



Beyond Savings: How Cloud FinOps is the secret sauce to Maximising Cloud Value

The High Cost of the "Invisible" Infrastructure

Is your infrastructure a Silent Killer of Profitability? Complexity isn't just a hurdle; it's a massive financial leak. If you aren't governing your sprawl, you are actively burning capital. Beyond the monthly cloud bill lies a "shadow estate" of fragmented environments, with overlapping software licenses and redundant headcounts create a silent drain on capital.

IT Sprawl & Headcount

Over time, fragmented environments lead to "Shadow IT" and redundant staffing for disparate cloud silos.

The Visibility Gap

29% of organisations overspent above expectations¹. Many organisations lack visibility into indirect costs and SaaS sprawl.

Operational Inertia

Teams are often too busy maintaining "status quo" to proactively optimise, leaving commitment-based discounts (like Reserved Instances) on the table.

¹ Forrester Research, A Data-Driven View Of The Tools, Structures, And Practices Shaping IT Finance, Sep 2025



IT Sprawl Happens — Then Costs Multiply

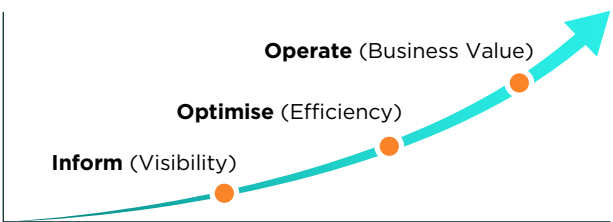
As environments grow, teams inherit complexity: multi-cloud, legacy on prem, duplicated tools, fragmented ownership. Over time, organisations often accumulate multiple platforms and operating models — driving resource duplication, slower decisions, and inconsistent governance.

While your teams are "experimenting" with Generative AI, your budget is bleeding. Without immediate FinOps guardrails, AI is not an accelerator — it's an uncontrolled financial reactor. GPU-driven costs and consumption-based models can spike 10x overnight, turning a pilot project into a catastrophic budgetary blowout.

FinOps 2.0: The Shift to Business Value

Leading enterprises are pivoting from "How much did we spend?" to "What value did we deliver?"

Mature organisations have weaponised FinOps, shifting from defensive cost-cutting to offensive Unit Economics — measuring the precise cost per transaction to drive aggressive business growth.



In a Hybrid Reality, Visibility must span the whole estate

Most enterprises run hybrid estates. Optimising cloud alone creates blind spots if on-prem, SaaS, and colocation aren't included. Without unified visibility, you can optimise one area while waste and duplication grow elsewhere.

True Cloud FinOps requires a "single pane of glass" view across public cloud, on-premises data centres, and edge infrastructure.

Choosing an Outcome-Driven Partner

Look for partners who bridge the gap between technical migration and financial optimisation. Your partner should provide tools for Full-Stack Visibility that see everything — cloud, on-prem, and legacy infrastructure and support you to leverage Cloud FinOps strategically.

- Assessment Workshops**
Seek "Outcome-Driven" workshops that identify immediate savings and long-term architectural improvements.
- Managed Services Ecosystem**
Ensure they can handle the heavy lifting: Complex migrations, backup/storage management, and colocation.

- ☒ Hybrid Visibility Tools
- ☒ Managed Migration & Storage
- ☒ Managed Backup & Colocation
- ☒ Direct & Indirect Savings Focus

Don't Just Hire a Vendor. Choose an Outcome-Driven Partner that Supports you for What's Next.

At Lumen, we don't just monitor your environment; we master it. Stop reacting to cloud bills and start driving business growth. Here's our proposal:

We help deliver cost savings — both direct (cloud spend) and indirect (operational efficiency)—when you allow us to manage your Hybrid Cloud infrastructure.

Contact us at apac.mail@lumen.com to kickstart a conversation and schedule your Cloud FinOps Assessment Workshop.