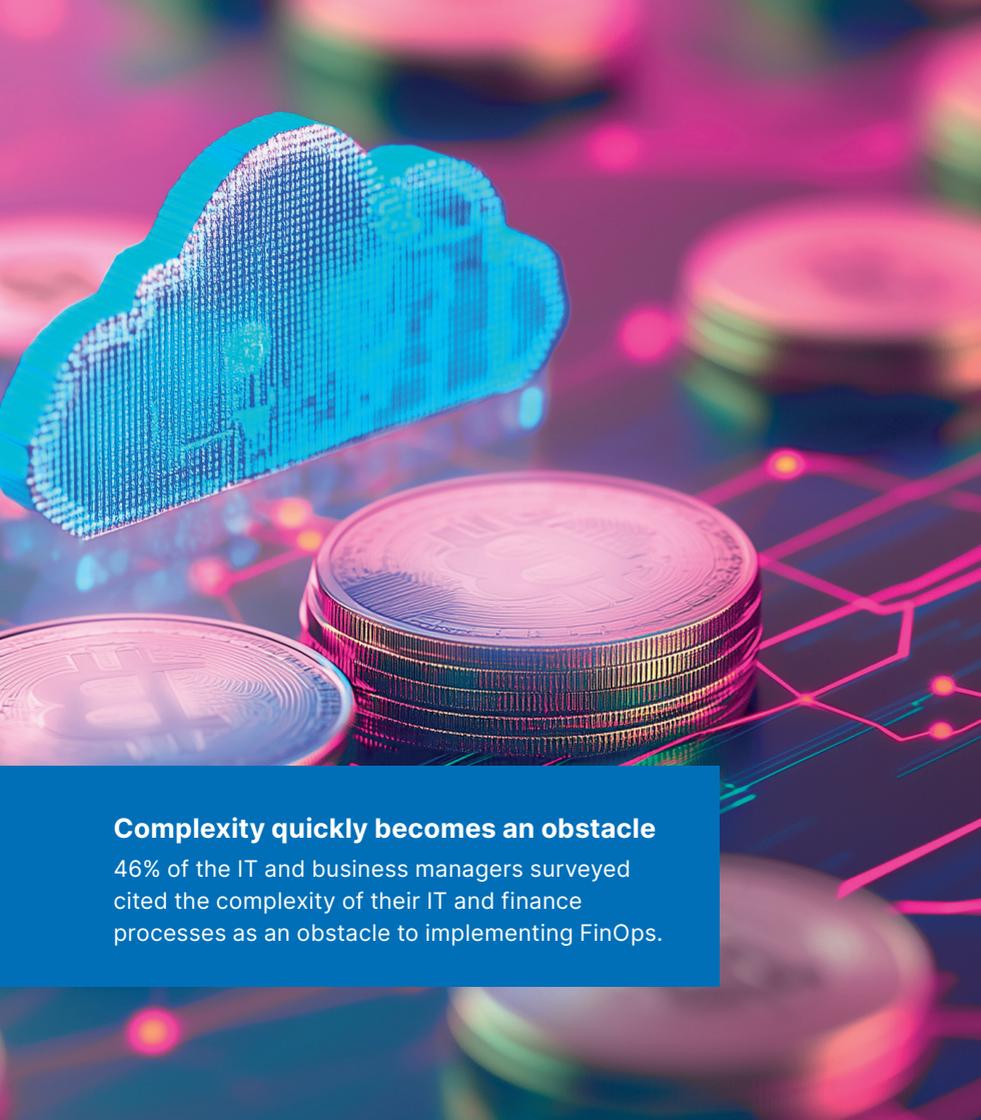
Which of the metrics listed does your company use to measure the success of its FinOps initiatives?



- Current cloud costs in relation to business benefits
- Total IT costs
- Forecasted cloud costs in relation to expected future business benefits

Multiple answers possible, companies that have experience with FinOps.

Base n=305



Complexity quickly becomes an obstacle

46% of the IT and business managers surveyed cited the complexity of their IT and finance processes as an obstacle to implementing FinOps.

FinOps vs. Software Asset Management (SAM)

Different roots but many similarities.

The study shows that FinOps and Software Asset Management (SAM) are increasingly converging. Most companies see the need to consolidate both disciplines in order to ensure sustainable management of IT portfolios and cloud costs. Both disciplines have a major impact on the company's budget allocation. They are required to allocate and analyze cloud costs incurred and to optimize reporting on corporate consumption.

50% of the companies surveyed see FinOps as part of SAM.



Summary of the results

The “FinOps 2024” study impressively shows that FinOps is by no means a new concept in the DACH region, not even in SMEs. FinOps has established itself as an integral part of companies in recent years and is now indispensable for the management and optimization of cloud costs.

Another key point of the study is the new hybrid role that FinOps is taking on within companies. FinOps has long since ceased to be purely a consulting function and has become an integral part of the operational business. This development shows that FinOps teams are now actively involved in day-to-day business processes and play a decisive role in optimizing cloud usage.

The study also underlines the importance of FinOps in the finance sector. Here, FinOps is an important aspect for evaluating the success of cloud initiatives in the context of overall IT costs. Close collaboration between IT, finance

and controlling enables companies not only to better control their cloud spending, but also to maximize the business benefits.



New & yet familiar

The still new screening of cloud costs with FinOps no longer seems so new. Nine out of ten companies are familiar with the topic of FinOps, at least in a broader sense.

Do you have any questions?

Most points are best clarified in a personal meeting. I look forward to answering your questions by phone.

Make an appointment now.



Sasha Stein
Sales Development

About USU

USU is a leading provider of technology solutions and services in the areas of cloud and SaaS management, IT service management, IT financial management and IT asset management. With a 45-year track record and 850 employees worldwide, USU is a strong partner for hundreds of companies around the world. Our comprehensive range of tools and services enables organizations to manage the complexity of IT costs and IaaS, PaaS and SaaS management.



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