



PUBLIC SECTOR SYMPOSIUM

BRUSSELS | MARCH 28, 2023

BMT103

Introduction

Christopher Tromans

Head of PS Partners - Northern Europe

AWS





How AWS QuickSight dashboards and Strategic Blue's FinOps expertise empowered the fintech Form3 to improve forecasting quality and uncover significant savings.

Frank Contrepois

Head of FinOps – Strategic Blue



**I moved to cloud to
become a FinOps
expert**

... said no one, ever

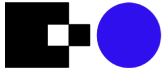


About Strategic Blue

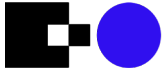
Buying cloud with us means a better deal for you.

With over 10 years' experience, we help organisations to unlock the most value from the cloud to get (and stay) ahead and access a level of savings and innovation you wouldn't be able to experience without us.





We use I, not AI
It is all about humans



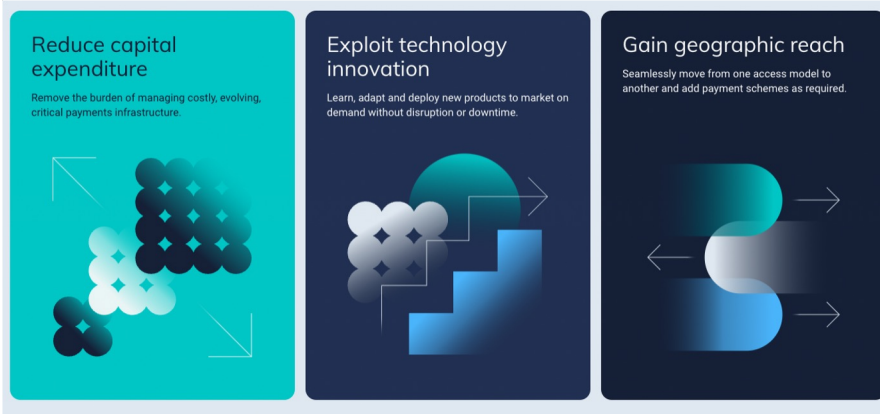
The CFO view

The only source of financial information are invoices

The Customer

FORM3

<https://www.form3.tech>



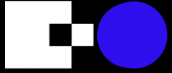
Reduce capital expenditure
Remove the burden of managing costly, evolving, critical payments infrastructure.

Exploit technology innovation
Learn, adapt and deploy new products to market on demand without disruption or downtime.

Gain geographic reach
Seamlessly move from one access model to another and add payment schemes as required.

“Strategic Blue fully understood our requirements and provided the level of flexibility and business agility we needed to scale as and when service demanded. We can count on our partner Strategic Blue.”

Steve Cook, CTO, Form3



Enter: Amazon Quicksight



Business Summary Dashboard

Segment

Category

State

Start Date

All

All

All

2019/01/01 00:00



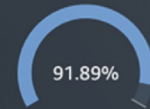
Amazon QuickSight

Sales Trend

Orders Trend

Sales vs Goal

Performance and 6 Month Forecast:
 Last month Dec 2020 decreased by \$1,624 to 28,528.



Last 90 Days

YoY

MoM

Total Orders

YoY Orders

MoM Orders

The # of orders 6 months from now is expected to be 2021

\$3,762K

20.35% ↑

-19.45% ↓

159,904

28.1% ↑

6.71% ↑

Orders by State

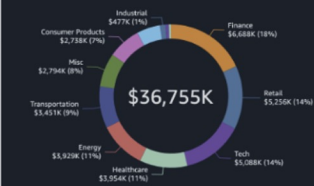
Top Customers by Sales and Profit



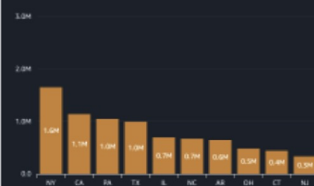
Bank of America Corp. \$660K	Morgan Stanley \$458K	TIAA-CREF \$406K	State ... \$322K	Massa... \$317K	INTL... \$258K
Allstate \$639K	Aetna \$436K	Wells Fargo \$371K	J.P. Morgan C... \$247K	Liberty Mutua... \$206K	Freddie Mac \$194K
American Express \$536K	Fannie Mae \$415K	New York Life Insur... \$363K	Prudential Financial \$335K		

Summary Details Metric Board

Sales by Industry



Orders by State



Top Customers by Sales and Profit

Bank of America Corp. \$660K	Morgan Stanley \$458K	Wells Fargo \$371K	New York... \$363K	Prudential... \$335K
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Region	Segment	Q4' 2020	Q3' 2020	Q2' 2020	Q1' 2020	Q4' 2019	Q3' 2019	Q2' 2019	Q1' 2019
Central	Enterprise	1,088	1,088	832	480	1,280	800	592	496
	SMB	2,496	1,344	1,248	1,280	1,648	1,776	848	592

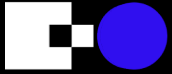


See the costs and the savings...

Talking commitment recommendations,
costs per teams and trends with the
head of Engineering (+DevOps)

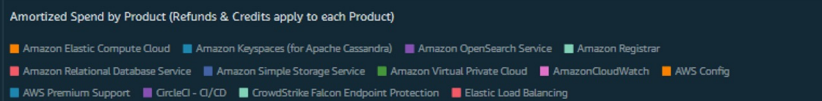
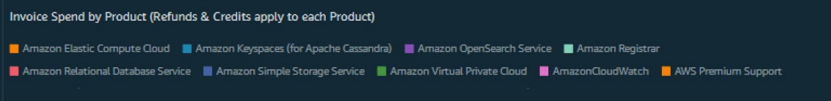
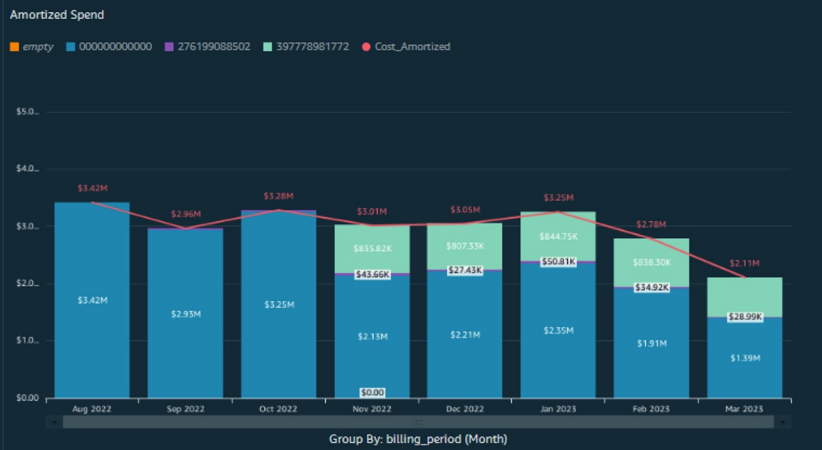
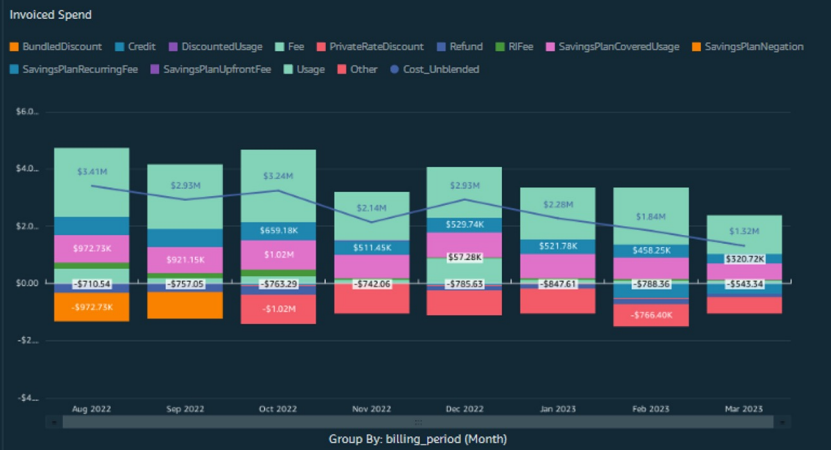


**A focus on
maintenance is
required**



Enter: CUDOS Dashboard

Invoice Three Month Ago	Invoice Two Month Ago	Invoice Previous Month	Total Accounts Previous Month	Most Popular Region by Spend Previous Month
\$3.77M	\$3.17M	\$2.72M	315	
24.86% ↑ Invoiced Spend Trend Jan 2023 \$3.17M Dec 2022 \$3.77M	-15.70% ↓ Invoiced Spend Trend Feb 2023 \$2.72M Jan 2023 \$3.17M	-14.44% ↓ Invoiced Spend Trend Jan 2023 \$3.17M	100 Total Services Previous Month	
Insights: • "Amortized Spend" may <i>slightly</i> differ from the "Invoice Spend" as it takes in to account upfront payments.				
Discounts Previous Month: Credits, Refunds, Others \$856.90K	Amortized Spend Trend Feb 2023 \$2.78M Jan 2023 \$3.25M -14.34% ↓	Amortized Spend Previous Month \$2.78M		



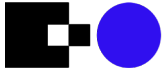


Getting technical details, finding your own answers



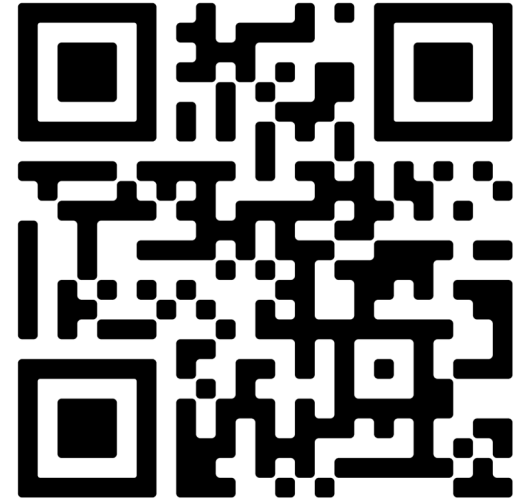
Focus on strategy and high-value discussions

We talk about the future, forecasts, unit economics with CFO, HoE, DevOps



BLOG

How Strategic Blue uses
Amazon QuickSight and AWS
Cost and Usage Reports to help
their customers save millions





Strategic Blue

Thank you.