

STRATEGIC FINOPS FOR CLOUD COST REDUCTION

MASTER YOUR CLOUD SPEND AND MAKE IT COUNT

Cut costs. Cultivate Control.

Cloud spend is rising and so is the pressure to justify it. As budgets tighten, organizations can no longer afford to treat cloud costs as a byproduct of innovation. They need a structured, strategic approach to financial operations in the cloud. Zoi helps you build the capabilities to do exactly that: From visibility to governance to a cost-conscious culture. We turn cloud spending into business clarity. Day by day. Team by team.



CHALLENGE

FROM SPEND TO SPIRAL

Cloud costs rarely explode, they quietly accumulate. Without clear ownership, spend becomes invisible. Finance can't decode the billing. Engineering can't see the impact. And no one feels responsible. Governance is missing, KPIs are undefined, and cost anomalies go unnoticed until it's too late.

Add the complexity of multi-cloud billing, idle services, and hidden dependencies and the result is **uncontrolled growth without accountability.**

SOLUTION

FROM SPIRAL TO STRATEGY

FinOps isn't just a method, it's a shift in how decisions are made. We turn that shift into structure: not with more reporting, **but with shared responsibility, strategic guidance, and the clarity to act.** When cloud spend becomes a business conversation, every choice starts to count.

4 BENEFITS

WHY IT PAYS OFF

- 1. Sustainable Savings**

Cloud spend becomes a discipline, not a side effect. Built for today, designed to last.
- 2. Radical Transparency**

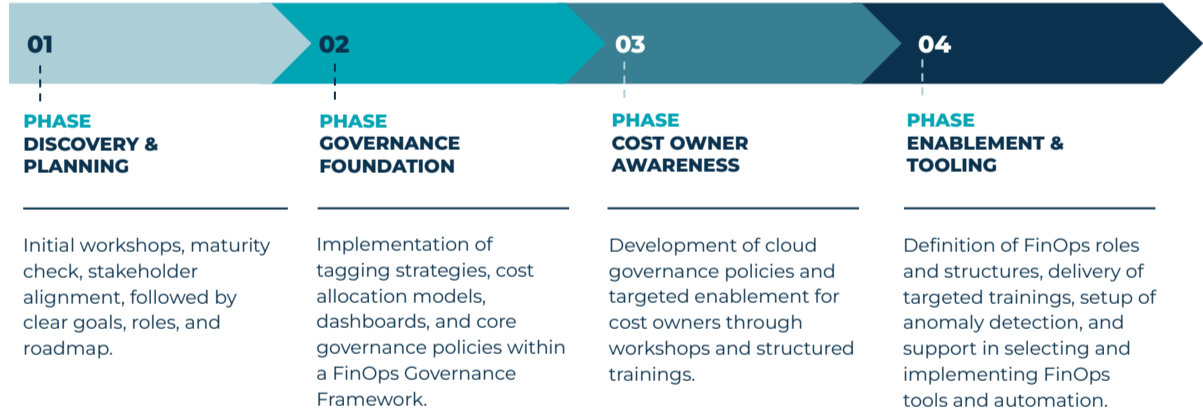
From scattered bills to a single source of truth. Teams see what they spend and why.
- 3. Ownership Where It Matters**

Engineers, product leads, and budget owners take charge, because they understand the cost.
- 4. Guardrails, Not Guesswork**

Smart policies that prevent waste before it happens and grow with your business.

WHAT'S NEXT?

FOUR PHASES TO FINOPS MATURITY



WHAT YOU GET?



- Strategic FinOps Roadmap:** Milestones, roles, and maturity targets aligned with your cloud and business priorities.
- Cost Transparency Framework:** Custom tagging logic, allocation structures, and dashboards, purpose-built for clarity and scale.
- Training & Governance Playbook:** Guided materials, policy templates, and workshop formats designed for internal enablement and long-term adoption.

ABOUT ZOI

Zoi is a leading cloud-native specialist and tech consulting company with headquarters in Stuttgart, Germany, and Barcelona, Spain. Together with partners such as AWS, Google, Microsoft, and SAP, Zoi accelerates the digital evolution in manufacturing, retail, and healthcare in particular – AI-driven, business-focused, and with the highest delivery culture.

With over a decade of cloud experience and more than 450 employees in six countries, Zoi develops innovative full-stack solutions in the public cloud.



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I am just an email away

Stefan Haas
stefan.haas@zoi.tech