



Cost Economic, FinOps and GreenOps in Cloud

10.04.2025

ABOUT US

Crayon at a glance



Global market coverage with over 50
offices across 45 countries



Strong relationships and strategic
partnerships with leading technology
vendors and cloud partners



Publicly listed on the Oslo Stock
Exchange with a market cap of NOK
12.6 billion



22 years of expertise in software and
cloud advisory.
10 years of experience in Data & AI



5800 employees
who are experts in their field



~7,000 certifications on a wide
range of technology solutions



~70,000 customers from SMB to
enterprise across all industries with a
high share of public sector

CRAYON IS A LEADER IN THE 2024 GARTNER® MAGIC QUADRANT™ FOR SAM MANAGED SERVICES*

Software asset management and FinOps is our DNA

Gartner Magic Quadrant research methodology provides a graphical competitive positioning of four types of technology providers in fast-growing markets: Leaders, Visionaries, Niche Players and Challengers. It evaluates each vendor based on two key dimensions: Completeness of Vision and Ability to Execute. The positioning of providers in this Magic Quadrant is based on factors determined by Gartner as being relevant to this market worldwide.



It is an honor to be one of the four companies positioned in the Leaders Quadrant. We believe this incredible acknowledgment demonstrates our team's deep knowledge and expertise in providing Software Asset Management services.

- Melissa Mulholland, CEO, Crayon

[Get the report](#)

Figure 1: Magic Quadrant for Software Asset Management Managed Services



Gartner

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FinOps delivers 5 business benefits



Managed Service Phases

Phase 1: Cost Economics

Phase 2: Management: Continuous Improvement & maintenance



FinOps Maturity Assessment

Performing a FinOps maturity assessment to map out and identify the customer's FinOps maturity, target levels, establishing an action plan, prioritization and relevant KPIs for long- and short-term. Build a documented fundament for the next phase

Deliverables

- Workshops/interviews
- Maturity report with status, action plan and follow-up incl. project plan
- PPT presentation for internal stakeholders.



Cost Insight Model

Designing and implementing a PowerBI report. Used for daily insights and cost control, including cost optimization cost allocation, budgeting, tagging, cost insight and usage. Fundament for management phase & progress measurement

Deliverables

- Power BI report with daily updates
- Drill-down possibilities with high granularity of cloud usage and consumption.
- Report in PPT



Optimization & Cost Realization

One-time in-depth analysis of **AWS** environment to cover cost optimization opportunities. Cover on-prem baseline to ensure optimized license estate in Cloud. Focus on low-hanging fruit with large cost savings and incompliance potential.

Deliverables

- Report in PPT
- Cost Realization:
 - Reuse of licenses based on on-prem baseline
 - Utilize saving plans and reservations



Continous Cost Optimization

Dynamic changes in environment and from vendors require continuous optimization. **Continuous assessment of AWS environment** to ensure fully optimized portfolio and reduced waste/unused resources. Data collection through API

Deliverables

- Optimize and reduce costs continously.
- Optimize and reduce CO2 related to cloud usage
- Materializing savings
- Documented savings



FinOps implementation

Structured approach following the FinOps Framework. Crayon assist with implementing FinOps in organization and increase maturity according to FinOps maturity assessment. KPI driven approach to ensure progress and measurement of success.

Deliverables

- Hands-on help and workshops to increase the FinOps maturity. Ex:
- Tagging and tag strategy
 - Cost allocation
 - KPIs
 - Budgets and forecast

1 month

1-3 month



Cost optimization

Examples of **some** areas for optimization:

- Optimal configuration of resources, Rightsizing, Auto Scaling
- Automatic up and down time management
- Purchase reserved instances / capacity
- Use Azure Saving Plans
- Eliminate unused resources that consume costs
- Migrate your infrastructure to platform as a service PaaS
- Discounts for Dev / Test environments
- Choice of location and regions
- New products or offers from the vendors
- Migrate your infrastructure to platform as a service PaaS
- Use of on-prem licenses – Azure Hybrid Benefit , SAM...
- Storage optimization
- Spot pricing
-



Modules available and USP

Azure Cost Control

USP:

- Cost Guardian
- GreenOps
- Azure Hybrid Use Benefit



M365 Cost Control

USP:

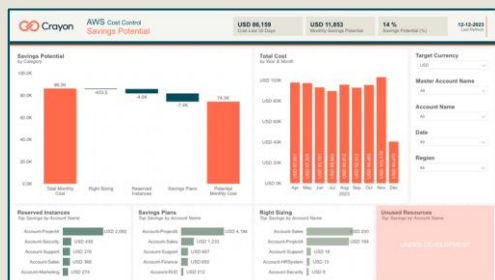
User rightsizing (upsizing or downsizing) used based



AWS Cost Control

USP:

Cost aggregation (independently of the number of master accounts)



GCP Cost Control

USP:

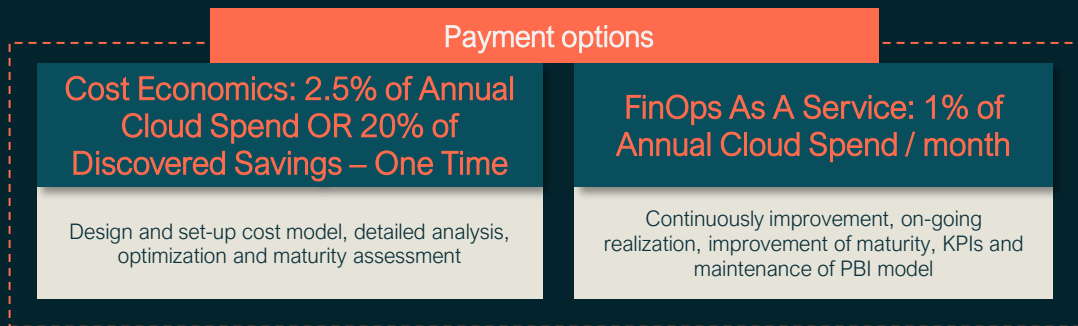
Cost aggregation (independently of the number of master accounts)



CRAYON

Commercial

Crayon offers its assistance related to Cost Economics, FinOps Implementation, Optimization and Risk Avoidance



CUSTOMER STORY

STADA FinOps Journey



Worldwide
HQ-Serbia



STADA is a leading manufacturer of high-quality pharmaceuticals. Worldwide, STADA operates in 120 countries. Infrastructure is spread into more than 40 local on-prem Data Centers and 13,000 users.



Client Challenges

- STADA wanted to consolidate distributed data centers, provide robust and cost-optimized IT services to enable easier, faster, and more flexible integrations.



Business Solution

- Crayon helped STADA develop a cloud strategy based on cost optimization, standardization, and innovation. A unified approach for management, governance, and compliance for all distributed data centers.
- Crayon acted as a consultant during the RFP process between AWS and Azure



Outcome

- Through Crayon's Cloud Migration Assessment, TCO Analysis and Business Value Assessment, STADA says savings of **€3.3M** (USD 3.6M)
- Moving to Cloud through the established cost economics and FinOps processes STADA saved **43%** of Cloud revenue, **€1M** (USD 1.1M)



€4.3M
Total Savings

43%
cost reduction 