Colibri Digital

AWS FinOps & Optimisation Managed Service

G-Cloud 15 Service Definition

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1 Service Overview

This is a proactive, managed FinOps service that provides the Public Sector with continuous visibility, robust optimisation, real-time anomaly protection and established financial governance, specifically tailored for dynamic AWS Cloud environments.

Colibri Digital's proactive FinOps and Optimisation managed service provides continuous cloud financial management for AWS, ensuring transparent, governed and cost-efficient spend. We operate your FinOps lifecycle end to end (Inform, Optimise, Operate), building durable financial visibility, deploying a live optimisation pipeline and maintaining policy-based guardrails to ensure demonstrable value is realised month after month.

As a managed service, we target measurable recurring outcomes:

- **Financial Control:** Ongoing, quantifiable cost reductions through rightsizing, commitment management, and waste elimination.
- **Predictability:** Improved forecasting accuracy, variance tracking, and budget adherence.
- **Spend Assurance:** Continuous anomaly prevention and spend protection through active monitoring and policy enforcement.
- **Culture:** Sustained visibility into unit economics and a cost-aware engineering culture embedded over time.

Our UK-based FinOps specialists operate and continuously maintain AWS-native tooling, significantly enhanced by Colibri's proprietary NexMon platform, which provides an elevated layer of cross-account insight and correlation. Your environment is continuously managed to audit-ready standards aligned with ISO 27001/20000, GDPR, and zero-trust principles.

A dedicated FinOps Practitioner and Customer Success Manager remain embedded throughout the service, driving continuous improvement through structured reviews, maturity assessments, and roadmap alignment. By partnering with Colibri Digital, organisations gain a financially optimised AWS platform that stays predictable, governed, and value-focused over time.

2 Service Components

Colibri Digital's FinOps & Optimisation managed service is structured around five core components that operate continuously across the full FinOps lifecycle (Inform → Optimise → Operate), delivering sustained financial governance and ongoing cost efficiency for AWS environments.

2.1 Cost Visibility & Inform

We continuously maintain granular cost allocation through multi-account tagging strategies, Cost and Usage Report (CUR) integration, business-unit mapping and managed dashboards. This supports accurate, up-to-date visibility into spend drivers by team, application, environment and cost centre, essential for informed decisions and accountability at all times.

2.2 Cost Optimisation & Savings Realisation

Our service runs an active optimisation pipeline. We identify, recommend and facilitate the implementation of ongoing efficiency improvements, including:

- Recurring rightsizing reviews across EC2, RDS, EBS, Lambda and other services based on utilisation patterns
- Continuous recommendation, procurement and management of Reserved Instances, Savings Plans and Spot Instances
- Ongoing storage tiering, lifecycle policy management and removal of idle or unused resources
- Regular architecture efficiency reviews (e.g., Graviton migration, serverless patterns, container optimisation)
- Continuous Cloud Sustainability & GreenOps Optimisation: We integrate environmental accountability into our FinOps lifecycle by identifying rightsizing and decommissioning opportunities that simultaneously reduce cloud spend and carbon emissions.

2.3 Anomaly Detection & Governance

We provide always-on monitoring of spend patterns using real-time anomaly detection, budget thresholds, and policy enforcement through AWS Budget Actions, Organisations SCPs and custom guardrails. These controls operate continuously to prevent unexpected costs and include a structured, managed process for investigating and remediating all critical anomalies while preserving agility and development speed.

2.4 Forecasting & Planning

We maintain and update forecasting models, scenario plans and variance analysis as part of the ongoing service. Unit cost metrics (e.g., cost per transaction, user or API call) are reviewed monthly, with quarterly insights provided to support predictable budgeting and strategic investment planning.

2.5 Continuous Improvement & Collaboration

We drive continuous improvement through regular FinOps Foundation Maturity assessments, monthly optimisation reviews, cross-functional collaboration and ongoing enablement. Cost-aware practices are embedded over time through iterative enhancements, supported by monthly reporting and quarterly executive reviews.

This managed FinOps service empowers organisations to turn AWS cloud spend into a strategic asset, delivering ongoing savings, predictable budgeting, enhanced governance and sustained alignment with business goals for enterprise and public sector customers.

3 Core Service Features

This service provides a structured, managed approach to cloud financial management. It focuses on visibility, accountability, and cost-efficiency without assuming responsibility for the underlying AWS platform's availability, uptime, or technical performance.

3.1 Financial Operations (FinOps)

This service follows the FinOps Foundation's "Inform, Optimise, Operate" framework to drive measurable financial outcomes. This core foundation supports continuous financial visibility, optimisation governance, and cost control across AWS environments. Core supports day-to-day financial stability, transparency, and protection of critical spend through ongoing monitoring, reporting, and optimisation recommendations.

Activity	What we do
Visibility and Cost Attribution (Inform)	We implement granular cost allocation using automated tagging policies and custom AWS Cost & Usage Report (CUR) dashboards. This provides clear visibility into spend by department, project, or environment.
Commitment Management (Optimise)	We manage the complexity of AWS Savings Plans and Reserved Instances (RI). We identify high-impact commitment opportunities and provide strategic recommendations to maximise coverage and discount levels.
Rightsizing and Waste Elimination	We identify underutilised resources (e.g., EC2, EBS, RDS) and provide actionable remediation steps to align capacity with actual demand
Anomaly Detection and Reporting (Operate)	We use AWS Cost Anomaly Detection and proprietary alerting to proactively identify unexpected spend spikes. Monthly reports provide stakeholders with audit-ready insights into budget variance and cost drivers.
Runbook and Process maintenance	We continuously maintain all operational runbooks, alerting thresholds, and governance policies to ensure the FinOps lifecycle remains effective and audit-ready.

3.2 Governance and GreenOps

The service focuses on sustainability and compliance by integrating environmental and policy-based controls into our managed service.

Activity	What we do
Policy as Code Governance	We assist in defining and implementing AWS Service Control Policies (SCPs) and Budget Actions to prevent non-compliant, high-cost resource provisioning
GreenOps and Sustainability	We leverage the AWS Customer Carbon Footprint tool to identify energy-intensive resources. By optimising for cost, we simultaneously reduce the carbon footprint of your cloud estate, aligning with your Carbon Reduction Plan.

3.3 FinOps Innovate

This is the enhanced, proactive service tier that drives long-term cost efficiency and strategic value. This tier includes advanced forecasting, deeper architectural efficiency assessment, continuous optimisation pipeline expansion, and long-term roadmap alignment to support maturing FinOps practices.

Outputs (dashboards, forecasts, optimisation backlog) are maintained and evolved as part of the ongoing service.

Supported AWS key services (current versions maintained):

- AWS Cost Explorer, Cost and Usage Reports (CUR), AWS Budgets
- AWS Compute Optimizer, AWS Trusted Advisor (cost checks)
- AWS Savings Plans / Reserved Instances management
- Amazon CloudWatch for usage metrics and anomaly detection
- AWS Organizations for multi-account governance and tagging
- ServiceNow for FinOps workflows and approvals
- Colibri's proprietary NexMon platform for enhanced alert correlation and optimisation insights

3.4 Service Levels

Colibri provides the following service level targets covering response times, reporting cadence and optimisation workflows.

- Core UK Business Hours support is provided as standard (08:00–18:00 GMT, Monday–Friday, excluding UK bank holidays).
- Optional 24/7/365 coverage with out-of-hours alerting for critical cost anomalies delivered by UK-based on-call engineers with structured escalation.
- SLA targets are provided for Priority 1–4 anomalies, optimisation recommendations and financial governance activities, with enhanced options available for organisations requiring mission-critical support.

Priority	Description	Target Metric
1 – Critical	Uncontrolled, major cost anomaly detected (e.g., >20% budget overshoot) requiring immediate policy action or major governance failure.	Anomaly remediation in 4 business hours
2 - High	High-value cost optimisation recommendation identified (e.g., Savings Plan commitment opportunity) or a critical monthly report (CUR) is unavailable.	1 business day
3 - Medium	Standard cost anomaly detected, ongoing optimisation backlog review, or request for reporting adjustment.	Response in 3 business hours
4 – Low	Request for FinOps advice, documentation update, or general low-impact query.	Response - end of next business day

3.5 Additional Services

The following services can be provided in addition to the AWS FinOps & Optimisation service and are designed to work alongside this service, providing even greater return on investment by driving additional value from end customer AWS solutions.

- AWS Managed Billing Service
- AWS Well-Architected Best Practice Assessment (Cost Pillar focus)
- AWS Cloud Managed Service (CloudOps and Optimisation)
- Application Modernisation
- Migration Programmes
- Custom DevOps pipelines with embedded cost controls

4 Service On-boarding

Colibri Digital follows an ISO 20000-aligned service transition process to ensure a smooth, low-disruption onboarding into the FinOps & Optimisation managed service. The focus is on establishing the foundations required for continuous cost visibility, optimisation and governance, not on delivering a time-boxed consultancy engagement. Onboarding is coordinated by a dedicated FinOps Practitioner and Customer Success Manager who also support ongoing service delivery.

4.1 On-boarding Objectives and Key Activities

The onboarding phase is designed to establish the operational building blocks for ongoing FinOps activities. Key activities include:

- Cost Visibility Setup: Establishing cost visibility through tagging, account mapping, and Cost & Usage Report (CUR) integration, supported by validation of tagging maturity and multi-account alignment.
- Optimisation Pipeline Creation: Creating a continuous optimisation pipeline covering rightsizing, waste removal, and commitment-based savings opportunities, underpinned by a baseline analysis of utilisation and savings opportunities.
- Governance Deployment: Deploying governance controls, budget protections, and anomaly-detection guardrails to prevent unexpected spend events, including the configuration of anomaly alerts, budget thresholds, and AWS Organizations guardrails.
- Reporting Frameworks: Establishing forecasting structures, unit metrics, and reporting frameworks to support predictable cloud financial management, including the integration of Colibri's NexMon platform for enhanced alert correlation and insights.

5.2 Transition to Live Service

Following configuration and testing, the service transitions to live operation with:

- Validated reporting, alerting and optimisation workflows.
- Agreed service rhythms (monthly reporting, quarterly insight reviews).
- Knowledge transfer to customer teams for ongoing collaboration and governance.
- On acceptance into live operations, the recurring service rhythms begin (monthly reporting, quarterly executive reviews), with optimisation backlogs actively managed as part of BAU.

5.3 Off-boarding

Should the service conclude, Colibri provides a secure and compliant offboarding process, including data export assistance where relevant and decommissioning support.

6 Compliance & Security

The service is designed and operated to meet public sector and regulatory standards, with controls maintained through ongoing governance, monitored guardrails and audit-ready reporting.

- ISO 27001 (information security)
- ISO 20000 (service management) and ISO 9001 (Quality Management)
- Cyber Essentials certification (mandatory for G-Cloud 15; we hold certification as required by CCS)
- Alignment with GDPR, FCA requirements, and zero-trust principles
- DevSecOps practices are embedded to shift security left, with automated scanning and audit trails in CI/CD pipelines
- A Carbon Reduction Plan is maintained to support environmental goals and efficient resource use. Our FinOps team actively identifies "GreenOps" opportunities to reduce energy consumption across your AWS estate.
- Our engineering and support teams are UK-based and consist of SC-clearable personnel, if required, ensuring the integrity and confidentiality of sensitive governmental workloads.