

**CLOUD  
CONTROL:  
A Smart  
Market Guide**

Control  
cloud costs  
effortlessly.



CloudHealth®

# 5

## cloud cost management strategies you're not paying attention to.

Here are five strategies companies are leveraging to rein in costs, align teams and stay competitive in a multi-cloud world.

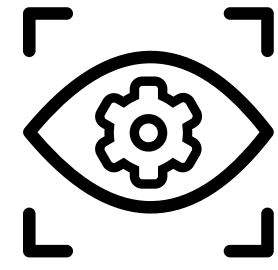
FinOps teams and cloud-driven organizations are under growing pressure to innovate while controlling spend—and cloud costs are at the center of that tension. With worldwide revenues from public cloud services **forecasted to reach \$980 billion<sup>1</sup>** in 2025 and expected to double by 2029, it's never been more urgent to rethink your cloud cost management strategy.

At the same time, the **Intelligent CloudOps Software** market is accelerating fast. With a **21.7% YoY growth spike expected in 2025** and long-term growth projected at **14% CAGR through 2029<sup>2</sup>**. That means more tools, more complexity and more opportunity to get ahead by working smarter, not harder.

Designed to simplify cloud complexity, CloudHealth brings clarity and control to every corner of your environment. The platform delivers a unified view of your entire multi-cloud environment, covering usage, spend, performance and security across AWS, Azure and GCP. With powerful automation, custom reporting and built-in policy enforcement, CloudHealth helps you make smarter decisions faster, while optimizing costs and maintaining compliance.



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# Centralizing visibility

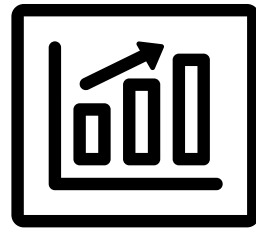
**The problem:** As organizations scale, complexity increases—and without a single source of truth, cloud spend becomes fragmented and hard to govern.

**The smarter move:** Unify reporting across clouds, business units and regions to gain actionable visibility. IT leaders are moving fast to centralize cost data and align teams.

CloudHealth empowers teams with real-time, role-based insights. So, finance, IT and engineering are all aligned from day one.

*According to IDC, organizations using centralized, persona-based dashboards are 2x more likely to identify cost anomalies in real time. The Cloud IT Operations Management segment—including platforms like CloudHealth—is growing at **13.8% CAGR**, driven by demand for unified visibility across hybrid environments.<sup>3</sup>*





## Doing more with less

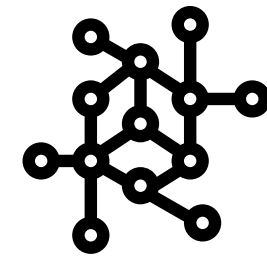
**The problem:** Smaller organizations don't always have the bandwidth to break down spend or sift through cloud billing details.

**The smarter move:** Automation. FinOps adoption is rising because it frees teams from manual reporting and brings clarity to chaotic billing.

CloudHealth uses automation to simplify reporting, detect anomalies and flag optimization opportunities. No full-time analyst required.

*The FinOps cloud cost optimization market is growing at **15% CAGR**, expected to reach **\$1.4B by 2027**, up from \$800M in 2023<sup>4</sup>. Anomaly detection, forecasting and cost efficiency are now **top cloud financial management use cases**.*





# Breaking free from one-size- fits-all

**The problem:** Standard reports don't give stakeholders the context they need to make smart decisions quickly.

**The smarter move:** Personalized, persona-driven dashboards. Teams that tailor insights to specific roles see faster decision-making and improved collaboration.

CloudHealth's intuitive interface gives every user—from CFO to DevOps—access to the metrics that matter most to them.

*Configurable dashboards and business-aligned cost analytics are now essential features of cloud financial management tools.*





# Tracking the right metrics

**The problem:** Many organizations track total spend but overlook optimization opportunities like unused resources, rightsizing or unused discounts.

**The smarter move:** Look deeper. Optimization dashboards should surface hidden savings: commitment discounts, underused services, anomalous spend and potential rightsizing.

CloudHealth brings those insights to the surface so teams can act faster and spend smarter.

*Optimization dashboards, anomaly detection, and cost forecasting are critical to cost control in multi-cloud environments, whilst AI and ML-driven recommendations are becoming requirements in intelligent CloudOps platforms.*





# Making cloud costs accessible to everyone

**The problem:** When only a few experts understand cloud costs, decisions slow down and collaboration suffers.

**The smarter move:** Make cost intelligence accessible to all. The latest platforms allow users to ask natural language questions and receive easy-to-understand insights, bridging the gap between technical and business teams.

CloudHealth makes cloud intelligence everyone's business with intuitive tools that promote alignment across the org.

*According to the FinOps Foundation, detecting and managing anomalies is critical to avoiding unwanted and surprising billing charges. An identified anomaly could be an indicator that there is an infrastructure issue, a software bug, possible cyber attack, or any other problem that might cause a constant increase of unpredicted cloud costs.<sup>5</sup>*





# Smarter cloud. Better business.

The cloud isn't slowing down. Neither is your business. By embracing intelligent, automated and scalable cloud cost management, organizations can turn complexity into clarity and spend into strategy. CloudHealth is built for this moment. And for the businesses ready to lead it.

## Want more insights like these?

**Sign up** to receive tips, tools and expert guidance to help your organization stay ahead of cloud cost challenges.

**ANNO**

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## **SOURCES:**

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1. IDC Semiannual Public Cloud Services Tracker
2. IDC Worldwide Intelligent CloudOps Software Forecast, 2025–2029, doc # US52402225, June 2025
3. IDC Worldwide Intelligent CloudOps Software Forecast, 2025–2029, doc # US52402225, June 2025
4. Magic Quadrant for Cloud Financial Management Tools - Gartner, October 2024
5. The FinOps Foundation – [Managing Cloud Cost Anomalies](#)