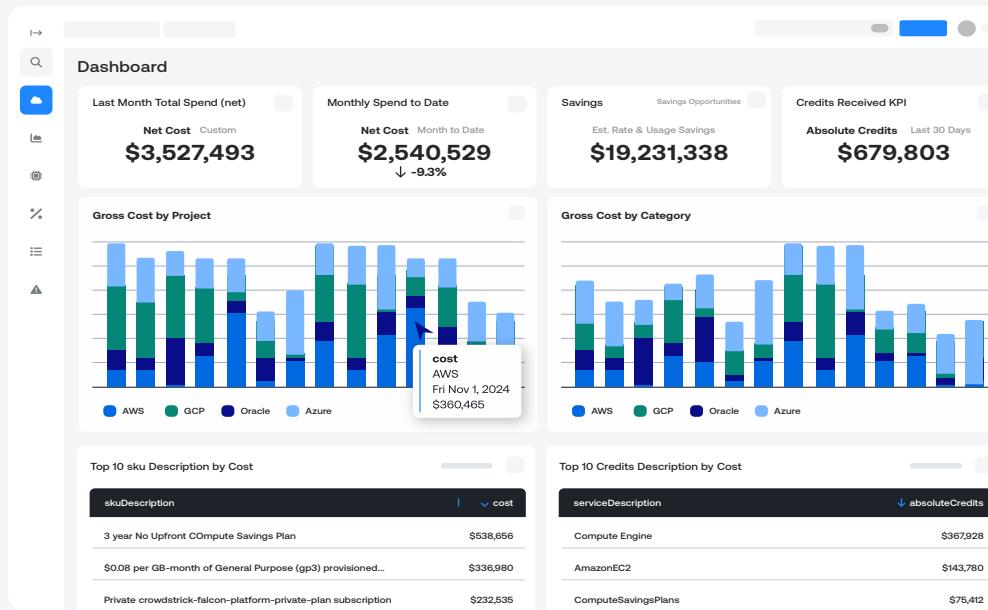


# Deliver FinOps services profitably and efficiently

The adoption of FinOps has surged in recent years as organizations seek to implement this practice but often face challenges related to expertise and resources. This presents a significant opportunity for managed service providers (MSPs) to go beyond traditional cost management and offer FinOps services that drive real value for their customers. Ternary's FinOps platform is specifically designed to help MSPs accelerate business growth.



## A trusted partner for your success

Our team of FinOps Certified Practitioners will guide you through the platform implementation and provide ongoing support with service creation, product training, and go-to-market assistance. The Ternary MSP Partner Program is available free of charge, offering comprehensive support to help drive your success.

## Top 5 priorities for your customers and prospects

- 1 Reducing waste or unused resources**
- 2 Managing commitment-based discounts**
- 3 Accurate forecasting of spend**
- 4 Full allocation of cloud spending**
- 5 Organizational adoption of FinOps**

Source: State of FinOps 2024 by FinOps Foundation

## Achieve your business objectives

Drive profitability and increase margins

Help customers realize the value of their cloud investments

Establish FinOps best practices and provide guidance to customers

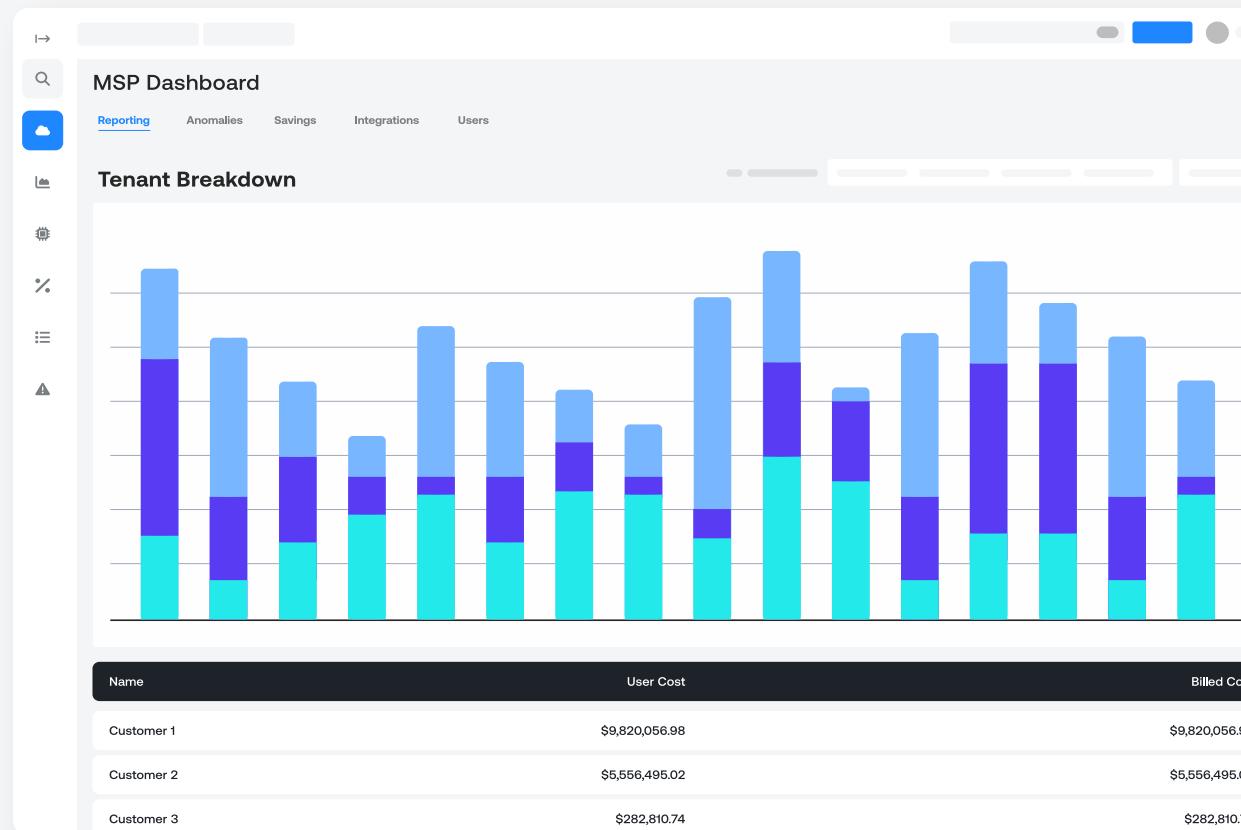
## Seamlessly manage customer tenants

Streamline customer provisioning and onboard customers of any size and scale.

Easily control user access and permissions within customer tenants.

Monitor customer spend and usage across clouds, Kubernetes, and their existing toolset (e.g., Snowflake, MongoDB).

Apply uplift charges, allocate line items, and pass savings benefits to customers with Ternary's billing rules engine.



## Drive FinOps adoption and deliver added value to your customers

-  Curate relevant data across finance, technology, and business teams with custom labels and scoped views.
-  Enable your customers to visualize unit costs and demonstrate the business impact of their cloud investments.
-  Drive accountability for cloud consumption across the entire organization with cost allocation.

-  Provide real-time cost reporting and analysis to those who need it, when they need it.
-  Take a prescriptive approach. Help customers build a FinOps team or become their FinOps team.
-  Continuously optimize customer environments with tailored cost and usage recommendations.

## Align your services with the FinOps Principles

-  Teams need to collaborate
-  Decisions are driven by business value of cloud
-  Everyone takes ownership for their cloud usage
-  FinOps data should be accessible and timely
-  A centralized team drives FinOps
-  Take advantage of the variable cost model of the cloud

Source: FinOps Principles by FinOps Foundation

Join our MSP Partner Program and unlock the power of FinOps.

Learn more at [ternary.app](https://ternary.app)

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