



The FinOps imperative: 6 steps to create a resilient FinOps strategy

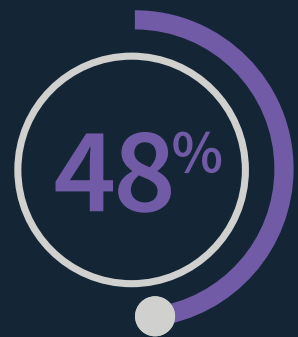
Explore top priorities for IT leaders in 2025—and why FinOps can't wait

Adopting FinOps best practices is a continuous journey, evolving from initial implementation to advanced maturity. Its influence continues to expand, as highlighted by the [FinOps Foundation's announcement](#) that their framework now encompasses SaaS and extends beyond public cloud environments. However, many businesses face challenges due to operating in silos and lack of cross-functional collaboration, preventing them from fully capitalizing on this increasingly critical practice.

But with 71% of IT decision makers acknowledging that cloud spending significantly impacts their budgets, it's clear that FinOps is no longer optional. This guide explores key findings from the [Flexera 2025 IT Priorities Report](#) to help your organization implement a forward-looking and resilient FinOps strategy in 2025.

The rising tide of cloud costs: Why FinOps is critical to success

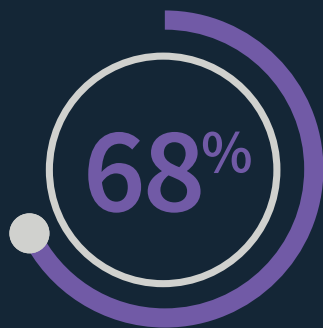
The growing complexity of cloud environments and increasing reliance on cloud services have elevated FinOps from a “nice to have” to an essential practice. Organizations are increasing their investments in FinOps services and platforms, and with increasing investment comes increasing cost. You need a structured approach to maximize efficiency and minimize waste.



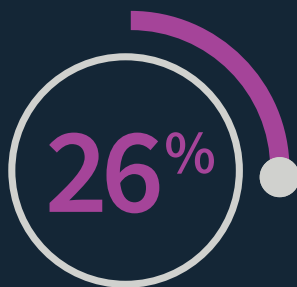
of IT leaders increased
investments in FinOps
services or platforms



reported increased cloud
service usage, and 28%
maintained consistent levels



say business units
procure more cloud/
SaaS than IT is aware of



admit to overspending on
SaaS applications



say new technologies
no longer fit neatly into
traditional on-premises or
cloud categories, requiring
new management processes

The hidden costs of rapid digitalization

Rapid digital transformation has introduced hidden inefficiencies, which can be driven by shadow IT spend on emerging technologies and wasted or underutilized spend. On average, IT decision makers report that 25% of their data center software spend and 22% of their IaaS/PaaS spend is underutilized or wasted. Additionally, 26% of IT leaders admit to overspending on SaaS applications, highlighting the need for better resource alignment and accountability frameworks.

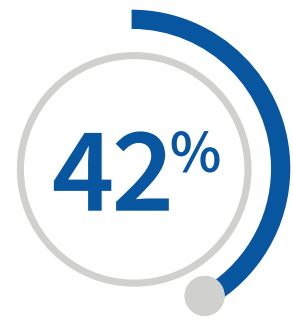
Additionally, adopting new technologies is just one part of the equation—determining an efficient way to manage them is another. Addressing these hurdles is critical to ensuring sustainable growth.

FinOps goes beyond public cloud

FinOps principles aren't limited to managing cloud infrastructure costs—they're the best way forward for controlling SaaS and AI-related expenses, which are set to dominate IT budgets in the coming years. In fact, although three-quarters of organizations expect to significantly increase their use of AI, including generative AI, integrating these new technologies effectively remains a challenge for 42% of leaders.



expect their organizations to
significantly increase AI use
over the next 2-3 years



say integrating new AI
technologies effectively
remains a challenge

6 steps to create the right FinOps strategy

So, what do these findings mean for 2025? And how can you go about building the right FinOps strategy? These tips can help get you started.

1

Adopt a holistic FinOps strategy

Align IT, business units (e.g., finance or procurement) and AI leaders to increase visibility and reduce shadow spending. FinOps is already becoming an intersection of engineering, finance and business teams. Extending this to SaaS and AI ensures accountability in rapidly growing expense categories.

2

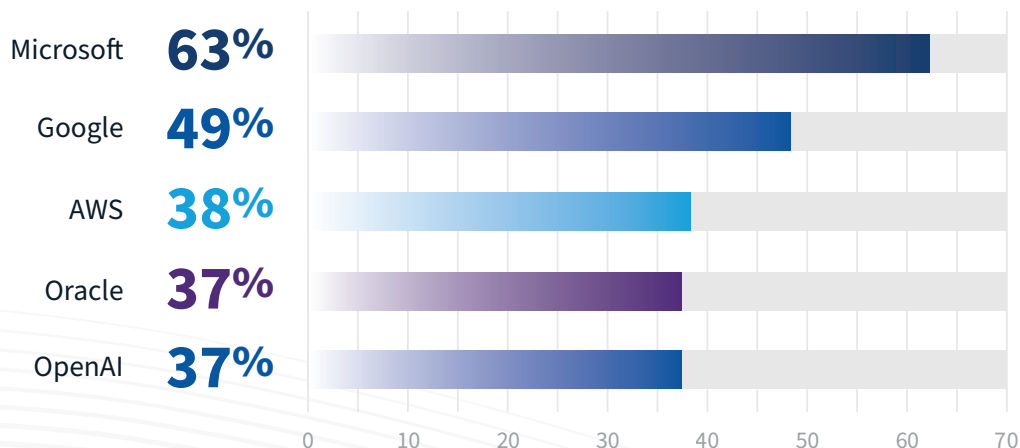
Optimize your SaaS and AI investments

Given SaaS overspend and the struggle to integrate AI, organizations must establish clear KPIs to measure efficiency and ROI from these technologies. Develop a framework to monitor SaaS utilization and AI model deployment for alignment with business goals.

3

Leverage technology partnerships

Major vendors like Microsoft (63%) and Google (49%) dominate the IT ecosystem, but niche AI and SaaS providers are emerging. Reviewing industry evaluations, such as those from [Gartner®](#) and [Forrester](#), can help you choose the right tools best suited for your organization's needs.



Who are your top technology vendors that you currently or plan to spend the most with in 2025?

4

Make smart investments in cloud marketplaces and AI

Sixty-three percent of IT decision makers increased their investment in cloud marketplaces in 2024, signaling their role in driving efficiencies. Foster cross-functional collaboration by ensuring that cost owners, SaaS administrators, and specialists in AI or machine learning work together with ITAM pros to understand if there are lower cost options available for marketplace cloud licenses.

It's also essential to extend FinOps practices to AI usage. Consider using predictive analysis to forecast costs and focus expenditures on achieving your goals.



of IT leaders increased investments in cloud marketplaces in 2024

5

Create a unified cloud strategy

Leverage PaaS and IaaS for scalable growth and incorporate SaaS and AI into your cloud roadmap. Focus on emerging AI capabilities while minimizing underutilization in cloud infrastructure and waste in SaaS applications.

6

Encourage collaboration between teams

Building on insights from FinOps practices, address siloed environments by involving traditional roles (e.g., cost owners or developers) alongside emerging roles (e.g., SaaS administrators or specialists in AI and machine learning). Leadership support for a decentralized accountability model ensures collaborative management across cloud, SaaS and AI investments.

Embracing FinOps for long-term success

FinOps isn't just a one-time initiative but an evolving process that keeps pace with rapid advancements in technology and shifting business priorities. As organizations increasingly rely on cloud services, SaaS and AI-driven solutions, adopting FinOps practices becomes critical for managing costs, driving efficiency and fostering cross-functional collaboration.

To stay ahead, IT leaders must prioritize regular views of their strategies, update cost-allocation models and

leverage automation to maintain real-time visibility. By following the FinOps Foundation's [framework](#)—inform, optimize and operate—you can achieve continuous improvement, ensuring that your technology investments align with your long-term business goals.

In a landscape where digital transformation accelerates at warp speed, FinOps isn't optional: It's the key to sustainable, efficient and accountable IT operations.

Ready to lead the way in 2025?

Dig deeper into what these insights mean for modern IT leaders in the full report

[DOWNLOAD THE REPORT](#)

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flexera.com

info@flexera.com

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