

Softchoice & CloudHealth: Accelerating & Maximizing Value through FinOps

Challenges in building a modern cloud operating model

Managing a modern cloud operating model is a complex task for many cloud management teams. They need to operate a sophisticated platform that is crucial for their business success, ensuring rapid time to value and fostering innovation. Key challenges include:

- Managing and optimizing multi-cloud environments
- Allocating costs across decentralized users
- Collaborating with stakeholders across finance, procurement, product, and engineering

The role of FinOps

FinOps, a practice that has seen exponential growth in recent years, offers the framework and best practices needed to maximize the business value of cloud and technology investments. However, initiating and maintaining a FinOps practice, while staying updated with the latest trends, can be daunting for companies still building expertise or finding the right tools.

The need for a comprehensive FinOps program

Many businesses are now seeking a partner who can provide a comprehensive FinOps program. Such a program should not only guide them towards the best tools for their practice but also help unlock the value of these tools. This approach accelerates their FinOps practice, enabling them to demonstrate value quickly and efficiently.

Delivering a complete FinOps program with Softchoice

Softchoice understands the unique needs and challenges faced by customers. To address these, Softchoice has developed a comprehensive FinOps-as-a-Service program that goes beyond just providing a platform. This program integrates CloudHealth, a market-leading FinOps tool, to deliver a full-fledged FinOps solution.

Experts in FinOps

The Softchoice team consists of FinOps certified professionals with diverse backgrounds in cloud operations, finance, executive leadership,



Industry: Information Technology and Services

Headquarters: Toronto, ON

FinOps Foundation Member

Key Characteristics

- #1 Microsoft Cloud Deployment Partner
- #1 Microsoft Azure Partner (market share)
- 75+ ITIL-certified resources
- 500+ technical resources
- 685+ managed service customers
- 15 straight years coted as one of Canada's best workplaces
- 10,000+ paid volunteer days taken

Over 30 years, Softchoice has grown to become one of North America's leading technology solutions and services providers

product ownership, and more. This diversity enables Softchoice to effectively collaborate with customers from various industries and provide tailored solutions to their cloud financial management challenges.

CloudHealth integration

CloudHealth is a multi-cloud management platform that simplifies cloud data across large and complex environments. It helps achieve business outcomes through granular reporting, effective optimization, and comprehensive governance. By maximizing the value of cloud investments and ensuring consistency and accuracy in financial planning, CloudHealth makes FinOps easier. Softchoice chose CloudHealth for its proven track record as a market leader at the enterprise level, capable of delivering the outcomes customers expect from a FinOps tool.

Collaborative engagements

Softchoice works closely with customers to deliver professional FinOps-as-a-Service engagements powered by CloudHealth. These engagements include:

- FinOps readiness assessments
- Strategy consulting and executive alignment
- Guidance throughout the FinOps journey

Softchoice meets customers wherever they are in their cloud journey, whether in single or multi-cloud environments, and at any stage of FinOps maturity. By leveraging CloudHealth's extensive feature set, Softchoice drives operational excellence and helps customers achieve significant results in reporting, optimization, and governance.

How Softchoice Drives Operational Excellence through FinOps and CloudHealth

Customers who partner with Softchoice retain ownership of CloudHealth while benefiting from continuous support and FinOps management expertise. Through their advisory platform, Design Studio, Softchoice offers a strategic and consultative approach that accelerates value realization. Typically, within about six months of working with Softchoice, customers recover the fees paid for their service.

Commitment to operational excellence

At the core of Softchoice's philosophy is operational excellence. They help customers utilize CloudHealth effectively, extracting maximum value by aligning their FinOps practice with the right tools. Softchoice's consultative services ensure that all FinOps stakeholders are integrated into the CloudHealth platform, which serves as both a system of record and a customizable tool tailored to specific personas and responsibilities.

Comprehensive support

Softchoice connects customers with additional resources to enhance their FinOps practice, including implementing CloudHealth optimization recommendations through their professional services organization. Despite the valuable guidance provided by the FinOps Framework, many organizations struggle to translate it into actionable processes and systems. Softchoice addresses this by using CloudHealth as a system of record for all cost and usage data, helping customers understand and apply the FinOps Framework effectively.

Expert guidance

Softchoice ensures that all stakeholders are accountable for their cloud usage and collaborate effectively within the FinOps team. “We connect the academia of FinOps directly to the customer and their overall organization, and then serve as their co-pilot in implementing FinOps practices through the use of CloudHealth,” said Kiran Tailor, Associate Principal, Design Studio (FinOps & CloudHealth). “CloudHealth aligns to the FinOps Framework in specific, meaningful ways that can be applied to a customer’s organization to help drive significant business outcomes.”

Inside Softchoice’s FinOps-as-a-Service

Softchoice’s FinOps-as-a-Service is designed to accelerate the value realized from FinOps and CloudHealth. This comprehensive service delivery includes several key elements:

- **Technical Onboarding:** Softchoice experts guide the initial implementation and enablement of CloudHealth for customers, including onboarding cloud accounts and providing access for all relevant stakeholders.
- **Support Resources:** Softchoice offers 24/7 support, including technical assistance and guidance on maximizing CloudHealth’s capabilities.
- **Cloud Advisor:** Each customer is paired with a Softchoice expert who is both a Certified FinOps Practitioner and Certified CloudHealth Administrator, ensuring consistent best practices in FinOps and CloudHealth implementation.
- **Customized Success Plan:** A tailored 6–12-month success plan is developed for each customer, outlining definitions of success, specific goals, timelines, and progress updates.
- **Platform Adoption Program:** Softchoice deploys a roadmap and conducts working sessions over the first 90 days to accelerate CloudHealth adoption and platform knowledge, focusing on best practices in report design, optimization, and governance.
- **Ongoing Engagement and Deliverables:** Customers receive continuous engagement and deliverables to ensure they derive value from CloudHealth in their daily operations, including job aids, feature walkthroughs, templates, scripts, policy examples, and more.
- **Executive QBRs:** The Softchoice team meets quarterly with customers and their executives to highlight achievements and identify opportunities for improvement, focusing on how CloudHealth can help achieve business goals and demonstrate ROI.

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Kiran Tailor

Associate Principal, Design Studio (FinOps & CloudHealth)

Unique partnership approach

Softchoice's approach is unique in its partnership with customers to deliver FinOps outcomes. According to Kiran Tailor, Associate Principal, Design Studio (FinOps & CloudHealth), "We don't just provide ideas and a roadmap; we are present for the customer's entire journey. Meeting them at their starting point and considering their business' unique challenges, we accelerate their capabilities and time to value throughout the engagement until they reach their desired end-state using CloudHealth. The customer owns the direction they want to go, but we help them every step of the way."

Looking Ahead

The Softchoice and CloudHealth teams are enthusiastic about the numerous opportunities as the FinOps practice continues to evolve. Softchoice aims to double its customer base again in the coming year, having already doubled it previously. With influence over \$50 million in total cloud spend, Softchoice's customers have not only adopted the CloudHealth platform but have also seen significant growth in service capabilities and expertise. Remarkably, Softchoice has not lost a single customer of their FinOps-as-a-Service offering, demonstrating the effectiveness of their service and their ability to seamlessly align CloudHealth with customer business needs, ensuring quick value realization.

Future enhancements

With the launch of the new CloudHealth experience, Softchoice is committed to helping customers maximize the benefits of CloudHealth, including leveraging its AI capabilities like Intelligent Assist and Smart Summary. These enhancements, along with the overall modernization of the platform, are expected to further accelerate time to value and drive the development of new services for Softchoice customers.

Under the new go-to-market partnership for CloudHealth established by Arrow and Broadcom, Softchoice looks forward to Broadcom's continued focus on enriching CloudHealth with new features and capabilities, highlighted by the release of the new CloudHealth experience. The modern UI of the new experience will streamline actions across multiple clouds and provide relevant contextual data, simplifying the decision-making process and providing FinOps teams with the tools necessary to effectively manage and optimize. Arrow's commitment to customer satisfaction is evident in its approach to supporting CloudHealth users and partners. Its support personnel and technical prowess help ensure that they receive the highest level of dedicated service, empowering them to fully leverage the platform's capabilities.

Additional Resources

To learn more about Softchoice and their FinOps-as-a-Service, visit Softchoice FinOps: <https://www.softchoice.com/solutions/cloud-data-center/cloud-migration-adoption-management/finops>

To learn more about CloudHealth and speak with a member of our team to see how it can power your FinOps practice or service, reach out to our team today: secure.arrow.com/CloudHealth-free-trial