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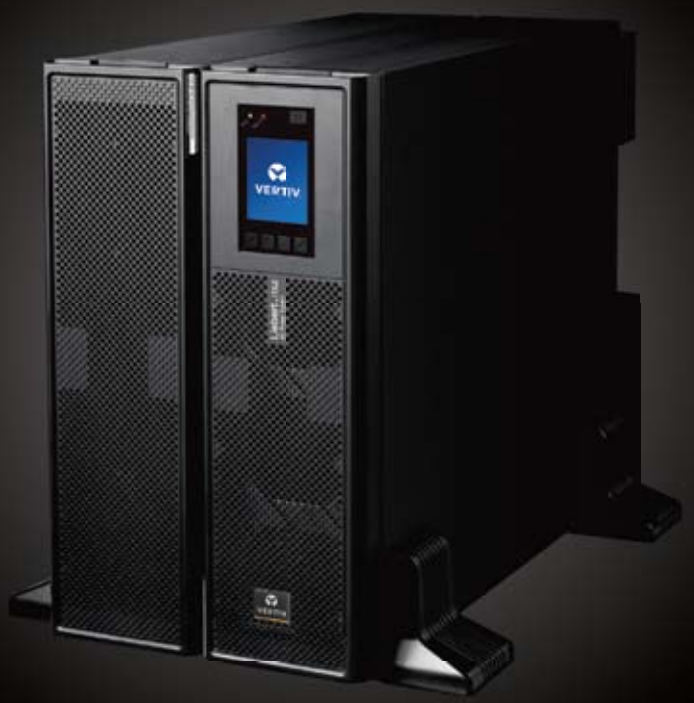

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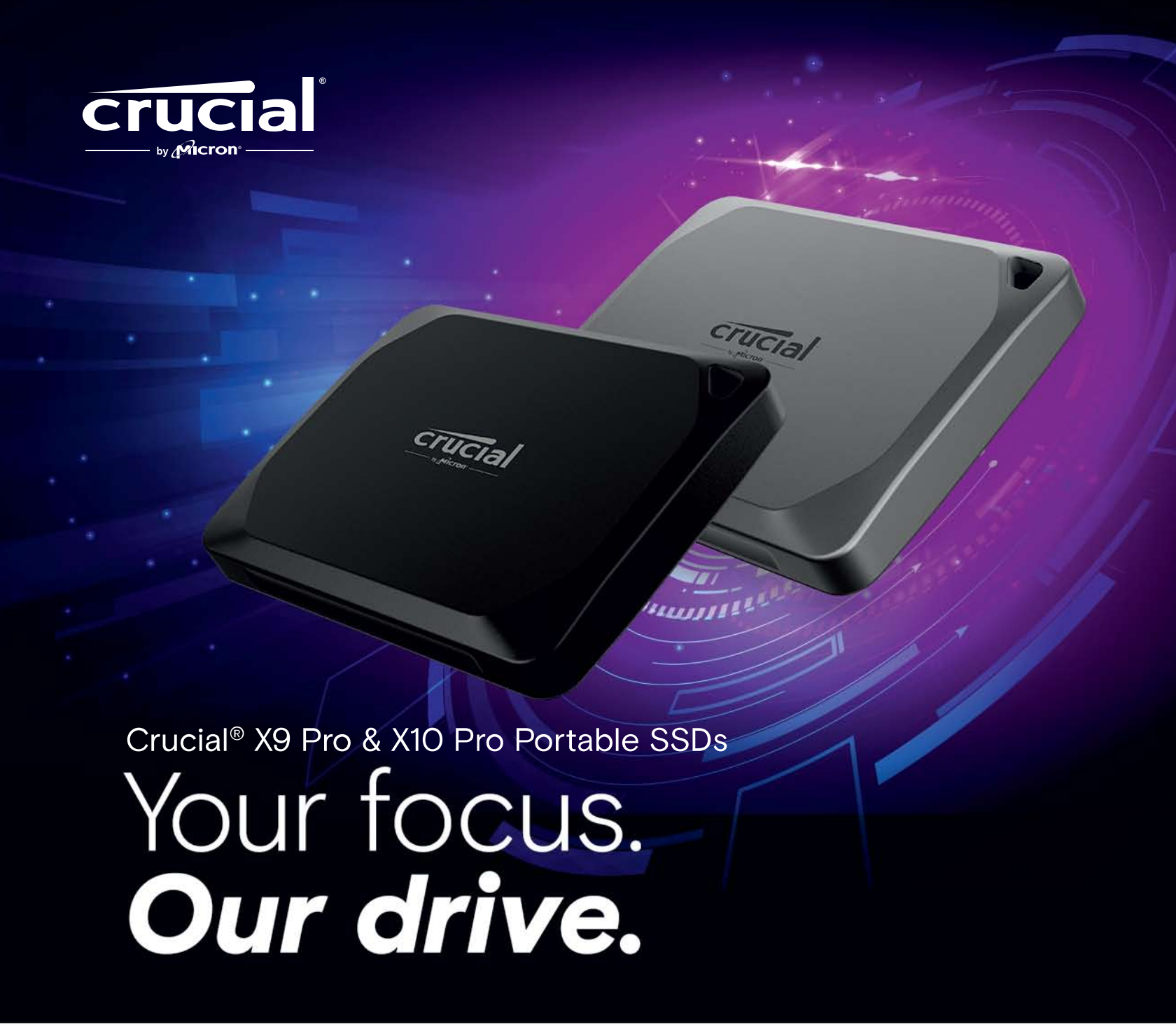

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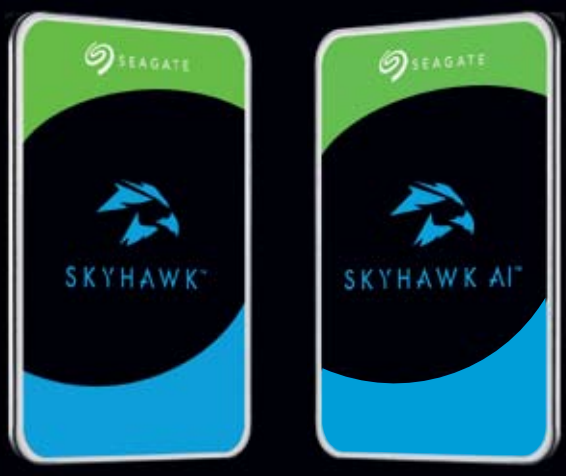

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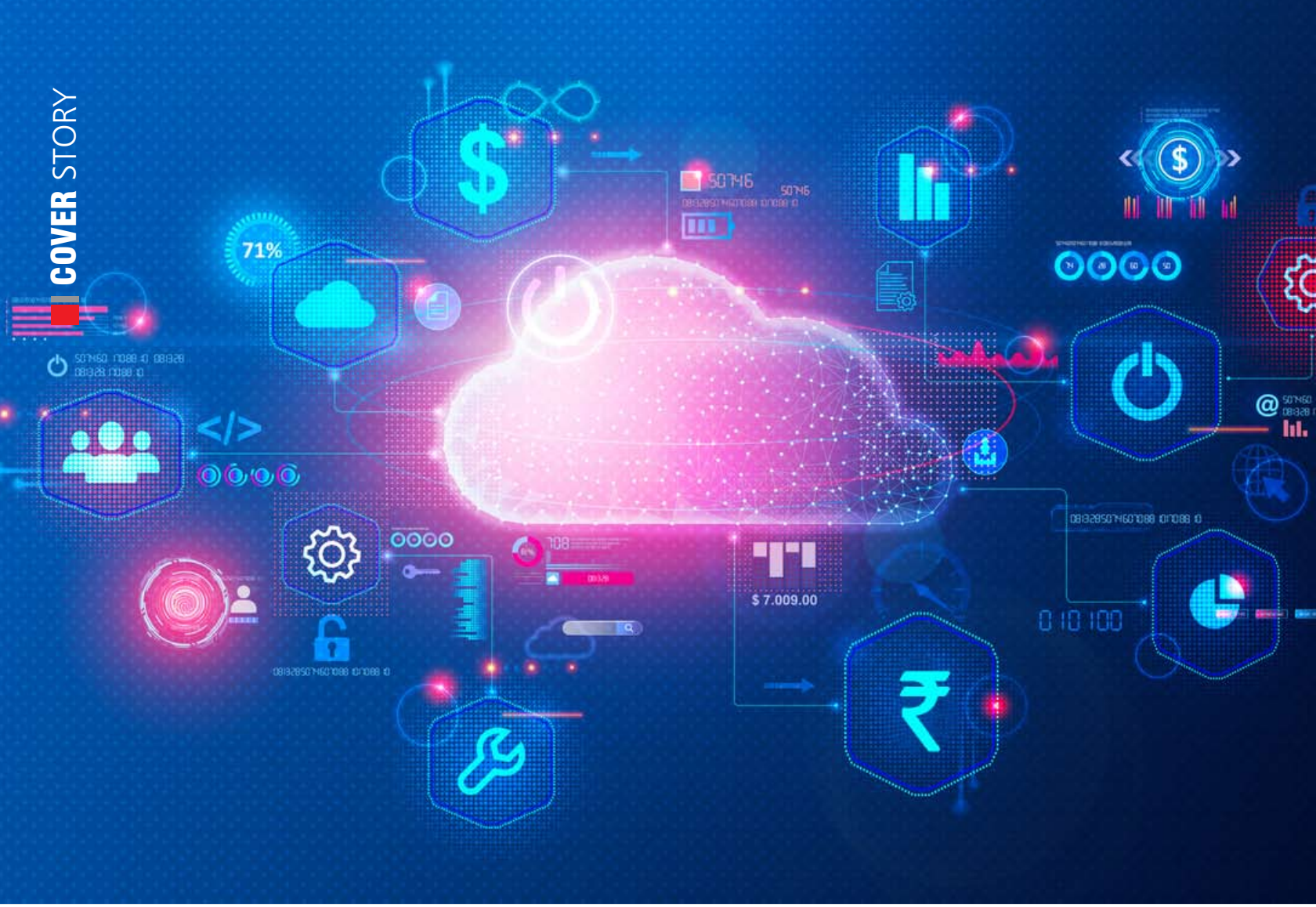


Mastering Cloud Economics: The FinOps Revolution

As organizations embrace the pay-as-you-go models of cloud services, they encounter the dynamic and often unpredictable nature of cloud pricing, which can lead to unforeseen expenses and budget overruns if not managed strategically. This cover story explores the complexities of cloud cost management and the emerging discipline of FinOps, which bridges the gap between finance, technology, and business teams to ensure efficient and effective cloud cost management

Amit Singh

In today's rapidly evolving digital landscape, the migration to cloud services has emerged as a cornerstone of organizational strategy. Moving to the cloud represents a significant transformation in how companies implement IT and digital strategies. This trend is gaining momentum in India, where the public cloud service market is projected to reach $13 billion by 2026, according to a report from IDC.

Yet, alongside the promises of scalability, flexibility, and innovation that cloud computing brings, lurks a significant challenge: the management of cloud costs. As organizations embrace the pay-as-you-go models of cloud services, they encounter the dynamic and often unpredictable nature of cloud pricing, which can lead to unforeseen expenses and budget overruns if not managed strategically.

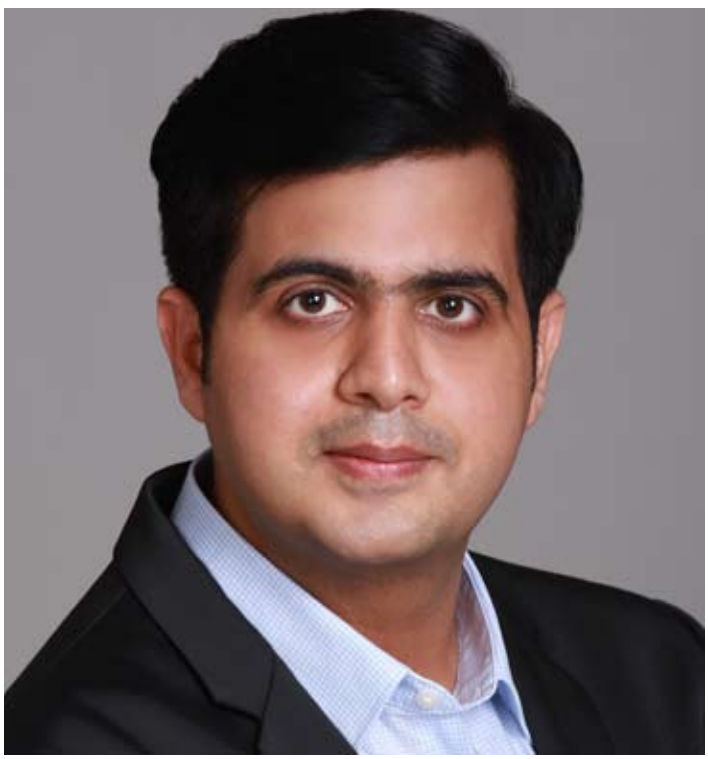
The Cloud Cost Conundrum

The journey into cloud computing has reshaped how businesses operate, offering unparalleled opportunities for growth and efficiency. However, with these benefits come financial complexities that demand careful attention.

In the realm of cloud computing, devising exit strategies can be challenging. Many clients feel burdened by the high costs associated with removing data completely, as well as the continuous fees for data access. Despite investing in the cloud for its potential cost savings, achieving those savings often proves difficult.

The appeal of straightforward pay-as-you-go services comes with the necessity for meticulous financial management. Organizations that fail to optimize their cloud resources frequently overspend. According to Gartner, companies without effective cloud cost optimization plans can overspend by up to 70% without deriving the expected value. Additionally, 60% of CIOs report cloud cost overruns that adversely affect their business.

A study suggests that 94% of IT leaders in a survey claimed that their cloud costs were rising, and 82% of business executives identified it as



"The first and foremost challenge is the lack of visibility into cloud costs as businesses increasingly venture into hybrid and multi-cloud strategies. Complicated cloud pricing, regardless of recent initiatives from CSPs, is another roadblock; complex egress fee policies render little visibility to business users."

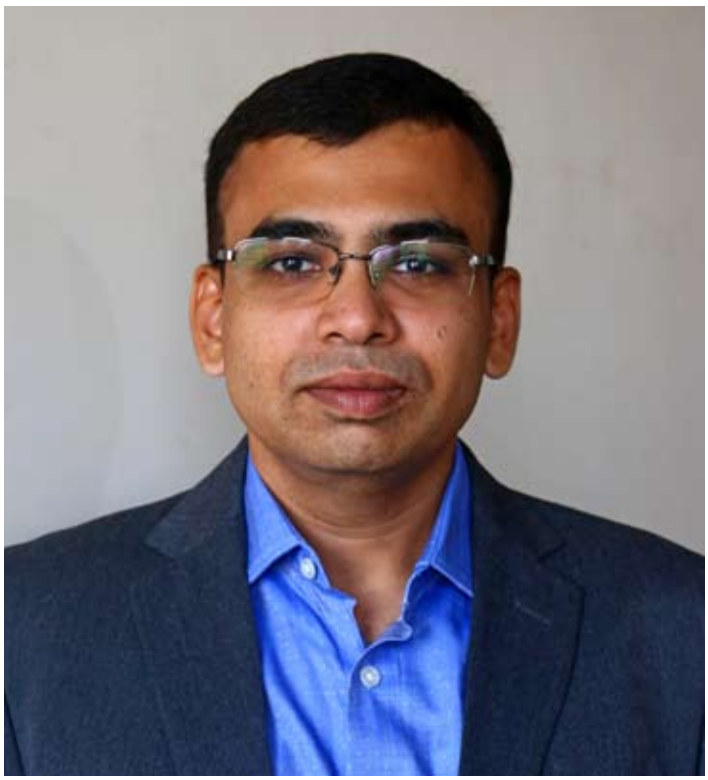
HITESH BHARDWAJ,
Senior Vice President, Solutions and Services, Cloud4C

their biggest challenge in the cloud. The reasons range from lack of visibility into cloud costs, complicated pricing, ineffective resource utilization, data silos, and technical skill gaps.

"The first and foremost challenge is the lack of visibility into cloud costs as businesses increasingly venture into hybrid and multi-cloud strategies. Complicated cloud pricing, regardless of recent initiatives from CSPs, is another roadblock; complex egress fee policies render little visibility to business users," explains Hitesh Bhardwaj, Senior Vice President, Solutions and Services, Cloud4C. He further adds that ineffective resource utilization balloons up cloud sprawl, with an estimated 20-30% of compute being wasted due to over-provisioning or governance issues, adding to the bills. "Data silos between different vendor platforms thwart one-stop visibility and impact transparency of one platform's costs over the other. Finally, the technical skill gap; cloud ecosystems are ocean-like with tens of thousands of SKUs, services, and custom parameters, and it requires dedicated cloud engineers to cut through the noise."

Rishikesh Kamat, Senior Director, Products and Services, NTT Data India, supports this view: "Enterprises embraced the cloud on the premise of optimizing their infrastructure spending. As their cloud sprawl grew, visibility became difficult, and tracking spending and maintaining forecasts was further impacted by the shift to a multi-cloud strategy. Enterprises are now finding their actual costs overshoot their earlier estimates, impacting their entire infrastructure strategy."

"Most medium to large-sized organizations face challenges in managing the capacity of resources consumed on the cloud, benchmarking performance, forecasting, correlating the resources consumed with user groups, departments, or business units, and finally implementing a holistic governance model that brings cross-functional teams together for effective cost management," says Girish Chandangoudar, Vice President and Practice Head - Infrastructure Management Services, Happiest Minds



> "Using the principles of FinOps, organizations can define thresholds to measure the performance and effectiveness of their cloud estate. Any organization that works with these principles and associated metrics will be able to achieve its optimization objectives far better than one not using these."
>
> **RISHIKESH KAMAT,**
> **Senior Director, Products and Services, NTT Data India**

Technologies.

Traditional methods of financial management struggle to adapt to the dynamic pricing models inherent in cloud services, where costs can fluctuate based on usage, demand spikes, and resource allocation. This evolving landscape necessitates a new approach—one that blends financial acumen with operational agility to navigate the complexities of cloud cost management effectively.

Optimizing Cloud Investments: How FinOps is Changing the Game

Traditionally, managing cloud costs has relied on conventional finance methods: identifying cloud expenses, optimizing resource usage, and reducing costs, often at the expense of innovation and speed. This approach has failed to distinguish between cost increases due to growth and those due to overspending, focusing primarily on cost reduction at all costs.

Enter FinOps, short for Financial Operations, a discipline that bridges the gap between finance, technology, and business teams to ensure efficient and effective cloud cost management. FinOps shifts the focus from a traditional approach to cloud financial optimization or cloud cost optimization. This means going beyond indiscriminate cost-cutting. The FinOps framework unites financial experts, software engineers, and specialized tools to pinpoint waste reduction opportunities while directing more investment into profitable areas that enhance business value.

Awareness and interest in adopting FinOps have surged rapidly in the APAC region and India over the last two years. This trend is driven by enterprises seeking effective cost management strategies in response to rising inflation and escalating expenses.

At its core, FinOps embodies a collaborative framework where financial accountability meets operational excellence. "FinOps core principle involves close collaboration between cross-functional teams such as Engineering, Development, IT Operations, Security, and Finance

"We demonstrated potential savings of approximately 35% for a leading automotive fleet management solutions provider in the Americas and Europe through our consulting services. Additionally, we helped a global professional services provider operating across 85+ countries optimize their cloud spend by 15%."

GIRISH CHANDANGOUDAR,
VP & Practice Head - Infrastructure Management Services, Happiest Minds Technologies

Mastering Cloud Cost Management: Best Practices and Key Metrics for Success

GIRISH CHANDANGOUDAR,

Vice President and Practice Head - Infrastructure Management Services, Happiest Minds Technologies

Effective cloud cost management is crucial for organizations looking to optimize their cloud investments and drive business value. As cloud environments become increasingly complex, managing costs requires strategic planning and diligent monitoring. Here are some best practices for cloud cost management, along with key metrics and KPIs to track, to ensure your organization maximizes its cloud efficiency while minimizing unnecessary expenditures:

Here are some best practices for cloud cost management along with key metrics and KPIs to track:

- S**et Budgets and Alerts:** Establish budgets for different teams or projects and set up alerts to notify you when spending approaches or exceeds these budgets.
- **Understand Your Usage and Costs:** Regularly review your cloud usage and cost reports to understand where your spending is going. Use cost allocation tags to categorize expenses by department, project, or team.
- **Optimize Resource Utilization:** Regularly audit your cloud resources to identify and eliminate underutilized or idle resources. Implement auto-scaling to adjust resources based on demand.
- **Use Reserved Instances and Savings Plans:** Purchase reserved instances or savings plans for predictable workloads to take advantage of discounted pricing.
- Leverage Spot Instances: Use spot instances for non-critical or flexible workloads to reduce costs significantly.
- **Right-Size Your Resources:** Continuously monitor and adjust the size of your resources to match your actual needs. Use tools to analyse and recommend the optimal size for your instances.
- **Implement Governance Policies:** Establish policies and best practices for resource provisioning and usage to avoid unnecessary costs.
- **Monitor and Optimize Storage:** Regularly review your storage usage and delete obsolete data. Use lifecycle policies to automatically move data to cheaper storage classes.
- **Use Cost Management Tools:** Utilize native tools on cloud (AWS Cost Explorer, Azure Cost Management, Google Cloud Cost Management) or a third-party tool for detailed insights and optimization recommendations.

Some of the Key Metrics and KPIs for Tracking and Managing Cloud Costs:

- **Total Cloud Spend:** The overall amount spent on cloud services within a specific period. This helps in understanding the scale of your investment.
- **Cost per Service:** Breakdown of costs by individual cloud services (e.g., compute, storage, networking). This helps in identifying high-cost areas.
- **Cost per Business Unit/ Project:** Allocation of cloud costs to different business units or projects using tagging or account separation.
- **Resource Utilization Rates:** Metrics indicating how effectively your cloud resources are being used, such as CPU utilization, memory usage, and storage utilization.
- **Unattached and Idle Resources:** Number and cost of resources that are running but not being used, such as idle compute instances or unattached volumes.
- **Cost Anomalies:** Identification of unusual spikes or drops in spending, which could indicate a misconfiguration or unexpected usage pattern.
- **Savings Realized:** Quantification of cost savings achieved through optimization efforts, such as right-sizing, reserved instances, or eliminating unused resources.
- **Reserved Instance Utilization:** The percentage of reserved instances that are being used versus being idle. Higher utilization rates indicate better cost efficiency.
- **Cost Avoidance:** The amount of potential costs avoided through proactive measures, such as using spot instances or implementing automated shutdown policies.

teams. This cross-functional approach ensures that all stakeholders have a shared understanding and responsibility for managing the cloud costs. The goal of this cross-functional team is to establish the governance model with metrics and KPIs," shares Chandangoudar of Happiest Minds.

Experts emphasize that FinOps should not be viewed as just another term for spending monitoring and billing management; rather, it is a financial discipline aimed at maximizing returns on cloud and technology investments, thereby contributing to business growth. "It requires the establishment of a war room with experts from engineering, finance, procurement, and business teams to align data and make collaborative decisions. Secondly, AI-ML-based governance, monitoring, and automated processes are key to reducing the manual overload in assessing billing reports, justifying spending, and gaining business impact insights to make informed decisions," explains Bhardwaj of Cloud4C.

He further adds that augmented FinOps is the way forward, making FinOps a proactive strategy inspired by real-time data rather than a reactive one. "Most importantly, FinOps must be integrated with security and compliance-first strategies. Every cloud investment made must be analyzed from those angles to prevent severe repercussions, penalties, and probable market blacklists in the future," he says.

FinOps represents a paradigm shift in how organizations manage their cloud investments. By fostering collaboration across departments and leveraging advanced technologies, businesses can achieve greater efficiency, cost savings, and strategic value from their cloud operations.

Key Strategies for Effective Cloud Cost Management

As organizations increasingly leverage digital technologies to drive business outcomes, the role of technology has evolved, prompting a collaborative approach to cloud-related decisions involving business, finance, and IT teams. A significant factor in this shift is that line-of-business (LoB) owners are now responsible for their IT budgets and spending, unlike the traditional model where IT departments bore this responsibility.

"Using the principles of FinOps, organizations can define thresholds to measure the performance and effectiveness of their cloud estate. Any organization that works with these principles and associated metrics will be able to achieve its optimization objectives far better than one not using these," says Kamat of NTT Data.

One of the foundational pillars of FinOps is the practice of continuous monitoring and real-time reporting. By leveraging advanced analytics and monitoring tools, organizations can track cloud usage patterns, identify cost trends, and anticipate potential budget deviations before they escalate. This proactive approach not only enhances financial visibility but also enables timely interventions to optimize resource utilization and mitigate unnecessary expenses.

Effective cost allocation and tagging strategies are essential for granular cost management in the cloud. By assigning costs to specific projects, departments, or individual users, organizations can gain insights into cost drivers, allocate budgets accurately, and facilitate chargebacks where applicable. FinOps emphasizes the importance of robust tagging frameworks and automated tagging processes to streamline cost attribution and ensure accountability across the organization.

Automation lies at the heart of optimizing cloud costs. FinOps encourages the adoption of automated optimization techniques that adjust resource provisioning based on real-time demand and workload patterns. From rightsizing instances to leveraging spot instances and implementing workload scheduling, automated optimization strategies enable organizations to maximize cost efficiency without compromising performance or scalability. This proactive approach not only reduces operational overhead but also enhances agility in responding to fluctuating business needs.

In conclusion, as digital

transformation continues to reshape business landscapes, the adoption of FinOps is proving indispensable for organizations seeking to achieve optimal cloud cost management. By fostering collaboration across departments and utilizing advanced technologies, FinOps provides the framework needed to drive efficiency, cost savings, and strategic value from cloud investments.

Leveraging MSP Expertise for Effective FinOps

How can we quickly establish a FinOps practice? Establishing a FinOps practice quickly can be achieved by collaborating with Managed Service Providers (MSPs), who specialize in managed cloud and financial operations services. MSPs and cloud consultants play a crucial role in facilitating the adoption and implementation of FinOps practices. These partners bring specialized expertise in cloud architecture, cost optimization strategies, and technology deployment, enabling organizations to navigate complex cloud environments with confidence. By collaborating closely with channel partners, organizations can leverage industry best practices, gain access to advanced tools and resources, and accelerate their FinOps journey to achieve measurable cost savings and operational efficiency.

"With our Cloud Governance Platform, clients can focus on their core business while we manage their cloud estate, cloud spend, and compliance requirements. We offer FinOps both as a stand-alone service and as part of our Cloud Managed Services," shares Kamat of NTT Data.

Bhardwaj of Cloud4C adds, "Our proprietary SHOP platform includes a FinOps module that integrates billing and performance APIs from leading cloud platforms, combined with our intelligent observability metrics. Dedicated FinOps experts, in association with 25 Centers of Excellence, interpret these results to help organizations make informed decisions. We charge based on a 'pay-as-you-save' model, historically delivering 100x value on every dollar spent on FinOps services."

For channel partners, FinOps presents a unique opportunity to develop a sustainable business model aligned with evolving market demands. By positioning themselves as FinOps experts, channel partners can offer tailored services such as cost analysis, optimization recommendations, and financial governance frameworks. Subscription-based models for ongoing cost management services, project-based engagements for cloud cost audits and optimizations, and training programs to educate clients on FinOps best practices are viable revenue streams for channel partners. By delivering tangible value through FinOps, channel partners not only differentiate their offerings but also foster long-term partnerships based on trust and expertise.

"Our business model supports subscription-based, project-based, and slab-based structures. We also offer FinOps as a stand-alone service, helping clients develop their own FinOps practices supported by our platform and tools, with flexible commercial models," explains Kamat of NTT Data.

Companies across various industries have achieved significant cost savings and operational efficiencies by embracing FinOps principles and collaborating effectively with channel partners. "A large bank in India optimized its cloud costs, achieving 20% savings using our FinOps services and tools. We also helped a leading financial services firm achieve about 23% cost savings on their cloud spend within the first three months of our engagement," reveals Kamat.

Chandangoudar of Happiest Minds highlights, "We demonstrated potential savings of approximately 35% for a leading automotive fleet management solutions provider in the Americas and Europe through our consulting services. Additionally, we helped a global professional services provider operating across 85+ countries optimize their cloud spend by 15%."

By partnering with MSPs and leveraging their expertise, organizations can swiftly establish effective FinOps practices, ensuring optimized cloud investments

and enhanced business value.

Future of FinOps in Cloud Computing

As organizations continue to navigate the complexities of cloud cost management, the role of FinOps is poised to evolve and expand in significance. Looking ahead, advancements in technology, such as AI-driven cost analytics and machine learning-powered optimization tools, promise to further enhance the efficacy of FinOps practices. Moreover, the growing emphasis on sustainability and responsible cloud consumption will influence how organizations approach cost management and resource utilization in the future. By embracing FinOps as a strategic imperative, organizations can not only optimize their cloud investments but also foster a culture of innovation and resilience in an increasingly digital-first world.

Over the next 3-5 years, FinOps will expand beyond a niche practice to a more fundamental driver of any cloud strategy, or broader digital transformation, tech innovation initiatives powered by the cloud. "We foresee an AI-powered autonomous financial governance platform that oversees and runs over and across cloud operations, monitors performance and cost metrics by automatically plugging in data from multiple landscapes, and assesses them in comparison to business KPIs plugged in by the engineering-finance-tech BUs, generates action-level technical recommendations for executive approval, and initiates corrective actions by itself," details Bhardwaj of Cloud4C.

In conclusion, FinOps represents a paradigm shift in how organizations approach cloud cost management, blending financial discipline with operational agility to drive sustainable growth and competitive advantage. As businesses embrace this transformative discipline, they position themselves not only to thrive in today's dynamic cloud landscape but also to shape the future of cloud computing through strategic decision-making and proactive cost optimization.

Revolutionizing Cloud Spending: Rishikesh Kamat's Take on FinOps and Business Strategy

RISHIKESH KAMAT,
Senior Director, Products and Services, NTT Data India

In the rapidly evolving landscape of cloud computing, managing costs efficiently has become a critical challenge for enterprises. The dynamic pricing models of cloud services and the shift towards multi-cloud strategies have complicated cost tracking and forecasting. Rishikesh Kamat, Senior Director of Products and Services at NTT Data India, provides valuable insights into the evolution of cloud cost management, the role of FinOps, and how businesses can leverage these principles to optimize their cloud expenditures. In this interview with Amit Singh, Kamat discusses the benefits of FinOps, the importance of collaboration between finance, technology, and business teams, and shares success stories of significant cost savings achieved through NTT Data's FinOps services.

Amit Singh: How do you see the dynamic pricing models of cloud services evolving over the last few years?

Rishikesh Kamat: The consumption-based pay-as-you-go model has defined the model offered by popular hyperscaler service providers. It has found tremendous acceptance among enterprises across industries. A key reason is the flexibility and control it provides the user, allowing them to retain or retire the service while paying only for the consumed period or unit of service.

We haven't seen a major change in this pricing model, apart from BYOD and BYOL in the cloud. These models would continue to be relevant based on the convenience and control they deliver for the client and service provider. However, the pricing models provided by Cloud Managed Service providers will evolve from a consumption model to one focused on aspects like business service levels and types of service consumed. This reflects the maturing of cloud service consumption in our market.

Amit: What are the specific challenges organizations face while managing cloud costs? How does FinOps help as the emerging solution for managing cloud costs?

Rishikesh: Enterprises embraced the cloud on the premise of optimizing their infrastructure spending. As their cloud sprawl grew, visibility became difficult, and tracking spending and maintaining forecasts was further impacted by the shift

to a multi-cloud strategy. Enterprises found their actual costs had overshot their earlier estimates impacting their whole infrastructure strategy.

A FinOps practice combined with FinOps tools aims to provide clear visibility on spending and forecasts across various dimensions in any cloud estate with recommendations for optimization. FinOps also allows organizations to develop specific frameworks allowing them to Allocate, Showback, Forecast, and Manage.

The core principles of FinOps can be understood as:

- Allocation
- Analysis and show-back
- Manage anomalies
- Manage Shared Cost
- Forecast

Enterprises and service providers can develop their frameworks using these principles to develop a FinOps practice and manage cloud spending more effectively and efficiently.

Amit: How has implementing FinOps changed the way finance, technology, and business teams collaborate?

Rishikesh: The investments and budgets towards technology are no longer restricted to the CIO or IT department alone. As organizations increasingly leverage digital to drive business outcomes, the role played by technology has shifted. This has caused the business, finance, and IT teams to take a collaborative approach to decisions around cloud. A major reason is that LoB owners are today responsible for their IT budgets and spending, unlike the traditional model where IT carried this responsibility.

Managing the P&L of the LOB now includes managing technology spending. However, the skills to manage this estate still reside with the IT team so a collaborative approach is imperative.

> "FinOps provides clear visibility on spending and forecasts across various dimensions in any cloud estate, with recommendations for optimization. It allows organizations to develop frameworks for Allocate, Showback, Forecast, and Manage."

Amit: How is your organization assisting clients to implement FinOps in their organizations? What specific services or expertise have you built to add value to your clients' cloud cost management efforts?

Rishikesh: With NTT Data's Cloud Governance Platform, our clients continue focusing on their core business, while we support them in managing their Cloud estate and Cloud spend in addition to helping them manage compliance. We offer FinOps both as a stand-alone service and also as a package as part of our Cloud Managed Services. All these services are premised on the Core Principles of FinOps and are helping our clients successfully achieve their objectives.

Amit: Can you share any success stories where your FinOps services led to significant cost savings or operational efficiency?

Rishikesh: Here are a couple of success stories from our FinOps practice:

- A large bank in India successfully optimized its cloud costs, achieving 20% savings on its cloud spend using our FinOps services and tools.
- We helped a leading financial services firm achieve about 23% cost savings on their cloud spend using our FinOps tool in the 1st three months of our coming on board.

Amit: How have you developed a sustainable business model around FinOps? What revenue streams have you found most effective, such as subscription-based services, project-based engagements, or training programs?

Rishikesh: Our current business model and commercial structures support both subscription-based, project-based, and slab-based models. We also offer FinOps as a stand-alone service, where we help the client organization develop their own FinOps practice supported by our platform and tools with any of the previously mentioned commercial models being applicable. We also provide training programs for clients who are keen on being hands-on with their operations.

Amit: How do you see the role of FinOps evolving in the next 3-5 years? How do you see the adoption of FinOps principles impacting the broader cloud computing landscape in the coming years?

Rishikesh: FinOps is now an integral part of cloud IT operations and progressively this will also become part of IT service management practice with more and more tools and technologies supporting as part of their COTS solutions. A classic example is the leading ITSM provider ServiceNow, which is bringing FinOps as a capability with offerings for Cloud Management and cost controls. Not only this, industry analysts like Gartner also predict that organizations will begin adopting cloud principles in their private cloud/ colocation services. A few service providers are already providing some of these As-A-Service. As the evolution of IT estates and services continues, the adoption of FinOps principles and practices will not be just limited to Hyperscalers alone but extend to private cloud/ colocation services as well.

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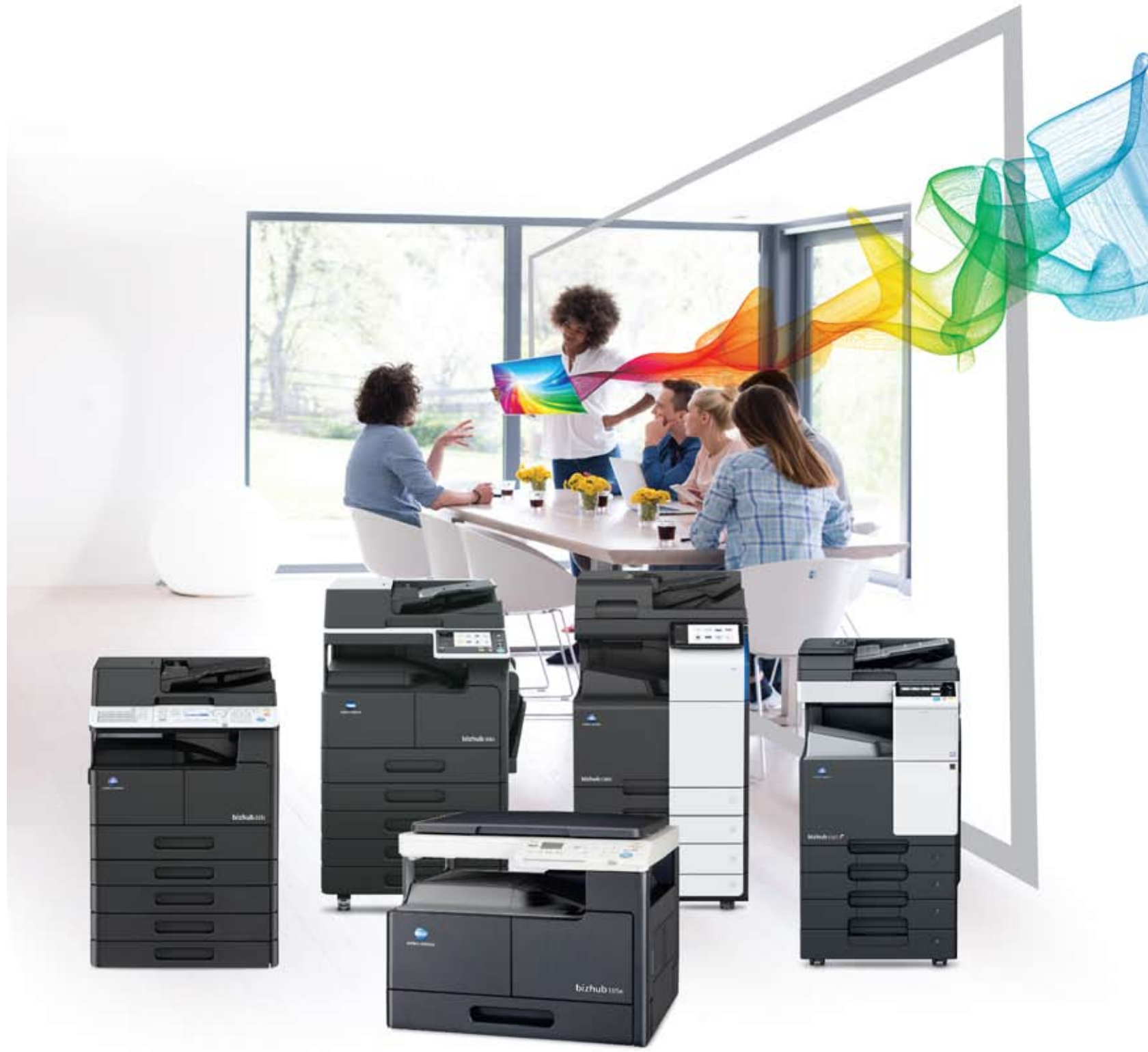

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FinOps is more about Maximizing Business Impact on Cloud rather than Monitoring Spends, Billing Management

HITESH BHARDWAJ,
Senior Vice President, Solutions and Services,
Cloud4C

In the rapidly evolving world of cloud computing, managing costs efficiently has become a critical challenge for enterprises. As cloud adoption accelerates, the complexity of pricing models and the need for better financial discipline have given rise to FinOps—a practice that merges financial management with cloud operations. Hitesh Bhardwaj, Senior Vice President of Solutions and Services at Cloud4C, shares his insights on the evolution of cloud pricing models, the challenges organizations face in managing cloud costs, and the pivotal role FinOps plays in achieving financial and operational efficiency. In this interview with Amit Singh, Hitesh discusses the benefits of FinOps, the importance of collaboration between finance, technology, and business teams, and the future of cloud cost management

Amit Singh: What's your view on the evolution of pricing models of the cloud over the last few years?

Hitesh Bhardwaj: While traditionally the cloud was perceived as a technology disruptor or means to enhance IT capabilities, it would fast become a necessity for maintaining market competitiveness by 2028, per Gartner. In sync, global public cloud spending is expected to skyrocket from $679 Billion currently to over a trillion dollars by the same year.

CSPs had long anticipated the trend. Over the years, they have introduced strategic pricing shifts to ease cloud adoption, accelerate operations on the cloud, and manage expenses better. AWS introduced per-second billing back in 2017, which is now an industry norm. Spot instances and reserved instances allow access to unused compute and discounts on longer-term contracts, respectively. Cloud-native services and APIs have shifted from traditional licensing models

to consumption-based pricing, measured at the milli-second level.

CSP's cost management tools have evolved as well, often rewarding multi-cloud strategies with integrated billing for ease of enterprise usage. The advent of FinOps, augmented with AI-ML, is a revolution allowing better financial discipline, automated governance, and ROI maximization across multiple platforms with ease. I see cost management becoming seamless and more data and AI-driven in the coming years, even as cloud landscapes and architectures vastly increase in size and complexity.

Amit: What are the specific challenges organizations face while managing cloud costs? How does FinOps help as the emerging solution for managing cloud costs?

Hitesh: 94% of IT leaders in a survey claimed that their cloud costs were rising, and 82% of business executives claimed it was the biggest challenge on the cloud. The reasons are diverse. First and foremost, lack of visibility into cloud costs as businesses increasingly venture into hybrid and multi-cloud strategies to leverage best innovations. Complicated cloud pricing, regardless of recent initiatives from CSPs' end is another roadblock; complex egress fee policies render little visibility to business users.

In addition, ineffective resource utilization balloons up cloud sprawl; an estimated 20-30% of compute being just wasted due to over-provisioning or governance issues which add to the bills. Data silos between different vendor platforms thwart one-stop visibility and impact transparency of one platform's costs over the other. Finally, the technical skill gap; cloud ecosystems are ocean-like with tens of thousands of SKUs/services/custom parameters and it requires dedicated cloud engineers to cut through the noise.

Amit: What are the core principles of FinOps that you believe are most critical for effective cloud cost management?

Hitesh: I've three talking points here. FinOps must not be viewed as another fancy term to spend monitoring and billing management; rather it's a financial discipline to maximize returns on cloud and technology investments thereby contributing to business growth. Therefore, it requires establishment of a war room with experts from engineering, finance, procurement, and business teams to data-align and make collaborative decisions. Secondly, AI-ML-based governance, monitoring, and automated processes are key to reducing the manual overload in assessing billing reports, justifying spending, and gaining business impact insights to make informed decisions. Augmented FinOps is the way forward, making FinOps a proactive strategy inspired by real-time data rather than a reactive one. Thirdly, and perhaps most importantly, FinOps must be integrated with security and compliance-first strategies. Every cloud investment made must be analyzed from those angles to prevent severe repercussions, penalties, and probable market blacklists in the future.

Amit: How has implementing FinOps changed the way finance, technology, and business teams collaborate?

Hitesh: FinOps is all about people plus processes plus deep technologies. The contemporary cloud billing SOP is that the engineering team makes the infra-side decisions within a blanket IT budget and the monthly bills are routed to finance/accounting teams for execution. FinOps changes that single-way bridge prerogative into a more collaborative and organic approach involving engineering, finance, technology, and business teams. A common dashboard enriched with financial and KPI implications, workload performance, and cost impact of every cloud service investment is provided to all BUs. A FinOps COE representing all these departments regularly monitors the insights and convenes to make decisions in the best interest of the end-user experience and operational and revenue goals, ensuring financial accountability at all levels.

At Cloud4C, for instance, our proprietary SHOP platform renders a FinOps module which integrates billing and performance APIs from all the top hyperscaler cloud/other platforms as required, combined with our own intelligent observability metrics. Dedicated FinOps experts, in association with 25 Centers of Excellence, interpret those results and help customer organizations make informed decisions. We charge based on a 'pay-as-you-save' model that has historically ensured 100x value back on every dollar spent on FinOps services.

Amit: What are the best practices you would suggest for cloud cost management? What metrics and KPIs are most important for tracking and managing cloud costs in organizations?

Hitesh: For one, blanket cost reduction might do more harm than good in the long run. A certain feature running on an infrastructure might be too costly and hence an eye-sore from a finance perspective but it could be a popular one driving commendable indirect revenue. Only alignment with business teams can give clarity on the latter. This is a simple example of having a FinOps-driven culture. At the core, it's a six-step process. First is scoping existing cloud resource usage and fixed IT asset costs (checking anomalies in cost patterns). The second step would be to

benchmark performance and track budget management, forecasting, measuring unit costs, etc. Third, architect the dashboards for real-time decision-making with BI tools and AI/ML technologies (Budget alerts, cost optimization opportunities, periodical spend analysis, etc). Cloud rate optimization comes next involving amortized costs, discounts and saving plans, commitment-based discounts, etc. Cloud usage optimization is the immediate next step that involves right-sizing of workloads, cost avoidance, application modernization strategies, etc. Finally, organizational alignments run on top ensuring collaborative processes, multi-department alignments, policy and governance developments, etc.

Amit: How is your organization assisting clients to implement FinOps in their organizations? What specific services or expertise have you built to to help your clients maximize investment returns on cloud?

Hitesh: Cloud4C is the world's leading application-focused multi-cloud MSP and we integrate our capabilities across cloud, digital transformation, AI innovations, cybersecurity, and compliance, as well as extensive experience from serving top government organizations and Fortune 500 companies to deliver a valuable solution for businesses. Our FinOps-as-a-Service combines an intelligent proprietary platform (Cloud4C Self Healing Operations Platform or SHOP), Gartner leader ISV solutions such as Intel Granulate and Intel Cloud Optimizer, dedicated FinOps experts, and on-demand support from 25+ technology Centers of Excellence. Our offering extends to SMBs and enterprises alike running on multiple cloud platforms, vendor ecosystems, on-prem landscapes, and so on. Our offering integrates all of them into a single source of view for landscape manageability, risk monitoring, and ROI management.

We usually commence with a detailed FinOps assessment workshop before proceeding with the actual solution deployment. Top features include one-stop multi-cloud visibility, cost optimization, forecasts and budget tracking, proactive cost control, cost reporting and saving recommendations, observability monitoring, show-back-chargeback capabilities, and AI-driven automated governance. Our security and compliance monitoring and risk management intelligence powered by SHOP's predictive and preventive maintenance capabilities render a truly enhanced, one-stop offering for enterprises regardless of their industry and landscape size.

Amit: Can you share any success stories where your FinOps services led to significant cost savings or operational efficiency?

Hitesh: Here is a recent success story. Operating across 25+ countries, this global education leader is a pioneer in online learning providing learning programs,materials and exam preparation kits to millions of students and thousands of organizations. They had opted for the cloud to deliver its worldwide online education services. However, rising cloud expenses and security gaps thwarted operations. The firm had to take a step back and evaluate its cost metrics to make more informed financial decisions on its IT operations.

We first carried out a detailed review of the provider's cloud ecosystem to analyze workload performance, security, costs, and business sustainability. An intelligent financial governance framework was delivered rendering real-time business-level insights and the impact of their cloud workloads. Dedicated optimization strategies improved workload performance, agility, and overall security of the cloud landscape. The initiative saved close to 30% of IT TCO, a significant achievement considering their scale of operations.

Amit: How do you see the role of FinOps evolving in the next 3-5 years? How do you see the adoption of FinOps principles impacting the broader cloud computing landscape in the coming years?

Hitesh: Over the next 3-5 years, FinOps will expand beyond a niche practice to a more fundamental driver of any cloud strategy, or broader digital transformation, tech innovation initiatives powered by the cloud. While manual experts will be in charge of data interpretations and strategic decision-making, intelligent platforms will be at the core of the FinOps culture inculcating best practices and objectives from multiple BUs. I am kind of talking of an AI-powered autonomous financial governance platform that oversees and runs over and across cloud operations, monitors performance and cost metrics by automatically plugging in data from multiple landscapes, and assesses them in comparison to business KPIs plugged in by the engineering-finance-tech BUs, generates action-level technical recommendations for executive approval, and initiates corrective actions by itself. In short, the platform, supervised by dedicated experts and business heads, continuously optimizes and augments the cloudscape to ensure maximized ROI over cloud and tech investments. This will represent a paradigm shift toward how firms operate on and leverage the cloud for their current needs and business future.

Navigating Cloud Costs: Insights from Girish Chandangoudar on Evolving Pricing Models and FinOps Strategies

GIRISH CHANDANGOUDAR,
VP & Practice Head - Infrastructure Management Services at Happiest Minds Technologies

In today's rapidly evolving cloud landscape, managing costs effectively has become a critical challenge for organizations of all sizes. To shed light on this topic, Amit Singh sat down with Girish Chandangoudar, Vice President & Practice Head - Infrastructure Management Services at Happiest Minds Technologies. In this insightful interview, Girish shares his expertise on the evolution of cloud pricing models, the core principles of FinOps, and best practices for cloud cost management. He also discusses the impact of FinOps on organizational culture and provides valuable success stories that highlight significant cost savings and operational efficiencies. Join us as we explore the complexities of cloud cost management and discover how FinOps is shaping the future of cloud computing

Amit Singh: How do you see the dynamic pricing models of cloud services evolving over the last few years?

Girish Chandangoudar: We saw the evolution of pricing models early on from on-demand with higher unit costs to more economical reserved instance pricing models which required customers to agree on longer-term commitments. Today, we see:

a. Tiered and Layered Pricing Models: The cloud service providers

now offer tiered pricing models where the unit cost decreases as usage increases. This incentivizes customers to scale their usage with the same provider. Additionally, layered pricing models are emerging, where different layers of services (e.g., basic, advanced, premium) come with different pricing structures.

b. Usage-Based Pricing: Providers are increasingly focusing on usage-based pricing, where costs are tied directly to the resources consumed.

Amit: What are the specific challenges organizations face while managing cloud costs? How does FinOps help as the emerging solution for managing cloud costs?

Girish: Most of the medium to large-sized organizations are facing challenges in managing the capacity of resources consumed on the cloud, benchmarking performance, forecasting, correlating the resources consumed with user groups or departments or business units, and finally a holistic governance model that brings cross-functional teams together for effective cost management.

Amit: What are the core principles of FinOps that you believe are most critical for effective cloud cost management?

Girish: The core principle involves close collaboration between cross-functional teams such as Engineering, Development, IT Operations, Security, and Finance teams. This cross-functional approach ensures that all stakeholders have a shared understanding and responsibility for managing the cloud costs. The goal of this cross-functional team is to establish the governance model with metrics and KPIs.

Amit: How has implementing FinOps changed the way finance, technology, and business teams collaborate?

Girish: An effective FinOps implementation results in a cultural change in an organization that brings together cross-functional teams being aware of current cloud spend by establishing visibility into the resources consumed and their associated costs, then setting up a model for optimizing and managing costs tailored to the needs of the organization through a cloud governance mechanism. As mentioned earlier, FinOps instills a shared responsibility among the cross-functional teams through this cultural change.

Amit: How is your organization assisting clients to implement FinOps in their organizations? What specific services or expertise have you built to add value to your clients' cloud cost management efforts?

Girish: Happiest Minds has developed FinOps offerings to address two distinct requirements:

a. Consulting Services: A one-time discovery, assessment and remediation service.

b. Managed Services: FinOps is bundled with our core Cloud Managed Services to provide continuous cloud cost optimization and management.

We have certified Cloud Architects and Subject Matter Experts trained in FinOps to provide these services along with partnerships with leading hyper-scalers and third-party FinOps tool vendors.

Amit: Can you share any success stories where your FinOps services led to significant cost savings or operational efficiency?

Girish: We have seen optimizations in various ranges starting from approximately 10% in reasonably well-managed environments to more than 30% in poorly governed cloud environments.

Here are a few examples:

- We helped reduce cloud spend by approximately 20% through our managed services for a leading specialty grocery chain in North America.
- We were able to demonstrate potential savings of approximately 35% for a leading automotive fleet management solutions provider with a presence in the Americas and Europe through our consulting services.
- We helped optimize cloud spend by 15% for a global professional services provider operating across 85+ countries with a multi-cloud footprint.

Amit: How do you see the role of FinOps evolving in the next 3-5 years? How do you see the adoption of FinOps principles impacting the broader cloud computing landscape in the coming years?

Girish: The current macroeconomic situation will continue to put pressure on IT budgets necessitating the need to adopt FinOps as an integral part of the larger Cloud Operating Model within the enterprises. We also expect standardization efforts such as FOCUS (a technical specification that normalizes cost and usage billing data across cloud vendors) where unified specification for billing data across multiple clouds will help reduce complexity for enterprises that are on a hybrid cloud journey.

Channel Partners must migrate from being a Technology Consultant to a Business Consultant

ANURAG SINGH, Director - Advanced Solutions, Ingram Micro India

In a rapidly evolving technological landscape, advanced technologies such as AI, Cyber Security, RPA, Virtual Reality, and Data Storage are not just transforming industries but also redefining the future of work and interaction. In this insightful interview, Amit Singh engages with Anurag Singh, Director - Advanced Solutions at Ingram Micro India, to delve into the most significant trends in these technologies. Anurag shares his perspectives on the adoption and impact of AI and machine learning in the enterprise sector, the paramount importance of cybersecurity, and the evolving opportunities for channel partners. Through this discussion, we gain a deeper understanding of how Ingram Micro is pioneering initiatives to support and empower its partners in navigating and thriving in this dynamic environment

Amit Singh: What are the most significant trends you are seeing in advanced technologies such as AI, Cyber Security, RPA, Virtual Reality, and Data Storage?

Anurag Singh: Advanced technologies continue to shape our future in a way that embodies technology becoming more cognitive and closer to humans. The whole concept of technology being an enabler or more of an IT requirement is undergoing a transformation change in the area of Artificial Intelligence which is paving the way for a new future.

- A future wherein the tasks will be automated via RPA.
- A future wherein we will interact, collaborate, and perform in the virtual reality world.
- A future wherein tons of data will be generated every second that will lead the way for outcomes that will have cognitive as well as digital impacts.
- A future wherein security will become paramount with the advancement in technology and with the ever-growing cyber risks.

Amit: How do you see the adoption of AI and machine learning evolving in the enterprise sector in India? What are some of the most exciting use cases you've encountered?

Anurag: Enterprises have embraced the new way of life that AI & ML bring in. Consider any industry whether manufacturing, pharmaceuticals, IT/ITES, Banking, etc., the advent of AI & ML is visible everywhere.

- Healthcare: Machine Learning (ML), Natural Language Processing (NLP), and Computer Vision are helping companies enhance diagnostic accuracy, personalize treatment plans, improve patient outcomes, and automate administrative tasks. For instance, AI algorithms can analyze medical images for faster and more accurate diagnoses than traditional methods.
- Finance: Predictive Analytics, ML, and NLP can detect fraudulent activities, automate trading, personalize customer services, and streamline risk management. For instance, AI-driven chatbots provide 24/7 customer service and financial advice, thereby improving customer experience.
- Manufacturing: Industrial Robots, Predictive Maintenance, and AI in Supply Chain Management increase production efficiency, reduce

downtime, optimize the supply chain, and improve product quality. For instance, Predictive maintenance anticipates equipment failures before they happen, significantly reducing unplanned downtime.

- Education: Adaptive Learning Platforms, AI Tutors, and Data Analytics can create personalized learning experiences, provide scalable tutoring solutions, and enhance administrative efficiency. For instance, AI-powered platforms adjust the learning content based on the student's progress, offering a customized learning path.

Amit: Cyber security is a growing concern for businesses worldwide. How is Ingram Micro addressing this challenge and what trends do you see in the cybersecurity landscape?

Anurag: This has been the most prominent question as well as the threat that has been looming across industry segments. Ingram Micro with our motto of "Realizing the Promise of Technology" has always ensured that we enable our Channel Partner and customer ecosystem with state-of-the-art new vendors and technologies. We are pioneers in making new global vendor solutions available for our India and SAARC customers.

With rapidly changing threats looming around cyber security, this becomes paramount considering access to new cyber security technologies which can thwart any attempt to create business disruptions.

Amit: With the rapid evolution of advanced technologies, what opportunities do you see for the channel partner ecosystem? How can partners best leverage these emerging opportunities?

Anurag: Considering the evolution of advanced technologies has enhanced the solution in multiple directions, the channel partner ecosystem has a lot of leverage and avenues to create competencies. Growth in Cloud, Security, Artificial Intelligence, Storage, and IoT has opened up so many threads for channel partners to pick and develop the competencies. This is the right time for channel partners to migrate from a technology consultant for their customers to a business consultant.

> "The whole concept of technology being an enabler or more of an IT requirement is undergoing a transformation change in the area of Artificial Intelligence, which is paving the way for a new future."

Amit: Ingram Micro has been a significant player in enabling partners with advanced solutions. Can you elaborate on some of the initiatives Ingram Micro has taken to support and empower its partners?

Anurag: Ingram Micro supports our channel ecosystem through multiple means, apart from enabling them on vendor technologies and product stacks. We have taken leads to work with them closely via 2 of our key initiates: Xvantage and our recent set of events in the SMB space.

- Xvantage provides our channel partners with an excellent digital alternative for the complete Ingram Micro ecosystem. They can learn about new technologies, purchases and recommendations on their existing purchases, and can even schedule meetings with the pre-sales/professional services team regarding the technology of their interest.
- Under the Ingram Micro SMB TechTalks, we are conducting multi-city tours to enable SMBs with the latest technology and trends wherein channel partners can engage with OEMs for their new solutions as well as interact with SMB customers to gauge their needs and establish connects.

Amit: What are the top focus areas and priorities for Ingram Micro in the coming year, especially in the context of advanced technologies and solutions?

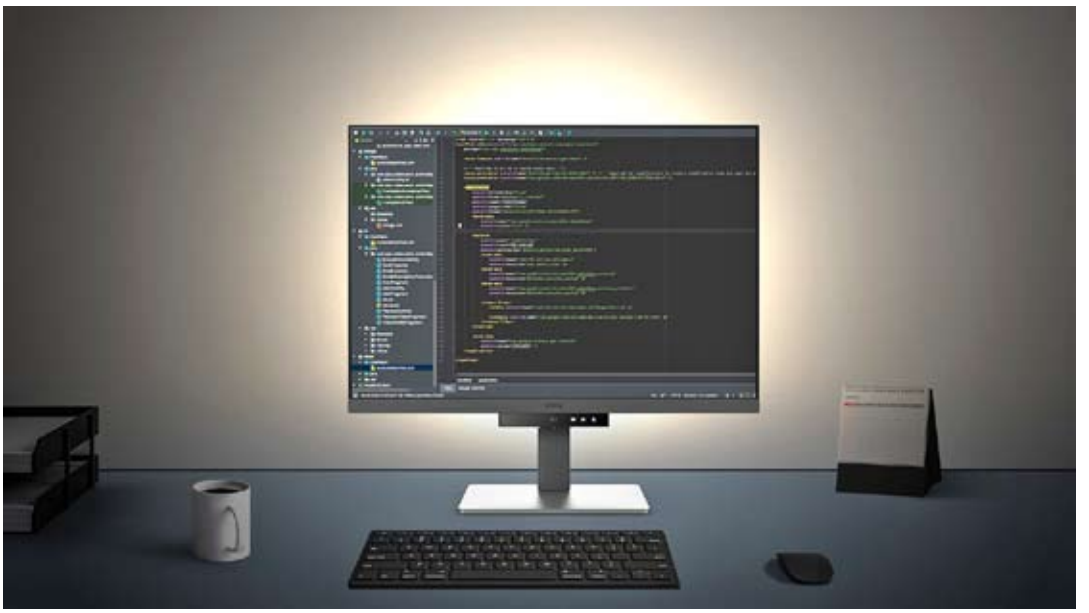
Anurag: We continue making investments in the areas of Artificial Intelligence, Security, and in the space of elevated customer experience. Our combined approach in enabling our channel partner ecosystem on newer technology trends and making them more agile via a plethora of benefits that Xvantage offers will give them a unique edge in the market to create differentiated solutions for their customers.

Amit: Given your extensive experience in the industry, what strategic insights would you offer to partners looking to capitalize on the growth in advanced solutions? How can they prepare for future challenges and opportunities?

Anurag: The industry is changing every 3-4 years because of technology maturity and newer innovations. Channel partners should keep their eyes and ears open to sense the interest level their customers are taking and work proactively towards creating a solution around it.

For symbiotic growth, any such trends and requirements should be discussed with their business partners/Ingram Micro, and we can create competencies and provide niche solutions collectively. This will create a strong stickiness with their customer and will help us forge a stronger proficiency with the channel partner organization. To Summarize, collaboration and skill creation would be the key to success in the times to come.

BenQ Launches Innovative RD280U Monitor for Developers



BenQ has introduced the RD280U monitor, the latest addition to its RD Series, which is the first-ever range of monitors specifically engineered for programmers and developers. This new monitor features BenQ's unique Fine-Coated Panel, designed with advanced anti-glare and anti-reflective properties to create an optimal coding environment.

The RD280U boasts a 28.2-inch display with a 3:2 aspect ratio and 4K+ resolution, allowing for more vertical lines of code. It includes a KVM switch, multi-stream transport, and BenQ's productivity software suite. The proprietary coding mode enhances text clarity for improved code distinction under various lighting conditions. Additionally, the monitor includes a Coding HotKey for focused workflow, ideal for experienced developers, and the MoonHalo Backlight for better illumination.

The MoonHalo Backlight is designed to improve the coding environment by reducing eye strain and providing extra lighting in low-lit areas while reducing daytime glare. It aims to create an immersive atmosphere for late-night coding sessions.

The RD Series prioritizes comfort with Night Hours Protection, which features minimal brightness, an eye-care filter, dark room optimization, and Brightness Intelligence Gen2 for automatic ambient light adjustment. The Display Pilot 2 software enhances user experience by allowing function adjustments without the OSD and includes tools like Desktop Partition, Software Dimming, Application Mode, Direct Search, Focus, Circadian Mode, HiDPI, and Shortcuts.

Commenting on the launch, Rajeev Singh, Managing Director, BenQ India and South Asia, said, "The RD280U represents a significant leap forward in our commitment to empowering developers with cutting-edge technology. The RD series and its focus on eye care and ergonomics exemplify BenQ's dedication to enhancing productivity and prioritizing the well-being of developers who spend long hours perfecting their craft. The RD280U is thus more than just a monitor; it's a comprehensive solution designed to elevate the coding experience and push the boundaries of innovation."

RAJEEV SINGH
Managing Director, BenQ India and South Asia

Key Features at a Glance:

- Productivity-focused 3:2 aspect ratio
- 4K+ (3840 x 2560) resolution with 95% P3 for visual brilliance
- Fine-coated panel with EyeCare for clear coding
- Advanced Dual Coding mode with crystal-clear fonts for light/dark themes
- Built-in MoonHalo backlight with light customization
- Night Hours Protection with auto brightness intelligence
- KVM switch, multi-stream transport, and software productivity suite
- Ergonomic adjustability and construction with recycled materials

The BenQ RD280U Programming Monitor is priced at Rs 47,500 and is available for purchase through BenQ's e-Store, Amazon India, and leading Gadget & IT retail stores across India.

Vertiv Concludes Xpress Masterclass Series in Chennai

Vertiv has successfully concluded its annual Vertiv Xpress Masterclass Series in Chennai. This event provided comprehensive training on power and thermal management solutions essential for critical digital infrastructure.

The initiative underscores Vertiv's dedication to fostering innovation and facilitating knowledge transfer within the industry. The masterclass emphasized the deployment of efficient and reliable power and thermal solutions to ensure uninterrupted operations and optimal IT infrastructure performance. It also explored the role of Artificial Intelligence (AI) in data centers and its implications.

The event brought together consulting engineers, infrastructure designers, and stakeholders from various sectors to discuss current issues and challenges. Participants gained valuable insights into innovations and advancements in critical digital infrastructure, supporting the adoption of AI and high-performance computing (HPC). Over 140 attendees from industries such as data centers, banking, financial services, insurance, manufacturing, healthcare, and government participated in the event.

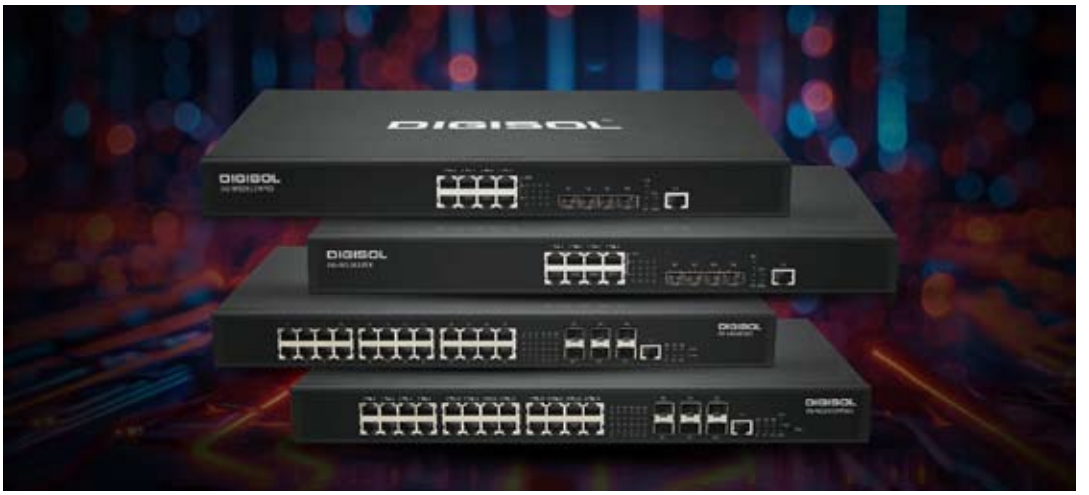
The event was organized in collaboration with prominent industry associations, including the Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE), the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), and the Electrical Consultant Association (ECA). This partnership facilitated a rich exchange of knowledge and best practices among the attendees.

"Efficient and reliable solutions are the backbone of modern IT data center infrastructure. These solutions are crucial for maintaining continuous operation and peak performance, highlighting the need to educate power and thermal consultants and engineers at events like the AI Masterclass series," said Dipti Singh, Director of Marketing and Communications at Vertiv India. "As AI and high-performance computing adoption grows, data centers face increasing demands, necessitating robust critical digital infrastructure. Our commitment is to provide power and thermal solutions that enable seamless operations and support the evolving needs of AI workloads."

Cloudera Introduces Enhanced Observability Solutions for Hybrid Data Centers

Cloudera has unveiled new premium offerings under Cloudera Observability, aimed at simplifying and automating platform administration across both on-premises and public cloud data centers. These enhancements enable enterprises to optimize platform performance, reduce operational costs, and establish robust financial governance. These solutions cater to the increasing demand for comprehensive visibility into enterprise data workflows, supporting secure environments with features like real-time monitoring, advanced financial governance, and automated actions. Cloudera will showcase these advancements at booth #643 during the AWS Summit in New York on July 10th.

Digisol Launches Advanced Multigig L3 Switches to Redefine Network Efficiency and Performance



Digisol Systems has launched its innovative Multigig L3 switches. This new line represents a major leap forward in network technology, featuring 1 / 2.5G downlink ports with IEEE802.3af/at/bt support, designed to meet the demands of both WiFi-5 and WiFi-6 environments efficiently.

These switches boast advanced capabilities such as Access Control Lists (ACL), Quality of Service (QoS), and Layer 3 redundancy protocols including LACP, VRRP, ERPS, VSS Stacking, and routing functions like RIP, OSPF, and BGP. This makes them a cost-effective choice for a range of network environments. The switches are designed for 19-inch rack mounting, fitting seamlessly into 1U racks. They also feature energy-efficient, auto-adjusting fan units, increased bandwidth, and flexible deployment options, providing scalable network solutions.

Samir Kamat, Sales Head-Active Products, Digisol, commented, "Our new range of Multigig L3, L2 PoE, and Non-PoE switches are tailored to meet the rising demands for high-speed, secure, and reliable networking. These switches highlight our dedication to delivering innovative solutions that boost performance and efficiency for our customers."

The product lineup includes four models, each designed for exceptional performance, energy efficiency, and advanced security features to meet the needs of modern networks:

DIGISOL 24 Port Multigig PoE Switch – DG-MS2630HPSE2: This model is ideal for premium gaming experiences with its high-speed 8-Port 2.5G PoE++, 16-Port 2.5G PoE+, and 6-Port 10G SFP+. It features intelligent PoE++ with a power budget of 740W and 90W output on PoE++ ports. Key features include RADIUS & TACACS+ authentication, comprehensive IPv6 solutions, and VSS (Virtual Switch System) management. It supports both Layer 2 and Layer 3 multicast routing protocols and redundant ring technology, with auto-adjusting fan units for energy efficiency.

SAMIR KAMAT
Sales Head-Active Products, Digisol

DIGISOL L3 Lite Multigig Switches – DG-MS2630SE2: This switch is designed for high reliability and energy efficiency, featuring advanced security and IPv6 solutions. It supports Layer 3 protocols like RIP, OSPF, and BGP, and includes Multicast VLAN Register (MVR) and redundant ring technology. The 2.5G downlink ports are suitable for newer devices requiring high-speed connectivity, with auto-adjusting fan units for efficient energy use.

Digisol L3 Lite Multigig Switch – DG-MS2612HPEX: Supporting 8 2.5G PoE++ and 4 10G SFP+ ports with a 120Gbps switching capacity, this model offers advanced security, energy efficiency, and intelligent PoE standards, delivering up to 90W per PoE port. It also supports redundant ring technology and is rack-mountable for easy integration into existing networks.

Digisol L3 Lite Multigig Switch – DG-MS2612EX: This model combines high reliability and energy efficiency with advanced security features and comprehensive IPv6 solutions. It supports Layer 3 protocols (RIP, OSPF, BGP), VSS, and MVR, making it a versatile and dependable choice for modern network infrastructures. The switch includes auto-adjusting fan units for optimal energy use.

These new switches from Digisol Systems Ltd. set a new standard for network performance, security, and efficiency, meeting the evolving needs of today's digital environments.

Gartner Predicts Global IT Spending Growth of 7.5% in 2024

According to Gartner, Inc.'s latest forecast, worldwide IT expenditures are anticipated to reach $5.26 trillion in 2024, marking a 7.5% increase from the previous year's $4.89 trillion. This growth projection, though slightly lower than the previous quarter's 8% estimate, reflects a robust uptick in overall IT spending, up from the previously forecasted $5.06 trillion.

John-David Lovelock, Distinguished VP Analyst at Gartner, highlighted the pervasive impact of Generative AI (GenAI) across various technology sectors, noting its role as a revenue driver primarily benefiting AI model providers. Lovelock likened GenAI's influence on software spending to a "tax," attributing revenue gains from GenAI add-ons and tokens back to these providers.

The surge in spending on data center systems is particularly notable, with a projected 24% increase in 2024, significantly higher than the previous quarter's forecast of 10%. This spike is largely attributed to heightened preparations for GenAI integration, which has substantially heightened compute power demands across data centers.

However, IT services spending growth has been adjusted to 7.1% for 2024, down from the previous forecast of 9.7%, reflecting slower spending in areas such as consulting and business process services.

JOHN-DAVID LOVELOCK
Distinguished VP Analyst at Gartner

Lovelock also noted a reduction in "change fatigue" among CIOs, allowing for clearance of contract backlogs from the third quarter of 2023. He anticipates an acceleration in spending towards the year's end to compensate for a slower start.

Gartner's methodology for IT spending forecasts relies on comprehensive analysis of vendor sales data and primary research techniques, providing clients with a robust understanding of market dynamics. Clients can access detailed market size data and insights through Gartner's latest "Gartner Market Databook, 2Q24 Update" and are encouraged to participate in the upcoming webinar and Gartner IT Symposium/Xpo for further insights into industry trends and developments.

Table 1. Worldwide IT Spending Forecast (Millions of U.S. Dollars)

	2023 Spending	2023 Growth (%)	2024 Spending	2024 Growth (%)
Data Center Systems	243,063	7.1	261,332	7.5
Software	699,791	-8.7	732,287	4.6
Devices	913,334	12.4	1,029,421	12.7
IT Services	1,381,832	5.8	1,501,365	8.7
Communications Services	1,440,827	1.5	1,473,314	2.3
Overall IT	**4,678,847**	**3.3**	**4,997,718**	**6.8**

Source: Gartner (January 2024)

NetApp Enhances Data Infrastructure to Boost Strategic

NetApp has expanded its capabilities in intelligent data infrastructure to support critical cloud workloads like GenAI and VMware environments more effectively. These enhancements aim to simplify the management of data-intensive tasks across

complex hybrid multicloud setups. By leveraging unified storage, integrated services, and automated operations, NetApp enables customers to optimize their data operations even amidst the demands of modern workloads. Key updates include the introduction of NetApp BlueXP Workload Factory for AWS, enhancing deployment efficiency and performance for strategic workloads. Additionally, advancements in the NetApp GenAI Toolkit on Microsoft Azure NetApp Files and Amazon Bedrock with Amazon FSx for NetApp ONTAP provide robust solutions for generating high-quality results and integrating proprietary data securely. These developments underscore NetApp's commitment to empowering businesses with scalable, secure, and efficient data management solutions tailored for evolving cloud environments.

IT Companies Embrace Startup Tactics, Introduce Chief Growth Officers

In response to a cautious market and tighter client budgets, IT companies are adopting a strategy borrowed from startups and e-commerce: the creation of a new C-suite role known as the chief growth officer (CGO).

Major firms like HCLTech, Tech Mahindra, LTIMindtree, and Wipro have recently appointed CGOs. Similarly, mid-tier and smaller companies such as Persistent Systems, Xoriant, and Innover have also followed suit.

The CGO role combines elements of sales, marketing, and operations, aiming to enhance growth visibility amidst global economic challenges where clients increasingly prioritize immediate returns on investments.

Stephanie Trautman, appointed as Wipro's chief growth officer in 2021, exemplified the role's significance, with Wipro highlighting that the position would drive accelerated growth ambitions.

According to Nachiket Deshpande, COO of LTIMindtree, successful transformation now demands collaboration across various capabilities with ecosystem players. This underscores the CGO's mandate to integrate diverse capabilities alongside partnership ecosystems, further amplified by trends in cloud computing and AI.

Ramkumar Ramamoorthy from Catalincs, a growth advisory firm, emphasized the expanding channels of growth beyond traditional sales and marketing, stressing the criticality of collaboration with hyperscalers, startups, and advisory firms.

LinkedIn recently identified the Chief Growth Officer role as the fastest-growing job in the US, underscoring its rising prominence within the C-suite. This role harmonizes functions like sales, marketing, product development, and solutions, aligning closely with strategy and corporate development to identify and capitalize on new business opportunities.

Anshuman Das, co-founder of Careernet and Longhouse Consulting, noted that while CGOs traditionally thrived in digital commerce startups with clear metrics like app downloads or user acquisitions, their adaptation into the IT industry focuses on revenue growth through offerings, partnerships, and geographical expansions.

Munira Loliwala, AVP at TeamLease, highlighted that CGOs, integral to achieving over 50% of CEOs' key result areas related to growth, report directly to the CEO office. This shift reflects a strategic investment to innovate beyond traditional hierarchical structures and foster transparent, direct leadership models.

Overall, the timing reflects IT companies' need to capitalize on emerging digital technologies such as AI, 5G, IoT, and Quantum Computing, shaping these opportunities rather than merely participating through conventional proposals. This integration role is pivotal in navigating dynamic market conditions and driving sustainable, long-term growth strategies.

Sify Technologies Appoints Dr. Ajay Kumar as Director on the Board

DR. AJAY KUMAR
Director, Sify Technologies

Sify Technologies Limited, India's premier Digital ICT solutions provider, announced the appointment of Dr. Ajay Kumar as a Director on its Board.

Dr. Kumar, an Indian Administrative Service officer from the 1985 batch, recently served as the Defence Secretary for the Government of India. He has extensive expertise in technology and policy. His tenure included significant contributions to the defence startup ecosystem through iDEX (2017-2022) and various Digital India initiatives like Aadhaar, UPI, and Jeevan Pramaan (2014-2017). He also enhanced the performance of Defence PSUs (2018-2022) and promoted startups in the drone and space sectors (2020-2021).

Dr. Kumar holds a B.Tech in Electrical Engineering, a Master's in Applied Economics from the University of Minnesota, and a Ph.D. in Business Administration from the Carlson School of Management at the University of Minnesota. After his retirement, he became a Distinguished Visiting Professor at IIT Kanpur in the Department of Management Sciences and the Department of Economic Sciences.

Mr. Raju Vegesna, Chairman of Sify, welcomed Dr. Kumar, stating that his extensive experience across various industries will enhance the company's business strategy and corporate governance. Dr. Kumar expressed his pleasure in joining Sify, noting the company's unique position with its integrated ecosystem of Networks, Data Centers, and Digital tools, along with its strong reputation for corporate governance.

Additionally, Mr. Vegesna acknowledged the contributions of three long-serving Directors, Dr. T H Chowdary, Mr. C B Mouli, and Mr. C E S Azariah, who are leaving the Board after completing their tenures.

Channel Point

Empowering IT Channels: The FinOps Advantage

Welcome to the July issue of ITPV Channel Magazine! Our cover story this month dives into the exciting world of FinOps—short for Financial Operations—a new approach that's changing how businesses manage their cloud costs.

The adoption of cloud services has revolutionized IT and digital strategies, particularly in India, where the public cloud service market is projected to reach $13 billion by 2026.. With cloud computing becoming essential for businesses worldwide, managing the expenses associated with it has become a significant challenge. The promise of flexibility and scalability in the cloud often comes with unexpected costs that can strain budgets. Traditional methods of cost management aren't enough to handle the dynamic pricing models of cloud services.

This is where FinOps comes in. FinOps is a practice that brings together finance, technology, and business teams to ensure that cloud spending is efficient and adds value to the business. Instead of just cutting costs, FinOps focuses on optimizing cloud usage to maximize benefits.

In this issue, we explore how FinOps is gaining traction in India and the Asia-Pacific region. Industry experts share their insights on the challenges businesses face, such as lack of visibility into cloud costs, complex pricing, and inefficient resource use. They also discuss how FinOps helps overcome these issues by promoting collaboration across departments and using advanced tools for real-time monitoring and automated cost optimization.

Experts like Hitesh Bhardwaj from Cloud4C and Rishikesh Kamat from NTT Data India emphasize the importance of understanding and managing cloud costs effectively. They highlight how businesses can save significantly by adopting FinOps practices and leveraging the expertise of Managed Service Providers (MSPs).

Looking ahead, advancements in AI and machine learning will make FinOps even more powerful, helping businesses manage their cloud investments better. By adopting FinOps, companies can not only save costs but also drive innovation and growth in a digital-first world.

We hope this issue provides valuable insights and practical tips to help you master your cloud economics through FinOps.

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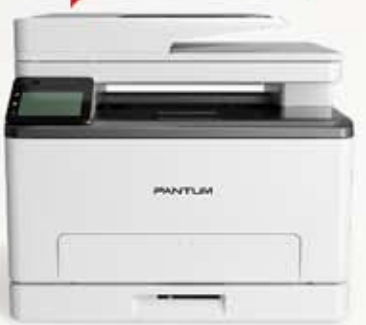

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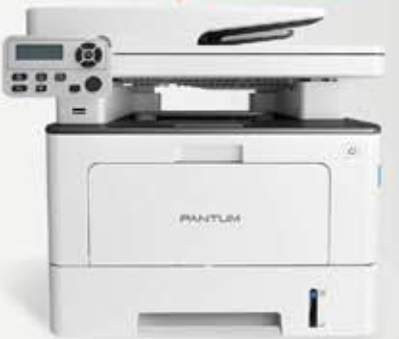

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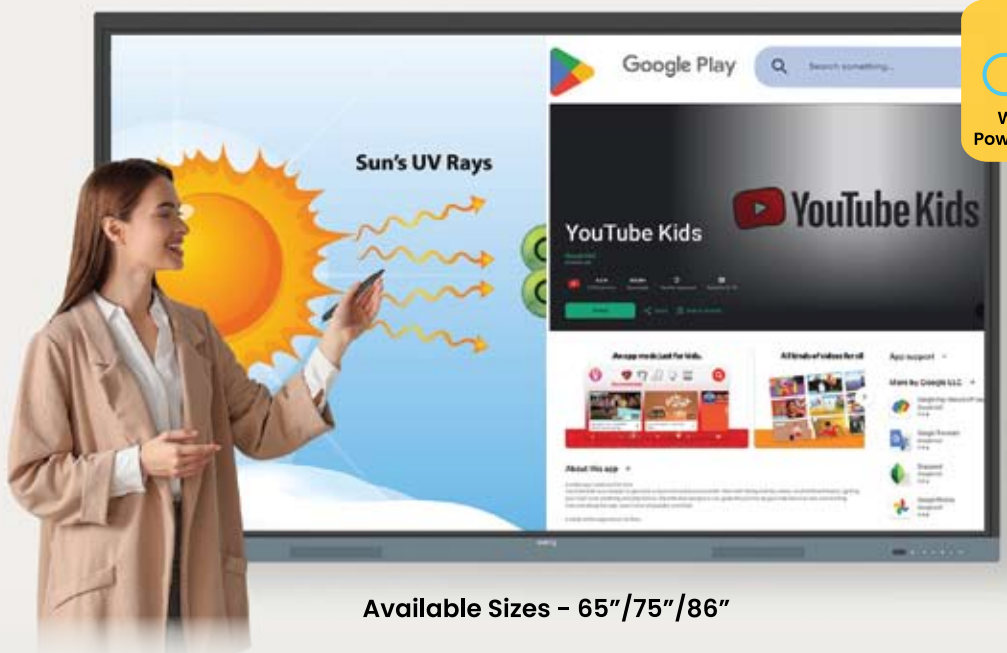

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