



Navigating Your Cloud Journey



In today's dynamic and fragmented technology ecosystem, business leaders and cloud teams face the challenge of managing their cloud effectively. As organizations embrace cloud to scale, increase agility, and achieve business goals, wasted spend across the IT estate becomes a significant issue. FinOps has emerged as a practice to address this challenge, promoting a culture of accountability and cost allocation supported by cross-functional teams. However, implementing FinOps practices successfully can be complex and demanding.

Surveil simplifies the cloud journey by offering unparalleled insights, efficiency, and value, aligning with FinOps principles to drive business success.

This brief outlines how Surveil maps to all FinOps Framework Domains and Capabilities, ensuring your organization achieves excellence in cloud financial operations.

FINOPS FRAMEWORK DOMAINS

- 1 UNDERSTAND CLOUD USAGE & COST
- 2 OPTIMIZE CLOUD USAGE & COST
- 3 QUANTIFY BUSINESS VALUE
- 4 MANAGE THE FINOPS PRACTICE

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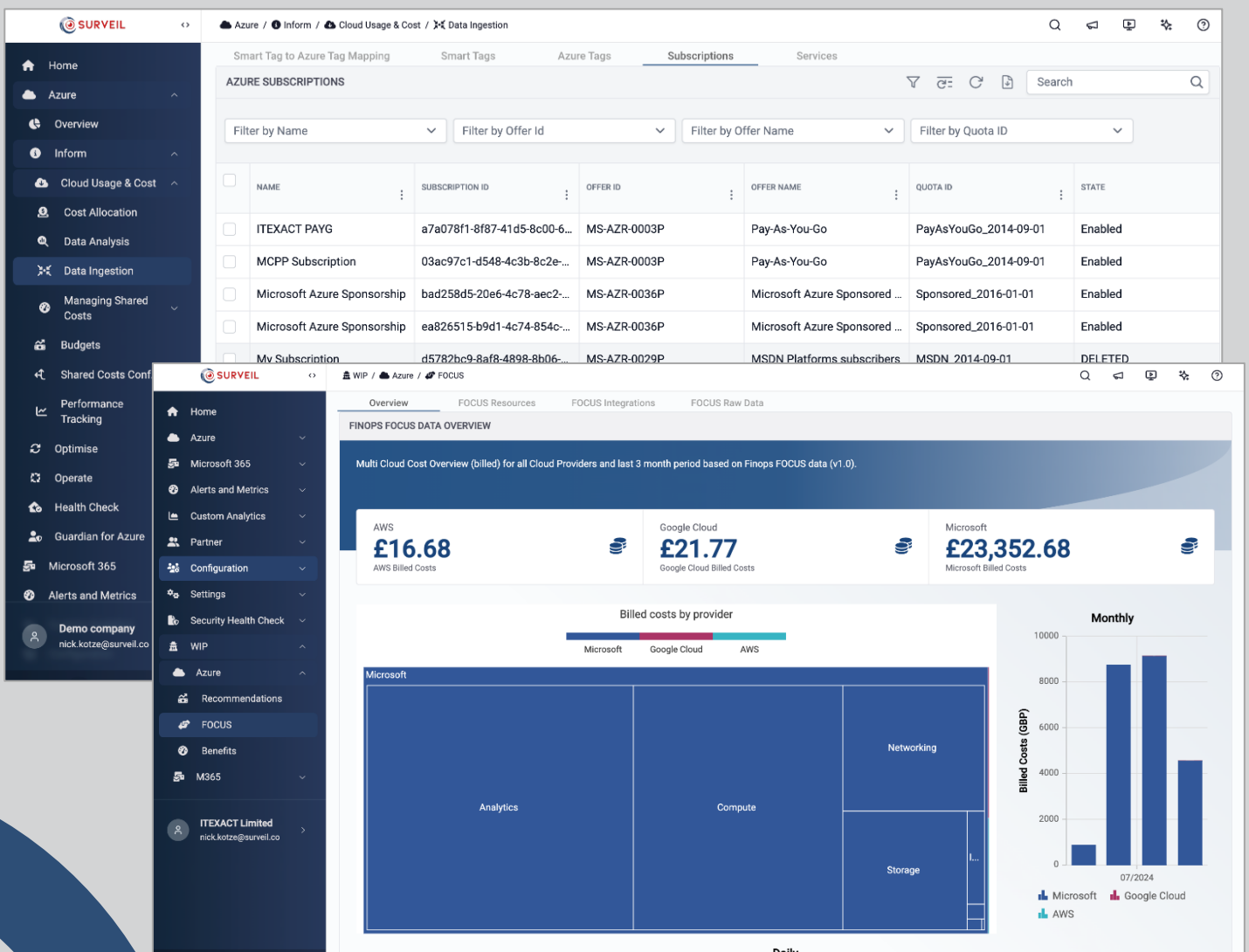
UNDERSTAND CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

DATA INTEGRATION

Surveil seamlessly ingests data from multiple cloud providers (Azure, AWS, Google Cloud) and other relevant sources USING focus 1.0 standards. This ensures that all necessary information is available for FinOps activities, including direct and imputed cloud costs, usage, observability, utilization, and sustainability data.



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UNDERSTAND CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

ALLOCATION

Advanced tagging and categorization features allow for precise allocation of costs across departments, projects, and teams. This organizational metadata is crucial for categorizing, allocating, and summarizing cloud costs and usage. Surveil's built in Smart Tagging engine allows FinOps practitioners to create views that are business relevant.

The screenshot displays the 'Microsoft Azure Cost Summary' interface. It features a sidebar with navigation options like Home, Azure, Overview, Inform, Cloud Usage & Cost, Cost Allocation, Data Analysis, Data Ingestion, Managing Shared Costs, Budgets, Shared Costs Conf., Performance Tracking, Optimise, Operate, Health Check, Guardian for Azure, Microsoft 365, Alerts and Metrics, and Demo company. The main content area is titled 'Cost by Smart Tag' and shows a table with columns for months (Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug) and a 'Total' column. The table lists various smart tags such as 'Dickson Production test', 'Environments', 'System Name', 'System Type', 'Cost Code (T)', 'Line of Business', 'Risk Level', and 'Risk Impact'. A 'Current Month Cost' sidebar on the right lists categories like 'Power BI Embedded', 'Storage', 'Virtual Machines', 'Application Gateway', 'Backup', 'SQL Database', 'Microsoft Defender for Cloud', 'Azure App Service', 'Virtual Network', 'Load Balancer', 'Azure Cognitive Search', 'Azure Bastion', 'Azure Kubernetes Service', 'API Management', 'Virtual Machines Licenses', 'Microsoft Entra Domain Services', 'Container Registry', 'Redis Cache', 'Bandwidth', 'Azure Monitor', 'Service Bus', 'Sentinel', 'Cognitive Services', and 'Key Vault'. The interface also includes filters for 'Contract / Quantity & Additional View', 'Views', and 'Azure Billing (Rows)'. The total cost for the current period is shown as 147,357.

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UNDERSTAND CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

SHARED ALLOCATION

Shared Cost Allocation is an important part of creating a whole view of the chargeback show back process. Surveil collects shared costs to a shared Smart Tag and then distribute these to static percentages across a set of target Smart Tags. These costs are then seamlessly blended into any of the cost allocation reports.

The screenshot displays the Surveil web application interface for configuring Shared Costs. The sidebar on the left contains navigation links for Home, Azure, Overview, Inform, Cloud Usage, Budgets, Shared Costs, Performance Tracking, Optimise, Operate, Health Check, Guardian for AZ, Microsoft 365, Alerts and Metrics, Custom Analytics, and Configuration. The main content area shows the configuration for a shared cost named "SharedCosts - Dev".

Configuration Details:

- Name:** SharedCosts - Dev
- Description:** Shares the cost of development resources between teams equally.
- Enabled:**
- Source Tag Name:** Environment workload
- Source Tag Value:** DEV
- Last Updated:** Sep 23, 2024

SHARED COST DEFINITION:

- Name:** SharedCosts - Dev
- Source Tag Name:** Environment workload
- Source Tag Value:** DEV
- Enabled:**

Allocation Rules:

Name	Percentage
App Team	50.00
PBI Team	30.00
Infra Team	20.00

The configuration page includes "Cancel" and "Save" buttons at the bottom right.

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UNDERSTAND CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

REPORTING & ANALYTICS

Real-time dashboards and detailed analytics provide transparent cloud cost and usage reporting. Surveil defines the reporting and analytics processes, making data available for use by all FinOps personas.

Cost Change Contributors (Top Increase)

Metric Category	Cost Change PPM (Avg. Day Cost)	% Change PPM (Avg. Day Cost)	Rank Top Increase	Cost PPM (Total Month Cost)	Cost PM (Total Month Cost)	Cost change to last Previous Month (PM-PPM)
Power BI Embedded	23.03	16.95%	37	4,212	4,327	716
SQL Database	2.91	14.44%	36	629	720	91
Backup	1.49	5.52%	35	843	889	46
Service Bus	0.05	18.98%	34	8	10	2
Service Bus	0.04	8.81%	33	17	18	1
Azure Kubernetes Service	0.00	0.00%	32	121	121	0
Total	27.60	14.68%	38	5,829	6,664	855

Cost Changes Contributors (Top Decrease)

Metric Category	Cost Change PPM (Avg. Day Cost)	% Change PPM (Avg. Day Cost)	Rank Top Decrease	Cost PPM (Total Month Cost)	Cost PM (Total Month Cost)	Cost change to last Previous Month (PM-PPM)
Logic Apps	0.00	-3.26%	19	0	0	0
Network Watcher	0.00	-100.00%	18	0	0	0
Key Vault	0.00	-5.80%	17	0	0	0
Azure Cognitive Search	-0.01	-0.22%	16	183	183	0
Redis Cache	-0.00	1.04%	15	38	37	1
Cognitive Services	-0.02	-80.15%	14	1	0	-1
Total	-16.51	-7.07%	1	7,236	6,724	-512

Cost Comparison of Changes Between 07/2024 and 08/2024

Metric Category	resourceName	Daily Avg. Cost - Diff. between PM and PPM	% Change PPM (Avg. day cost)	Overall Change Contribution to PM Cost (Avg. day cost)	Cost PPM (Total Month Cost)	Cost PM (Total Month Cost)	Total Cost change (PM-PPM)	Cost/Time
Microsoft Defender for Cloud	34	0.14	9041.07%	0.03%	0.05	4.45	4.40	
Bandwidth	audiocodes-sbc	0.00	5580.77%	0.00%	0.00	0.15	0.15	
Bandwidth	storageuseanalytics	0.00	1125.00%	0.00%	0.00	0.00	0.00	
Virtual Machines	h130rev23	0.60	744.43%	0.14%	2.55	21.28	18.73	
Bandwidth	h130rev23	0.00	290.89%	0.00%	0.01	0.62	0.62	
Service Bus	sb-exact-ubs-dev	0.00	260.60%	0.00%	0.01	0.10	0.08	
Storage	storageuseanalytics	0.01	230.96%	0.00%	0.14	0.46	0.32	
Service Bus	sb-exact-ubs-prod	0.07	221.08%	0.02%	1.94	3.33	2.29	
Bandwidth	acme-test-complex	0.00	211.84%	0.00%	0.01	0.02	0.02	
Microsoft Defender for Cloud	pac-8815454-235-498C-b56-3448178889	0.00	203.84%	0.00%	0.07	0.20	0.13	
Storage	pac-8815454-235-498C-b56-3448178889	0.01	181.58%	0.00%	0.17	0.34	0.22	
Storage	pac-r4cns07.67de-4f65-89de-rf6741f67666	0.01	181.58%	0.00%	0.17	0.34	0.22	
Storage	pac-cs-55226-5a9f-942e-901e-0794232b0b	0.01	181.54%	0.00%	0.12	0.34	0.22	
Bandwidth	wmlapp-exact-ubs-prod	0.00	137.84%	0.00%	0.00	0.01	0.01	
Microsoft Defender for Cloud	azne-saas1-ubp	0.21	112.29%	0.05%	5.68	12.07	6.39	
Azure App Service	azne-saas1-ubp	0.77	112.17%	0.18%	21.37	45.33	23.97	
SQL Database	azne-saas1AMPaaSDBR	0.21	111.97%	0.06%	9.75	17.19	6.44	
Total		11.08	2.59%	2.53%	13,240.05	13,583.62	343.58	

Cost % Change by Month VS. Parallel Period

Month	SQL Database	Backup
June 2024	5.41%	0.69%
July 2024		
August 2024		0.35%

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UNDERSTAND CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

ANOMALIE MANAGEMENT

Automated detection and alerting of cost anomalies helps prevent unexpected expenses. Surveil's anomaly management capabilities ensure that any deviations from expected cloud usage and costs are promptly addressed.

The screenshot shows the Surveil interface with a sidebar on the left containing navigation options like Home, Azure, Microsoft 365, Alerts and Metrics, Alerts, Metrics, Trend Alerts, Custom Analytics, and Configuration. The main area is titled 'Alerts and Metrics / Alerts' and displays 'ALERT DEFINITIONS'. A table lists various alerts with columns for Name, Priority, Description, Scheduler, Enabled, and Last Modified Date.

NAME	PRIORITY	DESCRIPTION	SCHEDULER	ENABLED	LAST MODIFIED DATE
Accounts over 45 days old	Medium	Accounts over 45 days old in ...	0 30 23 ** ?	✓	9/25/24, 2:32 PM
Azure IP Address Last Synced <...	Medium	Alert - Azure IP Address Last Sy...	0 30 23 ** ?	✓	6/10/24, 10:04 AM
Comp A Subscription Count	Medium		0 30 23 1 * ?	✓	1/9/23, 1:03 PM
Customer Services greater tha...	Medium		0 30 23 ? * MON	✓	1/9/23, 1:01 PM
Customer Services department...	Medium		0 30 23 ? * MON	✓	1/9/23, 11:25 AM
Email storage over 30GB	Medium		0 30 23 ? * MON	✓	1/9/23, 11:26 AM
External shares for OneDrive o...	Medium		0 30 23 ** ?	✓	1/9/23, 11:24 AM
KC Test	Medium	KC Test	0 30 23 ** ?	✓	9/19/24, 12:37 PM
Mailbox Storage over 20GB	Medium		0 30 23 ? * MON	✓	1/9/23, 1:00 PM
Mailbox Storage over 20GB	Medium	Mailbox Storage over 20GB	0 30 23 ** ?	✓	8/15/24, 4:33 PM
Mailbox storage over 10GB (3...	Medium	Alert - Mailbox storage over 1...	0 30 23 ** ?	✓	6/10/24, 9:55 AM
Max License Utilization	Medium	Alert for - Max License Utilizat...	0 30 23 ** ?	✓	8/23/24, 5:54 PM
Max License Utilization	Medium	Alert for - Max License Utilizat...	0 30 23 ** ?	✓	8/23/24, 6:17 PM
More than 200 emails receive...	Medium		0 30 23 ? * MON	✓	1/9/23, 11:21 AM
New licences purchased in a	Medium		0 30 23 1 * ?	✓	1/9/23 11:22 AM

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OPTIMIZE CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

ARCHITECTING FOR CLOUD

Surveil offers best practices and recommendations for cloud architecture to optimize performance and cost. This includes managing the types, timing, and amounts of cloud resources used.

AI Optimisation Recommendations

Overview of Azure AI optimisation opportunities indicating high and low estimate save ranges. This includes high-level overview of recommendations for Reserved Instances, Idle & Oversized Resources, Hybrid Benefits, Zombie Resources, UAT/DEV and Test Services, and Virtual machine optimisation.

Optimisation Opportunities

- Saves - Low Estimate: 4.96%
- Saves - High Estimate: 12.83%
- Est. Monthly Saves: £674 - £1,743
- Est. Yearly Saves: £8,087 - £20,915

Last monthly bill was £13,584

Reserved Instances

- 9 Reserved Instance opportunities
- Per Year Saves: (£7,319 - £10,974)
- Categories: VM, SQL, Synapse, DataBricks, Premium Disk & App Services

Virtual Machine Savings Plans

- 2 VM Savings Plan opportunities (Subscription level)
- Per Year Saves: (£2,086 - £3,929)
- Categories: Virtual Machines

Hybrid Benefit

- 4 Hybrid Benefit opportunities (0 SQL, 4 Windows)
- Per Year Saves: (£248 - £495)
- Categories: Virtual Machine & SQL Licenses

UAT, DEV and Test Services

- 3 DEV/UAT opportunities
- Per Year Saves: (£113 - £225)
- Categories: Workloads & Premium Disk

Idle & Oversized Services

- 27 Idle Resource opportunities
- Per Year Saves: (£0 - £8,404)
- Categories: VM, SQL, Storage

Zombie Resources

- 54 Zombie resource opportunities
- Per Year Saves: (£19 - £37)
- Categories: Various resources

Virtual Machine Optimisation

- 8 VM optimisation opportunities (2 optimisation, 6 idle/low)
- Per Year Saves: (£389 - £779)
- Categories: Virtual Machines

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OPTIMIZE CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

WORKLOAD OPTIMIZATION

Tools for optimizing workloads for cost and performance, including rightsizing and scheduling, ensure that resources are used efficiently. Surveil measures efficiency in various ways, including monetary cost and carbon usage.

Recommendations Overview

VM Resizing
Azure Virtual Machines by Tier and Location that should be considered for optimisation, looking at either resizing based on utilisation or options to save cost by moving to a parallel sized lower cost tier.

Saves achievable by right-sizing VMs is **£221.43K** (Per Year) impacting 7 Virtual Machines (13 total recommendations across the VMs). All VM related recommendations are included in this view, performance metrics are only included for performance based recommendations. Rank outlines the number of recommendations associated with the VM, with the decimal based on saves, highest to lowest.

VM Tier	Location	Resource Name	Rank	On RI	On Savings Plan	RI Review	Optimisation Advised	VM Count (Previous Month)	Total Cost (Previous Month)	Savings Last 30 Days (Value)	CPU Avg. (30D)	CPU Max. (30D)	MEM Avg. (30D)	MEM Max. (30D)	MEM Avg. (30D)	MEM Max. (30D)	Action
Standard_D1_V2	uksouth	audioreads-01	3.01	○	○	○	○	1	53.07	79	17.7%	79.1%	21.2%	60.4%	62.4%	64.0%	Buy Standard_D51_v2 reserved instance in UK South for VM audioreads-01. Cost savings: 1Y - GBP 149.93 (54.85%), 3Y - GBP 135.45 (-89.9%)
Standard_D12_V2	north europe	azne-surfcom-01	2.01	○	○	○	○	1	224.22	86	1.5%	8.4%	99.0%	26.1%	82.8%	100.0%	Buy Standard_D512_v2 reserved instance in North Europe for VM azne-surfcom-01. Cost savings: 1Y - GBP 1052.67 (46.38%), 3Y - GBP 4791.91 (59.19%)
Standard_D412_V2	north europe	azne-surfcom-01	2.01	○	○	○	○	1	224.22	94	1.5%	8.4%	99.0%	26.1%	80.8%	100.0%	Change VM size from Standard_D512_v2 to Standard_E4a_v4 to reduce cost by GBP53.75 (-23.97%)
Standard_B4Ms	north europe	azne-tenisdb-01	2.03	○	○	○	○	1	42.85		0.5%	6.3%	99.7%	13.0%	39.0%	67.6%	Idle VM. Review idle VM azne-tenisdb-01. CPU - avg. 45.7% and Memory Available - avg. 56.44% for last 30 days.
Standard_B4Ms	north europe	azne-tenisdb-01	2.02	○	○	○	○	1	42.85	6	0.5%	6.3%	99.7%	13.0%	39.0%	67.6%	Apply H8 if applicable to save costs on Licenses - GBP 5.0
Standard_D2A6_V4	north europe	azne-TestComplete	2.03	○	○	○	○	1	11.76		0.5%	2.8%	99.9%	13.9%	44.5%	82.2%	Idle VM. Review idle VM azne-TestComplete. CPU - avg. 2.04% and Memory Available - avg. 48.78% for last 30 days.
Standard_D2A6_V4	north europe	azne-TestComplete	2.01	○	○	○	○	1	11.76	15	0.5%	2.8%	99.9%	13.9%	44.5%	82.2%	Buy 1 (1) x 16 (71%) GB8 OnPrem licenses to save costs on licenses - GBP4.63
Total								7	660.91	221	1.7%	10.2%	92.7%	16.8%	56.9%	78.0%	

Optimisation Type

- Virtual Machine Utilisation: 5
- Hybrid benefit: 4
- Reserved Instances - VM: 2
- Virtual Machine Optimizer: 2

Cost by CPU band

- < 5% Utilisation: 21.92%
- 6 - 10% Utilisation: 21.79%
- 11 - 15% Utilisation: 11.91%
- 16 - 20% Utilisation: 10.99%
- 21 - 30% Utilisation: 5.86%

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OPTIMIZE CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

RATE OPTIMIZATION

Surveil identifies the best pricing models and discount opportunities (e.g., reserved instances, spot instances, spot instances) to help organizations plan and purchase resources at the lowest acceptable cost and impact.

Reservation Planner Details

Overall view of Reserved Instance (RI) recommendations viewed by location and VM Type with a detailed breakdown of VMs within those locations and usage statistics.

RI Recommendations - Breakdown by Region and VM Type (Previous Month)

Tier	# Type	Location	VCPU Count	Resource Count	Cost of VMs (\$/Month Average)	VMs using RI	% VMs have used RI	Consider RI	Instance Flexibility Group (IFG) of RI Recommended for RI	Smallest IFG in series	IFG Ratio of VM Recommended for RI	Quantity required of smallest VM in IFG
Standard_D1_V2	1	uksouth	1.00	1	53				D5d2 Series	Standard_D1_V2	1	1
Standard_D12_V2	1	northeuropa	4.00	1	224				D5d2 Series High Memory	Standard_B1Ms	2	2
Standard_B4Ms	1	northeuropa	4.00	1	100.00%	1	100.00%		B5 Series High Memory	Standard_B1Ms	8	8
Standard_B8Ms	1	northeuropa	8.00	1	100.00%	1	100.00%		B5 Series High Memory	Standard_B1Ms	16	16
Standard_B8Ms	1	westus2	8.00	1	100.00%	1	100.00%		B5 Series High Memory	Standard_B1Ms	16	16
Standard_D2As_V4	1	northeuropa	2.00	1	100.00%	1	100.00%		D4sd2 Series	Standard_D2As_V4	1	1
Total	8		4.39	21	277	12	57.14%	2			1	32

Usage Statistics of Resources with recommendations (Drill through for details)

Resource Name (highlighted have recommendations)	Cost Previous Month	Cost 13 Month Average	Cost by Usage/size	RI use	# VM	Total Months Active	Total Months Active in last 6	Active Last Billing Date	Has Reservations in Last Usage Date	Both on/off reservation in last month (review button)	Latest Usage Date	Consider RI	Days Active Prev. Month	% Days Active	VM Costs (Blended) 1Y RI	VM % Saves 1Y	VM Costs (Blended) 3Y RI	VM % Saves 3Y	License Cost	OS Type
awslcodes-alc	53.07	51			1	13	6	✓	✓	○	01 Aug 2024	✓	31	100%	24	55%	16	72%	0.00	Linux
azne-suffrm-01	234.22	234			1	13	6	✓	✓	○	01 Aug 2024	✓	31	100%	138	38%	91	58%	0.00	Linux
aks-agentpoolm-37548740-vmss	298.87				3	13	6	✓	✓	○	01 Aug 2024	○	93	111%						
aks-agentpoolnd-26274706-vmss	124.67				3	13	6	✓	✓	○	01 Aug 2024	○	93	76%						
aks-agentpoolus-13710492-vmss	0.00				2	13	6	✓	✓	○	01 Aug 2024	○	62	100%						
azne-lensrb-01	47.85				1	13	6	✓	✓	○	01 Aug 2024	○	31	53%						
azne-mnggb-01	46.31				1	13	6	✓	✓	○	01 Aug 2024	○	31	53%						
azne-mnggb-02	46.31				1	13	6	✓	✓	○	01 Aug 2024	○	31	53%						
azne-mnggb-03	45.29				1	13	6	✓	✓	○	01 Aug 2024	○	31	53%						
azne-month-uf0	4.33				1	13	6	✓	✓	○	01 Aug 2024	○	31	93%						
Total	1,581.38	277			25	13	6	54	19	10	01 Aug 2024	2	799	75%	162	47%	107	65%	0.00	

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OPTIMIZE CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

COMMITMENT USAGE DISCOUNTS

Surveil's industry unique functions around the management of Commitment Usage Discounts, down to the resource level, ensures that centrally purchased contracts can be efficiently recharged to the relevant business entities.

Virtual Machine Reservation Orders Summary

Summary of Virtual Machines and Reservation and VM status, looking at contract efficiency, VMs added and removed and VM details.

Previous Month Statistics
 Filtered to Virtual Machine Reservations
 Total Reservation Orders (R/O): 32
 R/Os with contracts available: 32
 Virtual Machine R/Os: 32
 Active R/Os (with contract data & > 0 Months): 10
 R/Os without Contracts (active last month): --
 VM Cost not Optimised by Reservations: £1,581

Virtual Machine (VM) Contract Efficiency
 Contract efficiency in the last month billing data, calculated as hours used vs. hours purchased - Drill through for details

Reservation Order (R/O) Name	% VM RI	# R/O Name	VM Quantity Purchased (in %)	VM Quant - Based on Compute Hours	End Date	Last Date in Billing	Term	% Contract Efficiency (final month billing)
VM_RI_09-05-2024-15-22	100%	1	2	2	05 Sep 2025		P1Y	
VM_RI_09-05-2024-15-26	100%	1	4	4	05 Sep 2025		P1Y	
VM_RI_09-05-2024-15-36	100%	1	1	1	05 Sep 2025		P1Y	
VM_RI_08-12-2024-19-13	100%	1	3	3	12 Aug 2025		P1Y	
VM_RI_08-12-2024-19-26	100%	1	3	3	12 Aug 2025		P1Y	
VM_RI_08-12-2024-19-22	63%	1	4	1.88	12 Aug 2025	01 Aug 2024	P1Y	63%
VM_RI_08-12-2024-19-23	63%	1	4	1.88	12 Aug 2025	01 Aug 2024	P1Y	63%
VM_RI_08-12-2024-19-25	63%	2	2	1.25	12 Aug 2025	01 Aug 2024	P1Y	63%
VM_RI_08-12-2024-19-27	63%	1	4	0.63	12 Aug 2025	01 Aug 2024	P1Y	63%
VM_RI_05-07-2023-13-41	0%	1	4	4.00	07 Sep 2024	01 Aug 2024	P1Y	0%
VM_RI_09-07-2023-13-48	0%	1	4	3.03	07 Sep 2024	01 Aug 2024	P1Y	0%
VM_RI_09-07-2023-13-58	0%	1	1	1	07 Sep 2024	01 Sep 2023	P1Y	0%
VM_RI_07-12-2023-18-34	42%	2	4	1.7	12 Jul 2024	01 Jul 2024	P1Y	42%
Total		32	72	12.67				42%

Status of Reservations with Contract Data
 Succeeded 8, Cancelled 24

VMs Added and Removed
 VM Reserved, VM Stable, VM Added

% VM Compute RI Optimised
 % of total VM compute hours on Reserved instance (RI) per month

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OPTIMIZE CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

HYBRID LICENSING & SaaS

Management of software licenses and SaaS subscriptions prevents over-provisioning and underutilization. Surveil addresses the use of licensed and consumption-based SaaS products. Through its Hybrid Benefit module, Surveil allows FinOps practitioners to effectively manage licensing requirements.

Hybrid Benefit Recommendations

Summary of License Costs and recommended for Hybrid Benefit, covering both Windows VM Licensing and SQL Licensing.

4 Hybrid Benefit opportunities (0 SQL, 4 VM), current monthly Azure license cost is **£41.3 (£495.5 Per Year)**, which could be saved if moving to Hybrid benefit.

Hybrid Benefit Saves are considered for server on Reserved Instances (meter category VM Licenses) and for VM/Windows OS Combinations (meter category VM). Where the VM is on Hybrid benefit the cost is broken out into 2 lines in billing, Virtual Machines and Virtual Machine Licenses, with the cost associated with Virtual Machine Licenses. When the VM is a VM & License combination costs are displayed on one line in billing. If a server moves on / off a RI within a month the server will be represented as 3 lines in billing (bottom table).

resourceName	Change Activated (VM)	Change Activated (SQL)	Hot SQL	License Savings Cost (30 Days Value)	License Savings (12 Months)	Cost Previous Month	YTD Cost	Total Active Months	Post 6 months Total Active Months	Reserved Inst. Moves	Recommendation Date	Windows License Quantity (Hours)	SQL License Quantity (Hours)	% Active Hours (vCore) Previous Month	HB Insts (vCore) (Wk)	vCPU (Max value in Month)	vCPU (SQL) (Max value in Month)	vCores (SQL) (Max value in Month)	DB Insts (vCore) (Max value in Month)
azne-tenads-01	1	0	0	6	70	49	181	13	6	27/09/2024	744		100.0%	1	4				
azne-pbig-01	1	0	0	12	199	98	352	14	6	27/09/2024	744		100.0%	1	8				
azne-tenad-complete	1	0	0	15	176	108	962	9	6	27/09/2024	744		100.0%	1	4				
TESTSERVER	1	0	0	9	111	115	537	11	6	27/09/2024	744		100.0%	1	8				
Total	4	0	0	41	495	369	2,043					2,976				4	24		

Resource Name	#	Recommendation	Trigger Action (select VM from list above to see associated recommendations)	ResourceGroup Name	Monthly Savings
azne-tenad-complete	1	Hybrid benefit	Buy 1 (1 x 18.7375 GBP) DellEphem licenses to save costs on Licenses - GBP14.65	rg-surveil-ne-prd	15
TESTSERVER	1	Hybrid benefit	Apply HB if applicable to save costs on Licenses - GBP9.25	rg-surveil-neu2-prd	9
azne-tenads-01	1	Hybrid benefit	Apply HB if applicable to save costs on Licenses - GBP9.6	rg-surveil-ne-prd	6
azne-pbig-01	1	Hybrid benefit	Apply HB if applicable to save costs on Licenses - GBP11.61	rg-surveil-ne-prd	12

2

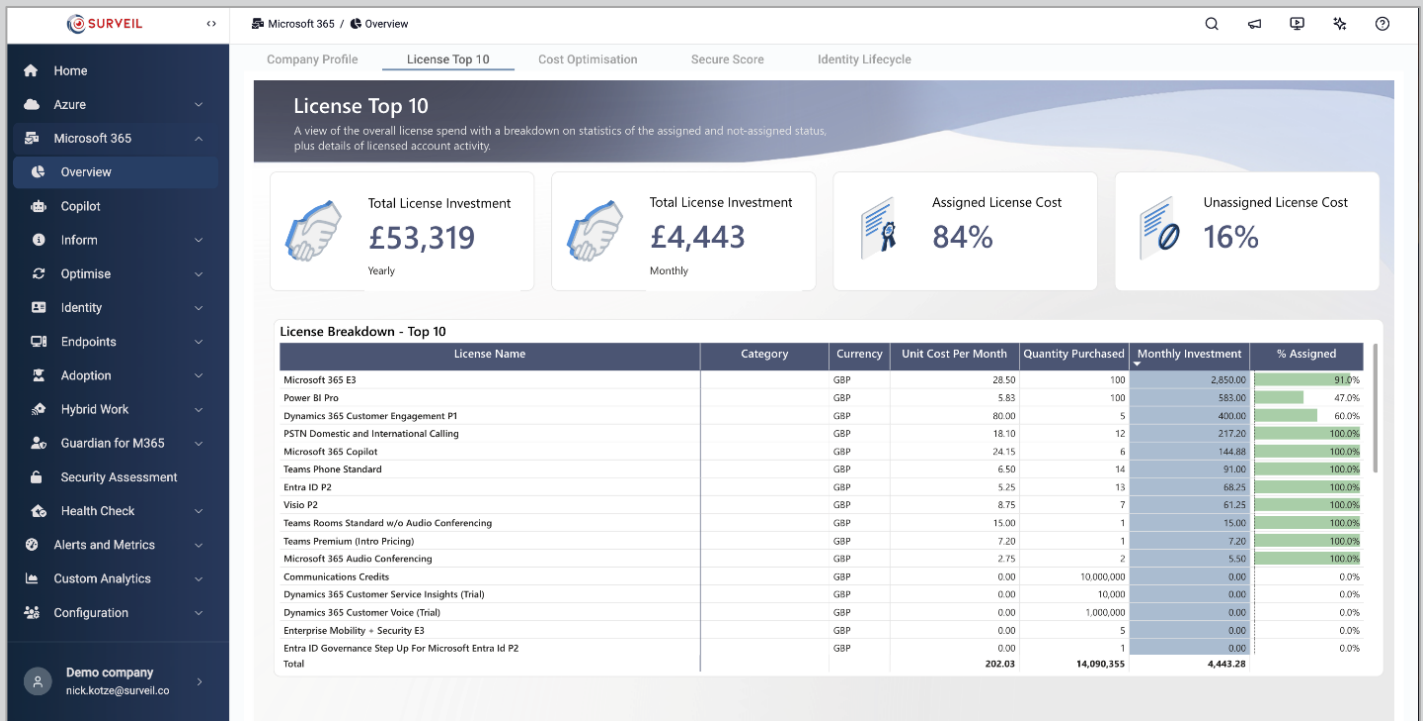
OPTIMIZE CLOUD USAGE & COST



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

LICENSING & SaaS

Surveil provides full SaaS management of Microsoft 365 Licenses, Through FinOps-aligned capabilities, Surveil tracks usage of other SaaS licenses and covers other 3rd party SaaS products by collecting all EntraID enabled SSO data per 3rd party SaaS product.



3

QUANTIFY BUSINESS VALUE



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

PLANNING & ESTIMATING

Surveil provides tools for accurate planning and estimating of cloud costs based on historical data and future projections. This helps organizations map monetary and non-monetary cloud costs to budgets.

BENCHMARKING

Surveil's benchmarking capabilities enable comparisons of performance and costs across a wide spectrum of uses. This helps organizations perform benchmarking across teams, business units, industry standards, and with other organizations.



3

QUANTIFY BUSINESS VALUE



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

BUDGETING

Budgeting features enable the setting and management of cloud spend limits across the organization. This ensures that cloud spending is transparent and within expectations. Surveil's Budget function allows for the creation of Budgets at the Subscription and Smart Tag level. Budgets can be updated at any time. Budget alerts exist on adjustable %s of the total per Subscription or Smart Tag level.

NAME	DESCRIPTION	SCOPE	ENABLED	BUDGET - MONTHLY	RUNNING COSTS	REMAINING BUDGET	PROGRESS
DK Test Budget	DK Test Budget	Subscription = ITEXACT PA...	✓	£100.00	£56.92	£43.08	56.92%
Test	Test		✗	£100,000.00			
Total Costs Budget			✓	£10,000.00	£8,584.94	£1,415.06	85.85%

3

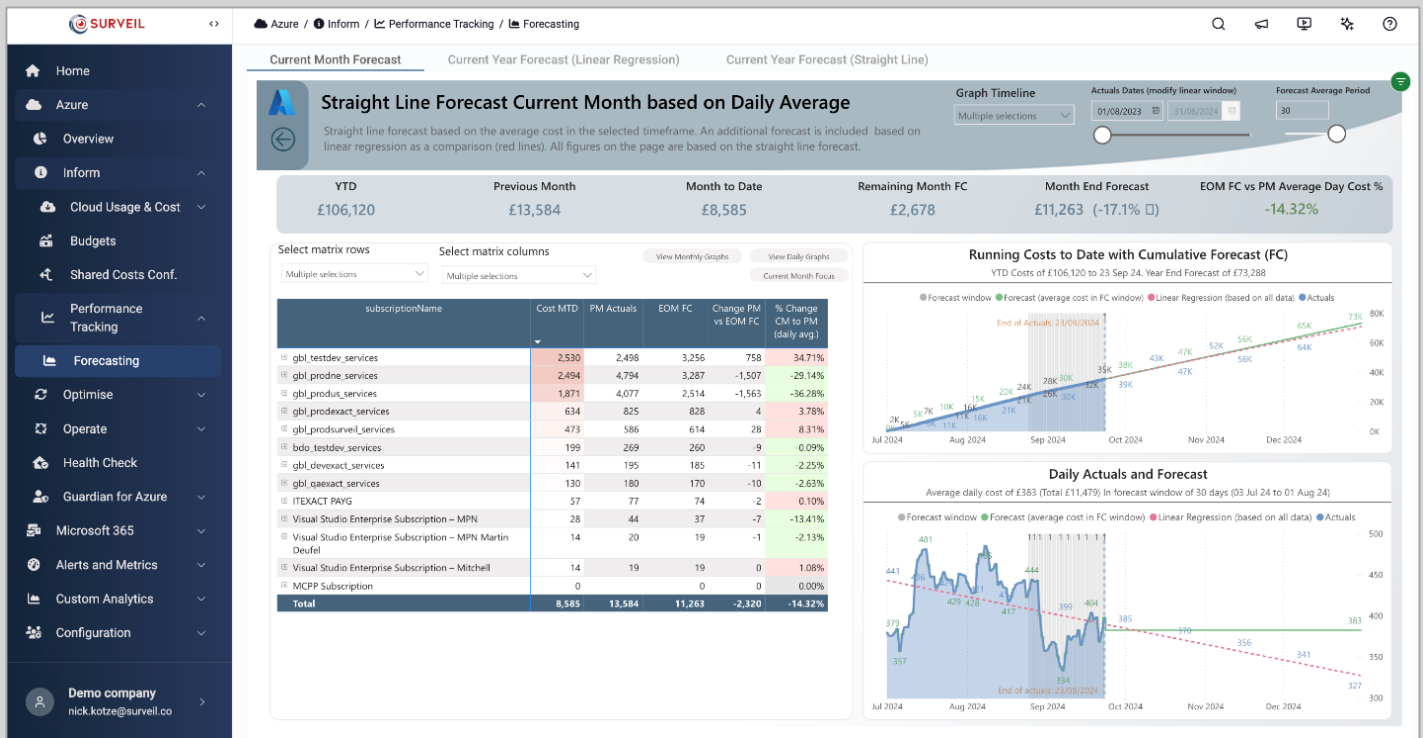
QUANTIFY BUSINESS VALUE



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

FORECASTING

Predictive analytics allow for the forecasting of future cloud costs and usage trends. Surveil uses historical information and future plans to establish and measure technical and organizational KPIs.



3

QUANTIFY BUSINESS VALUE



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

UNIT ECONOMICS

Analysis of unit economics provides insights into the cost efficiency of cloud resources. This capability helps organizations understand the value generated by their cloud investments. Surveil covers Unit Economics, KPIs and Metrics through its Metric Module.



4

MANAGE THE FINOPS PRACTICE



SURVEIL'S FINOPS-ALIGNED CAPABILITIES

FINOPS PRACTICE OPS

Operational tools to manage and streamline FinOps processes ensure effective FinOps operation. Surveil supports the enablement of the whole organization.

FINOPS ASSESSMENTS

Regular assessments evaluate the maturity and effectiveness of FinOps practices. Surveil's depth and speed of data and insights provides the clarity needed for organizations to make informed decision-making and interactions with all other personas and business functions.

FINOPS EDUCATION & ENABLEMENT

Training and resources educate teams on FinOps principles and best practices. Surveil fosters a culture of financial accountability.

FINOPS TOOLS & SERVICES

Integration with other FinOps tools and services provides a comprehensive solution for cloud financial management.

ONBOARDING WORKLOADS

Surveil supports onboarding new workloads across tenants with FinOps best practices ensuring that cloud use is optimized from the start.

INTERSECTING DISCIPLINES

Collaboration with other business functions (e.g., finance, operations) supports cloud financial management. Surveil represents cloud use more effectively across the organization.

4

MANAGE THE FINOPS PRACTICE



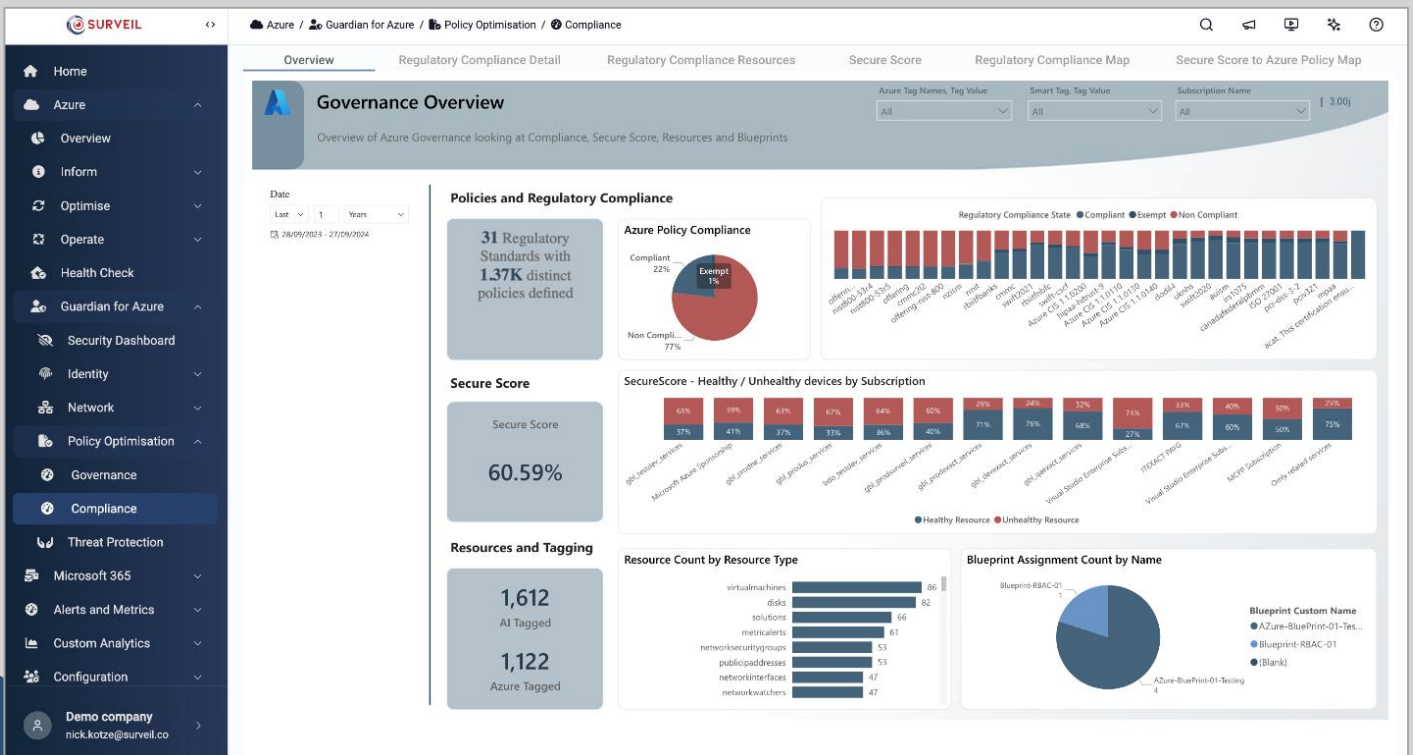
SURVEIL'S FINOPS-ALIGNED CAPABILITIES

INVOICING & CHARGEBACKS

Surveil generates chargeback reports to ensure transparency and accountability in cloud spending and supports transparent financial operations. In additions, Surveil maximizes your Microsoft Azure rebates by effortlessly identifying where you are earning or missing credits, ensuring you capture 100% of your potential earnings.

CLOUD POLICY & GOVERNANCE

Policy management ensures compliance with organizational and industry standards. Surveil strengthens governance and reduces risk. Surveil has a dedicated module for Cloud Governance and Security called Azure Guardian.



INSIGHTS, EFFICIENCY, AND VALUE



Visualize the FinOps Journey with Unparalleled Clarity

Achieving global visibility across hardware, software, SaaS, and cloud usage and spend is crucial for running an efficient and effective technology operation. Until now, obtaining a single, accurate view has been challenging. Surveil, the **market leader in depth and speed of data and insights**, changes this by enabling cloud teams across all IT estates, projects, and business teams.



Improve Visibility & Allocation Spend

Gain insights that drive smarter, faster business, financial, and IT strategies



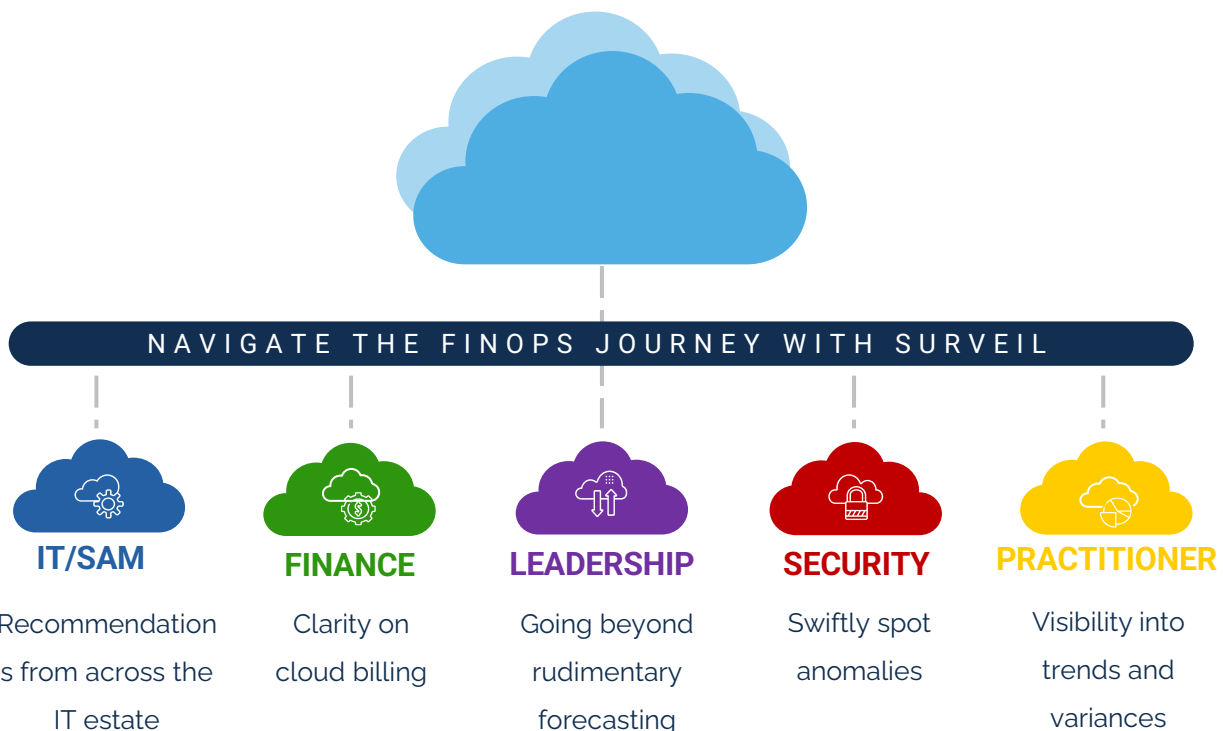
Enhance Efficiency of Cloud Spend

Convert waste into value by optimizing costs, adoption, resources, and productivity.



Operate Cloud at Scale

Decrease risk, increase compliance, and strengthen governance.



KEY SURVEIL CAPABILITIES BY BUSINESS STAKEHOLDER



Comprehensive Recommendations Across the IT Estate

ITAM/SAM

- Provide accurate data, not just estimates from Azure Advisor.
- Detailed planning around:
 - Resource instances
 - VM optimization
 - Zombie resources
 - UAT/Dev workloads
 - Idle and oversized services
 - Hybrid benefit
- Flexibility in aggressiveness and granularity based on appetite and risk.
- Recommendations for security, performance, and operational (usage and cost).

AI Optimisation Recommendations

Overview of Azure AI optimisation opportunities indicating high and low estimate save ranges. This includes high-level overview of recommendations for Reserved Instances, Idle & Oversized Resources, Hybrid Benefits, Zombie Resources, UAT/DEV and Test Services, and Virtual machine optimisation.

All Values In £

Page Views: Summary, Detailed List

Optimisation Opportunities

- 6.91% Saves - Low Estimate
- 13.76% Saves - High Estimate
- £219 - £436 Est. Monthly Saves
- £2,630 - £5,237 Est. Yearly Saves

Last monthly bill was £3,173

Reserved Instances

- 2 Reserved Instance opportunities
- Per Year Saves: (£1,382 - £2,036)
- Categories: VM, SQL, Synapse, DataBricks, Premium Disk & App Services

Virtual Machine Savings Plans

- 3 VM Savings Plan opportunities (Subscription level)
- Per Year Saves: (£1,656 - £3,175)
- Categories: Virtual Machines

Hybrid Benefit

- 0 Hybrid Benefit opportunities (0 SQL, 0 Windows)
- Per Year Saves: (£0 - £0)
- Categories: Virtual Machine & SQL Licenses

UAT, DEV and Test Services

- 1 DEV/UAT opportunities
- Per Year Saves: (£112 - £225)
- Categories: Workloads & Premium Disk

Virtual Machines

- 2 Virtual Machines
- £2,036 (Per Year)

DataBrick

- 0 DataBrick
- £0 (Per Year)

App Services

- 0 App Services
- £0 (Per Year)

SQL and Synapse

- 0 SQL and Synapse
- £0 (Per Year)

Premium Disk

- 0 Premium Disk
- £0 (Per Year)

Cosmos DB

- 0 Cosmos DB
- £0 (Per Year)

Idle & Oversized Services

- 10 Idle Resource opportunities
- Per Year Saves: (£0 - £116)
- Categories: VM, SQL, Storage

Zombie Resources

- 53 Zombie resource opportunities
- Per Year Saves: (£532 - £1,064)
- Categories: Various resources

Virtual Machine Optimisation

- 6 VM optimisation opportunities (2 optimisation, 4 idle/low)
- Per Year Saves: (£329 - £658)
- Categories: Virtual Machines

KEY SURVEIL CAPABILITIES BY BUSINESS STAKEHOLDER



Clear and Accurate Cloud Billing

FINANCE

- Speed to data is critical.
- Daily data within the current month of customer usage, no more than 5 days behind today's date.
- Sophisticated tagging to assign relevance to business expenditures.
- Automatically reconcile usage and billing data between the 6th and the 12th.
- Detailed chargeback reporting to ensure transparency and accountability in cloud spending.
- Multi-cloud (Azure, AWS, GCP) cost visualization.

Billing
Billing data by month.

offered_offerName: All | Azure Tag: Tag Value: All | Meter Category | SubCategory | Name: All | Subscription: All

All Values In £

Page Views

Month Summary

Day Summary

Day Detailed

Date Range

Last 1 | Select

No filters applied

Subscription Name	YTD Costs
gbl_testdev_services (4d4b53)	12,283
gbl_prodsvrveil_services (e37215)	2,804
ITEXACT PAYG (a7a078)	469
Visual Studio Enterprise Subscription - HG (1d6cd1)	119
Microsoft Azure (f43f7d)	31
gbl_prodned_services (4fec2)	2

Monthly Summary

Year/Month	Name	Type	Resource	Region	Unit	Quantity	Cost
2023/Jul	Log Analytics		Pay-as-you-go Dat...		1 GB	689.79	1,506.26
2023/Sep	Log Analytics		Pay-as-you-go Dat...		1 GB	427.97	885.62
2023/Aug	Power BI Embedded		A1 Node		1 Hour	744.00	609.31
2023/Dec	Power BI Embedded		A1 Node		1 Hour	744.00	609.31
2023/Jul	Power BI Embedded		A1 Node		1 Hour	744.00	609.31
2023/May	Power BI Embedded		A1 Node		1 Hour	744.00	609.31
2024/Jan	Power BI Embedded		A1 Node		1 Hour	744.00	609.31
2024/May	Power BI Embedded		A1 Node		1 Hour	744.00	609.31
2024/Mar	Power BI Embedded		A1 Node		1 Hour	733.00	600.31
2023/Jun	Power BI Embedded		A1 Node		1 Hour	720.00	589.66
2023/Nov	Power BI Embedded		A1 Node		1 Hour	720.00	589.66
2024/Feb	Power BI Embedded		A1 Node		1 Hour	696.00	570.00
2023/Sep	Power BI Embedded		A1 Node		1 Hour	720.00	570.00
2024/Apr	Power BI Embedded		A1 Node		1 Hour	676.00	553.62
2023/Oct	Power BI Embedded		A1 Node		1 Hour	527.97	432.39
2023/Jul	Virtual Machines	DaaS Series	D4as v5		100 Hours	2231.95	362.64
Total							47,080.46

Cost Changes Previous to Previous Previous Month

Meter Category Sub Category Resource Name	Cost in Selected Period	Cost Previous Month	% Change to PPM
Power BI Embedded	7,764.18	611.11	↑ 10%
Application Gateway	5,624.49	532.74	↑ 13%
Storage	5,928.00	463.94	↑ 8%
Virtual Machines	8,122.77	326.91	↑ 29%
Microsoft Defender for Cloud	1,357.64	194.53	↑ 13%
Azure Bastion	2,225.92	175.28	↑ 10%
Virtual Network	2,892.36	150.55	↑ 137%
Backup	1,997.25	132.59	↑ 8%
Azure Cognitive Search	1,040.87	122.09	↑ 11%
Azure Kubernetes Service	1,534.18	120.89	↑ 11%
Load Balancer	1,157.59	107.25	↑ 17%
Azure App Service	1,343.28	105.77	↑ 11%
SQL Database	1,098.94	85.32	↑ 10%
Container Registry	141.18	33.58	↑ 11%
Bandwidth	17.56	6.30	↑ 113%
Total	47,080.46	3,172.51	15%

Cost by Smart Tag Value

Smart Tag Name, Tag Value: All

Select a Smart Tag category to view costs by the associated tag values.

Smart Tag Value	Cost	Percentage
SERVICES	47,080K	13.41%
Gibtestdevservices	38,08K	10.84%
DEV	37,43K	10.66%
EMEA	37,20K	10.6%
High	12,69K	3.61%
Low	15,95K	4.54%
IT Support	3,57K	1.02%
Field Ser...	6,55K	1.87%
Spain	7,40K	2.11%
Manuf...	7,51K	2.14%
Productoin	7,79K	2.22%
Custo...	7,82K	2.23%
EU45	9,21K	2.62%
QA	18,65K	5.37%

Cost by Meter Category

Meter Category	Cost	Percentage
Virtual Machines	8,122K	17.25%
Power BI Embedded	7,764K	16.49%
Storage	5,93K	12.59%
Application Gateway	5,62K	11.95%
Security Center	0,87K	1.85%
Azure App Service	1,34K	2.85%
Azure K...	1,53K	3.26%
Backup	2,00K	4.24%
Azure Bastion	2,23K	4.73%
Virtual Network	2,89K	6.14%
Log Analytics	3,58K	7.6%

KEY SURVEIL CAPABILITIES BY BUSINESS STAKEHOLDER



Advanced Forecasting Beyond Rudimentary Methods

LEADERSHIP

- Eliminate guesswork in forecasting.
- Identify resource patterns with and without seasonality to optimize, right-size, and adjust services to match actual demand.
- Forecast future outcomes versus the last 12 months, broken down by meter category, months, and when resources were added.
- Make informed and strategic decisions.
- Allocate budgets effectively.

Linear Regression Forecast (Monthly Data)

Forecast based on linear regression built up of all available date from start to then end of the actuals. As this takes all data into account it gives a longer term view.

Smart Tag Name, Tag Value

All

YTD

£18,134

Previous Month

£3,173

Month End Forecast

£2,742

Year End Forecast

£32,086

EOM vs PM Average Day Cost %

-16.36% ↘

Select Row hierarchy in matrix Select matrix columns

Multiple selections Multiple selections

meterName	Actuals Trend	YTD	PM Actuals	EOM FC	Change PM vs FC	% change PM to FC
⊞ D4a v4/D4as v4		36	-296	-7	288	-97.56%
⊞ Az-GPT-35-turbo-16k-Prompt Tokens		10	-198	-6	192	-97.26%
⊞ D4ds v4		298	1,049	1,172	122	8.06%
⊞ Intra-Region Ingress		361	24	108	84	331.41%
⊞ Intra-Region Egress		347	23	104	81	334.92%
⊞ Standard Fixed Cost		1,261	259	309	50	15.29%
⊞ Metrics ingestion Metric samples		2	-30	1	31	-101.91%
⊞ GRS Data Stored		548	103	123	19	14.90%
⊞ P20 LRS Disk		702	131	145	13	6.57%
⊞ Az-GPT-35-turbo-16k-Completion Tokens		1	-8	0	8	-96.77%
⊞ E3 LRS Disk		8	-4	2	6	-150.70%
⊞ Standard IPv4 Static Public IP		175	34	38	4	9.32%
⊞ ZRS Snapshots		140	39	41	2	8.95%
⊞ P6 LRS Disk		15	20	22	2	8.95%
⊞ E2 Disks		39	17	19	1	11.25%
⊞ Standard Data Transfer Out		7	0	1	1	221.57%
⊞ Disk Operations		45	9	10	0	6.98%
⊞ S4 Disks		12	4	4	0	9.65%

Cumulative Forecast Based on Linear Regression

Forecast based on 396 days data, between 01 May 23 - 31 May 24 end of year forecast 32,085.75

Forecast Monthly Run Rate and Actuals to date

Forecast based on 366 days data, between 01 May 23 - 01 May 24

KEY SURVEIL CAPABILITIES BY BUSINESS STAKEHOLDER



Swift Anomaly Detection

SECURITY

- Easily access every single IP address range across 260 subscriptions.
- Maintain activity logs for long-term tracking.
- Track changes on who did what and when:
 - Time
 - Change operator
 - Resource
 - Cost impact
- Enforce governance and compliance.

Azure Activity Logs
Azure Activity Logs of Moves, Adds and Changes to the Azure environment.

Timestamp Window: 1/9/2024 to 6/22/2024

Subscription Changes:

Subscription	Changes
Microsoft Azure Sponsorship	133
gbtestdevservices	129
IBXAC PAYG	30

Log Records on Moves, Adds & Changes to the Azure Environment (292 activities in 165 days)

Event Date	Hour	Initiated By	#	Action	Operation	resourceName	cost	resource Type	Status
1/9/2024	11:00:00 AM	aeb0be48160b4b7ccac779b1d0a5589297caf63099	1	write	Create Deployment	Microsoft.CognitiveServicesOpenAI-20240109132331		Microsoft.Resources/deployments	Succeeded
1/9/2024	11:00:00 AM	d48ea899895a8e8676d55eb64c7aec6e96a4b955	2	delete	Delete Disk	azne-pentestvm-01_OsDisk_1_767e73fb2c7e442a87b23f92d7a8eca4	131.91	Microsoft.Compute/disks	Succeeded
1/9/2024	11:00:00 AM	d48ea899895a8e8676d55eb64c7aec6e96a4b955	3	delete	Delete Network Interface	azne-pentestvm-01190		Microsoft.Network/networkInterfaces	Succeeded
1/9/2024	11:00:00 AM	d48ea899895a8e8676d55eb64c7aec6e96a4b955	3	delete	Delete Public Ip Address	azne-pentestvm-01-ip	24.54	Microsoft.Network/publicIPAddresses	Succeeded
1/9/2024	11:00:00 AM	d48ea899895a8e8676d55eb64c7aec6e96a4b955	3	delete	Delete Virtual Machine	azne-pentestvm-01	797.78	Microsoft.Compute/virtualMachines	Succeeded
1/9/2024	11:00:00 AM	d4d279320036a80430ea9da64ff6c0c92e0c23b	2	delete	Delete Disk	azne-pentestvm-01_OsDisk_1_767e73fb2c7e442a87b23f92d7a8eca4	131.91	Microsoft.Compute/disks	Succeeded
1/9/2024	12:00:00 PM	0064e528086ec2e20a58cd106bdf9d70cd314e96	1	write	Create Deployment	ApplicationGatewayUpdate-20240109141106		Microsoft.Resources/deployments	Succeeded
1/15/2024	4:00:00 PM	13c4d34933810937d217ce089813a64a14e15e39	1	write	Create Deployment	Failure-Anomalies-Alert-Rule-Deployment-1758447b		Microsoft.Resources/deployments	Succeeded
1/15/2024	4:00:00 PM	5d32824045f97187c7b96b13fe300b12547cece	1	write	Create Deployment	544fb301-g942-4b3a-8391-4b76ae4707a9		Microsoft.Resources/deployments	Succeeded
Total			292				47,080.46		

Summary Statistics:

- 165 Log Duration
- 292 # Events

Action Type: write (161), delete (69)

Event Initiators:

Initiated By	# Activities
aeb0be48160b4b7ccac779b1d0a5589297caf63099	117
d48ea899895a8e8676d55eb64c7aec6e96a4b955	70
5d32824045f97187c7b96b13fe300b12547cece	38
ce062ccf8e71714866952cc0c27ba9e50428267	16

Impacted: deployments (109), subscriptions (62), virtualMachines (59)

Cost by Date: 5K, 4.0K, 4.0K, 5.3K, 3.3K, 3.9K, 2.8K, 3.2K

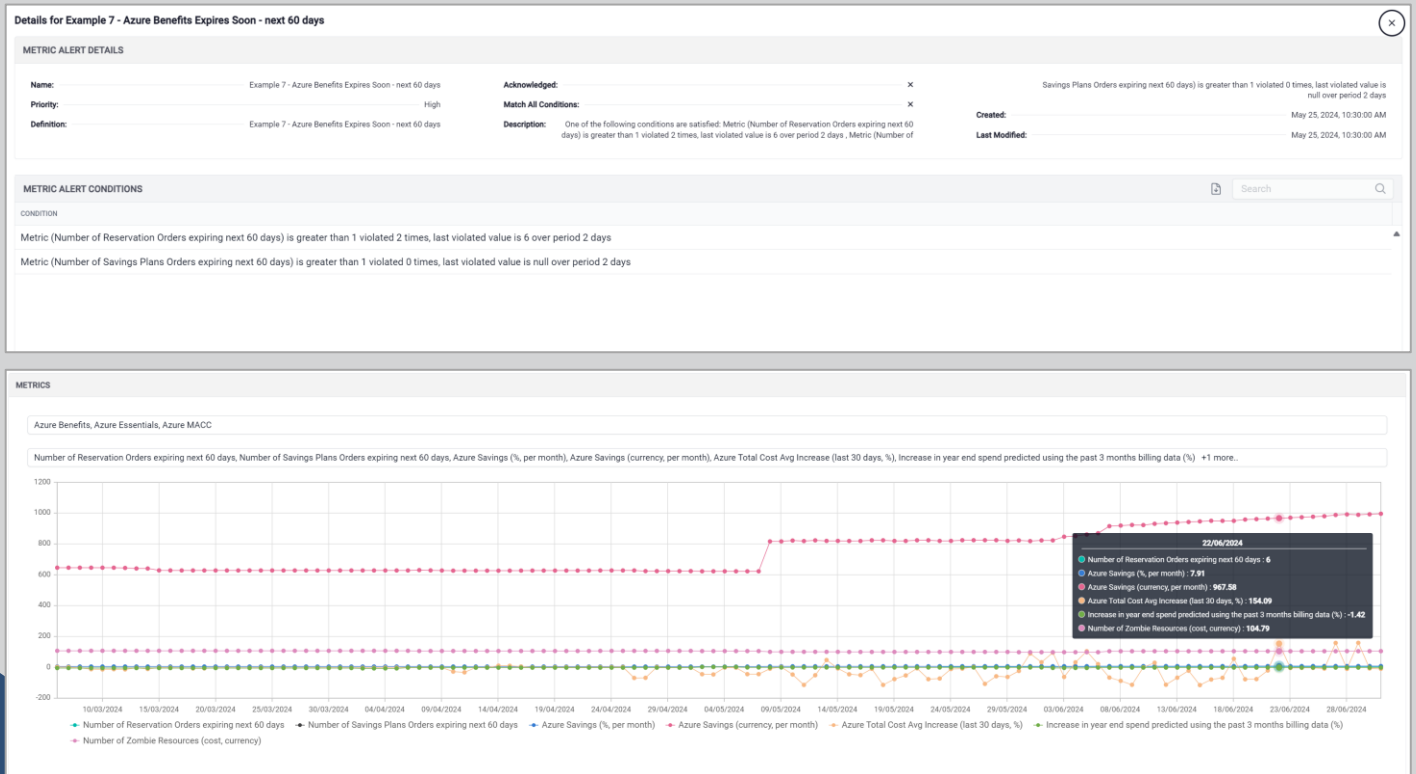
KEY SURVEIL CAPABILITIES BY BUSINESS STAKEHOLDER



Visibility into Trends and Variances

PRACTITIONER

- Automate trend alerts.
- Take corrective actions promptly when spending exceeds projected budgets.
- Compare percentage variance on trend against a subscription budget.
- Long-term trending (≥6 months).



SURVEIL PLATFORM OVERVIEW



Transform Cloud Experiences with Complete Transparency



Empower your organization to cut costs and enhance security with a 360-degree view of your Azure spend and usage. Maximize your cloud investment by uncovering hidden expenses, idle resources, and opportunities for cost optimization. Make informed decisions with detailed, FinOps-aligned insights and actionable recommendations. Convert waste into value, secure your cloud infrastructure, drive efficiency, and achieve business goals with **Surveil for Azure**.

Maximize Microsoft 365 with Greater Visibility and Clarity



Transform your M365 environment with unparalleled visibility and control. Support seamless transitions for joiners, movers, and leavers (JML) while optimizing resource allocation. Gain detailed insights into license agreements and usage to cut costs and maximize investments. With ongoing usage analysis and spend forecasts, Surveil enables proactive decision-making, leading to significant cost savings and improved ROI. Cut costs, boost security, drive efficiency, and achieve business goals with **Surveil for M365**.

Multi-cloud Cost Visualization & Chargeback



Globally, 92% of organizations have implemented a multi-cloud strategy or are actively working on one. As the overwhelming demand for cross-cloud insights grows, **Surveil Multi-Cloud** Cost Visualization and Chargeback provides clear and actionable insights into your spending across Azure, AWS, and Google Cloud. Surveil Multi-cloud utilizes the FinOps Open Cost Usage Specification (FOCUS) 1.0, cost visibility, and an advanced smart tagging engine that enables business relevance to your cloud expenditure data.

NAVIGATE YOUR CLOUD JOURNEY WITH CONFIDENCE

Go beyond short-term cost optimization activities

with in-depth insights into cloud cost control, user adoption, and continuous smart optimization across cloud resources, Microsoft licenses, security, and governance – all fueled by AI, unparalleled speed, and accuracy.

The result is long-term success throughout your cloud journey.



About Surveil

Surveil delivers SaaS-based, high-performance, cloud data solutions that empowers organizations with the tools they need to optimize costs, enhance security and governance, and drive business success with cutting-edge insights, unmatched efficiency, and unparalleled value.

More than 118,000 companies served, over 16 million identities, and \$1.5 billion in Microsoft 365 and Azure costs managed annually. Secured to full ISO 27001 and SOC 2 standards.

To learn more, visit <https://surveil.co>.

NEXT STEPS

Discover more about how Surveil FinOps Solution can help unlock efficiency at scale.

LEARN MORE