

# Reduce cloud costs and CO2 with *Sustainable FinOps*







## Growing demand for cloud creates unnecessary costs and carbon emissions

For many organizations, cloud environments are characterized by wastage and spiraling costs as unplanned and unmanaged demand continue to grow. That could explain why 59% of cloud decision-makers are prioritizing cost optimization.\*

But wasted cloud resources also come with a CO2 price tag, and 29% of organizations now give equal priority to cloud cost optimization and sustainability.\*

Resource-intensive generative AI applications will increase cloud demand even further, so it's vital to optimize your cloud consumption now to limit the financial and environmental impact of increased usage in the future.

Sustainable FinOps gives you a proven way to do just that, helping you rapidly reduce cloud costs and CO2 while building the resilience to manage growing demand efficiently.

\*Flexera 2024 State of the Cloud Report

## What is Sustainable FinOps?


Our Sustainable FinOps approach combines the FinOps and GreenOps cloud optimization disciplines, allowing you to understand, monitor, and optimize the cost and environmental impact of your cloud environments and operations.

Sustainable FinOps as a Service from Capgemini enables teams across your organization to identify and address cloud cost and CO2 concerns, and collaborate to make data-driven decisions about cloud consumption. and address cloud cost and CO2 concerns, and collaborate to make data-driven decisions about cloud consumption.






# Overcome your biggest cloud challenges




### Optimize cloud spend

- Gain visibility into costs and resource usage efficiency
- Identify and eliminate wastage across your cloud environments
- Increase the business value of your cloud investments



### Reduce CO2 footprint

- Link cloud usage and engineering decisions to sustainability goals
- Fulfill your ESG commitments and boost trust in your brand
- Achieve long-term resilience as your cloud landscape evolves




### Increase awareness and accountability

- Build enterprise-wide awareness of the financial and environmental impact of cloud consumption
- Clearly define accountability across stakeholder groups
- Create a culture of conscious cloud consumption



# Capgemini helps organizations in all sectors deliver value with Sustainable FinOps

## Proven Sustainability FinOps expertise Delivering value across all sectors




Luxury Retailer



Global Beverage Holdings




Fortune 500 Food Brand



Utilities






Global Logistics



<b>\$1.3M</b> Annual Savings	<b>\$438K</b> Annual Savings	<b>\$1.9M</b> Annual Savings	<b>\$2.3M</b> Annual Savings	<b>\$950k</b> Annual Savings
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<b>3048</b> tCO2e Savings	<b>1047</b> tCO2e Savings	<b>1086</b> tCO2e Savings	<b>2500</b> tCO2e Savings	<b>6053</b> tCO2e Savings
				



# Sustainable FinOps: A three-step approach

Our pragmatic, three-stage approach helps you achieve rapid cost savings and CO2 reductions – and lasting business value.



## Inform

### Assess

- Collect cloud usage and consumption data
- Analyze resource efficiency
- Evolution of CO2 emissions and energy usage
- Assess existing cloud governance frameworks
- Determine FinOps and GreenOps maturity level

### Advise

- Identify opportunities to optimize usage and reduce CO2 emissions
- Recommend actions for setting up Sustainable FinOps capabilities
- Provide a clear roadmap for next steps

## Optimize

### Plan

- Establish strategy, governance, and optimization levers and processes
- Design Sustainable FinOps tooling platform and dashboards
- Develop a governance and operations model

### Implement

- Roll-out optimization levers and processes
- Integrate Sustainable FinOps by design in the project lifecycle and service catalog
- Build Sustainable FinOps tooling platform and dashboards
- Implement the governance and operations model
- Conduct employee awareness and training programs

## Operate

### Run

- Finetune cloud resource usage, including rightsizing, autoscaling, and scheduling
- Minimize data transfer and optimize data flows between cloud services
- Conduct monitoring and reporting
- Drive continuous improvement by proactively identifying, validating, and implementing optimizations

### Scale

- Extend Sustainable FinOps practices
  - Horizontally: By connecting new cloud landscapes
  - Vertically: By adding new capabilities



# Get started with a Sustainable FinOps assessment



## Flash Assessment (4-6 weeks)

- Focus on identifying and delivering quick wins
- Overview of high-level carbon and cost-saving opportunities
- Visibility of cloud consumption cost and CO2 footprint
- Maturity report on governance, best practices, awareness, and operations
- High-level plan for next steps, remediation, and optimization



## 360° Assessment (6-10 weeks)

- Comprehensive evaluation of cloud costs, CO2 footprint, and cloud efficiency management capabilities
- Checklist of quick wins to activate cost savings and CO2 reductions
- Detailed Sustainable FinOps implementation roadmap
- Foundations for delivering Sustainable FinOps at scale



# Build a sustainable, cost-efficient cloud with Capgemini



## End-to-end value realization

Integrate Sustainable FinOps into your entire cloud landscape, with specialized expertise from business case and strategy to modernization and operations.



## Industry leaders in sustainability

Rely on our cloud transformation experience and expertise in enterprise-wide CO2 emissions reduction.



## Partnership based on shared success

Gain a long-term partner committed to continuous improvement in your cloud efficiency, with flexible, outcome-based commercial models.



Talk to us

Start your journey toward a more cost- and carbon-efficient future in the cloud.  
Get in touch





## About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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