

Heeddata – An Overview

- Heeddata Vision & Core Team
- What is Heeddata & it's USPs
- Comparison with Key Players
- Technology Partnerships & Compliance

Introduction



- FinOps from Customer Perspective
- FinOps Capabilities & KPIs
- FinOps Maturity Assessments with Heeddata
- Heeddata Assurance to Customers
- FinOps Adoption Certificate from Heeddata

FinOps Overview



- Core Features
- Cloud Infra Visibility
- Cloud Infra Optimization
- Cloud Infra Governance
- Product RoadMap
- Why Heeddata ?

Heeddata



Connect with Heeddata



Introduction - Heeddata Vision

Solve the **Multi Cloud Infra Challenges for Enterprises** via **single pane of glass**, so that **enterprises** can focus more on the **business** and **innovation** without having to worry about **FinOps Adoption**, **FinOps Assessment**, **Cloud Cost Management & Optimization**, **Cloud Security**, **Cloud Operations & Compliance**, **Cloud Infra Workload Management**.



Cloud Resource is the heart of **Heeddata & Heeddata Engine** gets **various attributes around cloud resource usage & enable customers** with **actionable insights** around each cloud resource to have better **visibility and accountability**.

Usage * Rate = Cost



Heeddata: Transforming Multi-Cloud Cost Management

Heeddata – Multi-Cloud FinOps Platform

Simplify. Optimize. Transform.

Heeddata is a B2B SaaS platform dedicated to optimizing cloud financial management across AWS, Azure, GCP, and OCI environments. Our mission is to empower enterprises to manage cloud costs, maximize ROI, and drive business growth through comprehensive FinOps practices.

Our Offerings

- **Unified Multi-Cloud Cost Management:** Aggregate and manage costs across AWS, Azure, GCP, and OCI from a single platform, with detailed insights and granular tracking.
- **Advanced Cost Optimization:** Identify savings opportunities through automated recommendations, including rightsizing, reserved instance planning, and optimizing unused resources.
- **Real-Time Budget Tracking & Forecasting:** Predict, monitor, and control cloud spend to avoid overspend and ensure alignment with business goals.
- **Enhanced Governance & Policy Compliance:** Ensure cloud resource use adheres to internal policies and industry standards with automated compliance checks.
- **Collaborative FinOps Workflows:** Facilitate cross-team collaboration (Engineering, Finance, and Operations) with a unified platform designed to streamline FinOps processes.

The Heeddata Advantage

- Seamless integration with existing cloud setups
- Data-driven insights for informed decision-making
- Scalable to meet evolving business needs
- Supports and Analyses all the work loads from AWS, Azure, GCP & OCI across length & breadth including Gen AI, Snowflake, DataBricks, MongoDB etc



Introduction - Key Differentiators of Heeddata

- ❖ **Single Pane of Glass Visibility for Multi-cloud and Multi-Tenancy** at various levels including Cloud Account / Application / Business Unit / Cloud Service / Cloud Resource
- ❖ **Predictive Analytics towards Forecasting of Budgets** at various levels including Cloud Account / Application / Business Unit / Cloud Service / Cloud Resource
- ❖ **Logical Grouping of Cloud Resources into Business Units / Applications** for better Savings / Monitoring & Observability
- ❖ **Non Stop Cloud Cost Optimization Recommendations** that empowers better savings & cost optimization (Find, Fix, Save & Repeat) apart from native cloud recommendations
- ❖ **Pro Active Email alerts** around Cloud Cost Optimization, Cloud Resource Observability & Monitoring
- ❖ **Complete FinOps savvy Platform.** Implementing Heeddata helps the enterprises to be FinOps compliant and helps them to move to **FinOps Maturity level Crawl to Run**
- ❖ **Dashboards around Cloud Costs & Resources Breakdown** by **Expenses**, **Resource Count** & **Tags** which can be used in **Audits & Reports** by **various Personas of the Organization** for **complete duration (against 90 days of native cloud data)**
- ❖ **Geo Map Visibility of Cloud Costs & Resources**
- ❖ **Ability to list down Data Transfer Cost and Size of Data** among cloud resources at **various levels**
- ❖ **Cross-Device Compatibility – Heeddata Platform can be accessed from any device and info is handy for key executives.**



Introduction - Heeddata Comparison with Key Players

FEATURES

	 Heeddata	 IBM Apptio	 Flexera	 CoreStack
CSP Integration with AWS, Azure, GCP & Oracle Cloud	✓	✓	✓	✓
Comprehensive Visibility	✓	✓	✓	✓
Single Page of Glass at Enterprise	✓	✓	✓	✓
Logical Grouping of Resources into Business Units / Applications	✓	✗	✗	✗
Automated Recommendations Engine	✓	✓	✓	✓
Budgetting at various levels like Account, Org, App etc	✓	✗	✗	✗
ForeCasting at various levels	✓	✗	✗	✗
Break Down Views for Tags	✓	✗	✗	✗
Break Down Views for Resouce Count	✓	✗	✗	✗
Geo Map Visibility	✓	✗	✗	✗
Data Trasfer Costs Visibility & Accountability	✓	✗	✗	✗
Default Rules for Cloud Governance	✓	✓	✓	✓
Configurable Rules for Cloud Governance	✓	✗	✗	✗
Anomaly Management	✓	✓	✓	✓
Tagging Policy Management	✓	✗	✗	✗
Devise Friendly Platform	✓	✗	✗	✗
Pricing Details				
Platform Subscription Costs	2-3% of Cloud Spend	5-7% of Cloud Spend	5-7% of Cloud Spend	4-6% of Cloud Spend



Introduction - Heeddata Integration with CSPs

Heeddata has been registered as a **Technology Partner** with the major **Cloud Service Providers** and listed it's SaaS Platform into the cloud market places mark.

- Microsoft Azure – [Heeddata in Azure Marketplace](#)
- AWS – [Heeddata on AWS Startups](#)
- Oracle Cloud - [Heeddata in Oracle Cloud Marketplace](#)
- Google Cloud - [Heeddata in Google Cloud Startups](#)



Heeddata Security Compliance & Certifications

Heeddata is a B2B Enterprise SaaS platform. The Platform has been **assessed** and **certified** for the following security compliances

- **ISO 27001 Certified Platform**
- **SOC 2 Type II Certified Platform**
- **GDPR Certified Platform**



FinOps Framework is at the Core of Heeddata

FinOps Framework

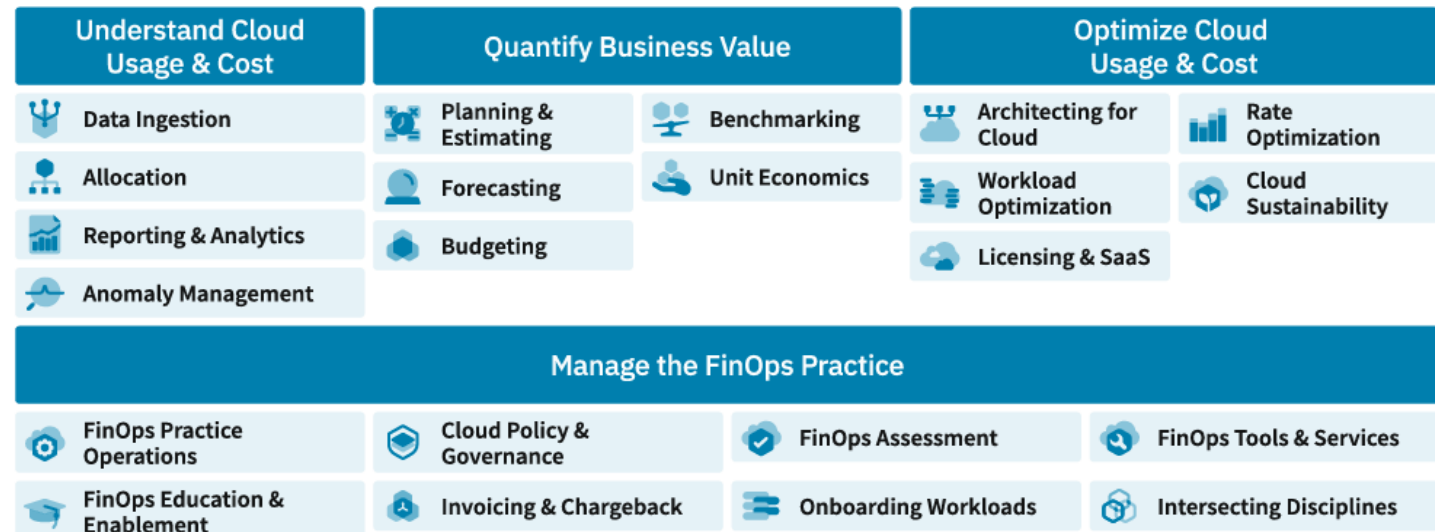
FinOps is an operational framework and cultural practice which **maximizes the business value of cloud**, enables timely data-driven decision making, and creates financial accountability through collaboration between engineering, finance, and business teams.



Principles

- Teams need to collaborate
- Decisions are driven by business value of cloud
- Everyone takes ownership for their cloud usage
- FinOps data should be accessible and timely
- A centralized team drives FinOps
- Take advantage of the variable cost model of the cloud.

Domains & Capabilities

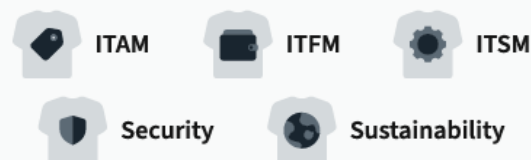


FinOps.org

Core Personas



Allied Personas



Phases



Maturity



FinOps from Customer Perspective

Customer Challenges

Here are the top 7 FinOps adoption related challenges that many encounter.

- Getting Engineers to act on cost optimization
- Accurate forecasting of cloud spend
- Organizational adoption of FinOps
- Enabling automation
- Reducing waste or unused resources
- Aligning finance/procurement teams with tech/eng teams
- Full allocation of cloud spending

FinOps - Key Drivers

- **Reduce wasted cloud spend** - 32% of total cloud spend is wasted spend.
- **Cost Management across multiple clouds** - 89% organizations are using multiple clouds resulting in increased demand for cost optimization Initiatives.
- **Strong demand from end customers to optimize cloud spend** - 59% of organizations have cost savings - cloud spend optimization - as their top cloud initiative.
- **Operating Model changes arising from increased cloud spend** - IT and Finance teams need to operate more efficiently together to support the agility of the business and pro-actively monitor and react to cloud spends.

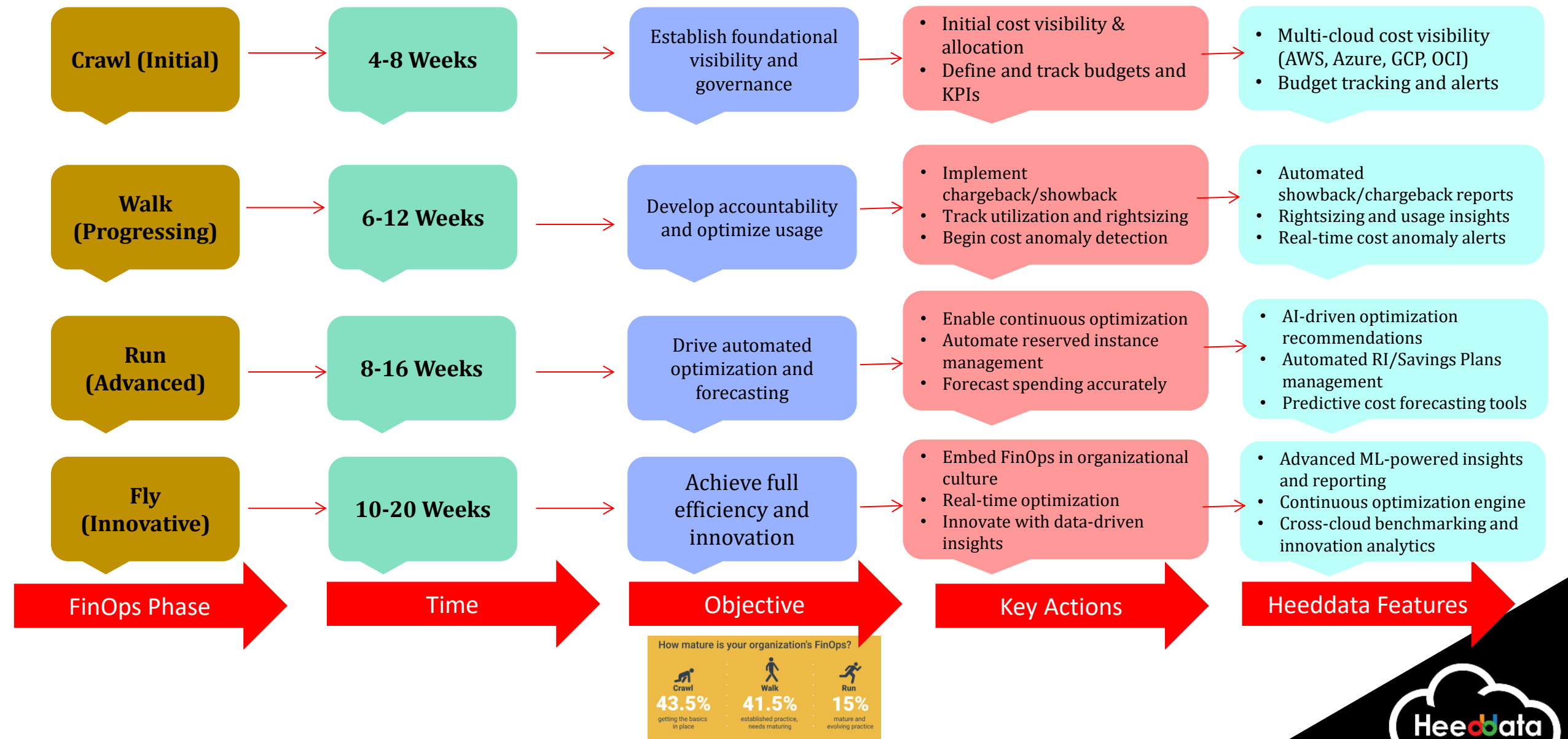
FinOps - Key Benefits

- **Gain visibility** to control costs across the organization
- **Drive accountability** for cloud spend across the organization
- **Simplify cloud budget** management with predictive analytics
- Identify **optimization opportunities** & increase business value of cloud spend
- **Enable data driven decision** making across the organization

FinOps relies heavily on key performance indicators. FinOps KPIs are used to gain visibility and a metric perspective to streamline the cost-controlling process. Heeddata FinOps KPIs can be broadly classified as follows.

FinOps Capabilities	FinOps KPIs
Cost Allocation	Allocation coverage, allocation granularity, unallocated spend
Budget Management	Budget variance, forecast accuracy, forecast bias
Anomaly Detection	Frequency of anomalies, response time, resolution time
Rate Optimization	Savings from discounts, reserved instances, spot utilization
Usage Optimization	Idle resource rate, rightsizing, underutilized resources
Utilization	Resource utilization rate, unused capacity, utilization variance
Automation	Automated tasks ratio, cost reduction from automation, time savings
Collaboration	Stakeholder engagement, cross-functional actions, communication frequency
Unit Economics	Cost per business unit, cost per customer/transaction
Data Accessibility	Data freshness, accessibility, report generation time
Reporting and Benchmarking	Report frequency, coverage, benchmark deviation

FinOps Maturity Levels with Heeddata



Heeddata Assurance to Customers

FinOps brings financial accountability to the variable spend model of cloud, enabling distributed teams to make business trade-offs among speed, cost, and quality. In practice, it means establishing performance indicators for an organization's cloud costs based on service, business unit, environment, etc., and diagnosing the organization's consumption based on these indicators.

FinOps is a practice that brings financial intelligence and realization of an organization's cloud spending towards its business value.

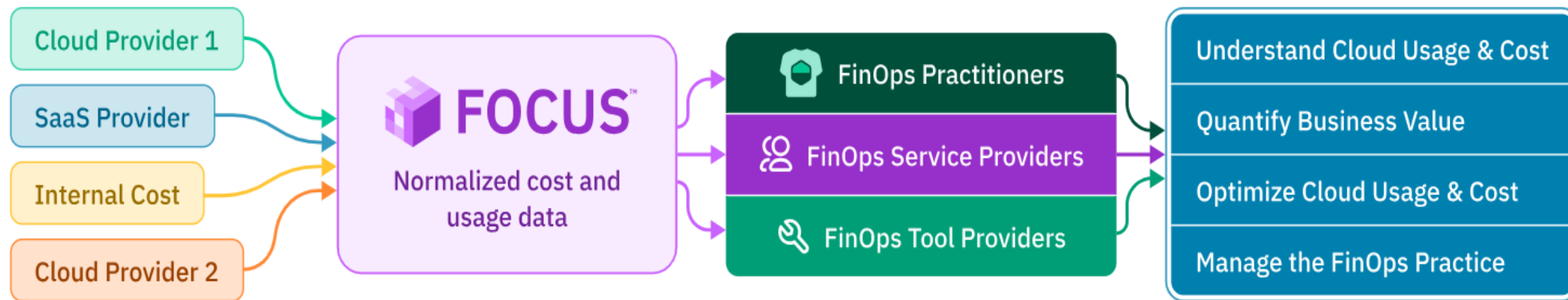
Here are some of the assured benefits for the customer:

- 1. Cloud cost savings result in better RoI from cloud investments.*
- 2. Wasted cloud spend reduced up to 95%*
- 3. Heeddata Platform saves upto 50% of your team efforts towards Cloud Infra Management with its automation capabilities.*
- 4. Heeddata Consulting with its FinOps Platform /CMP centric PoC quickly proves benefits and builds FinOps business case*
- 5. Improved FinOps operating model with better outcome with assessment grows from Crawl to Run*



FinOps FOCUS:

The FinOps Cost and Usage Specification (FOCUS™) is an open-source specification that defines clear requirements for cloud vendors to produce consistent cost and usage datasets.



FOCUS™ aims to reduce complexity for FinOps Practitioners so they can drive data-driven decision-making and maximize the business value of cloud, while making their skills more transferable across clouds, tools, and organizations.

Heeddata aligned towards FinOps FOCUS and provides cloud cost data as per FinOps FOCUS Specification

CERTIFICATE

This is to certify that the

Multi Cloud Infra is FinOps Ready

Empowering FinOps principles across diverse cloud environments and optimizing multicloud infrastructure on a global scale



Crawl



Run

Powered by 



Heeddata Core Features

Cost Explorer:

AI/ML algorithms to intuitively inform customers about potential cost Saving

Cost Map:

Understand Cloud Costs and Network traffic Geographically

User Management:

A role-based access control system to manage the permissions in an organization

Recommendations:

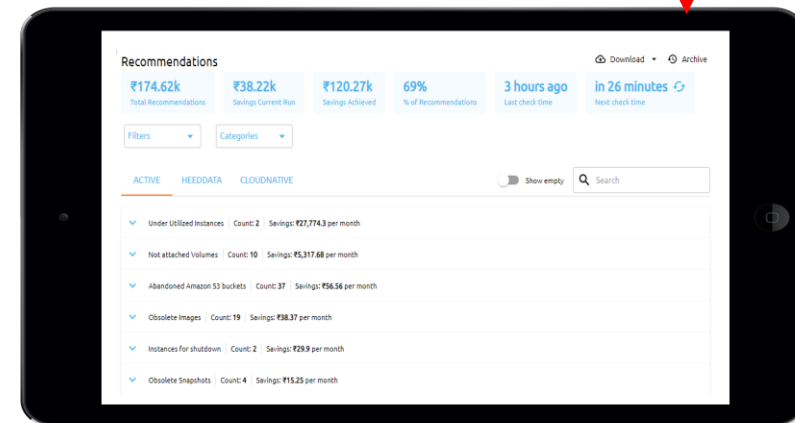
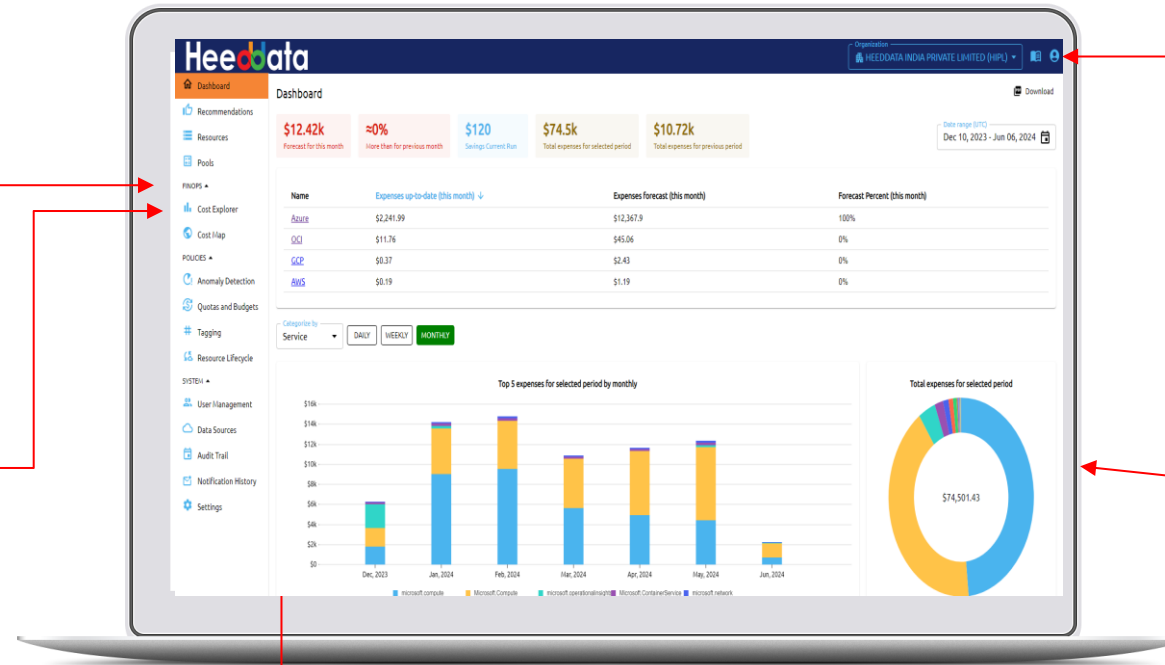
AI/ML algorithms to intuitively inform customers about potential cost Saving

Organization:

Ability to define an org structure, budgets, and map cloud resources to the right entity in the org structure

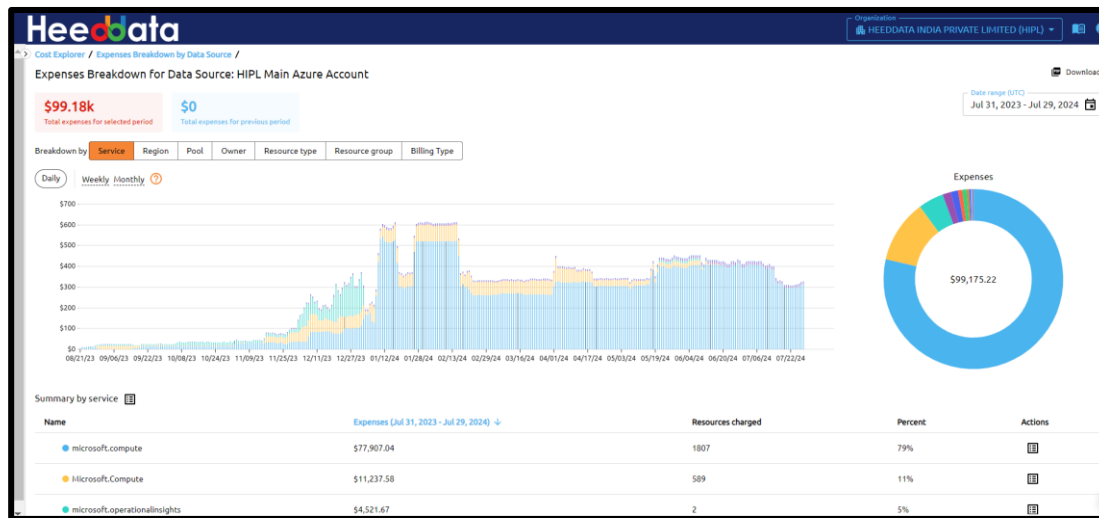
Cross-Device Compatibility:

Works seamlessly on desktop and mobile devices.



FinOps INFORM Phase

A **dashboard visibility** of full cloud expenditure and forecast. This includes various cost category to understand overall cloud consumption on all your cloud subscriptions for the current month.

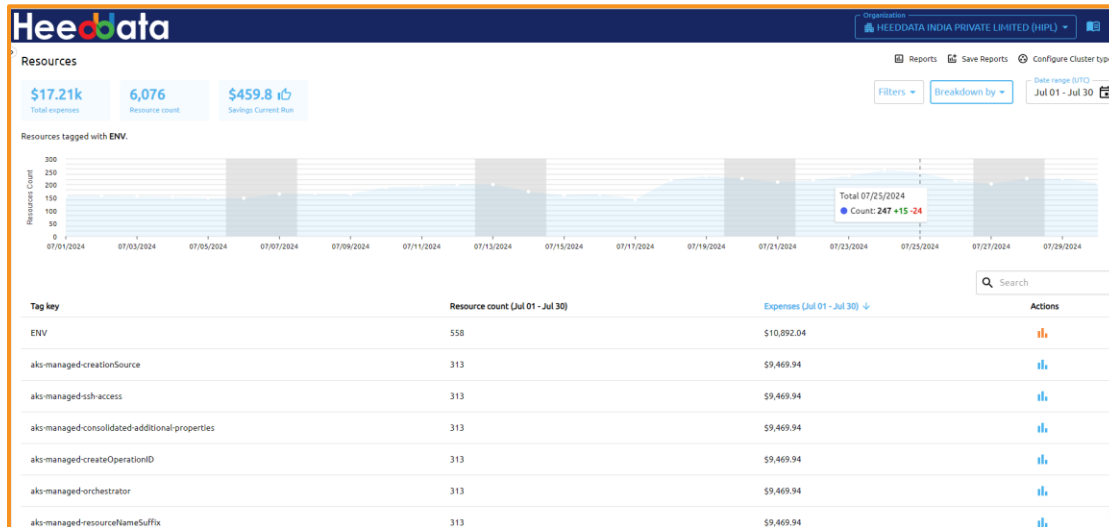
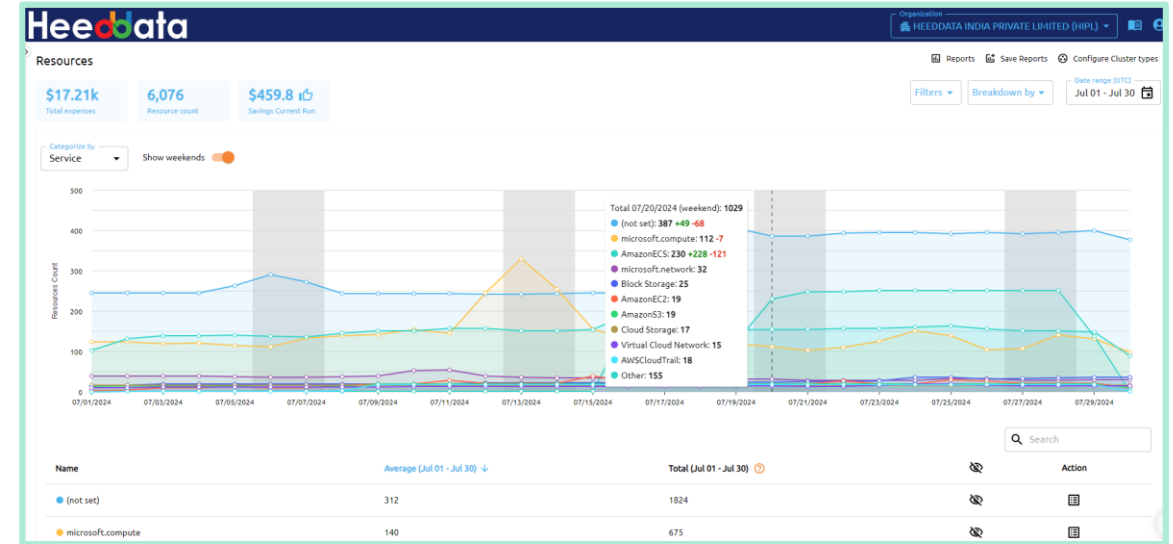


Drill down of **various costs including services/resource groups/billing types etc** which includes the number of resources that are charged to analyse the cost pattern for any **given date range**.

FinOps INFORM Phase

Similar to the cost we also provide breakdown patterns for resources on the date range selected.

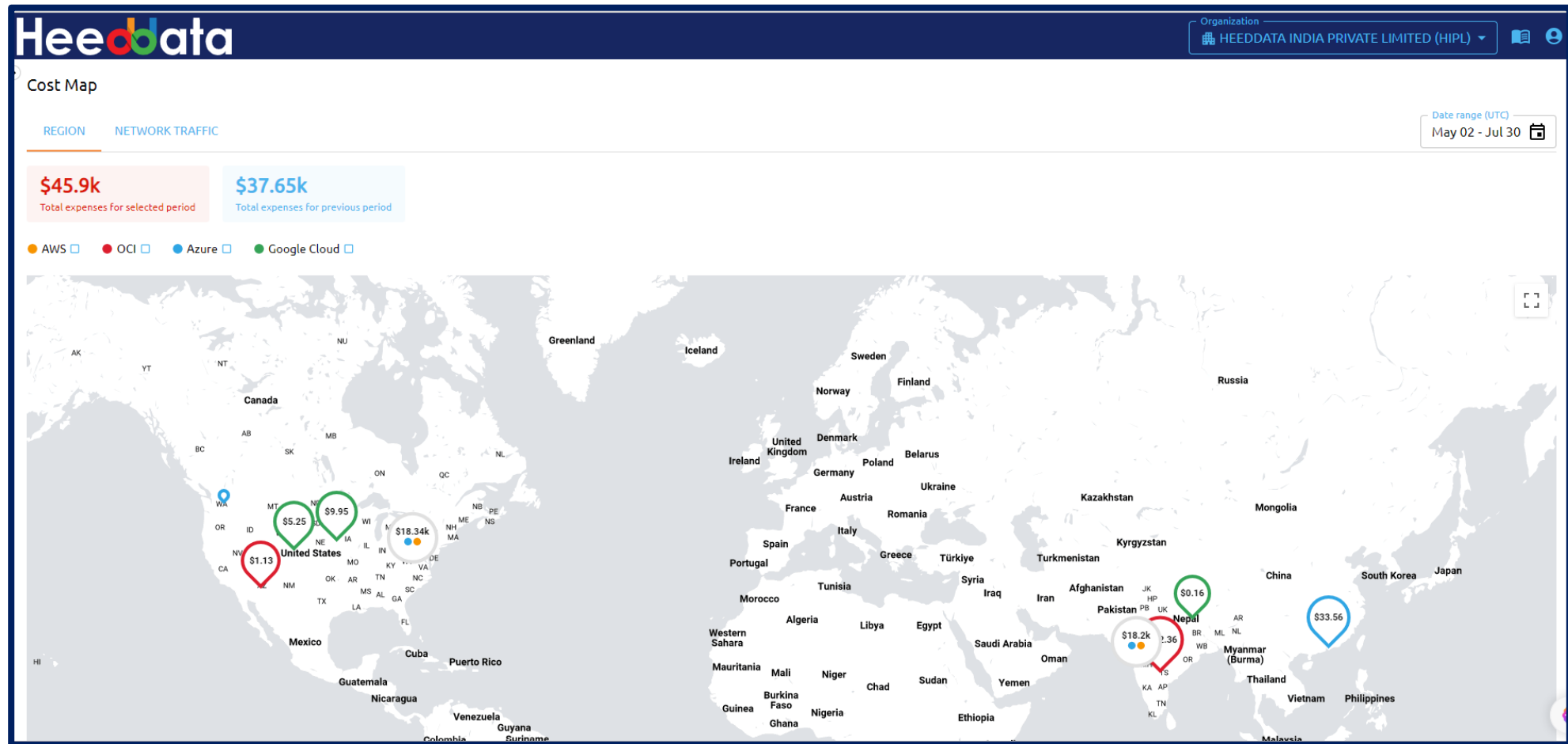
Number of resources created or removed at Service level/Region/Resource type/Owner/Pool/Data source



Breakdown by tags, can provide resource level overview from the Tag Keys.



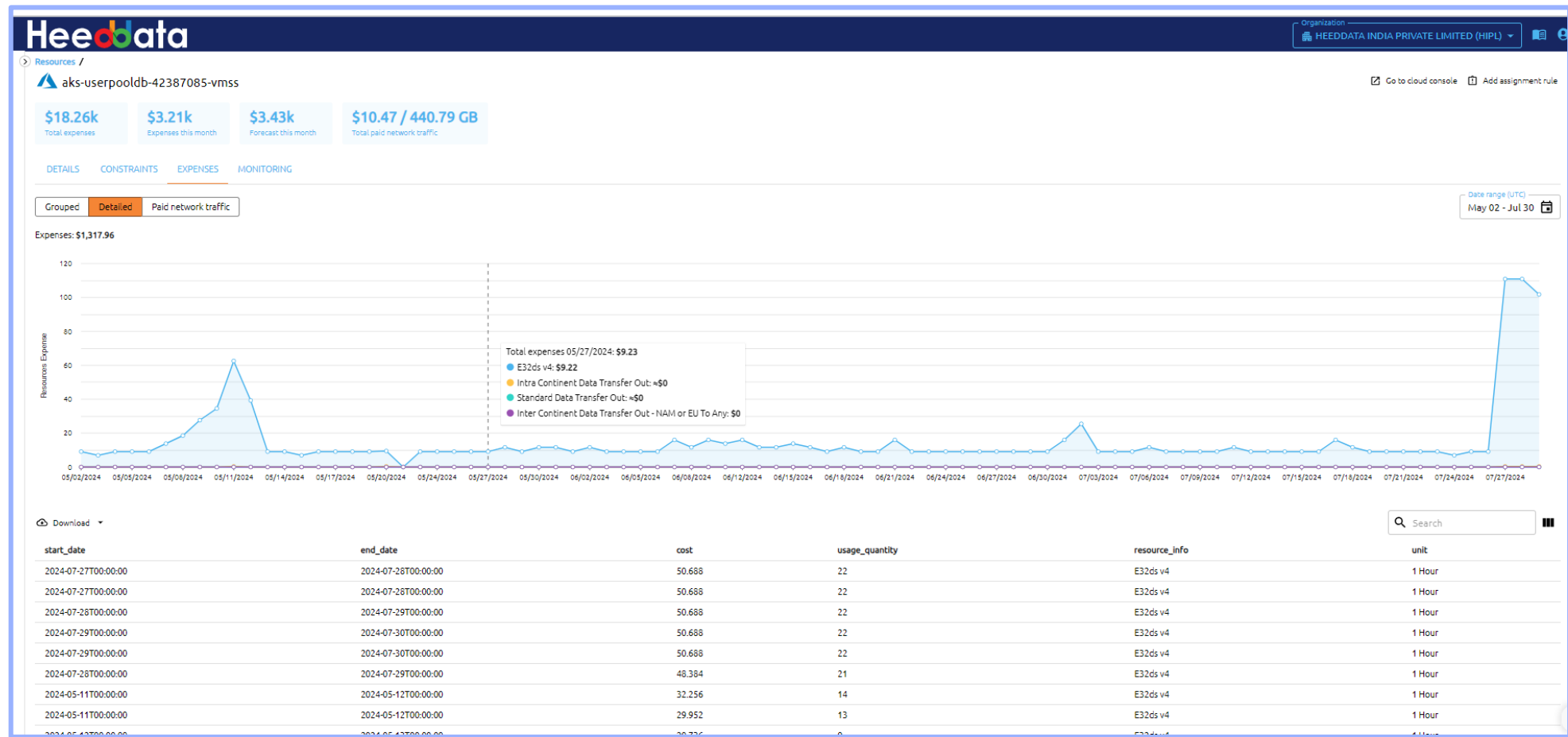
FinOps INFORM Phase



Geographical overview of costs and Network traffic distributions.



FinOps INFORM Phase

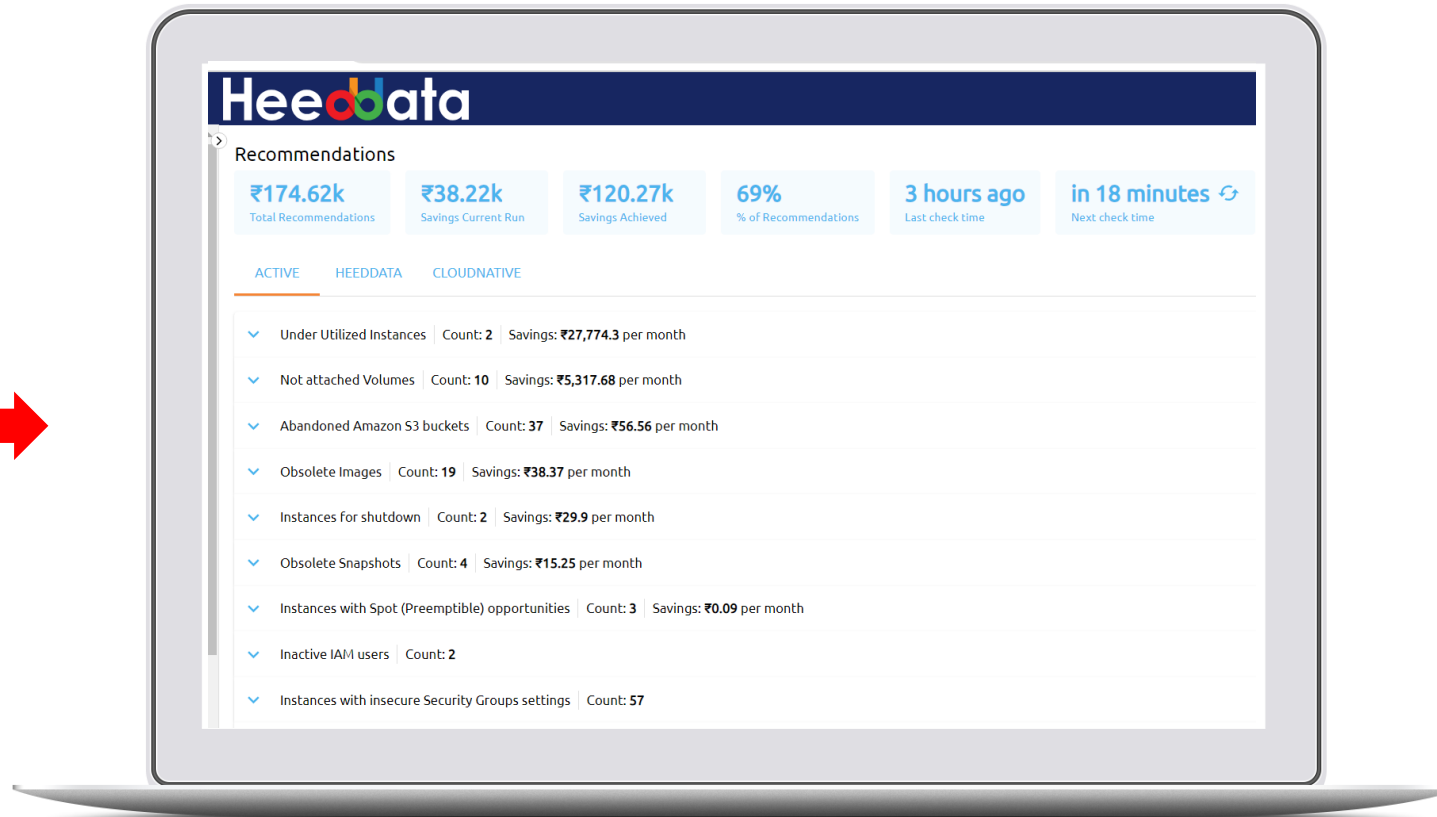


From Organization to each resource level costs along with **usage quantity** and the **price per hour**.

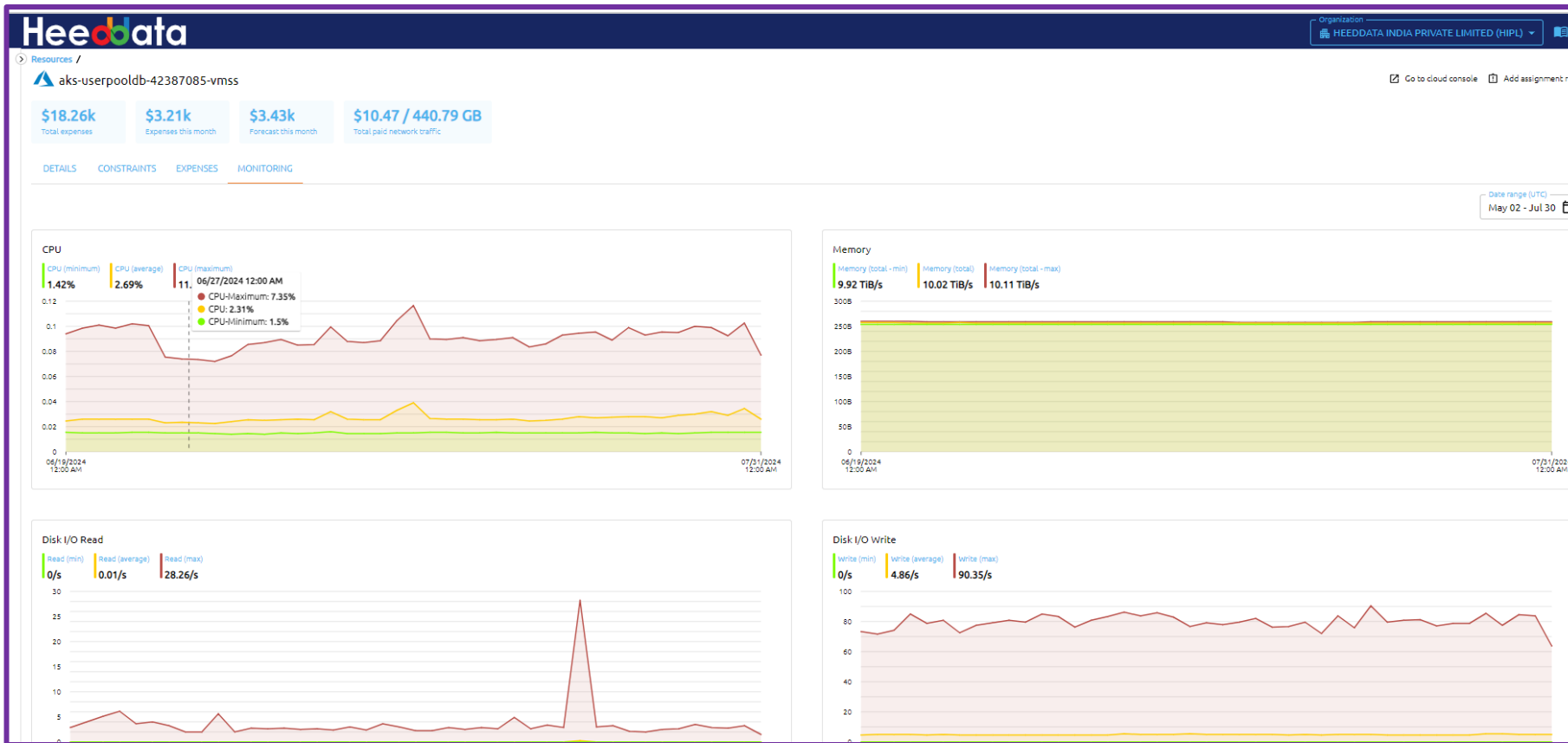


FinOps OPTIMIZE Phase :

Single window to optimize cost for all the clouds. Heeddata's 18+ built in algorithms runs daily & notify the opportunities.



FinOps OPTIMIZE Phase



Monitoring metrics details like min/max values are determined to provide recommendations based on **CPU or Memory utilization and other key attributes of the resource.**



Heeddata Optimization Algorithms

- Heeddata has developed 18 algorithms for Cost Optimization and Security of Cloud Resources. Heeddata Optimization Engine runs every 3 hours around the cloud infra and notifies the opportunities via platform & email.

Cloud Resource Cost Optimization

- Underutilized Instances
- Abandoned Instances
- Not attached Volumes
- Instances for shutdown
- Obsolete IPs
- Obsolete Images
- Abandoned Amazon S3 buckets
- Reserved Instances opportunities
- Obsolete Snapshots
- Abandoned Kinesis Streams
- Instances with migration opportunities
- Instances with Spot (Preemptible) opportunities
- Instances eligible for generation upgrade
- Abandoned Images

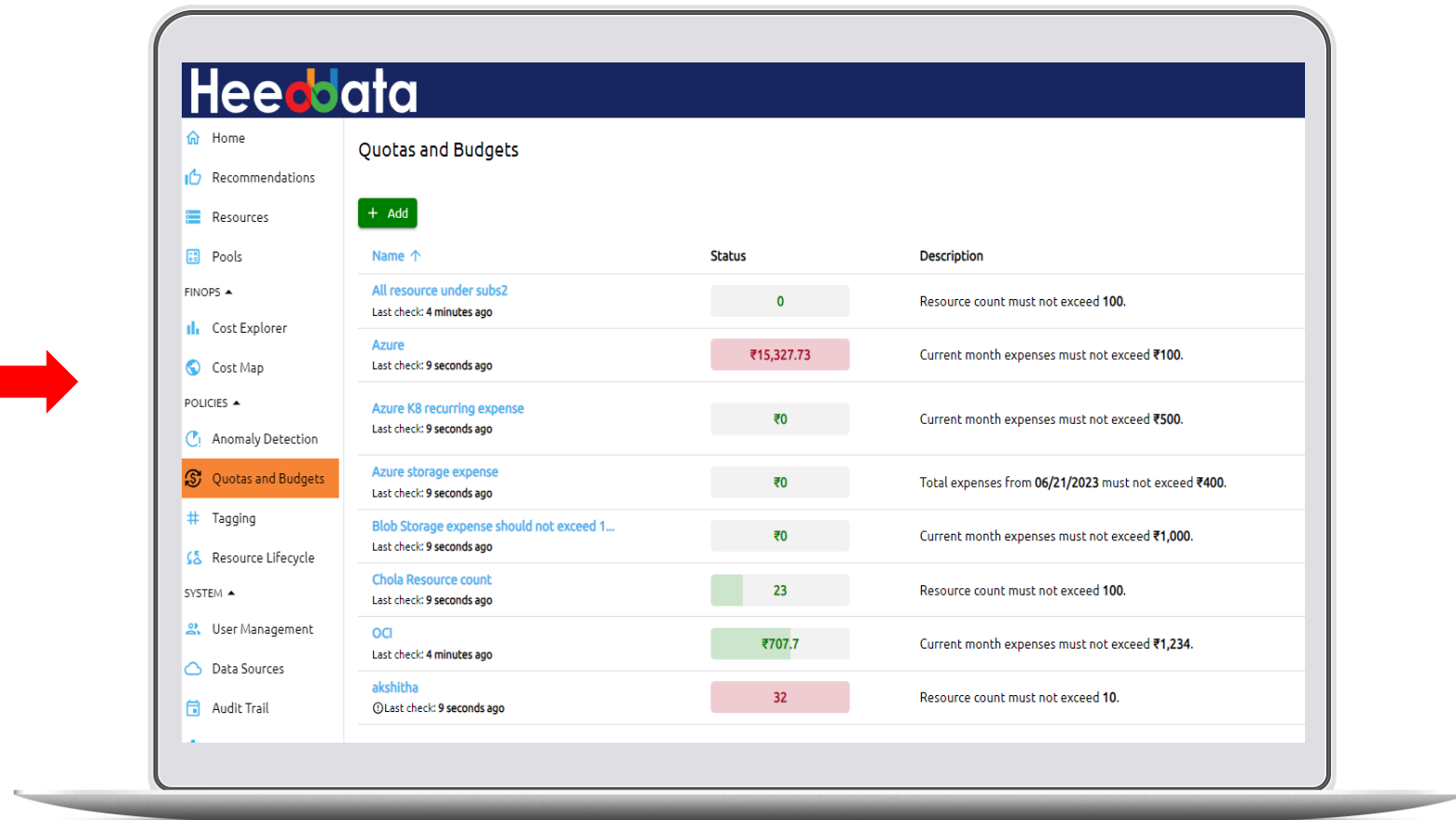
Cloud Resource Security Recommendations

- IAM Users with unused Console Access
- Inactive IAM Users
- Instances with insecurity Group Settings
- Public Amazon S3 Buckets

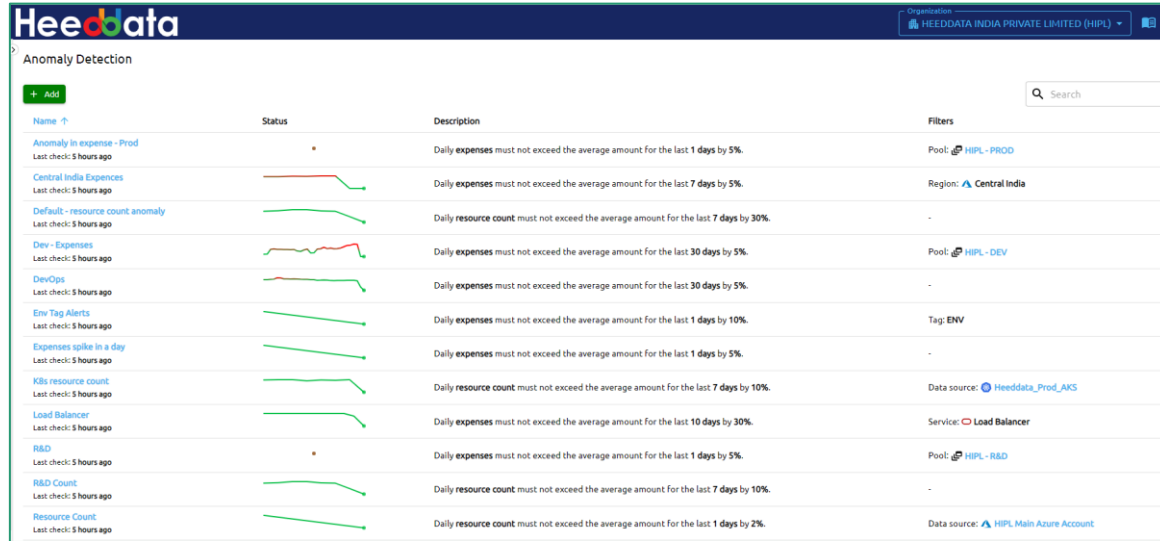


FinOps OPERATE Phase

FinOps OPERATE Phase :
Continuously re/evaluate
objective, re/validate
metrics & re/analyze trends
to control the cost.



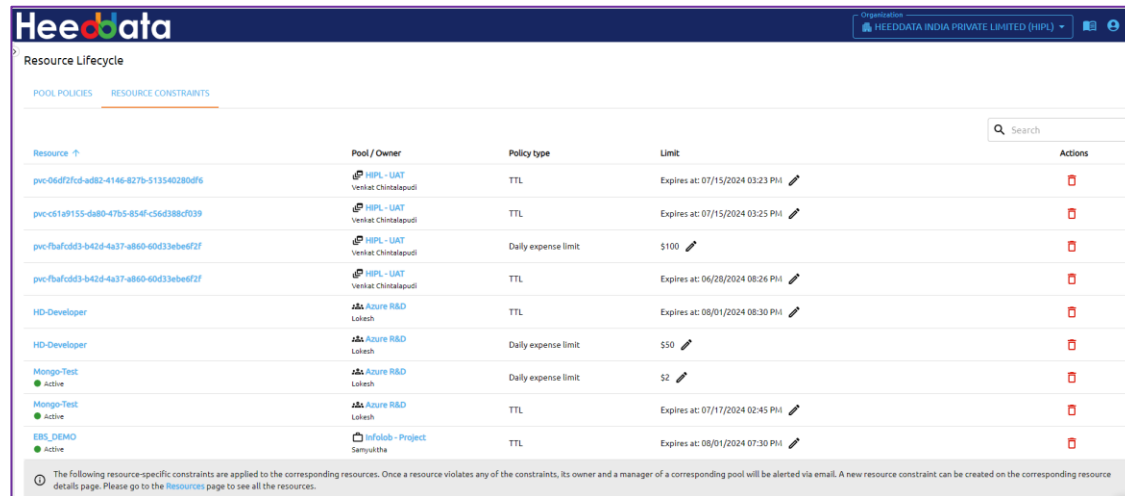
FinOps OPERATE Phase



Name	Status	Description	Filters
Anomaly in expense - Prod Last check: 5 hours ago		Daily expenses must not exceed the average amount for the last 1 days by 5%.	Pool:
Central India Expenses Last check: 5 hours ago		Daily expenses must not exceed the average amount for the last 7 days by 5%.	Region:
Default - resource count anomaly Last check: 5 hours ago		Daily resource count must not exceed the average amount for the last 7 days by 30%.	-
Dev - Expenses Last check: 5 hours ago		Daily expenses must not exceed the average amount for the last 30 days by 5%.	Pool:
DevOps Last check: 5 hours ago		Daily expenses must not exceed the average amount for the last 30 days by 5%.	-
Env Tag Alerts Last check: 5 hours ago		Daily expenses must not exceed the average amount for the last 1 days by 10%.	Tag: ENV
Expenses spike in a day Last check: 5 hours ago		Daily expenses must not exceed the average amount for the last 1 days by 5%.	-
K8s resource count Last check: 5 hours ago		Daily resource count must not exceed the average amount for the last 7 days by 10%.	Data source:
Load Balancer Last check: 5 hours ago		Daily expenses must not exceed the average amount for the last 10 days by 30%.	Service:
R&D Last check: 5 hours ago		Daily expenses must not exceed the average amount for the last 1 days by 5%.	Pool:
R&D Count Last check: 5 hours ago		Daily resource count must not exceed the average amount for the last 7 days by 10%.	-
Resource Count Last check: 5 hours ago		Daily resource count must not exceed the average amount for the last 1 days by 2%.	Data source:

Setup **anomalies** and get notified on unusual spend patterns or resource counts.

Resource or pool level **constraints** to monitor resource ON and OFF limits.

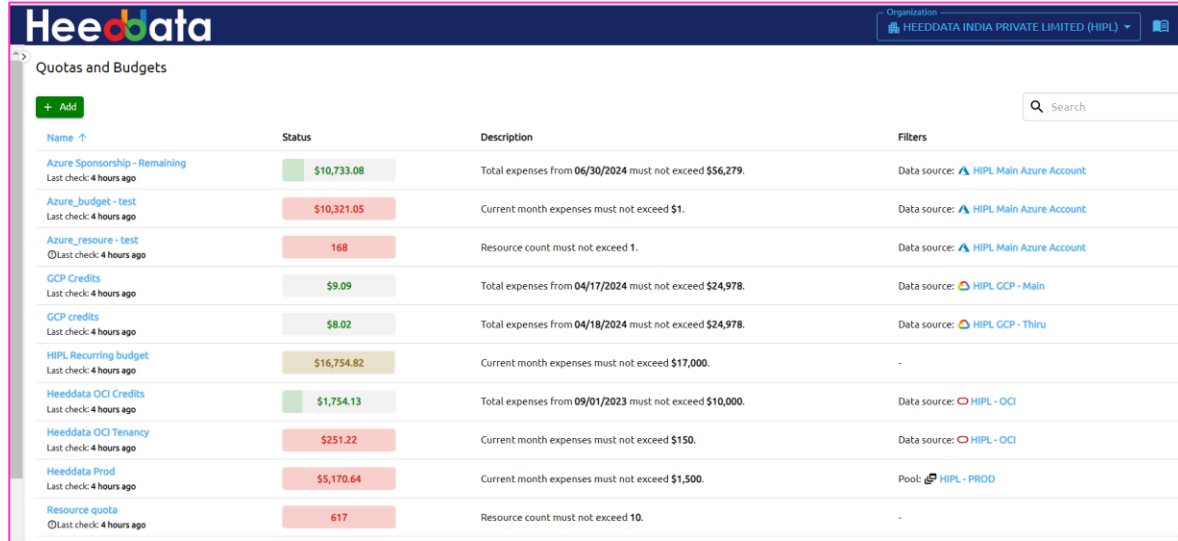


Resource	Pool / Owner	Policy type	Limit	Actions
pvc-06d72cd-a802-4146-627b-513540280df6	Venkat Chintalapudi	TTL	Expires at: 07/15/2024 03:23 PM	
pvc-c1a9155-d680-47b5-854f-c6d388cf039	Venkat Chintalapudi	TTL	Expires at: 07/15/2024 03:25 PM	
pvc-fba0c83-b42d-4a37-a860-40d33ebef2f	Venkat Chintalapudi	Daily expense limit	\$100	
pvc-fba0c83-b42d-4a37-a860-40d33ebef2f	Venkat Chintalapudi	TTL	Expires at: 06/26/2024 08:26 PM	
HD-Developer	Lokesh	TTL	Expires at: 08/01/2024 08:30 PM	
HD-Developer	Lokesh	Daily expense limit	\$50	
Mongo-Test 	Lokesh	Daily expense limit	\$2	
Mongo-Test 	Lokesh	TTL	Expires at: 07/17/2024 02:45 PM	
ERS_DEMO 	Sanyuktha	TTL	Expires at: 08/01/2024 07:30 PM	

The following resource-specific constraints are applied to the corresponding resources. Once a resource violates any of the constraints, its owner and a manager of a corresponding pool will be alerted via email. A new resource constraint can be created on the corresponding resource details page. Please go to the [Resources](#) page to see all the resources.



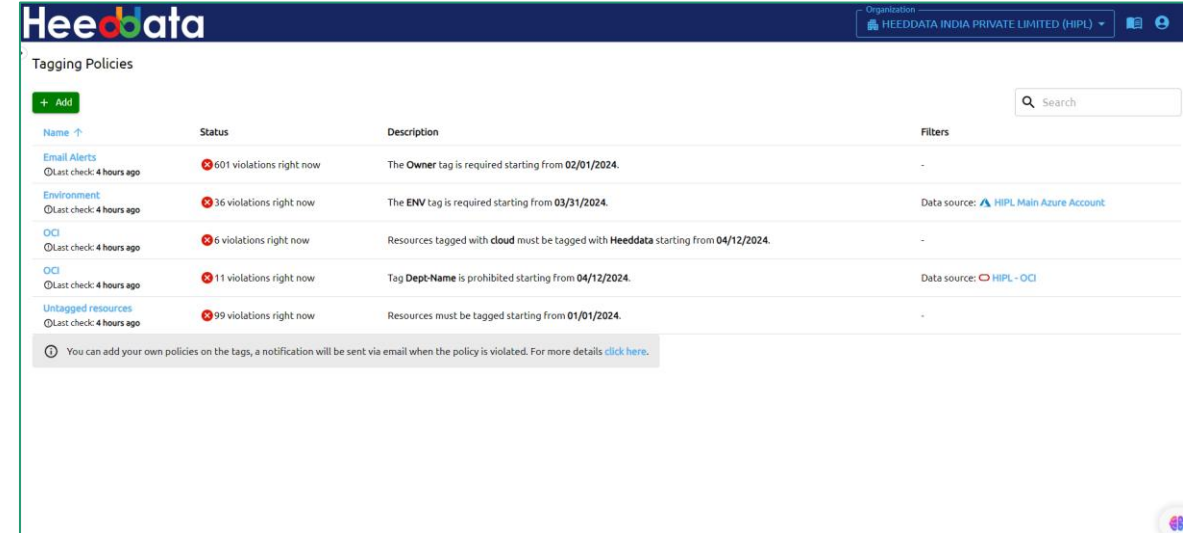
FinOps OPERATE Phase



The screenshot shows the 'Quotas and Budgets' section of the Heeddata interface. It features a table with columns for Name, Status, Description, and Filters. The table lists various budget and quota items, each with a status indicator (green for good, red for over), a value, a description of the limit, and the data source. A green arrow points from the explanatory text below to this table.

Name	Status	Description	Filters
Azure Sponsorship - Remaining Last check: 4 hours ago	\$10,733.08	Total expenses from 06/30/2024 must not exceed \$56,279.	Data source: HIPL Main Azure Account
Azure_budget - test Last check: 4 hours ago	\$10,321.05	Current month expenses must not exceed \$1.	Data source: HIPL Main Azure Account
Azure_resource - test Last check: 4 hours ago	168	Resource count must not exceed 1.	Data source: HIPL Main Azure Account
GCP Credits Last check: 4 hours ago	\$9.09	Total expenses from 04/17/2024 must not exceed \$24,978.	Data source: HIPL GCP - Main
GCP credits Last check: 4 hours ago	\$8.02	Total expenses from 04/18/2024 must not exceed \$24,978.	Data source: HIPL GCP - Thiru
HIPL Recurring budget Last check: 4 hours ago	\$16,754.82	Current month expenses must not exceed \$17,000.	-
Heeddata OCI Credits Last check: 4 hours ago	\$1,754.13	Total expenses from 09/01/2023 must not exceed \$10,000.	Data source: HIPL - OCI
Heeddata OCI Tenancy Last check: 4 hours ago	\$251.22	Current month expenses must not exceed \$150.	Data source: HIPL - OCI
Heeddata Prod Last check: 4 hours ago	\$5,170.64	Current month expenses must not exceed \$1,500.	Pool: HIPL - PROD
Resource quota Last check: 4 hours ago	617	Resource count must not exceed 10.	-

- ❖ **Quotas and Budgets** provide option to add three types of budgets **'Monthly'** **'Expiring'** and **'Resource quotas'**
- ❖ Expiring budget allows us to provide an overall budget for the project with a determined start date.
- ❖ Example: If an account has any cloud credits which start and end on particular day we can track those costs with this feature.



The screenshot shows the 'Tagging Policies' section of the Heeddata interface. It features a table with columns for Name, Status, Description, and Filters. The table lists various tagging policies, each with a status indicator (red for violations), a count of violations, a description of the rule, and the data source. A red arrow points from the explanatory text below to this table.

Name	Status	Description	Filters
Email Alerts Last check: 4 hours ago	601 violations right now	The Owner tag is required starting from 02/01/2024.	-
Environment Last check: 4 hours ago	36 violations right now	The ENV tag is required starting from 03/31/2024.	Data source: HIPL Main Azure Account
OCI Last check: 4 hours ago	6 violations right now	Resources tagged with cloud must be tagged with Heeddata starting from 04/12/2024.	-
OCI Last check: 4 hours ago	11 violations right now	Tag Dept-Name is prohibited starting from 04/12/2024.	Data source: HIPL - OCI
Untagged resources Last check: 4 hours ago	99 violations right now	Resources must be tagged starting from 01/01/2024.	-

① You can add your own policies on the tags, a notification will be sent via email when the policy is violated. For more details [click here](#).

- ❖ Track your cloud resource tagging with **Tagging policies** by creating rules that check the criteria defined by the organization.
- ❖ Alerts are triggered for these policies in case there is a violation based on the rules defined.



Heeddata Product RoadMap

Next 3 Months

- New / Improvements on the Cost Optimization Algorithms based on Customer Feedbacks including, **Gen AI SnowFlake, DataBricks, Mongo Cloud**
- FinOps FOCUS Compliance Reports

Next 6 Months

- AI Driven Optimizations, AI Chatbot & AI Driven Governance
- Cost Comparison & Insights around current usage with Other Cloud Providers
- K8S Monitoring & Optimization

Next 9 Months

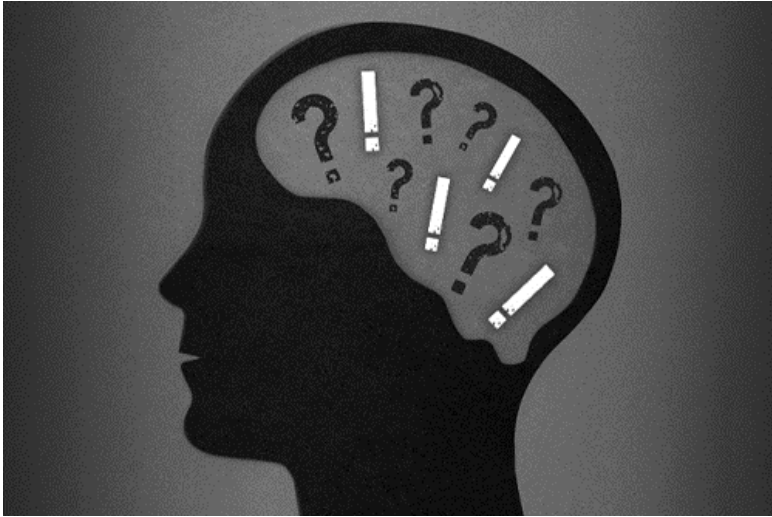
- Integration with On-premise Work Loads (ITAM)
- Deep Integration with Other Platforms like Mongo, Databricks & SnowFlake

Next 12 Months

- Track & Optimize SaaS Licenses
- FinOps Unit Economics
- Analyse work loads and suggest Cloud Providers for best cost optimization



Why Heeddata ?



- ❖ **Predictive Analytics around Budgets and Forecasting around Cloud Spend at various levels**
- ❖ **Reduce your variable cloud costs by up to 30%**
- ❖ **Save up to 50% of your team efforts with Heeddata Automation around Cloud Infra**
- ❖ **Single Pane of Glass Visibility for Multi-cloud and Multi-Tenancy at various levels including Cloud Account / Application / Business Unit / Cloud Service / Cloud Resource**
- ❖ **Logical Grouping of Cloud Resources into Business Units / Applications for better Visibility / Accountability / Optimization / Monitoring & Observability**
- ❖ **Cloud Cost Visibility at Granular Level from Day 1 to till now against 90 days from Native Cloud**
- ❖ **Heeddata Implementation enables enterprises to be FinOps Complaint & boosts FinOps Maturity Level from Crawl to Run**
- ❖ **Comes under ESG / CSR initiative**
- ❖ **Access the Platform from Any Device**
- ❖ **Enables various Persona's of the enterprise to take required reports & dashboards for their Reports / Compliances / Audits**



Heeddata – Recent Implementations



Environmental, Social, and Corporate Governance (ESG)

**Your investment on
Heeddata indirectly
supports ESG &
Sustainability Goals of
your Organization**

**Data Centers Cause ~3% of
Carbon Emissions**



ESG and CSR are both ways that businesses can demonstrate their commitment to sustainable business practices. CSR can be seen as the idealistic, big-picture perspective on sustainability, and ESG as the practical, detail-oriented perspective

