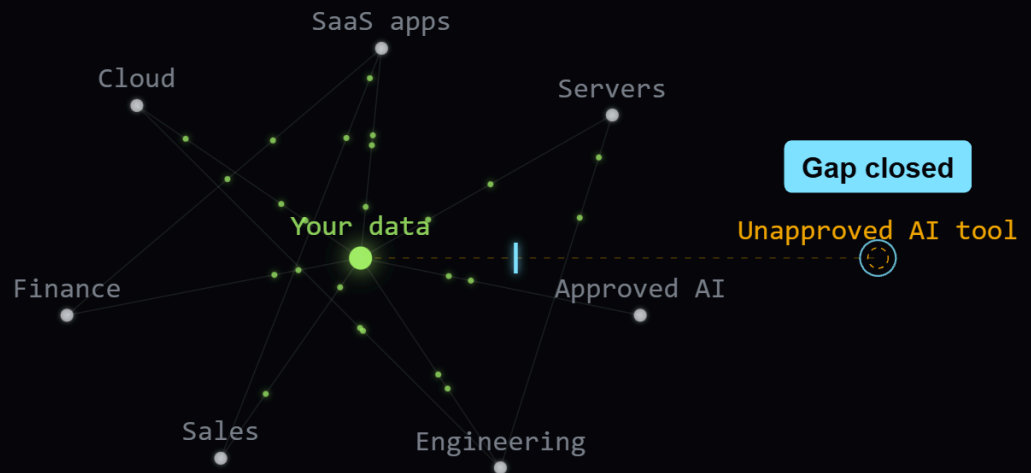




AI SPEND MANAGEMENT

We find every AI use in your organisation, work out what each one really costs per use, and set up the tracking that keeps those costs where you want them.

Built on the recognised industry methods for managing technology and AI spend: the FinOps Framework, the FOCUS billing standard, ISO/IEC 19770 software asset management, and TBM.

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1. WHY AI SPEND NEEDS MANAGING, NOT JUST REPORTING

Organisations can see their AI bills as they arrive. Far fewer can answer the questions that follow: which team is that cost for, why has it jumped this month, and is it going up or down? The answers sit in different places. Finance holds the bill, but an AI bill does not tell a team name. Your teams switch on AI use as needs change, often without telling anyone.

AI arrives three ways. You buy AI tools by seat. You switch AI features on inside software you already pay for. You pay usage bills from AI providers for tokens or requests. Each arrives on a different bill, and none of them tells you what one AI answer, one request, or one use case really costs.

AI use nobody approved runs in the background, often on a personal or company card. AI costs compound. A looping agent or an unthrottled endpoint can run up a bill within hours. The bill shows only part of the cost: staff time, data preparation, storage and compliance sit outside it.

When costs are shared out by guesswork, every review turns into an argument: "I'm not paying for that, I don't even use it." The fix is agreed rules: every AI cost sorted the same way, given an owner, and shown to the team that uses it. Once those rules exist, the picture has to be kept current, because new uses, new tools and new teams arrive every month.

This service builds those rules with your finance and technology teams. Your team can keep them running from there, or we keep them running for you with our optional monthly service.

2. THE METHODS BEHIND IT

- **FinOps Framework**, the FinOps Foundation's method for running technology and AI spend as a business discipline: its Inform, Optimize and Operate phases, and its Crawl, Walk, Run scale for how mature each part of your AI management is.
- **FOCUS**, the FinOps Foundation's common layout for billing data, so AI bills sit in the same columns, where providers offer it, and can be compared like for like.
- **TBM**, the Technology Business Management standard, so AI costs sit in the same structure as the rest of your technology spend and can be shown back to teams the same way.

- **ISO/IEC 19770**, the international standard for tracking software an organisation owns, installs and uses, applied to AI seats and licences, so they are counted once and shown like the rest of your software.

3. WHO IT IS FOR

Organisations that want their AI spend managed end-to-end, sized by their monthly AI bill (all AI tools, AI features and AI usage together):

Size	Monthly AI bill	Cost sources tracked each month
Small	Under USD 50,000	Up to 30
Medium	USD 50,000 to 250,000	Up to 60
Large	Above USD 250,000	Up to 100 per phase, one business unit at a time

A cost source is one AI bill, usage export, seat report or contract we collect and check each month. We agree the number with you when you sign, and we deliver exactly that number. If we find more while we map your use, you choose: we re-cost for the new number, or you keep the agreed number and choose which sources to leave out.

Large organisations start with one business unit as the proof point. Once it works, we widen to further units in phases, each scoped and agreed with you.

4. HOW THE SETUP RUNS

Before we start. One or two calls to understand your AI use, who owns it, and how you budget. We send a scope document with the contract, a confidentiality agreement and our data-handling terms. Work starts when the scope is signed and the 50% setup deposit is paid.

Phase 1. Discovery and baseline (weeks 1–2). We interview your finance lead, IT or platform lead, AI buyer and the owners of your main AI uses. We bring your AI bills, usage exports and seat reports into one layout and build a register of every AI use, including AI features switched on inside software you already pay for and AI use nobody approved. You sign a baseline confirming the list and total are correct. We report your AI use, current maturity, and the plan for the rest of setup.

If you have had our cost review recently, we do not repeat it. We take its signed baseline, AI use register and AI cost model, refresh them to the current month with you, and go straight on. The scope and price reflect the work already done.

Phase 2. Cost model (weeks 2–3). We work out cost per use — per answer, per request, per active user, per outcome — then add what the bill leaves out: staff time, data preparation, storage and compliance. We

model half, double and five times current use, show where committing to capacity beats paying as you go, and set the thresholds that should trigger a change, who watches them and how often.

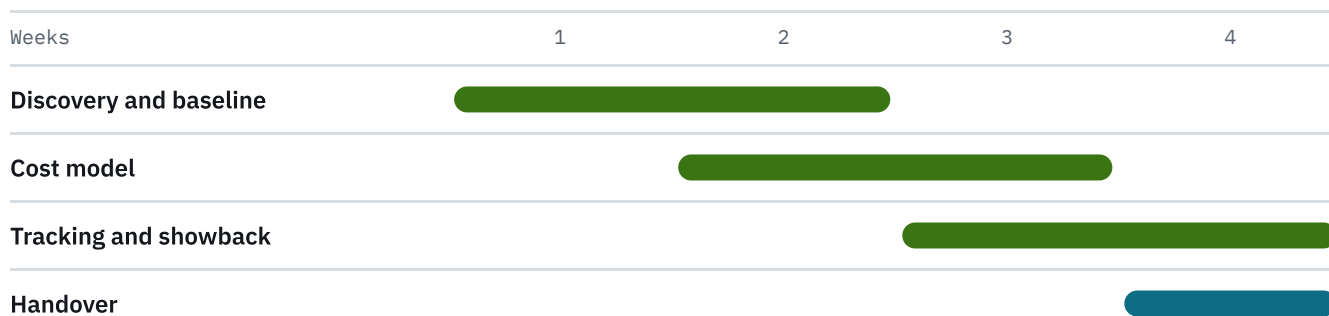
Phase 3. Tracking and showback (weeks 3–4). We design usage tracking, runaway-cost alerts and budget limits with your use-case owners and finance team, and your teams switch them on in your own AI platforms. We check paid seats against active users and list AI tools nobody approved. We build the first showback reports showing each team and each use case its AI costs.

Phase 4. Handover (week 4). After one review round on the cost model, alert design and showback, you sign off with each team head. We write the monthly routine: the export schedule, report template, alert procedure and review calendar.

We never work inside your AI platforms. Your teams switch on what is agreed, and we measure the result from the exports you send.

Medium setups take about 6 to 7 weeks; Large, one business unit at a time, 8 to 10 weeks. Most of the length is the time between workshops and review rounds, so your teams can do their part alongside their normal work.

5. WEEK BY WEEK (SMALL)



Smaller organisations. Medium setups take about 6 to 7 weeks; Large, one business unit at a time, 8 to 10 weeks.

Week	What happens	Your people
Before	Scope, contract, confidentiality agreement and data-handling terms signed; deposit paid; data request list sent	Buyer; finance lead; IT or platform lead; AI buyer
1	Kick-off; interviews with finance lead, IT or platform lead, AI buyer and use-case owners; maturity scoring; AI bills, usage exports and seat reports received and checked into one layout	Finance lead, IT or platform lead, AI buyer (about 1 hour each)
2	Baseline signed; discovery results meeting; cost per use and full cost of each use case; scenarios	Finance lead and IT or platform lead (baseline walkthrough, about 1 hour); use-case owners (about 30 minutes each)

Week	What happens	Your people
3	Scaling plan; measures and alert levels workshop; usage tracking designed; runaway-cost alerts and budget limits switched on by your teams; seats checked; first showback reports	Use-case owners and finance lead (workshop about 2 hours); IT or platform lead; your teams (switching on tracking and alerts)
4	Review round; sign-off; team walkthroughs; monthly routine set up	Finance lead, use-case owners, team heads; buyer (sign-off)
Month 1 onward	Your team runs the monthly routine, or our optional monthly service starts if you choose it	As below

6. THE OPTIONAL MONTHLY SERVICE

After setup sign-off your team has everything it needs to run the monthly routine itself. If you would rather we run it, our monthly service is an option, not a requirement. If you choose it, each month:

- the month's AI bills, usage exports and seat reports are received and checked;
- the cost table is refreshed;
- cost per use is checked against the agreed alert levels;
- runaway costs and unusual jumps are reviewed with the owners;
- new AI uses and unapproved tools are added, and paid seats are checked against active users;
- showback by team and use case is refreshed, and advice is given on cheaper models, committed capacity or fewer seats;
- you receive a one-page summary and a 30-minute review call.

Each quarter, we review governance with you: maturity, measures and alert levels, with scenarios re-run.

7. WHAT WE NEED FROM YOU

- **People:** a buyer who signs; a finance lead, an IT or platform lead and an AI buyer throughout setup (and each month, if you choose the monthly service); use-case owners for the cost model, alert design and reviews; team heads for the walkthroughs.
- **Data:** AI bills, usage exports, seat and sign-in reports for AI tools, contracts and committed capacity, the list of known AI uses, and a team list. Our data request list says exactly what, from which systems, in what format, and by which week.
- **Each month, only if you choose the monthly service:** the agreed exports by the agreed day, and 30 minutes for the review call.

8. WHAT YOU RECEIVE

From setup:

1. **Discovery set:** AI use register, AI spend in one layout, maturity scores, signed baseline.
2. **AI cost model:** cost per use, full cost per use case, scenarios, scaling plan.
3. **Measures, alert levels and budget limits:** designed with you, switched on by your teams.
4. **Showback by team and use case:** each team and each use case sees its AI costs.
5. **Monthly routine:** export schedule, report template and review calendar, so your team can run it itself.

If you choose the monthly service, each month: the monthly report and updated showback. **Each quarter:** the quarterly review.

9. SCOPE

Included: the AI cost sources agreed at signing (up to the cap for your size); the discovery, cost model, tracking, alert design, showback and monthly routine above; the workshops and reviews above; one review round per setup deliverable.

Not included unless the scope document names them: changes to your AI platforms and settings (we recommend and design, your teams make the changes, including switching on tracking, alerts and budget limits); buying capacity or seats for you; negotiating with AI providers; building or changing AI applications; how you use the team reports inside your organisation.

Changes: any change of scope goes through a written change request, which we estimate and price and you sign before that work starts.

10. YOUR DATA

- **You prepare and send the data.** The work needs your actual AI bills, usage exports and seat and sign-in reports, including names where it depends on them (for example, who runs up the highest bills). Your data is covered by the confidentiality agreement and the data-handling terms.
- **If you would rather not send staff names.** You give each person a code and send us the data with codes instead of names. We work only with the codes and report in codes. You build and keep the list that matches codes to names. We can help you set up the coding.
- **A dedicated workspace.** Your work is done in its own workspace, used only for you. Your files are kept as an encrypted set of files in a protected space that only that workspace can reach.
- **AI assistance.** We use AI assistance in our work. Your confidential data is processed only on our own machines and is never sent to cloud AI services.

- **Very sensitive data.** We can work inside a remote workspace you provide, or give you an image of our workspace to run on your side. We agree this before the work starts, and the price reflects it.
- **Deletion.** When the service ends, on request, we delete everything and give you a signed certificate of deletion: what was held, where, when and how it was destroyed, and by whom.

11. PRICE AND PAYMENT

Typical prices for this service are on our Pricing page: roughdigits.com/pricing.html. They are based on the effort these engagements usually take. Your actual price depends on your needs and is agreed in writing before we start.

The setup stands on its own. The monthly service is optional: after setup your team can run the routine itself, or we run it for you.

The final price follows the scope we agree with you. Every client's needs are a little different, and where a change affects how the work is delivered, the price changes with it.

- **Setup:** 50% on signing; work starts once the scope is signed and this payment is made. 50% at sign-off of the completed setup.
- **Monthly service, only if you choose it:** billed monthly from the month after setup sign-off. The minimum term is 12 months; after that the service runs month to month, and either side can end it with 3 months' notice.

START WITH A CONVERSATION

Email dave.m@roughdigits.com or visit roughdigits.com. One call to understand what you spend on and what worries you; if an engagement fits, you get a written scope and price.