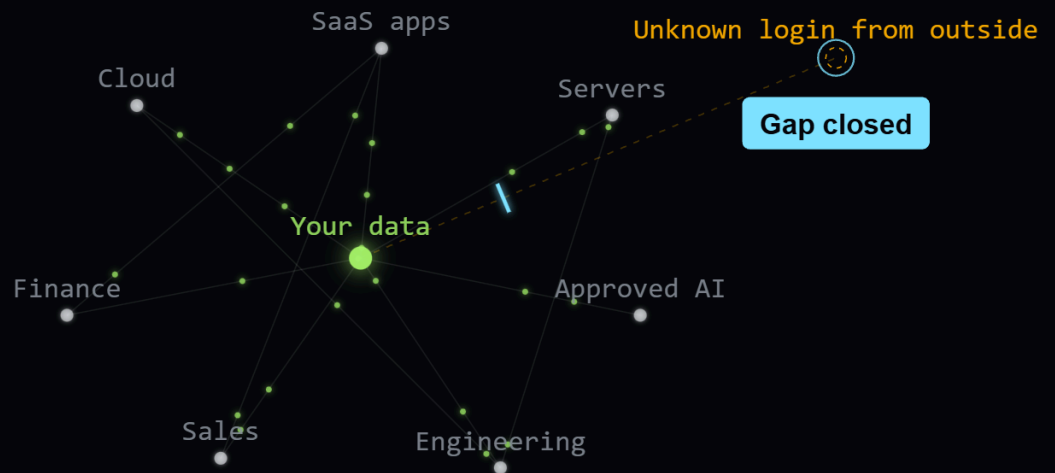




CLOUD SPEND MANAGEMENT

We set up the management of your cloud bills, so every cost has an owner, waste is cut, and surprises are caught early.

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.

We set up the management of your cloud bills, so every cost has an owner, waste is cut, and surprises are caught early. Your team runs it from there, or we run it for you each month if you prefer.

1. WHY CLOUD BILLS NEED MANAGING, NOT JUST REPORTING

Most organisations can see their cloud 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 a cloud bill does not tell a team name. Engineering knows the systems, but not which budget line paid for them. Teams create their own resources as needs change.

Bills change every hour. A cloud account or project can contain dozens of services, each with its own cost unit. Without tags, a large share of the bill cannot be tied to a team. Oversized instances, idle load balancers, and forgotten disk snapshots sit there every month, adding cost without value. Surprise jumps arrive without warning.

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 cloud 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 accounts, 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 cloud spend as a business discipline: its Inform, Optimize and Operate phases, and its Crawl, Walk, Run scale for how mature each part of your cloud management is.
- **FOCUS**, the FinOps Foundation's common layout for billing data, so every cloud provider's bill sits in the same columns and can be compared like for like.
- **TBM**, the Technology Business Management standard, so cloud 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 where your cloud bills include software licences, so they are not counted twice.

3. WHO IT IS FOR

Organisations that want their cloud spend managed end-to-end, sized by their monthly cloud bill (all cloud providers together):

Size	Monthly cloud 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 cloud account, subscription or project bill or export 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 estate, 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 or account group 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 cloud footprint, who owns the accounts, 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 and cloud leads, map every cost source across AWS, Azure and Google Cloud, check the billing exports against each other, and you sign a baseline confirming the list and total are correct. We report your cloud footprint, current tagging 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, map and reports, refresh them to the current month with you, and go straight on. The scope and price reflect the work already done.

Phase 2. Ownership and tagging (weeks 2–3). We check what tags exist across your providers and how much spend has none. In a workshop with your cloud lead and engineering team leads we agree the tag dictionary (the labels every resource carries, such as team and environment), the naming rules and the tag policy, and we agree an owner for every account and a deadline for tagging existing resources. We write the checks; your cloud team switches them on, first in one pilot account, then everywhere, and we measure how much spend is tagged from your billing exports. With your finance lead we agree how shared and untaggable costs are split, and we build the first reports showing each team its cloud costs.

Phase 3. Optimise (weeks 3–4). We find oversized and idle resources, check how well your existing commitments (reserved instances, savings plans) are used and where new ones would pay off, and design anomaly alerts and budget limits with your cloud lead, which your cloud team switches on in the providers' own tools. We build a savings plan with owners, deadlines and estimated savings. Your engineers make the changes; we never work inside your cloud accounts.

Phase 4. Handover (week 4). After one review round on the team reports, the savings plan and the alerts, you sign off the tag dictionary, the allocation rules, the team reports and the savings plan. We take each team head through how to read their report, and set up the monthly routine: the export schedule, report template, alert procedure and review calendar.

Medium setups take about 6 to 8 weeks; Large in phases, one business unit or account group at a time. 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)

Weeks	1	2	3	4
Discovery and baseline				
Ownership and tagging				
Optimise				
Handover				

Smaller organisations. Medium setups take about 6 to 8 weeks; Large in phases.

Week	What happens	Your people
Before	Scope, contract, confidentiality agreement and data-handling terms signed; deposit paid; data request list sent	Buyer; finance lead; cloud lead
1	Kick-off; interviews with finance and cloud lead; billing exports received and checked into FOCUS layout; ecosystem map built	Finance lead, cloud lead (about 1 hour each)
2	Map walkthrough; baseline signed; discovery results meeting; current tagging check; tagging workshop on the tag dictionary and naming rules	Finance lead and cloud lead (walkthrough); cloud lead and engineering team leads (workshop about 2 hours)
3	Follow-up sessions with each engineering team on owners and deadlines; tag checks switched on in a pilot account; allocation workshop with finance; first team reports; right-sizing, idle resource and commitments review	Engineering team leads (about 1 hour each); cloud team (switching on checks); finance lead (workshop about 2 hours)

Week	What happens	Your people
4	Alerts and budget limits designed and switched on by your cloud team; savings plan drafted; review round; sign-off; team walkthroughs; monthly routine set up	Finance lead, cloud lead, engineering leads, 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:

- your billing exports are received and checked;
- the cost table in the FOCUS layout is refreshed;
- tag compliance is re-run and missing tags are assigned to owners;
- anomaly alerts are triaged and followed up with their owners;
- showback reports by team are refreshed with the latest costs and tag data, and spend is checked against budget limits;
- savings opportunities are followed through with the people who own them, and the use and expiry dates of your commitments are checked;
- you receive a one-page summary and a 30-minute review call.

Each quarter, we review governance with you: tag compliance trend, allocation logic, and the savings plan.

7. WHAT WE NEED FROM YOU

- **People:** a buyer who signs; a finance lead and a cloud lead throughout setup (and each month, if you choose the monthly service); engineering team leads for the tagging workshops and reviews; team or department heads for the walkthroughs.
- **Data:** billing exports in FOCUS or native format from each cloud provider (AWS, Azure, Google Cloud); account and subscription structure; current tags; current budgets and commitments (reservations, savings plans); 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 billing exports by the agreed day, and 30 minutes for the review call.

8. WHAT YOU RECEIVE

From setup:

1. **Discovery set:** maturity score sheet, cost table in the FOCUS layout, signed baseline.
2. **Tag dictionary:** naming rules, allowed values and tag policy.
3. **Showback reports:** each team's cloud costs, built with agreed tagging, naming rules and allocation rules.
4. **Savings plan:** ranked opportunities with owners, deadlines and estimated savings; the design of your anomaly alerts and budget limits, switched on by your cloud team.
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 reports. **Each quarter:** the quarterly review.

9. SCOPE

Included: the cloud accounts, subscriptions or projects named at signing (up to the cap for your size); the billing exports from AWS, Azure and Google Cloud; the tagging and ownership work described above; the showback reports; the savings plan, anomaly alerts and budget limits; the monthly routine; the workshops and reviews above; one review round per setup deliverable.

Not included unless the scope document names them: changes to your cloud resources and settings (we recommend and design, your engineers make the changes, including switching on tag checks, alerts and budget limits); buying commitments for you; negotiating with cloud providers; non-cloud software and hardware; 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 billing exports and account structure, 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.