



cloud bridge

FinOps Services

Service Description



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Table of Contents

- 1 FinOps Services Overview3
- 2 FinOps Services Details.....4
 - 2.1 Cloud billing, cost control & optimisation.....4
 - 2.2 Container Optimisation & Automation6
 - 2.3 RI Auto - Reserved Instance cost optimisation and automation.....8
 - 2.4 FinOps Engage – Consultancy Services.....9
- 3 Product Part Codes 13
- 4 Security Considerations 14
 - 4.1 Information Security14
 - 4.2 Data Collection.....14
 - 4.3 Access Requirements.....14



1 FinOps Services Overview

Cloud Bridge FinOps Services empower customers to optimise, manage, and precisely monitor their cloud expenditure while ensuring robust security monitoring. Our FinOps specialists continuously analyse your entire cloud platform, identifying efficiencies and potential cost savings. Utilising advanced tools and services, we provide a modular range of services including:

- **Cloud billing, cost control and optimisation:** Through comprehensive analysis and reporting, we help you gain full visibility and control over your cloud spending.
- **Container cost optimisation and automation:** Our services ensure efficient resource allocation and automation, maximising the value of your Kubernetes deployments.
- **Reserved instance optimisation and automation:** We enhance cost savings by optimising reserved instances, ensuring you get the best value from your cloud commitments.
- **Cloud storage cost optimisation and automation:** We streamline your cloud storage usage, identifying and implementing cost-saving opportunities.
- **Multi-cloud platform billing management:** Simplify your financial operations by managing billing across multiple cloud platforms (AWS & Azure), providing a consolidated and clear overview of your expenditures.

Enhancements are available through upgrades to higher service tiers, where our Cloud Architects collaborate with in-house teams to automate and orchestrate efficiency and cost-saving initiatives, in alignment with your internal change processes. This document, in conjunction with the Master Service Agreement (MSA) and Work Order, provides a comprehensive description of our service offerings.

2 FinOps Services Details

2.1 Cloud billing, cost control & optimisation

For ultimate flexibility, Cloud Bridge provide a tiered service offering for Cloud billing, cost control & optimisation which is illustrated in the table below.

FinOps - Cloud Cost Control & Optimisation Service Plans			
	Cloud Insights	FinOps Standard	FinOps Advanced
Cloud Insights Assessment - optimisation and security report (free trial)	✓	✓	✓
Itemised monthly cloud consumption billing		✓	✓
Proactive spending alerts		✓	✓
Customisable asset, cost, usage & security reports (persona based)		✓	✓
Monthly health check report detailing optimisation & security guidance			✓
Detailed & proactive optimisation analysis			✓
Quarterly service & improvement report			✓
Quarterly service review meeting			✓

2.1.1 Service plan minimum cloud spend

To ensure the sustainability and quality of our FinOps services, a minimum monthly cloud spend of \$1,500 applies. If the monthly cloud spend drops below this threshold, a fee of \$100 per month will be charged, or you may choose to offboard from the service. This policy helps us maintain the resources and expertise necessary to deliver optimal recommendations and support.

Customers on the FinOps Advanced service plan will need to maintain a minimum monthly cloud spend of \$10,000 or moved to the features of the FinOps Standard service plan.

2.1.2 Service Features Descriptions

The table below details the features for each of the Cloud Cost Control & Optimisation service plans detailed above.

Service feature	Description	Service Tier Inclusion
Cloud Insights Assessment	Take advantage of our free trial service that provides a thorough summary of potential cost savings and a comprehensive security report for your cloud platform, with no commitment required.	All
Itemised monthly cloud consumption billing	Our itemised monthly cloud consumption billing provides transparent billing with billing support, enabling better financial management.	FinOps Standard FinOps Advanced
Proactive spending alerts	During the onboarding process, a FinOps Analyst will work with key stakeholders to identify and recommend suitable spending alerts. These will then be used and adjusted	FinOps Standard

Service feature	Description	Service Tier Inclusion
	throughout the service contract to ensure optimised and meaningful email alerts for anomaly detection.	FinOps Advanced
Customised, persona-based reports	Detailed asset, cost, usage and security reports will be created during service onboarding and customised for up to four stakeholder personas (e.g. CFO, CIO, CEO, Project Lead). We will make these available to you in the form of dashboards through our customer portal. Reports include: • Cost allocation & spending breakdown by service/account – see where your costs are generated • Rightsizing – identify opportunities for rightsizing resources and reduce wasted spend • Actual & projected monthly spend • Cost history • Cost savings report • Savings plans report (where applicable)	FinOps Standard FinOps Advanced
Monthly health check report	A monthly automated report will be delivered by email and will detail cost optimisation, key recommendations and security guidance.	FinOps Advanced
Detailed & proactive optimisation analysis	As part of our Advanced offering, our FinOps Analysts will proactively monitor your cloud platform and notify nominated stakeholders of anomalies and opportunities for cost optimisation.	FinOps Advanced
Quarterly service report	Our FinOps Analysts will share a cost optimisation, security and savings report on a quarterly basis.	FinOps Advanced
Quarterly service review meeting	Each quarter a FinOps Analyst will arrange a meeting with key customer stakeholders to present our findings, offer cost optimisation and security recommendations, review the service and provide opportunities for continual service improvement.	FinOps Advanced

2.1.3 Implementation of recommendations

To maximise the benefit from our cost optimisation services and security enhancements, customers will need to act on the recommendations that are provided from the output reports. Alternatively, customers can take advantage of our [FinOps Engage](#) service where we can align Cloud Engineers to support the implementation of the recommendations. If no action is taken, no savings or security enhancements should be expected.

2.2 Container Optimisation & Automation

The Cloud Bridge Kubernetes cost optimisation and automation service is designed to monitor, autoscale and rightsize container resources and workloads automatically. The key features of the available service plans are illustrated in the table below.

FinOps – Container Optimisation & Automation Service Plans		
	Cloud Insights	Container Pro
Cloud Insights Assessment – cluster analysis, cost & security recommendations (free trial)	✓	✓
Monitor all clusters	✓	✓
Reporting & monitoring		✓
Automate CPUs		✓*
Optimise clusters		✓*
Automated cost savings		✓
Automate unlimited CPUs		On request
Enterprise SSO		On request

*Pricing is based on the number of CPUs and clusters. Please see the Work Order for details of the number included.

2.2.1 Service Features Descriptions

The table below details the features for each of the Kubernetes Cost Optimisation & Automation service plans detailed above.

Service feature	Description	Service Tier Inclusion
Cloud Insights Assessment	Take advantage of our free trial service that provides Kubernetes cluster analysis, cost recommendations, and Kubernetes best practices security report.	All
Monitoring & reporting for all clusters	Ability to monitor all EKS, GKE, kOps, AKS clusters to include: - Available savings report - Cost reporting per namespace - Cost reporting per workload - Security report (Cloud Insights limited to best practice checks)	All
Optimisation & automation features	The automated features include: - Instant rebalancing - Realtime instance autoscaling - Spot instance automation - Cluster scheduling – pause clusters on a time schedule	Container Pro

Service feature	Description	Service Tier Inclusion
	Please consult the Work Order for the number of CPU automations and cluster optimisations included in the contract.	
Enterprise SSO	Available on request, the Container Pro plan can provide enterprise single-sign-on (SSO) capabilities.	Container Pro (on request)

2.3 RI Auto - Reserved Instance cost optimisation and automation

The Cloud Bridge RI Auto service provides a reserved instance cost optimisation and automation service designed to simplify planning, purchasing and optimising reserved commitments on AWS and Azure. As infrastructure needs change, RI Auto provides adaptive covering and balances reserved commitments. The key features of the service are illustrated in the table below.

FinOps - RI Auto Service Plans		
	Cloud Insights	FinOps RI Auto
Cloud Insights Assessment - optimisation report (free trial)	✓	✓
Automated planning & purchasing		✓
Continuous optimisation		✓
Customised commitment strategies		✓

2.3.1 Service Features Descriptions

The table below details the features of each of the RI Auto service plans detailed above.

Service feature	Description	Service Tier Inclusion
Cloud Insights Assessment	Take advantage of our free trial service that provides an initial analysis of reserved instance commitments and recommendations for cost savings.	All
Automated planning & purchasing	Automatically plans and purchases reserved instances to maximise ROI and maintain flexibility and availability.	RI Auto
Continuous optimisation	Continuously analyses cloud usage and billing data to optimise reserved commitments.	RI Auto
Customised commitment strategies	Offers tailored strategies to keep commitment terms short and utilisation high, adapting to changing infrastructure needs.	RI Auto

2.4 Cloud storage cost optimisation and automation

Our cloud storage cost optimisation and automation service sits between cloud storage and applications to create an unobtrusive intelligence layer on top of any block storage, database, application server disk or Kubernetes. It helps to prevent over-provisioning, improve storage space efficiency and reduce cost.

FinOps – Storage Optimisation & Automation

	Storage Audit	Auto-scaler
Storage audit report to include overall spend, disk wastage, risks, health and utilisation	✓	✓
Automated capacity planning & provisioning		✓

2.5 FinOps Engage – Consultancy Services

For customers who require additional assistance with the implementation of cost optimisation improvements, recommendations and security enhancements, our FinOps Engage offering provides consultancy services following a tried and tested FinOps Methodology:

The below highlights our approach to this type of service:

Activity	Description	Deliverables
Crawl Phase: Establishing Foundations	At the outset, we focus on laying a robust foundation. For FinOps, this involves establishing visibility into current cloud spend and identifying immediate opportunities for cost optimisation. This phase is about understanding the current landscape, ensuring there's a solid base upon which to build more sophisticated practices and strategies.	Identify quick win savings and high-risk recommendations. Create plan to resolve.
Walk Phase: Incremental Advancement	With a clear understanding and solid foundation, we move to the Walk phase, where We implements more structured FinOps practices, including budget management, cost accountability, and resource allocation. Strategies become more refined, focusing on reducing waste and promoting efficient cloud resource usage. This phase is characterised by incremental improvements, setting in motion the mechanisms for continuous optimisation	Deploy tagging policies to allow good cost allocation governance, identify right sizing candidates and build project plans to address and implement. Establish robust RI purchase plan following a good understanding of the environments changing state.
Run Phase: Strategic Optimisation and Automation	In the Run phase, we aim for strategic optimisation. FinOps practices are matured to a strategic level, with advanced analytics driving predictive cost management and sophisticated resource optimisation techniques deployed. This stage represents a state of ongoing innovation, efficiency aligned with clients objectives	Further automation tools around storage disc management, containers automation etc. Utilisation of automation with FinOps tooling if appropriate and ongoing reviews. Modernisation discussions of workloads. Well architected reviews of workloads.

2.5.1 FinOps Engage approach – further details

Crawl Phase: Establishing Foundations

At the outset, we focus on laying a robust foundation. For FinOps, this involves establishing visibility into current cloud spend and identifying immediate opportunities for cost optimisation. This phase is about understanding the current landscape, ensuring there's a solid base upon which to build more sophisticated practices and strategies.

- **Deploy Cloud Health:** Implement Cloud Health across Azure and AWS. Initial setup includes integrating Cloud Health with The Customer's cloud environments to gather data and establish visibility.
- **Baseline Assessment:** Conduct a comprehensive baseline assessment of current cloud spend. This involves analysing existing cloud usage, identifying over-provisioned resources, underutilised assets, and current high-level security settings across cloud platforms.
- **Highlight Quick Wins:** Identify immediate cost-saving opportunities such as eliminating unused resources, optimising subscription plans, and implementing rightsizing recommendations.
- **RI Automation:** Using advanced tooling and proactive management to deliver a high % of on demand resources converted to RI's

Walk Phase: Incremental Advancement

With a clear understanding and solid foundation, we move to the Walk phase, where We implements more structured FinOps practices, including budget management, cost accountability, and resource allocation. Strategies become more refined, focusing on reducing waste and promoting efficient cloud resource usage. This phase is characterised by incremental improvements, setting in motion the mechanisms for continuous optimisation.

- **Implement Tagging Policies:** Develop and enforce robust tagging policies to enhance visibility, cost allocation, and governance across cloud resources, facilitating accurate tracking and reporting.
- **Workload Governance:** Introduce processes for creating and removing workloads, ensuring adherence to governance standards and cost optimisation principles. This includes lifecycle management practices to maintain efficiency and compliance.
- **Modernisation of Workloads:** Consider targets for modernisation of workloads by evaluating and implementing containerisation strategies and advanced automation tooling around storage.

Run Phase: Strategic Optimisation and Advanced Security

In the Run phase, we aim for strategic optimisation. FinOps practices are matured to a strategic level, with advanced analytics driving predictive cost management and sophisticated resource optimisation techniques deployed. This stage represents a state of ongoing innovation, efficiency, and security excellence, aligned with the client's strategic objectives.

- **Real-time Alerting:** Implement real-time alerting for both financial management and resource optimisation opportunities, enabling immediate response to cost anomalies.
- **Continuous Monitoring and Evolution:** Leverage Cloud Health's analytics and reporting capabilities to continuously monitor cloud spend and security status. Regular reviews will identify trends, enable predictive optimisation, and ensure that governance practices evolve with The Customer's cloud practice.
- **Advanced Automation Tooling:** Utilise advanced automation tooling for storage management, containerised workloads, and other automation opportunities to enhance operational efficiency and cost management.
- **Modernisation:** Start to build projects to modernise costly workloads to drive true cloud native savings.

These services are flexible and based on estimated time required and quoted separately. Typically, a project manager, solution architect, cloud engineer and customer success FinOps manager will be aligned to ensure goals are set and met throughout the engagement.

By engaging our consultancy services, you can leverage the expertise of Cloud Bridge to enhance the efficiency, security, and cost-effectiveness of your cloud operations.

3 Product Part Codes

The product part codes provided in the table below correspond to the part codes listed in the contract document known as the Work Order. The table shows the mapping of these part codes to the service names and plans.

Service Name & Plan	Service / Product Part Code
Cloud Insights	N/A - FOC
Cloud billing, cost control & optimisation – FinOps Standard	CB-CO-CORE-STD
Cloud billing, cost control & optimisation – FinOps Advanced	CB-CO-CORE-ADV
Container Optimisation – Container Pro	CB-CO-CONT-PRO
Container Optimisation - Container Pro+	CB-CO-CONT-ENT
RI Auto	CB-CO-RIAU-STD
FinOps Consultancy Services	CB-CO-FCON-STD
Cloud storage cost optimisation and automation – Audit (FOC)	CB-CO-STOR-AUDIT
Cloud storage cost optimisation and automation – Auto-scaler	CB-CO-STOR-AUTO

4 Security Considerations

4.1 Information Security

Cloud Bridge prioritises Information Security and complies with ISO 27001 certification across all entities involved in customer infrastructure. This international standard ensures robust security management and the protection of customer confidentiality. To maintain security throughout the lifecycle of this service and adhere to this standard, Cloud Bridge will:

- Transmit sensitive documents and data securely to protect files during transfer
- Use encryption tools to package up documents before being sent by email, where online services cannot be used
- Ensure that all passwords are disclosed either verbally or via a separate secure channel – e.g. text message. Any passwords will not be transmitted within the same communication channel as the username

4.2 Data Collection

The Cloud Bridge SaaS platforms collect information to operationally support customer cloud infrastructure in line with the services being provided. Typical systems include:

- Cloud services – e.g. Amazon Web Services (AWS) or Microsoft Azure
- Monitoring system
- Configuration management system
- Log management

To use the product, customers must provide Cloud Bridge with least-privilege credentials to access the data sources in which the asset, usage, performance, and security information resides. Cloud Bridge SaaS tools use these credentials to retrieve data from these sources using the secure protocols provided by the specific application or service. The data that is retrieved is stored in multi-tenant databases and object stores.

Typical collection policies for data include:

- Asset inventories – every 15 minutes
- Performance statistics – depending on the data source the interval can be between 15 minutes and one day
- Usage statistics – every 2-4 hours (depending on data source)

4.3 Access Requirements

We provide our customers step-by-step instructions on creating a read-only user within accounts to ensure we have only the minimal privileges required to deliver our service.

The customer-sensitive data we may collect includes:

- Billing Statements
- Public IP and DNS for instances (unless configured not to)

When provided with least-privilege credentials, Cloud Bridge SaaS tools are not capable of directly accessing the contents of an asset from which we collect data (such as data on an instance or volume). In addition, we allow customers to configure a privacy option when creating an account that prevents us from collecting public network information (e.g. public IP or DNS).

Access to Cloud Bridge customer data by employees is centrally managed utilising account and password authentication for data access. Access to customer data is restricted to those employees providing direct support or development for our services, specific to the product area or problem resolution data, and logged through the tools audit logs.

No customer data is moved out of the tools environment or used for any purpose other than providing or troubleshooting our services. All information is considered company confidential and subject to all terms and conditions related to confidential information for our customers and for Cloud Bridge.