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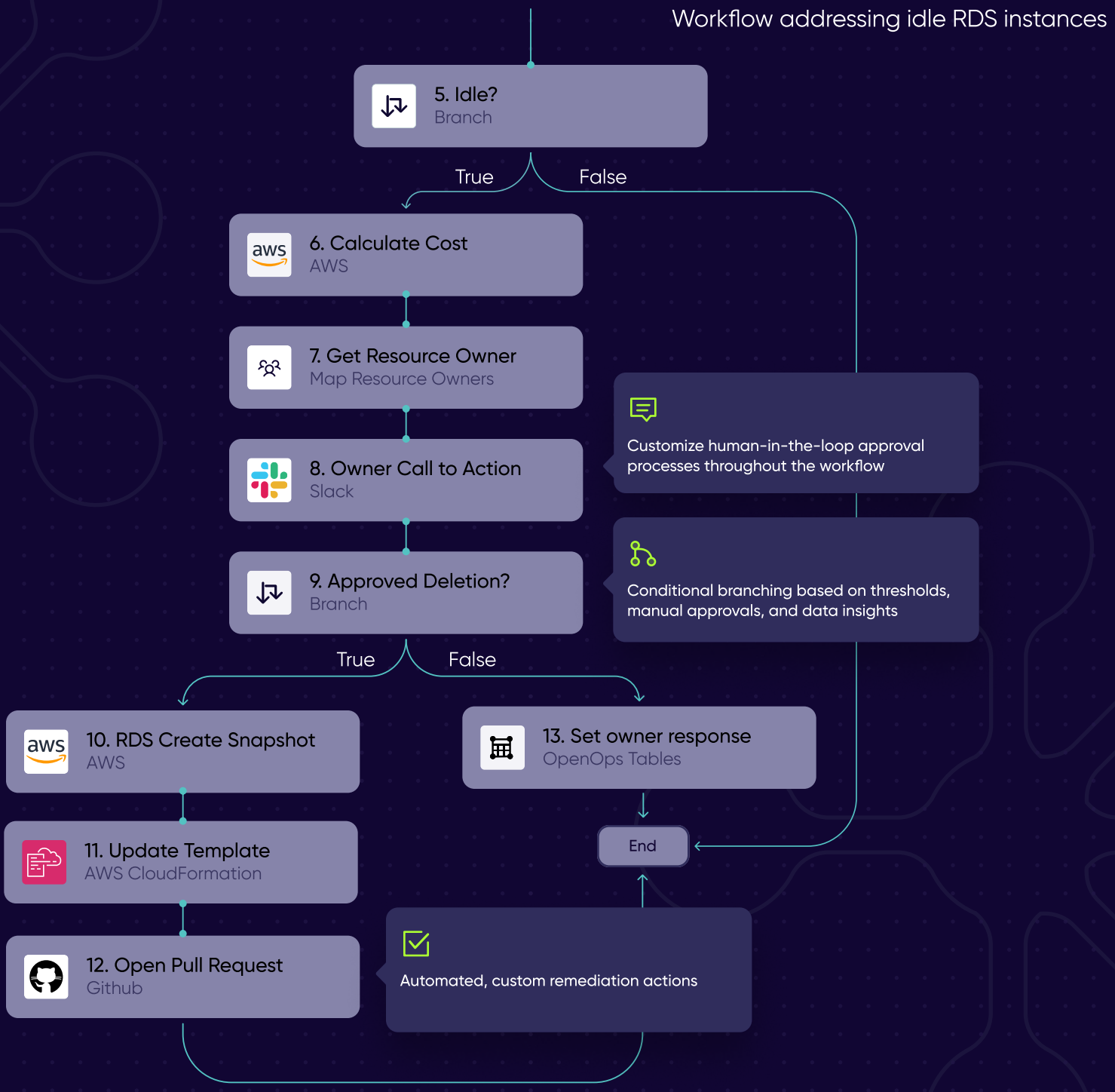
Inside OpenOps

The No-code FinOps Solution Transforming Cloud Efficiency



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FinOps as a Two-tier Problem:

Visibility & Automation

In FinOps, solutions typically fall into two distinct layers: **Visibility** and **Automation**.

Visibility solutions detect and highlight financial anomalies and inefficiencies, while **automation solutions**, a more recent innovation, offer workflows to actually remediate the inefficiencies detected as well as facilitate governance and streamline operations.

Within this second layer, companies often confront a crucial decision: whether to invest in an **off-the-shelf** automation solution or develop a **custom-built** tool internally.

FinOps Domains & Capabilities

The Visualization Layer

Understand
Cloud Cost & Usage

Answer questions like:

- Which resources are costing the most?
- What are the top savings opportunities?
- How are costs being allocated?

Provide
Insights & Basic Tooling

Map cloud spend to business value to understand impact of cloud spend on:

- Financials
- Sustainability
- OKRs and KPIs

The Automation Layer

Optimize
Cloud Usage & Cost

Act on cloud insights to optimize spend by addressing:

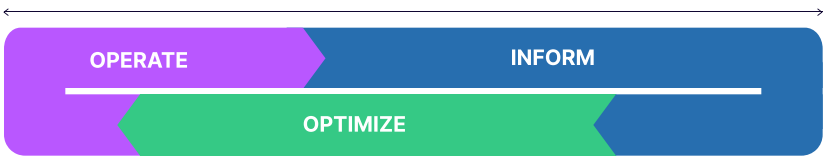
- Types and amounts of cloud resources used
- Tailoring resource sizes according to actual usage
- Workload and rate optimization

Manage
the FinOps Practice

Continuously evaluate and improve organizations' approach to FinOps by:

- Tailoring scalabe, repeatable processes
- Enabling collaborations between all FinOps Personas
- Proactively shaping FinOps culture

Buy
(off-the-shelf tooling)



FinOps Phases

Build
(Develop automation/ governance/ operations tooling in-house)

Existing Solutions (and How They Fall Short)

1. FinOps Visibility Tools

Existing CSP-provided visibility tools provide **insights** into cloud spending and usage, but do not offer **actual solutions** to the issues they surface. For example, AWS Cost Explorer will let you know that there are detached EBS volumes or idle EC2 instances, but will not let you easily clear them with confidence. In essence, the CSP-provided tools **do not effectively address the automation** of cost management tasks or the remediation of financial inefficiencies.

CloudHealth
Apptio
AWS Cost Explorer
Azure Cost Management
Google Cloud Monitoring

2. Specialty Tools

Organizations address shortcomings in visibility tools by turning to off-the-shelf automation solutions. These offer **scalability,** best practices, and are more appropriate than CSP-provided tools for certain verticals, but **lack flexibility** to tailor implementations to company needs. Automation tools also often over-correct with forced code changes.

Zesty
Kubecost
Granulate
Datafy

The sweet spot

This spot is the missing piece: an integrated tool - one that "knows" what's wrong, understands how to fix it, and offers an easy way to build custom automations that apply to each and every use case.

3. Custom-Built Tooling

Facing limited customizability and control over automations, companies often turn to custom-built solutions. These provide the necessary customization but come with high costs and ongoing maintenance requirements, often countering cloud efficiency gains.

Bridging the Gap:

OpenOps

OpenOps combines the strengths of both custom-built and off-the-shelf automation, offering a flexible, customizable platform that leverages best practices and scalable features. It enhances visibility solutions and serves both technical and non-technical users, providing a unified approach to cloud optimization across the organization. By preventing vendor lock-in, OpenOps helps avoid costly infrastructure adjustments and suboptimal solutions.

The Visualization Layer

OpenOps integrates with visibility solutions to create ideal workflows and processes.

AWS Cost Explorer
Azure Cost Management
Google Cloud Monitoring
Apptio
Cloudhealth
Anodot

The Automation Layer

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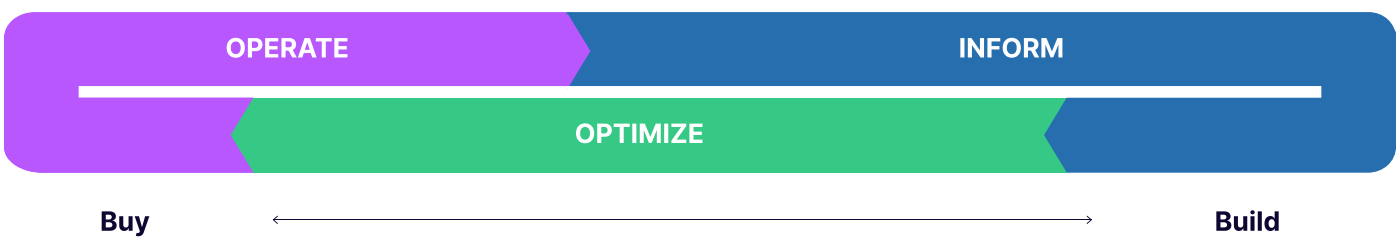
OpenOps is a FinOps automation platform that focuses on customizability through a No-code approach, allowing for flexibility while not compromising best practices and scalability.

OpenOps provides an automation platform with human-in-the-loop integrations that:

- Provides out of the box workflows
- Enables workflow management
- Prevents vendor lock
- Provides BI and insights



Pre-packaged workflows

Ready-made, best-practice workflows provided for top spend areas including

- EC2 instance rightsizing
- Idle RDS volumes
- Unused resource detection
- Bulk deletions

Avoid Vendor Lock

- Flexibility and cost control
- Compatible with AWS, Azure, Google Cloud, and more
- Supports multi-cloud strategy

Operations & Monitoring

- Manage workflows and assess security with Test, Version, Export, and Integration Management for all connections
- Monitor by visualizing past runs and retrying failed steps
- Host with a mono-tenant customer environment

Building Workflows: Tailored Customizability

Broad Data Source Support

Buckets & Storage

Amazon S3
AWS volumes listing
Azure Blob Storage
Google Cloud Storage

Analysis Tools

Azure Advisor
Google Cloud Recommender
AWS Compute Optimizer
AWS Trusted Advisor

Self-Hosted Databases

MySQL
Postgres

Managed Databases

Cloud Firestore
Azure SQL
Google Cloud SQL
Amazon RDS

Raw Reports

AWS CUR files

Cloud Apps

Google Sheets

Local Resources

Local Files

And 100 more integrations

Utility Pieces

- Assign and group resources
- Loops, binary, multiple, conditional branching
- Custom node/TS code
- Data mapping, text and math helpers

Secure AI Capabilities

- Built-in AI functionalities
- Secure and private
- Generate custom pieces and end-to-end workflows

Branching
Advanced Scheduling
Custom Code
Data Mapper

External Integrations

Integrate internal tools for notifications, task and project management, and engineering efforts into workflows:

Communication and Ticketing

MS Teams
Slack
Discord
Pager Duty
Gmail

Task and project management

Jira
Monday
Notion
Asana
Trello

Version Control/IaaC/Development

GitHub
Terraform
AWS Cloud Formation
Azure Resource Manager

Infrastructure

Postgres
MongoDB
DynamoDB

10 more integrations

Human-in-the-Loop Automation with OpenOps

Task Efficiency Without Automation Anxiety

OpenOps streamlines cloud optimization by automating repetitive tasks, enabling FinOps practitioners to efficiently manage resources with a single click. To mitigate concerns around full automation—such as large-scale deletions—OpenOps integrates Human-in-the-Loop mechanisms, ensuring critical operations always involve human oversight.

Seen below, you can create a workflow in OpenOps that flags idle RDS instances for review, prompting human approval before any scaling down or termination actions are taken, giving you both control and efficiency.

Safe De-provisioning of Idle RDS Instances

Customize Action Schedule
Create custom schedules to automatically run workflow based on conditional checks, temporal requirements, and more.

1. Every Day
Schedule

2. RDS Get Instances
AWS

3. Loop on items
Loop

4. Get #DB connections
AWS Cloudwatch

Get Context of Resource Usage
Get real-time, updated data on the actual usage of each resource, including querying logs & metric data from observability tools about your RDS instances.

Extensive Branching and Conditional Options
Check for idle RDS instance and then calculate associated cost.

5. Idle?
Branch

True

False

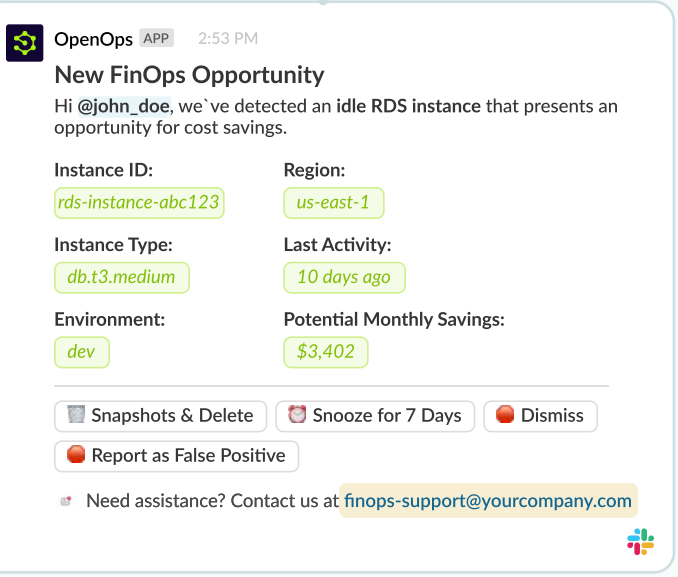
6. Calculate Cost
AWS

Customize Approvals
Request owners' approvals and create sophisticated pathways based on human responses with extensive integrations with communication tools.

Owner Mapping
Connect to OpenOps tables, Google Sheets, or additional table tools to map tags to owners based on tags, business units

7. Get Resource Owner
Map Resource Owners

8. Owner Call to Action
Slack



9. Approved?
Branch

False

True

IaC Remediation Action and Github Deployment
RDS Deletion automated after following manual approvals, taking a snapshot of RDS, and updating resource properties. Custom Github workflow for deployment automated as well.

10. RDS Create Snapshot
AWS

11. Update Template
AWS CloudFormation

12. Open Pull Request
Github

13. Set owner response
AWS

End

Additional IaC integrations supported

Terraform

Azure Resource Manager

OpenOps Use Cases

- Drive engineers to action
- Run cost simulations
- Enrich detections
- Incident response
- Address and adapt budgets
- Run driver-based forecasts
- Build custom reporting
- Reduce noise
- Unit Economics

Anomaly Management with OpenOps

The Safety Net for FinOps

OpenOps addresses concerns around unexpected cloud costs and vendor lock-in. The workflow highlights an example workflow to find and address anomalies. The workflow first detects cost anomalies then aggregates the results into a unified table, with the option to connect to a database, Google Sheets, or MS Excel for further analysis. Notifications are sent via slack, providing real-time updates where teams already collaborate. The workflow is automated where needed but maintains transparency and flexibility, ensuring no reliance on a single vendor while still leveraging familiar platforms.

Managing Cost Anomalies with Integrated Feedback Loops

Customize Action Schedule

Create custom schedules to automatically run workflow based on conditional checks, temporal requirements, and more.

Multiple Integration Options

Integrate with your existing stack

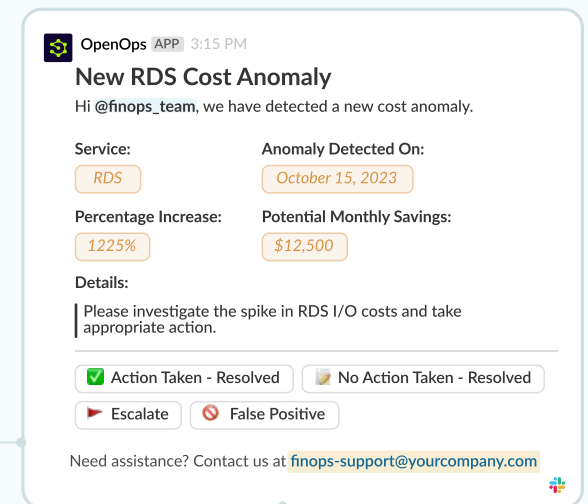
CloudHealth Anodot

1. Every Hour
Schedule

2. Get Anomalies
AWS Cost Anomaly Detection

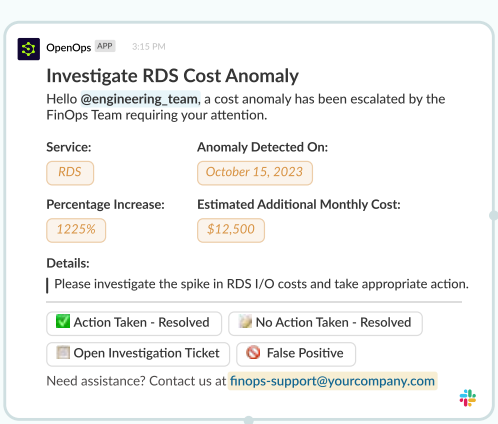
3. FinOps Call to Action
Slack

4. Escalate to Owner?
Branch



Notifications with Customizable Action Buttons

Keep your team in the loop and base remediation actions on manual approvals. Responses via integrations like slack are logged for fine0tuning anomaly thresholds.



Branch Based on Human Approval

Request owners' approvals and create sophisticated escalation pathways.

True

False

5. Engineering team CTA
Slack

6. Resolved?
Branch

Log Anomaly

Log the anomaly and status into one table, with customizable options including marking as a false positive, acknowledging and snoozing, or acknowledging and taking action.

11. Mark - False Positive
OpenOps Tables

12. Update Forecasts
Code

False

7. Notify Finops
Slack

8. Mark - Resolved
OpenOps Tables

9. Investigation Ticket
Jira Cloud

10. Mark - Snoozed
OpenOps Tables

Multi-Level Escalation

Continue escalation and mark resolved or create relevant tickets to ensure thorough documentation of processes, approvals, and remediations.

OpenOps Tables

Use OpenOps Tables tool to log responses and create a continuous feedback loop.

13. Post Incident Analy...
Jira Cloud

End

OpenOps Use Cases

- Drive engineers to action
- Run cost simulations
- Enrich detections
- Incident response
- Address and adapt budgets
- Run driver-based forecasts
- Build custom reporting
- Reduce noise
- Unit Economics

Unit Economics with OpenOps

Complete Data Equals Complete Visibility

Unit economics in FinOps revolves around data-driven decisions. To make confident decisions, full visibility into data is a necessity. OpenOps provides a single source of truth for all costs and decisions, ensuring complete visibility and facilitating effective remediation. Full insight into complete data enables long-term savings and simplifies complex decisions. The workflow below highlights aggregating data, allocating costs, and making informed decisions with OpenOps.

Analyze, Allocate, and Address Spend

Customize Action Schedule

Create custom schedules to automatically run workflow based on conditional checks, temporal requirements, and more.

Get CUR Files

Broad data source support including GCP, AWS, Azure

Cost Data Files | Azure Storage Solutions | Google Cloud Storage

Define Cost Allocation Rules

Each company has guidelines on how costs are assigned. Create an OpenOps table to assign resource usage to specific products: Use labels, tags, or metadata to associate costs with specific products, units, or lines of business
Create a centralized source of truth for resource usage, time, and specific services consumption for each product / business unit

1. Every Day
Schedule

2. Get Costs and Usage
AWS

3. Align Format
Data Mapper

4. Pull Data per Product
Datadog

5. Set Cost Attribution
OpenOps Tables

6. Cost per User > 120%
Branch

Normalize Data

Reformat cost and usage data to comply with the FOCUS specification

FOCUS™

Fetch Product Data from Observability Tools

Get product usage to map to cloud resource cost & usage.

Additional Observability integrations supported

Grafana | Prometheus | Power BI | +10

Check KPI Threshold

Only alert on products or business units that exceed the boundaries you've created for them.

True | False

7. Related Opportunities
AWS Compute Optimizer

8. Send KPI Alert
SMTP

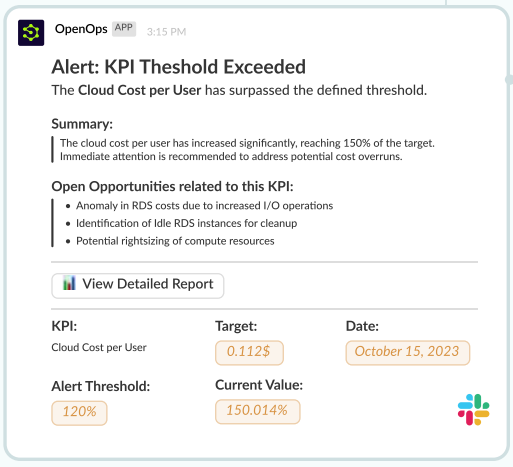
9. Inform Management
Slack

10. Send Daily KPI Report
SMTP

End

Custom Reporting via Internal Tools

Send custom alerts via email to inform relevant stakeholders



Send Report at Custom Cadence

1. Provide insights per unit, product, or LOB.
2. Highlight critical metrics, trends, and anomalies.

OpenOps Use Cases

Drive engineers to action | Run cost simulations | Enrich detections | Incident response | Address and adapt budgets

Run driver-based forecasts | Build custom reporting | Reduce noise | Unit Economics

Who is OpenOps?

OpenOps is transforming the paradigm of efficiency of FinOps. Founded by deeply technical product leaders Amit Saar and Rita Gorokhod, OpenOps is raising the standard of practice from detection of issues in cloud management and spend to customized, efficient remediation. Founded on a horizontal approach, OpenOps overcomes barriers in cloud optimization stemming from challenges in cross-team collaboration and communication.

<1% of bill in open, unchecked opportunities

50% less engineering time required

Meet the Founders

Amit Saar

Co-Founder & CEO

Amit has spent almost 2 decades working in cloud environments in technical and managerial roles. He combines his software proficiency and leadership to drive go-to-market, strategy, and sales at OpenOps.

- Software Engineer @ Microsoft Azure
- SCA Group Manager @ Chechmarx
- VP R&D @ Ottopia

Rita Gorokhod

Co-Founder & CTO

Rita is an accomplished software architect with extensive experience working with CISOs and DevOps teams to remediate security & FinOps issues. Rita uses her technical expertise and deep understanding of FinOps pain points to develop the OpenOps platform.

- Senior Software Engineer @ Varonis
- Team Lead, Software Architect @ WalkMe
- Software Engineering @ SonarSource

Why OpenOps?

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Amit and Rita founded OpenOps after encountering the same issues time and time again throughout their careers: visibility within cloud environments wasn't enough but building tools internally was not scalable or efficient.

Industry Buy-In

The OpenOps advisory board, including business and technology leader **Betsy Atkins** and cloud transformation expert **Uday Nagulavancha**, highlights the industry's excitement about OpenOps' No-code, highly-customizable approach to cloud optimization.

In today's cloud landscape, transformation isn't just about shifting workloads—it's about reshaping how organizations manage and optimize cloud investments. While traditional FinOps tools focus on cost management, the real challenge is bridging the gap between financial oversight and production environments. FinOps often struggle to turn insights into actionable strategies for engineers. OpenOps bridges this gap with an automation layer that leverages existing cost reports and aligns with production needs. By enabling real-time, scalable FinOps practices, OpenOps transforms financial accountability into an automated process, driving efficiency and cost optimization.

-Uday Nagulavancha

Cloud Transformation Expert

Backed by leading investors

work—bench Angular Ventures

OpenOps is backed by global venture capitalist groups including Angular Ventures and Work Bench who have brought their experience, networks, and capital to help OpenOps develop a robust product and customer pipeline.

Reach out to contact@openops.com for a demo