

**Why kreuzwerker?** Because in everything we do, we not only keep an eye on the technical possibilities, but also on the costs and, most of all, on the benefits. That's how we unleash potential. With customized digital technology, we help markets, companies, products, people and ideas fly. We advise and coach digital self-determination. We plan and

implement solutions that make companies more successful far beyond these solutions. We love clarity and are always direct, transparent and have a clear edge. We define clear goals, have clear processes and deliver clear solutions. We say what we think, and then we do it. And we don't just keep an eye on the technology, but also on the costs.



Is better performance at lower cost just a dream? It doesn't have to be.

*Of course, the great advantages of the Cloud come at a price, and Cloud provider costs are not exactly a small item in the overall budget. The initial euphoria about new technical possibilities often cedes to the entrepreneurial perspective, which focuses on the cost of Cloud computing. This is exactly where the kreuzwerker FinOps team enters the picture. FinOps, or Cloud Financial Management, stands for the optimization of the cost-benefit ratio of Cloud solutions. And when it comes to that, we are not dreamers, but realists who relentlessly calculate.*

FinOps in four simple steps



Advantages



You receive a target report on your optimization potential with 5-10 "big wins"



Thanks to our FinOps expertise, you have maximum cost transparency and can create internal accountability



You empower your development and finance departments to make iterative improvements



We show you FinOps best practices that are easy to understand and apply

We'll be satisfied when...

- ... you know how to save money through automation, managed services, serverless technologies and other services.
- ... you have mastered techniques to better allocate costs to workload owner revenue streams.
- ... you independently rightsize existing resources in terms of type, size and number
- ... you can identify the most cost-effective pricing model for your workloads
- ... your teams can independently apply our cost reduction philosophy.

*"The cooperation with the kreuzwerker team was very successful for us in the Deutsche Bahn unit traveler information (Reisendeninformation). In the subject areas of technology and cost optimization, the kreuzwerker team brought us forward with a lot of technical know-how and experience, but also with very good advisory skills. The very good AWS skills were also decisive for the success of the assignment."* **Deutsche Bahn**

*"Very professional in terms of consulting services, they are able to think their way into topics and teams and develop solutions together with the client."* **Axel Springer SE**

Partner



Let us make the dream come true and benefit from our pragmatic calculations: we optimize your Cloud financial management.

Arrange an appointment now to meet us in person.