



Smarter cloud, smarter spending

FinOps strategies
for hybrid IT success



What is FinOps, really?

Hybrid IT gives you flexibility, but it also adds complexity. Different cloud providers, disconnected teams, unpredictable costs. That's where FinOps comes in.

FinOps, short for financial operations, is a way to manage cloud spending through collaboration. It brings together IT, finance, procurement, and business teams to align around one goal: making smart decisions about cloud costs before they get out of hand.

This isn't just about slashing budgets. It's about understanding what you're spending, why you're spending it, and whether it's helping your business grow. That means better visibility into usage, shared accountability across departments, and fewer surprises when invoices show up.

One of the groups leading this movement is the FinOps Foundation, a fast-growing community supported by major cloud providers like AWS, Azure, and Google Cloud. Their goal is simple: help organizations standardize how they manage and discuss cloud costs. When everyone is using the same playbook, collaboration gets easier.

Who's behind these insights?

This guide is based on a conversation between **Sean Kurutz**, Cloud and Managed Services Sales Specialist at Flexential, and **Paolo Sellari**, Director of Product Management, Cloud at Tango. Together, they help organizations connect the dots between cost visibility, cloud optimization, and real business results.

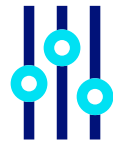


Why FinOps is a fit for hybrid IT

When you're juggling public cloud, private cloud, and everything in between, it's easy to lose track of costs. FinOps helps teams:



Spot and fix waste before it adds up



Track usage and spending across every platform



Make decisions that balance performance and cost



Get IT, finance, and procurement all pulling in the same direction

FinOps isn't a one-time project. It's a way to keep cloud costs predictable and tied to the goals that matter most to your business.



FinOps is really about collaboration and bringing teams together. It's the discipline of cloud financial management that maximizes business value."

– Sean Kurutz, Flexential



Common cost challenges—and how to solve them

Hybrid IT is great for flexibility and scale, but it also makes cloud costs harder to control. Most teams face the same issues: hidden expenses, bills that are tough to predict, and confusion about who's responsible when costs spike.

So, why does this keep happening? And how can you fix it?

Where costs get out of control

- **Siloed teams:** IT, finance, and procurement often work separately, so no one has the full picture.
- **Untracked accounts:** Mergers, acquisitions, and fast growth can leave you with cloud accounts nobody is watching.
- **Runaway resources:** Unused or oversized workloads can sit idle, quietly racking up charges.
- **Unclear ownership:** Unused or oversized workloads can sit idle, quietly racking up charges.

How FinOps helps

FinOps gives you a practical way to get control, using a three-step process that Tango and Flexential bring to their joint customers:

- **Visibility comes first.** You can't manage what you can't see. Start by gathering all your cloud cost data in one place, across every platform and vendor. Tango's tools help automate this discovery, so nothing gets missed.
- **Optimize where it counts.** Once you know what you're working with, look for the obvious wins: right-size cloud resources, retire what you don't need, and use reserved or savings plans for predictable workloads. Flexential's engineering team can help you turn these insights into real action across your hybrid environment.
- **Build in governance.** Set clear rules, workflows, and regular reviews to keep costs under control as you grow. Custom dashboards and automated alerts help you spot issues early and keep every team on the same page.

Quick signs you need a FinOps team:

- » Your cloud bill is unpredictable or keeps rising
- » No single person or team is responsible for cloud spending
- » Finance and IT are always arguing about costs
- » You're not sure what all your cloud accounts are used for

If any of this sounds familiar, the good news is that FinOps gives you a practical way to take control.

Making FinOps work (without the complexity)

Getting started with FinOps doesn't have to be overwhelming. Most organizations are still figuring out what they have, where money is slipping away, and how to bring everyone together. You don't need a perfect plan to see results, just the right first steps.

Start small, see real results

FinOps works best when you focus on what matters most, right now:

Begin with discovery

Map out all your cloud accounts, workloads, and spend, even the forgotten ones. Flexential starts by helping you map out accounts, workloads, and spend across your hybrid IT environment. It becomes easier to spot unused services, shadow accounts, and duplicate subscriptions. Flexential then translates those insights into practical steps for optimization, governance, and ongoing savings.

Find quick wins

Look for unused resources, out-of-date licenses, or overprovisioned instances. Fixing these can save money right away and build momentum for bigger changes.

Automate where you can

Set up alerts for spending spikes, automate invoice reviews, and use dashboards so everyone gets the same clear view. Tango's platform centralizes all this information, while Flexential's engineering team helps you take action.

Workshops and managed services from Flexential and Tango are built to meet you wherever you are in your FinOps journey.

Whether you want a one-time assessment or ongoing support, both teams make it simple to get started without overloading your staff.



Making FinOps work (continued)

Real-world results

This approach isn't just theory; it delivers. For example:

- A SaaS company trimmed 30% off its cloud costs in six months by automating discovery and optimizing licenses.
- A nonprofit cut invoice review time from weeks to minutes by automating exception handling.
- Flexential and Tango helped a client uncover hidden accounts after a merger, centralize their cloud management, and finally get visibility over spending they didn't even know about.

Most of these successes started with one small step: getting the right people in the room and talking honestly about cloud costs.

Progress, not perfection

FinOps is a journey. Most teams start in “crawl” mode and build from there. The important part is to keep moving and find one area to improve, set up a process, and celebrate the wins. Every small change adds up to less chaos, better decisions, and real savings.



What's next for FinOps?

Cloud spending isn't slowing down. As more teams adopt hybrid IT and cloud workloads keep multiplying, managing costs will only get more important, and a lot more complicated. That's why FinOps is quickly moving from a nice-to-have to a must-have.

Trends to watch

- **Deeper automation and AI:** Teams are starting to use AI and smarter automation to spot waste, predict spikes, and keep budgets on track. This takes some of the pressure off your team, especially as cloud bills get more complex.
- **Unit economics:** Instead of tracking just the total cloud bill, more companies are tying costs to real business outcomes. Think about cost per transaction, cost per user, or cost per sale. This helps you see what's driving value, and what isn't.
- **Rate validation and audits:** With cloud bills changing constantly, there's a growing need to double-check charges and make sure you're paying for exactly what you use.
- **Everything as a service:** From infrastructure to software to unified communications, cloud services are expanding fast. Keeping tabs on all these subscriptions and licenses is a challenge, but FinOps practices help teams stay in control.

Why partnership matters

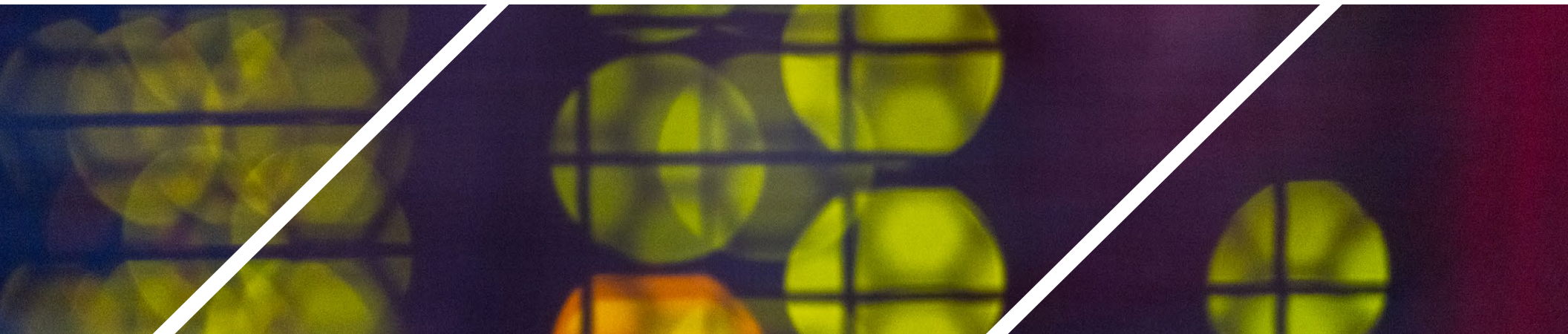
No one can tackle this alone. As the cloud ecosystem grows, the right partners make all the difference. Flexential and Tango work together to bring the expertise, tools, and support your teams need so you're not juggling multiple vendors or struggling to keep up on your own.



You don't need six different vendors to solve six problems. This is the power of partnership"

The bottom line

FinOps is about more than just saving money. It's about building habits that make your organization more agile, efficient, and ready for what's next. With the right approach, you can keep cloud spending under control, drive real business value, and stay prepared for whatever the future brings.



Ready to take control of your cloud spending?

Flexential and Tango combine real-world engineering, automation, and cost expertise to help you get a handle on hybrid IT complexity. Whether you're just starting your FinOps journey or ready to take the next step, our teams are here to guide you with practical advice and proven results.

Join Sean Kurutz from Flexential and Paolo Sellari from Tango for the full story:

Watch the Webinar



Curious about what FinOps could look like for your environment? Want to see how a discovery workshop works in practice?

[Contact our team](#)

