

From Cloud Cost Complexity to Control

Strengthened FinOps governance, improved cost visibility, and reduced cloud spend



\$2.4Mn

annual
cost savings

35%

total
cost reduction

\$380K

cloud
reservation savings

About Client

The customer is a leading UK-based technology and data services provider supporting the energy market's transition to net zero. With end-to-end visibility of the UK gas network and over two decades of domain expertise, it delivers mission-critical managed services, data platforms, and analytics to energy suppliers, network operators, and utilities.

Its proprietary Data Discovery Platform provides real-time insights into gas network performance, carbon reduction programmes, and energy asset portfolios. As a SaaS and managed services provider in a highly regulated market, the customer depends on secure, reliable, and cost-efficient cloud infrastructure. Microland was engaged in 2022 to strengthen governance and bring greater control to its growing cloud spend.

Key Challenges

Business Challenges

At the time Microland's engagement commenced, the customer was navigating a period of rapid strategic growth, and the company was simultaneously scaling its SaaS offerings across multiple energy sub-markets. This growth velocity created significant pressure on cloud spend visibility and control:



Limited Cost Visibility

Cloud costs were growing faster than revenue, while limited cost allocation made product- and customer-level margin analysis difficult

**Margin Pressure**

The CFO identified cloud spend as a major, poorly controlled technology cost requiring stronger discipline to improve EBITDA margins

**Lack of Proactive, Predictive Monitoring**

Without AI-driven alerts, many issues escalated undetected until they disrupted end users

**Decentralized Provisioning**

Multiple product initiatives drove rapid, autonomous resource provisioning without centralized governance or budget approval

**No Cost Accountability**

Without chargeback or showback, product teams lacked visibility into cloud costs and incentives to optimize consumption

Technology Challenges

The technology environment reflected the company's growth journey: multiple cloud deployments established at different points in time, across different teams, with inconsistent standards and no unified governance layer:

**Inconsistent Resource Tagging**

Resources could not be reliably mapped to customers or engineering teams, preventing accurate cost allocation and unit-cost analysis

**Always-On Non-Production Environments**

Development and QA environments ran continuously despite being used only during limited weekday hours

**No Commitment-Based Discounts**

Stable production workloads remained on on-demand pricing, increasing costs unnecessarily

**Excessive Log Retention**

Diagnostic data was retained indefinitely in hot-tier storage without defined retention policies or operational need

**Unused Cloud Resources**

Unattached disks and legacy resources remained active after development activity, creating avoidable waste

Business and Technology Priorities

The customer’s leadership commissioned the cloud cost optimization engagement with the following explicit priorities, aligned to the value-creation plan:



Unified Cost Visibility

Establish real-time visibility of cloud spend across Azure and segmented by product line and engineering team



Cloud Cost Reduction

Reduce monthly cloud spend by 25–30% within six months, with a sustained target of 35% or more



Product-Level Cost Allocation

Enable accurate product margin reporting by allocating cloud costs across SaaS product lines



Cost Drift Prevention

Prevent cost drift as products capability expansion programmes continued to deploy new cloud resources throughout 2023 and 2024

Solution

Multi-Year Engagement Journey

Microland structured the engagement as a phased programme, beginning with a rapid baseline assessment and quick-win cost reduction, then evolving into a full governance and FinOps operating model, before transitioning to a Managed FinOps Service. The phasing was designed to deliver early savings, which was critical given the commercial pressures, while building the structural foundations required for long-term cost control as the product portfolio continued to grow.

Phase	Period	Key Activities
Phase 1 Discover & Baseline	Month 1–2	Full audit of Azure subscriptions. Spend baseline by product line established. Governance gaps identified: sizing, tagging, reservations, orphaned resources, absent log retention policies.
Phase 2 Governance Foundation	Month 2–4	CMP tool (intelligeni Govern) integrated across all subscriptions. Tag taxonomy defined (product / team / environment / cost-centre). Mandatory tagging enforced via Azure Policy. Budget alerts and anomaly detection activated.

Phase	Period	Key Activities
Phase 3 Quick-Win Optimization	Month 3–6	Non-prod instance scheduling deployed Decommissioning of orphaned resources. Log retention policies enabled. VM right-sizing initiated.
Phase 4 Reservation Strategy	Month 6–9	Azure Reserved Instance and Savings Plan analysis completed for stable production workloads. Shared-scope reservations activated. Commitment coverage increased from ~8% to ~64% of eligible compute.
Phase 5 Product FinOps Model	Month 9–12	Product-level cost allocation model implemented FinOps dashboards published to Finance, Engineering, and Product leads. Chargeback reporting integrated into monthly P&L review.
Phase 6 Managed FinOps + AI	Month 12+	Ongoing: monthly cost review cadence, continuous rightsizing, reservation lifecycle management.

Key Components of the Solution



Unified Cloud Visibility

Deployed the **intelli**geni Govern Cloud Management Platform across Azure to provide a consolidated view of cloud spend by product, team, environment, and cost centre



Tagging and Policy Controls

Introduced a standardized tagging framework and Azure policies to ensure all new resources were correctly tagged at provisioning



VM Right-Sizing

Identified underutilized virtual machines and moved them to appropriate configurations, reducing compute costs by approximately 30% without affecting performance

**Non-Production Scheduling**

Automated the shutdown of development and test environments outside business hours, reducing weekly usage from 168 to around 50 hours

**Reservation Strategy**

Implemented Azure Reserved Instances for stable production workloads to reduce costs while retaining flexibility during platform modernization

**Product-Level Cost Allocation**

Mapped cloud spend to individual product lines and corporate IT, enabling accurate margin reporting and greater cost accountability for product teams

Business Value Delivered

For the first time, the customer's Finance, Product, and Engineering teams have a shared, reliable view of cloud spend. **intelli**geni Govern dashboards and monthly FinOps reviews have replaced ad hoc billing discussions with structured conversations on cost trends and optimization priorities. Product managers can now assess the cost impact of architectural decisions, helping protect margins, while engineering teams have greater confidence in cloud cost data for sprint planning and budget discussions.

\$2.4Mn **annual
cost savings**

Sustained run-rate saving achieved by Month 4; maintained through Managed FinOps Service

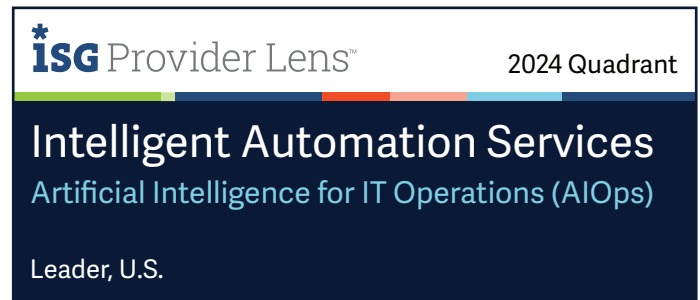
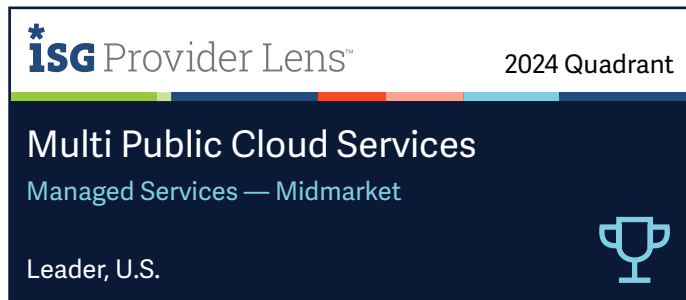
35% **total
cost reduction**

Achieved within the 12-month engagement period

\$380K **Azure
reservation
savings**

Committed-use discount secured for compute vs prior on-demand billing

Recognized by Global Analysts



About intelli**geni**

intelli**geni** is Microland's proprietary AI-First platform, conceived and engineered in-house to deliver truly autonomous IT operations. Built on a dynamic Knowledge Graph and powered by Agentic AI, intelli**geni** transforms enterprise infrastructure into a self-healing, adaptive ecosystem—ensuring always-on performance, faster incident resolution, and continuous compliance. Available in NetOps, CloudOps, Workplace, and CyberOps variants, the platform integrates seamlessly with existing environments, enabling organizations to align IT with business goals, boost productivity, and accelerate innovation. With intelli**geni**, Microland leads the industry's shift from automated to truly autonomous operations, future-proofing digital enterprises worldwide.

About Microland

Microland is a leading AI-first, platform-led, technology infrastructure services company. We have enabled enterprises to build intelligent, resilient, and future-ready operations and are a trusted partner to global enterprises. We bring over 35 years of expertise in digital networks, cloud, data centers, workplaces, and cybersecurity, and combine it with our commitment to customer centricity, delivery excellence, and continuous innovation. Our operations, currently in more than 100 countries, are supported by a strong global delivery model and our AIOps platform, intelli**geni**, powered by Agentic AI, which is shaping the future of autonomous technology operations across enterprises.