

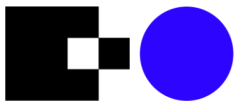
Customer FinOps

A Strategic Blue Service Description for the Provision of FinOps Services to Customers

Version 1.3



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Introduction

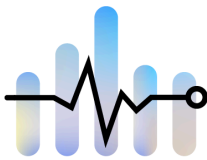
Cloud Financial Operations (“FinOps”), is the use of financial techniques and modelling to allow Customers to procure cloud on their terms as opposed to being bound by the terms of the Cloud Vendor. Facilitating cloud consumption in this way not only makes it easier for Customers to access the technical power of cloud but to do so in a cost effective and controlled manner.

The FinOps Services can be summarised by three broad categories:



Buy cloud, your way

Services that allow organisations to procure cloud in a way that is not generally available from cloud vendors directly, such as: extended Payment Terms, Local Currency Invoicing, Cash Flow Shaping and Spend Governance.



Track your vital stats

Cloud vendor bills are often transparent in so far as they do list everything that the End Customer has used, however they are often far from clear. This group of services offer clear and transparent billing enriched with the ability to perform trend analysis, highlight anomalies with experts available to support in interpretation.

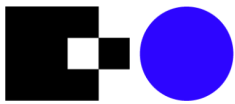


Optimise your spend

Combines unique tooling, FinOps Solution Architects and tailored commitments to realise cost optimisations not available directly from the Cloud vendor. These have been specifically designed to align to observed usage patterns and the future roadmap as explored with the End Customer’s technical and business owners.

Alongside Strategic Blue’s in-house developed software, key to the delivery of FinOps Services are the Customer Success Team and Financial Solution Architects (“FinSAs”). The Customer Success Team provides the central point of Customer contact within Strategic Blue. The FinSAs are the core team of people powering Technical FinOps reviews. They assist with everything technical to do with onboarding/offboarding, operational analysis and providing technical recommendations for cost savings.

This document will describe the benefits, pre-requisites and service delivery obligations associated with the Strategic Blue FinOps Services Suite.

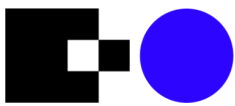


Services Overview

The tables below outline the services within each of the three core areas of the FinOps Services Suite. For flexibility of consumption the scope of services and manner in which they are delivered is available in two different tiers, Lite Blue and Full Blue as also represented in the table.

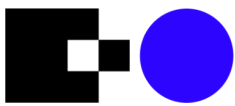
Financial Adaptor			Lite Blue	Full Blue
Pay Your Way	FA01	Currency: invoices provided in alternative currencies.	✓	✓
	FA02	Cash Flow Shaping: for more predictable monthly billing, upfront payment, or indirect rolling average for example.	Chargeable	Chargeable
Pay On Your Terms	FA03	Payment Terms: invoices provided with more flexible payment terms (e.g. 15, 45, 90 or 120 days).	Chargeable	Chargeable
Commit Your Way	FA04	Tailored Commitments: Provision of commitments against usage for any term between 3 and 36 months as priced by the Strategic Blue Deal Desk.	✓	✓

Clarity and Transparency			Lite Blue	Full Blue
Clarity Invoice and Backing Sheet	CTo1	Clarity Backing Sheet(s): Cloud spend calculation with key consumption trends by Customer defined groups to support chargeback and showback.	✓	✓
	CTo2	Clarity Invoice: Unified invoice for simplified billing.	✓	✓



Dashboard	CT03	Customer Level: A standardised summary of cloud consumption (cost and technical services used) both overall and by account.	✓	✓
	CT04	Customisation by Customer: A non-standard summary of a Customer's cloud consumption (cost and technical services used) built to the Customer's reasonable requirements.	x	✓
Optimisation Potential	CT05	Blueprint: summary of cost optimisation quality and margin for improvement	✓	✓
Cloud Spend Risk Management	CT06	Overspend Risk Alerting: Monitoring of spend vs budget.	x	✓

People Powered FinOps			Lite Blue	Full Blue
Blue Review	PP01	Customer Blue Review Report: A report detailing a set of financial findings on how the Customer can optimise cloud spend.	✓ (Quarterly)	✓ (Monthly)
	PP02	Customer Meeting: Discussion of the Customer Blue Review Report to clarify findings and establish implementation directives.	x	✓ (Quarterly)
Treasure Hunting	PP03	Promotions and Credits: Proactive review of applicable Cloud Vendor initiatives to harness savings on behalf of Customers.	x	✓
	PP04	Cloud Vendor News and Information: Vendor insights including	✓	✓



		product announcements, price changes or new competencies deemed relevant to Customers.		
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Operational Support

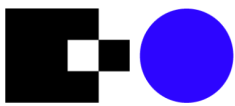
Operational support services provide assistance and escalation in the interactions with Strategic Blue for the delivery of FinOps Services.

Operational Support Services			Lite Blue	Full Blue
Service Desk	OS01	Customer Success Team: Access to the Customer Success Team for day to day support on the adopted FinOps services.	✓	✓ (Named Contact)
Access Control	OS02	Custom Master Payer Access Control: Applies custom access controls to Master Payer accounts when Customer uses AWS Master Level Services.	×	Optional (Customer to request)

Prerequisites

The Customer agrees to:

Prerequisite		Applicable Services
PR01	Issue all relevant invoices in a timely manner.	FA02
PR02	Provide a contact list and escalation route as defined within the Interactions Section .	All
PR03	Provide Strategic Blue as necessary with read access to the billing export buckets, containing agreed billing data for each top level billing account.	FA04, CT*, PP01, PP02
PR04	If showback is required for specific groups of accounts, Customer will provide desired groupings	CT01 CT02



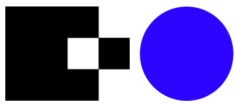
	otherwise a single backing sheet will be provided for all Customer accounts.	
PR04	Commitment purchase account(s) under the top level billing account. This should be a new account(s) dedicated to the purchase of commitments to which Strategic Blue has access and is not to contain any Customer data.	FA04
PR05	Customer must have a contract that provides suitable provision for the purchase of cloud resources.	FA*
PR06	For AWS customers Reserved Instance sharing must be enabled within all Master Payer Accounts.	FA04

Consultancy Services

Consultancy Services are offered as discrete engagements as defined within a separate Statement of Work (“SoW”), created at the time of requirement to detail a specific need, pre-requisites, roles, responsibilities and associated deliverables. Typically SoW’s are executed on a Time and Materials basis. These services provide the opportunity for Customers to gain further value from Strategic Blue’s collaborative approach and experience.

For reference some example services deemed of potential relevance to the FinOps services described in this Service Description are introduced below. As Consultancy Services are, by definition heavily customised to specific requirements, this does not represent an exhaustive list of the Strategic Blue Consultancy capability.

- **Multi-Cloud Cost Comparison:** Financial Solution Architects, FinSAs, will review a Customer workload and provide a recommendation for the cost optimal solution.
- **Deep Dive Technical Reviews:** A review and report to provide actionable insight into opportunities to minimise cost by reducing resource wastage in the cloud.
- **Vendor Discount Agreement Negotiation:** Leverages Strategic Blue experience in negotiating (win-win) special pricing with Cloud Vendors.
- **Amazon Web Services (“AWS”) CUR integration:** AWS billing report systems create a Cost and Utilisation Report (“CUR”). The impact of the FinOps approaches to realising additional savings is that the standard CUR is not necessarily consistent with the associated invoice amounts. Consultancy Services will be used if the CUR needs further adaptation to integrate with third party tools deployed by a Customer.



FinOps Services Description

Financial Adaptor

Pay Your Way

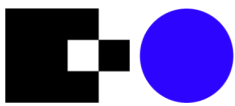
FA01: Currency

Service	Additional Considerations
<p>Invoice provision in the Customer's currency of choice. Standard currencies are USD, GBP and EUR, other currencies may be available upon request.</p> <p>Non standard currencies are subject to an assessment and approval process.</p>	<p>Standard currencies are included in all plans. Additional charges will apply for other currencies.</p>

Actor	Obligation
Strategic Blue	<ul style="list-style-type: none">• Upon request will define the mechanism by which currency conversions will be applied, management of late payment (and associated conversion adjustment), and any associated cost for alternative currency provision.• Once requests have been approved monthly invoice amounts will be calculated in the agreed currency.• Invoice amounts will be recalculated when required as defined by the late payment provision.
Customer	<ul style="list-style-type: none">• Inform Strategic Blue of currency requirements and sign up to associated terms

FA02: Cash Flow Shaping

Service	Additional Considerations
<p>Payment management to enable a level of predictability to the cloud expenditure. This is delivered through these potential models:</p> <ul style="list-style-type: none">• Pre-paying for cloud consumption with usage tracked through a cloud credits scheme.• Upfront payments amortised over a given period of time (chargeable).• Avoid large peaks or upfront licence costs through a rolling average payment (chargeable). <p>When a resale partner is involved Strategic Blue shall manage cash flows to allow for FinOps Services.</p>	<p>This is an optional service. It is deployed on an annual basis and where the model is chargeable administrative and finance costs may apply.</p>



Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> • Provide guidance on available cash flow shaping options and associated contractual terms, • Review/approve requests made and confirm any additional charges. • Once approval is received, obtain contractual confirmation from the Customer to accept any applicable charges. • Provide invoice instructions that adhere to the agreed shape • Manage any cloud credit scheme and apply credits accordingly • Issue notifications to ensure that the cash flow profile is maintained.
Customer	<ul style="list-style-type: none"> • Notify Strategic Blue of required approach • If approach is approved, accept or otherwise the contractual terms provided by Strategic Blue.

Pay On Your Terms

FA:03 Payment Terms

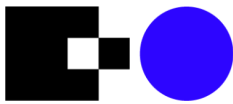
Service	Additional Considerations
Payment terms provided to suit the Customer ranging from 15 to 120 days. 15 is standard.	This is an optional service. Charges apply for terms of 20 days or more.

Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> • Subject to approval, extended terms and associated additional charges will be applied to generated invoice instructions. • Once approval is received, obtain contractual confirmation from the Customer to accept any applicable charges.
Customer	<ul style="list-style-type: none"> • Inform Strategic Blue of payment term requirements and contractually confirm acceptance of any additional charges that may apply.

Commit Your Way

FA04: Tailored Commitments

Service	Additional Considerations
Purchase of commitments against usage for any term between 3 months to 36 months, for use by the Customer.	If this service is taken, ALL Cloud Vendor commitment purchases must be made under the instruction of Strategic Blue. If the account is within an independent Master Payment Account Strategic Blue reserves the right not to provide this service.



Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> • Provide pricing options for tailored commitments. • Document the commitment terms to support the Customer contractual agreements. • Ensure the terms of purchased commitments are applied to Customer invoices and backing sheet(s).
Customer	<ul style="list-style-type: none"> • Liaise with Strategic Blue to understand tailored commitment requirements and to authorise required commitment purchases.

Clarity and Transparency

Clarity Invoice and Backing Sheet

CT01: Clarity Backing Sheet(s)

Service	Additional Considerations
Backing Sheets are created for each account/defined group of accounts under management to provide the context behind the invoice amount and key consumption trends.	None

Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> • Provide the backing sheet(s) in the agreed format.
Customer	<ul style="list-style-type: none"> • Ensure any groupings of accounts remain up to date as per Customer requirements.

CT02: Clarity Invoice

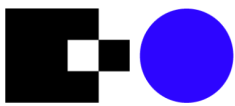
Service	Additional Considerations
Invoice the Customer for consumed services via unified Clarity Invoices.	None

Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> • Create and issue invoices with the calculated invoice amount. • Receive and pursue payment from the Customer.
Customer	<ul style="list-style-type: none"> • Provide payment as per agreed terms. • Raise any associated queries.

Dashboard

CT03: Customer Level Dashboard

Service	Additional
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	Considerations
A financial web dashboard is created using standard metrics suggested for all Customers. This will include cloud usage, cloud costs and technical visibility of the Customer's cloud estate.	The dashboard provides indicative pricing only (usually with less than 0.5% difference).

Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> Provide the dashboard to the requested set of end users Provide assistance in interpreting the dashboard
Customer	<ul style="list-style-type: none"> Provide a list of users that require access to the dashboard and update Strategic Blue as necessary for new joiners and leavers. Raise any associated queries.

CT04: Customisation by Customer

Service	Additional Considerations
Customers can request reasonable customisations of the financial web dashboard to provide a personalised view of cloud usage, cloud costs and technical visibility of their cloud estate.	Only applicable to Full Blue Customers. A fair usage policy of 4 hours of customisation per month will apply. Strategic Blue will provide an estimate on the effort required per customisation prior to commencing.

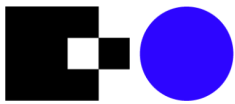
Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> Configure the standard dashboard with Customer specific requests.
Customer	<ul style="list-style-type: none"> Raise configuration requirements with Strategic Blue.

Optimisation Potential

CT05: Blueprint

Service	Additional Considerations
Blueprint provides a two page indicative summary of the cost optimisation quality and margin for improvement. One page aimed at a non-technical audience, and one page for a technical audience.	Customers not on AWS cannot have a Blueprint. Strategic Blue shall do no more than one Blueprint per calendar month for Full-Blue, and no more than one Blueprint per calendar quarter for a Lite-Blue Customer.

Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> Deliver and explain a blueprint which includes: <ul style="list-style-type: none"> A grade of A-F



	<ul style="list-style-type: none"> ○ A list of easy to obtain cost optimisations ○ A description, in non-technical terms, of the current cost optimisation state ○ A description in technical terms of the current cost optimisation state
Customer	<ul style="list-style-type: none"> ● None

Cloud Spend Risk Alerting

CT06: Overspend Risk Alerting

Service	Additional Considerations
If the Customer provides a monthly usage profile Strategic Blue will actively monitor spend throughout the month and alert where pre-agreed spend thresholds are breached.	This is an optional service available for Full-Blue Customers.

Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> ● Provide alerts and alarms ● Provide recommendations for technical and process requirements to minimise the risk of overspend
Customer	<ul style="list-style-type: none"> ● Contractually confirm service adoption and the budget against which to monitor ● Apply any remedial actions necessary on receipt of alerts ● Notify Strategic Blue of any changes to usage profile and associated thresholds ● Remains responsible for any overspend incurred

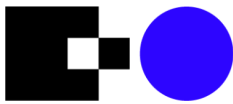
People Powered FinOps

Blue Review

PP01: Customer Blue Review Report

Service	Additional Considerations
The Blue Review for Customers is a report showing a set of indicative financial findings that the Customer will have the option to implement in order to optimise its cloud spend and unlock savings.	Included in all Customer plans, quarterly for Lite-Blue, monthly for Full-Blue.

Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> ● Produce and distribute Blue Review reports at the frequency associated with Lite or Full Blue.
Customer	<ul style="list-style-type: none"> ● None



PP02: Customer Meeting

Service	Additional Considerations
A Customer meeting to provide a service status update including relevant Cloud Vendor news updates, service delivery reporting and to clarify, discuss and agree a course of action following delivery of a Blue Review report.	Included for Full-Blue Customers, once per quarter.

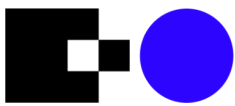
Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> • Schedule meeting as per Customer preference. • Deliver the requested Customer meeting to provide updates and agree a future set of actions for service continuity or further cost optimisations. • The meeting can be recorded and sent through to the Customer for reference.
Customer	<ul style="list-style-type: none"> • Participate in the meeting and any defined future actions as required.

Treasure Hunting

PP03: Promotions and Credits

Service	Additional Considerations
Provide insight into available Cloud Vendor schemes and initiatives to support service development and leverage all possible discount incentives.	None

Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> • Interpret Customer development and continuous improvement roadmap in the context of Cloud Vendor schemes to ensure relevant initiatives are identified. • Provide required guidance and assistance necessary to maximise successful applications for discount incentives and ensure discounts are correctly applied to the relevant accounts/projects.
Customer	<ul style="list-style-type: none"> • Provide internal resource for collaboration with Strategic Blue FinSAs and Customer Success Team to develop shared understanding of future cloud consumption roadmap.



PP04: Cloud Vendor News and Information

Service	Additional Considerations
Provision of Cloud Vendor news and information deemed relevant to FinOps. This may include such things as new product announcements, price changes or new competencies.	None

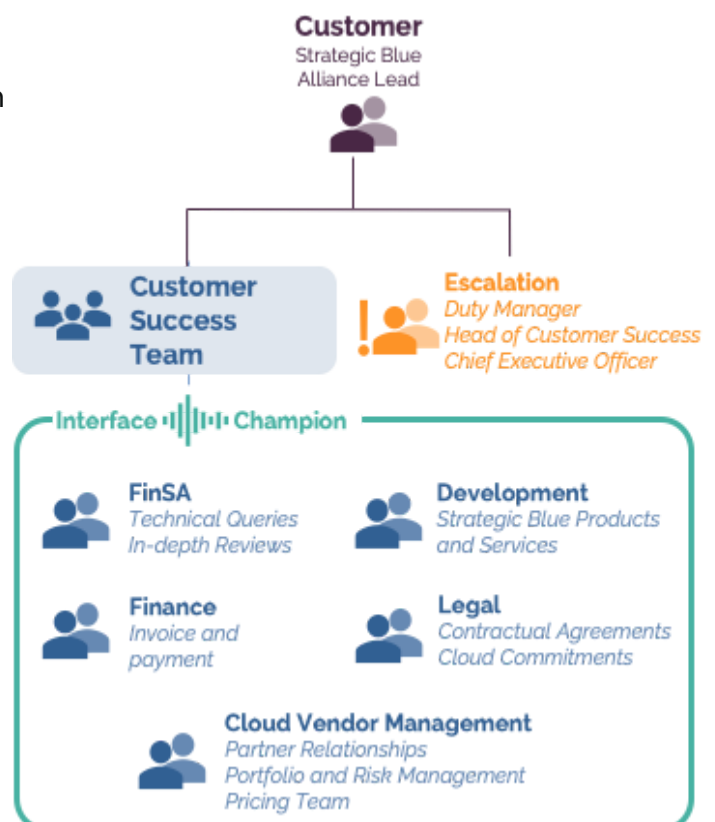
Actor	Obligation
Strategic Blue	<ul style="list-style-type: none"> Will regularly review the Cloud Vendor landscape and will provide a regular digest when there are changes deemed relevant to FinOps.
Customer	<ul style="list-style-type: none"> None

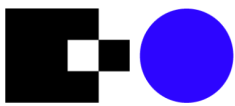
Operational Support

OS01: Customer Success Team

The Strategic Blue Customer Success team provides the central point of contact between the Customer and Strategic Blue. The purpose of the team is to act as the internal champion for the Customer's needs and as the interface to the other teams within Strategic Blue to ensure delivery of the FinOps Services.

The Customer Success Team works very closely with other internal teams including the Financial Solution Architects (FinSAs) who are the core team of people powering Technical FinOps reviews. They assist with everything technical to do with onboarding/offboarding, operational analysis and providing technical recommendations for cost savings.





Strategic Blue recommends that the Customer provides at least one point of contact, the “**Strategic Blue Alliance Lead**” to take accountability for the liaison with the Customer Success Team. The diagram illustrates the key functions behind the Customer Success Team for each of which it is suggested that the Customer has an equivalent. The Strategic Blue Alliance Lead will be responsible for managing these key positions on its side of the partnership.

Interactions

Standard Contacts

Standard Contact shall be through the Customer Success Team via email, phone call and where applicable Slack. The Strategic Blue account team will be available within UK Business Hours (09:00–17:30), any critical queries outside of this should follow the Escalations Process Below.

Escalations

Contact Type	Reason for Escalation	Contact Details
Duty Manager	Failure to meet SLA	Escalations@strategic-blue.com
Head of Customer Success	Lack of timely/appropriate response for above or significant risk to business.	f.contrepolis@strategic-blue.com
CEO	Severe risk to business, inadequate response to escalation.	James@Strategic-blue.com

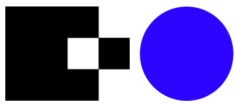
SLAs

Strategic Blue shall use reasonable endeavours to respond in as timely a manner as possible to all communications sent by the Customer. Strategic Blue shall offer a two (2) Business Day response time SLA on all interactions sent using the correct and agreed means.

Strategic Blue shall issue Backing Sheets within two (2) Business Days of the finalisation of the Cloud Vendor billing data reports.

Queries around an invoice must be sent to the correct contact within Strategic Blue within two (2) Business Days of the Backing Sheets being sent to the Customer if they are to impact the current month’s invoice amounts. If not then any corrections shall be made in the following month where possible.

The Customer shall have two (2) Business Days to respond to any issuance from Strategic Blue.



OS02: AWS Credits

If you are issued credits by AWS, you need to notify us in writing (e-mail sufficing) by the 25th day of the month of issuance of the credits to include:

- the start date, amount, and expiry date of the credits, and
- the AWS account(s) the credits apply to, and
- the scope of the credits (i.e. which AWS cloud services they apply to), and
- any AWS reference number given to the credits allocation (if any).

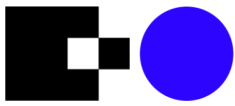
It is important that you notify us by that date as AWS does not provide the above information within the cost and usage data. Delays in notification may impact our ability to make best use of those credits to reduce your cloud spend. This is particularly important where that is impacted by the purchasing of Reserved Instances & Savings Plans.

OS03: Custom Master Payer Access Control (AWS)

Strategic Blue services require a limited set of permissions defined in a sequence of roles deployed through an Administrative Access role in the Master Payer Account. In standard operation Strategic Blue owns, controls access to and manages the roles it requires in the Master Payer Account. A custom approach to this access control is possible when required.

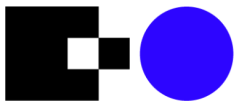
An optional service, for which an administrative charge may apply, Custom access control will be established upon Customer request during the FinSA pre-consolidation review and will impact:

Root Password	The preferred approach is for Strategic Blue to hold the Root Email and Password and the Customer to hold the MFA token. This makes the Master a collaborative account in which both parties must be actively involved in any root level activity.
OrganizationAdminAccess Role	In standard operation Strategic Blue request this is removed to reduce access propagation. Customer may retain this role mitigating the risk in other ways.
Strategic Blue roles	Strategic Blue will provide access roles in the form of a JSON script for the Customer to review and deploy.
Commitment accounts	These accounts are used to store Reserved Instance/Savings Plan commitments purchased by Strategic Blue on Customer's behalf in order to deliver required savings and flexibility. They must be created either by Strategic Blue or by Customer when requested by Strategic Blue. Strategic Blue requires Admin access and the ability to sell RIs on these accounts.



Strategic Blue

If a Custom Master Payer Access Control process is adopted it is the Customer's responsibility to support the access level requested by Strategic Blue. Without such access Strategic Blue accepts no liability for failure to deliver any of its services.



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