



Cloud Cost Management and Optimization

28 March – 1 April 2027
Istanbul (Turkey)



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Introduction

Cloud environments have transformed how organizations deploy, scale, and manage digital infrastructure. However, without structured financial governance, cloud adoption can quickly lead to uncontrolled spending and resource inefficiencies. This Cloud Cost Management and Optimization course provides an understanding of cloud cost management principles and optimization strategies across modern cloud platforms. Participants will explore how cost visibility, accountability, and forecasting contribute to sustainable cloud operations. The program also examines the role of financial governance frameworks in aligning IT usage with business value. Learners will be able to interpret cloud billing models and apply optimization techniques to real operational scenarios. It builds a strong foundation for managing cloud expenditure efficiently while supporting organizational growth.

Targeted Groups

This Cloud Cost Management and Optimization training targets professionals seeking knowledge and skills:

- Cloud engineers manage infrastructure usage and performance in enterprise environments.
- IT managers are responsible for controlling cloud expenditure and resource allocation.
- FinOps practitioners aiming to improve financial accountability in cloud systems.
- DevOps teams are optimizing workloads across AWS, Azure, and hybrid platforms.
- Finance professionals overseeing IT budgeting and cloud spending analysis.
- System architects designing cost-efficient and scalable cloud solutions.
- Business leaders are focusing on digital transformation and operational efficiency.

Course Objectives

Participants will achieve the following objectives by completing the Cloud Cost Management and Optimization course:

- Understand the core principles of cloud financial management and its impact on organizational efficiency while analyzing cloud billing structures across major providers.
- Develop the ability to identify cost drivers, monitor usage patterns, and evaluate resource consumption in dynamic cloud environments.
- Gain practical knowledge in implementing cloud cost optimization strategies such as rightsizing, autoscaling, and reserved instance planning.
- Interpret financial reports and dashboards to improve transparency in cloud operations and support data-driven decisions.
- Apply FinOps practices to align engineering, finance, and business teams for improved cost accountability.
- Evaluate governance frameworks that support sustainable cloud usage and prevent unnecessary expenditure.
- Build forecasting skills to predict cloud spending trends and optimize long-term budgeting strategies.

Targeted Competencies

Participants will gain the following competencies during the Cloud Cost Management and Optimization program:

- Ability to analyze cloud usage data and translate it into actionable financial insights for better decision-making.
- Skills in implementing cost optimization techniques across cloud platforms, including AWS, Azure, and Google Cloud.
- Competence in applying FinOps methodologies to improve collaboration between technical and financial teams.
- Proficiency in identifying inefficient workloads and recommending scalable, cost-effective alternatives.
- Understanding of cloud billing structures, pricing models, and cost allocation strategies.
- Capability to design governance frameworks that ensure continuous monitoring and optimization of cloud expenditure.

Studying Scenarios

In this Cloud Cost Management and Optimization training, participants develop skills through the following scenarios:

- Analyzing a rapidly growing cloud environment where costs exceed budget due to unmanaged resource scaling and identifying optimization actions.
- Evaluating multi-cloud billing reports to detect inefficiencies and recommend cost-saving strategies.
- Designing a FinOps framework for an organization transitioning from on-premises infrastructure to cloud-based systems.
- Investigating a case of underutilized compute resources and applying rightsizing techniques to reduce operational expenses.
- Developing a cost forecasting model to support strategic planning for a digital transformation project.

Course Content

Unit 1: Fundamentals of Cloud Cost Management

- Introduction to cloud financial governance and its strategic importance in digital enterprises.
- Understanding cloud pricing fundamentals, including pay-as-you-go, subscription, and hybrid models.
- Exploring cloud cost visibility challenges in dynamic infrastructure environments.
- Identifying key cost drivers in compute, storage, and network usage across platforms.
- Understanding the relationship between cloud scalability and cost escalation risks.
- Overview of cloud billing systems in AWS, Azure, and Google Cloud environments.
- Introduction to cost allocation principles and tagging strategies for resource tracking.

Unit 2: Cloud Pricing Models and Cost Structures

- Detailed analysis of on-demand, reserved, and spot instance pricing models.
- Evaluating storage pricing tiers and their impact on long-term cost optimization.
- Understanding data transfer costs and their influence on cloud budgeting strategies.
- Comparing pricing mechanisms across major cloud service providers.
- Analyzing hidden costs in cloud services, such as API calls and managed services.
- Exploring licensing models and their integration into cloud cost structures.
- Assessing cost implications of multi-region and multi-cloud deployments.

Unit 3: FinOps Framework and Financial Accountability

- Introduction to FinOps principles and their role in cloud financial management.
- Understanding collaboration between engineering, finance, and business teams.
- Exploring cost allocation models for enterprise-level cloud environments.
- Establishing financial accountability through tagging and reporting standards.
- Developing governance processes for continuous cost monitoring and control.
- Implementing budgeting workflows for cloud-based operational planning.
- Measuring cloud financial performance using KPIs and efficiency metrics.

Unit 4: Cloud Cost Optimization Strategies

- Applying rightsizing techniques to optimize compute and storage resources.
- Utilizing autoscaling mechanisms to balance performance and cost efficiency.
- Implementing reserved instance planning for predictable workloads.
- Leveraging storage lifecycle policies to reduce long-term storage expenses.
- Optimizing network usage to minimize data transfer and egress costs.
- Identifying and eliminating idle or underutilized cloud resources.
- Integrating workload scheduling to reduce non-essential cloud consumption.

Unit 5: Governance, Monitoring, and Cost Intelligence

- Building cloud governance frameworks for sustained cost control.
- Using monitoring tools to track real-time cloud spending and usage trends.
- Designing dashboards for financial visibility and executive reporting.
- Implementing alerting systems for budget thresholds and anomalies.
- Conducting periodic audits of cloud resource utilization and efficiency.
- Developing forecasting models for long-term cloud budget planning.
- Enhancing decision-making through data-driven cost intelligence systems.

Final Insights & Key Takeaways

Effective cloud cost management requires continuous visibility, governance, and collaboration across technical and financial teams. Organizations that adopt structured optimization practices achieve greater efficiency, scalability, and long-term financial sustainability in cloud environments.