

Labs' Take

Problem

Cloud costs are unpredictable, lack transparency, siloed across teams, and are inefficiently managed, leading to wasted spending and misalignment with business priorities.

Solution

FinOps platforms centralize cloud billing, enable real-time cost visibility, automate optimization, and align spending to business value, bringing financial control to the public cloud.

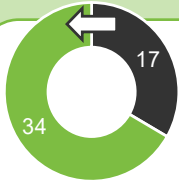
Result

- Proactive cost management
- Reduction in overall cloud spend
- Teams held accountable for cloud spend
- Maximized value from public cloud investments

Findings

- Cross-functional team alignment around cloud costs as a business priority.
- Insights from FinOps enable strategic resource planning.
- Next-gen solutions are increasingly automated.

The Trends



■ Incumbents
■ Entrants

Companies

Entrants make up a large majority of FinOps companies. Incumbents are quickly acquiring these solutions and incorporating them into their vast cloud stack. We expect few entrants to remain in 18-24 months.



■ SaaS ■ Cloud Cost
■ Kubernetes ■ Optimization

Approaches

Cost analysis and reporting encompasses multiple sub-categories, with cloud being most crowded and Kubernetes limited to a select few. Optimization of resources is more complex, which naturally limits the playing field.



Early Majority

Maturity

Most organizations have some or most of their infrastructure and applications in the cloud and SaaS sprawl is a real issue. Many have begun their journey to reduce costs and optimize. We do not expect this trend to slow for many years, if ever.

Investment



Low

Venture funding is low for new-comers, but was moderate 4-5 years ago. Most VCs have already backed their players in this space.

The Players

Request a Review

Kubernetes



Cloud



Reporting & Price Analytics



Cloud & IaaS Optimization



For more information - labs@evotek.com

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