Anaplan

Anaplan Cloud Spend Management for Amazon Web Services (AWS)

Smarter, faster, informed business decisions with Anaplan for AWS

aws

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IT and the business need to be in harmony

Embrace cloud Financial Operations (FinOps) to satisfy migration challenges

As organizations evolve into cloud-based architectures, leaders across the business are raising growing concerns on how to properly analyze and account for the associated costs, including spend allocation to the appropriate products and services. Gone are the days of hardware depreciation being a reliable accounting entry. Operating Expenses (OPEX) planning and accounting need to be coordinated during this IT infrastructure evolution, with a new need for specialized methods to reveal more insights into cloud operations, information typically not discovered using traditional on-premises hardware accounting methods.

Cloud FinOps is a new culture emerging as a result of IT infrastructure moving to the cloud. For more than a decade, the cloud has become mainstream for IT, but cloud FinOps has not kept pace. Concerns from business continue to grow, requiring an accountable process.

In a cloud-based model, balance between business, CTO, and CFO management is possible, but requires modern solutions to succeed.

Business

CFO   **CIO**
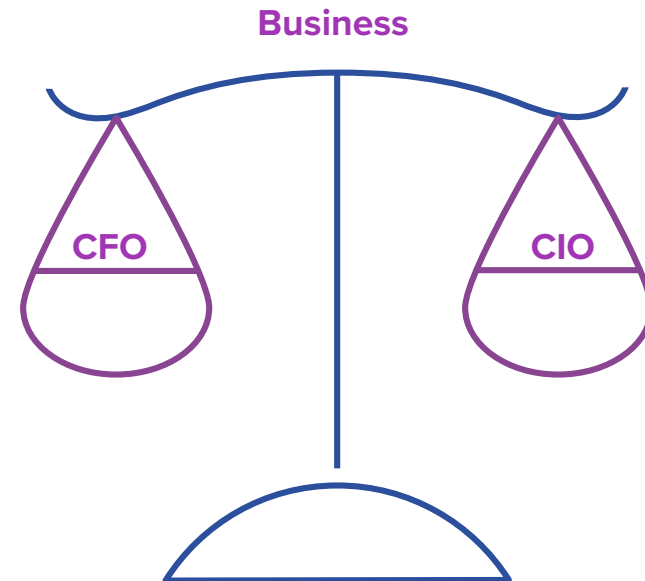
Business is seeking to tame IT outlay by addressing many challenges:

Lack of traceability – Unable to acquire granular accountability for auditing

Unexpected/unexplained billing – Difficult to control shadow expenditures

Inaccurate forecasting – Need intelligent approach to improve predictions

Insufficient cost oversight – Need to identify cost optimization opportunities

Inability to track product/business unit cloud costs – Lack of detailed views into department outlays

Open revelations into your cloud spending

Derive valuable insights with Anaplan Cloud Spend Management for AWS

Anaplan, with deep roots in financial planning and analysis, has developed the Anaplan Cloud Spend Management for AWS solution to provide businesses with a means to gain more insight into cloud-based management in their effort to manage profitability. It empowers the business, Finance and IT teams to unify and focus on forward-looking strategies around purchases and cloud spend, instead of tracking down unidentifiable expenditures.

Take control of cloud spending with a breadth of cloud spend governance and forecasting features that enable:

- Rapid time to value and payback

- Increased transparency and operating margins

- Improved cross-functional collaboration and accountability

- Optimized costs and variance reduction

- Smarter commitments with a Reserve Instance (RI)/savings plan

- Detailed cross-charge allocations

- Reduced risks that can drive up project costs

- Decreased plan cycle time
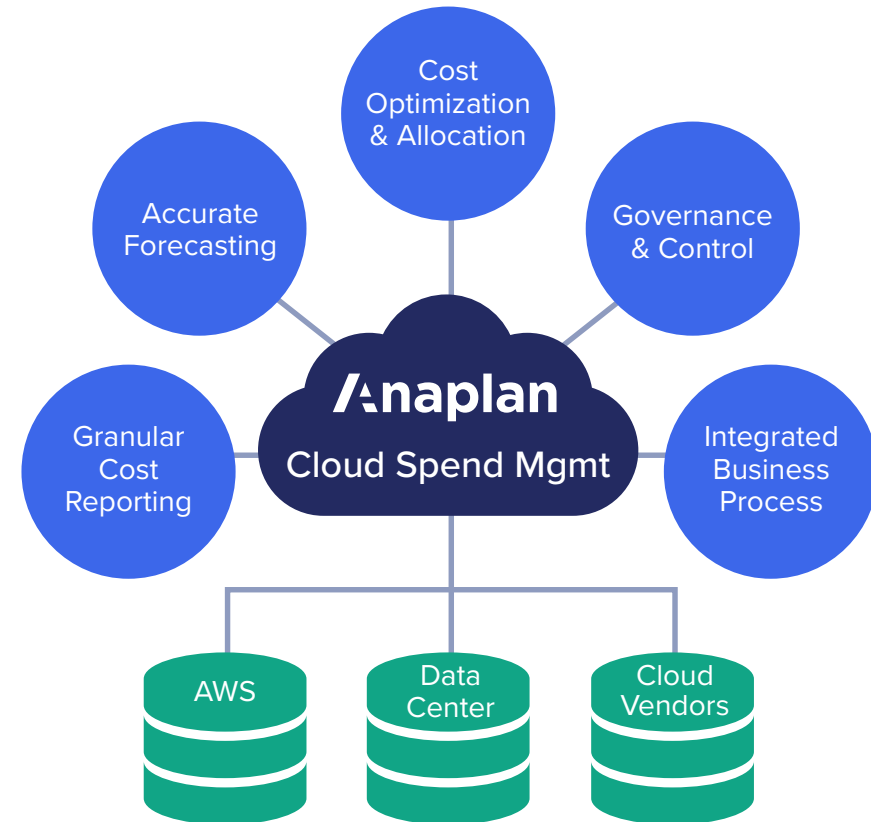
Be proactive about your cloud strategy

Identify key advantages for your organization

Realize the benefits of implementing collaborative, intelligent processes from Anaplan Cloud Spend Management for AWS:

Ensure alignment with collaborative and standardized processes

- Harmonize leadership objectives
- Gain real-time visibility
- Add flexible tracking and control of cloud spend
- Control costs and resources

Increase predictability using intelligent capabilities

- Enable consolidated enterprise-wide forecast projections
- Improve accuracy with driver-based forecasting
- Foster cooperation and awareness across the business and IT

Achieve greater trust through transparent governance

- Optimize cloud usage quickly and as needed
- Detect patterns and trends through multi-dimensional analysis
- Act upon crucial alerts quickly

Anaplan and AWS

Embrace services combined for formidable results

Anaplan Cloud Spend Management for AWS addresses the needs of IT to grow and evolve with cloud-native technologies while empowering Finance to accurately manage spending.

New cloud opportunities make it easy for anyone to go in and spin up a new cloud native service without tracking against a budget. Because these services are so easy for IT to launch, finance teams often have had no ability to track these micro-events. In a worst-case scenario, a CFO will shut down cloud spending in an effort to regain control over excessive spending. While cloud providers want to make it easy to launch and deploy new solutions, they also want to help organizations optimize their spend on the cloud to get the most from their IT budget. Through its modern solutions and flexible pricing models, AWS creates a space for organizations to optimize infrastructure and focus on leveraging cloud-native services to drive innovation (or business forward initiatives). For that to be possible, a coordinated solution is required to bring the needs of the CTO, CFO, and the business into alignment for cloud initiatives.

Anaplan's background in finance along with knowledge, expertise and experience working with AWS, provide key insights and features into AWS Cloud Spend such as:

- Pre-integrated AWS data sources
- Pre-developed model logic
- Multi-dimensional reporting insights

- Driver-based forecasting
- Unit cost templates
- Real-time model calculation engine

Analyze the costs of cloud computing

Take advantage of a comprehensive approach to cloud FinOps

Anaplan Cloud Spend Management provides key insights into your organization's cloud investments, helping you understand the true cost of goods and its ability to reach customers. These insights will instill a new sense of confidence into understanding how your organization is running by accessing data analysis in real time.

An investment in Anaplan + AWS delivers extended value:

- Perform all calculations and analysis in real-time
- Ingest and access data across all cloud vendor data sources
- Deploy solutions in weeks, not months
- Accelerate ROI and realize savings faster
- Create an automated and efficient enterprise forecasting process
- Reduce dependence on non-scalable and error-prone spreadsheets

Market offering comparison

	Target Audience	Objective	Outcome
Anaplan	Office of CFO Office of CIO Operations Leaders	ROI: reveal cloud costs for products and customers Governance and forward-looking planning	Improve profitability, develop harmony between technology stakeholders
Others	Office of CIO	Propose plan based solely on historical spend	Reduce spending

Unit Costs Accelerator provides insights

Utilize a powerful tool to expose cloud financial metrics

An example inside the Anaplan Cloud Spend Management offering is the Anaplan Unit Cost Accelerator, which helps organizations to understand, optimize, and plan cloud infrastructure spend and usage through the creation and management of unit costs metrics.

**Normalize cost and usage information to a common business driver:**

- Cost of goods sold
- Projected spend forecasting

- New workloads costs evaluation
- Unit cost metric trending

Expose three valuable business metrics:

1. Create a Unit Cost Metric

Unit Cost Name	Unit Cost Description	Unit Cost Type	Unit Cost	Include in Unit Cost Forecast	Forecast Driver Selection	Forecast Driver Current Value	Forecasted Total Cost (Current Month)
Cost per Workspace - Type A	Small Density / Medium Usage / Medium Customer	Manual	$5.26	☒	# of Customers (Type A)	1000	$5,260.00
Cost per Compute Hour (New SSO Service)	Estimated costs associated with a set amount of compute services purchased from AWS.	Workload Cost Estimation	$6.80	☒	New SSO Compute Hours	500	$3,400.00
Storage Cost per Customer	Actual costs incurred to support storage requirement	Actual Costs	$20.00	☒	# of Customers	500	$10,000.00
Cost per GB of Data Transfer	Total cost is calculated by using the statistical forecast, unit metric value is calculated by dividing cost by driver.	Statistical Forecast	$0.50	☐	GB of Data Transfer	1000	$500.00

2. Forecast Unit Cost Values
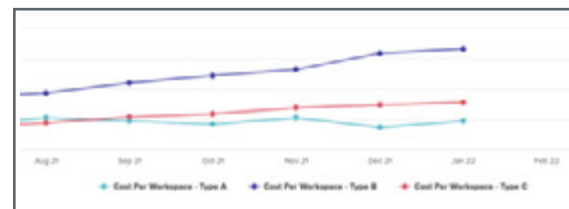
3. Forecast Total Spend based on known Unit Costs
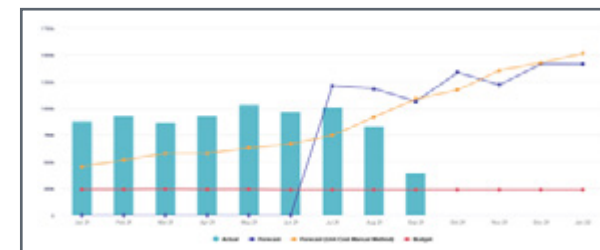
Case study

Global media company drives revenue growth

Challenge:

Forecasting AWS spend across diverse business units besides the technology organization was labor intensive and error-prone using Excel spreadsheets. Additionally, historical cost optimizations were not a focus for development teams so spend levels were concerning. Going forward, the CFO wanted enterprise spend governance to cloud projects.

Solution:

Implementation of automated project forecasting at a team level with monthly corporate consolidation integrated with budgeting processes. Project teams now regularly review cost savings opportunities at the instance level through high ROI AWS recommendations and future optimization opportunities use unit cost forecasting.

Results:

Technology and finance leadership achieved greater than expected cost savings and productivity within the first six months with increased management. Additionally, there was accountable spend transparency across teams, which enabled leadership to pursue a large acquisition yielding revenue growth and innovation for their customers.

Getting Started

Anaplan brings a business-friendly approach to intelligent Cloud Spend Management, enabling organizations to accurately account for cloud initiatives and ultimately improve ROI and rationalize actual costs. Read more on how Anaplan Cloud Spend Management brings harmony to the CTO, CFO and business to better manage an organization's cloud spend.

Learn more about [Anaplan Cloud Spend Management](#)

[AWS Partnership | Anaplan](#)

About Anaplan

Anaplan (NYSE: PLAN) is a transformative way to see, plan, and run your business. Using our proprietary HyperblockTM technology, Anaplan lets you contextualize real-time performance, and forecast future outcomes for faster, confident decisions. Because connecting strategy and plans to collaborative execution across your organization is required to move business FORWARD today. Based in San Francisco, we have 20 offices globally, 175 partners and more than 1,700 customers worldwide.

To learn more, visit anaplan.com