

TBM + FinOps by Design

The Unified Model for Modern IT Financial Management

CFOs hate surprises — and engineers hate spreadsheets

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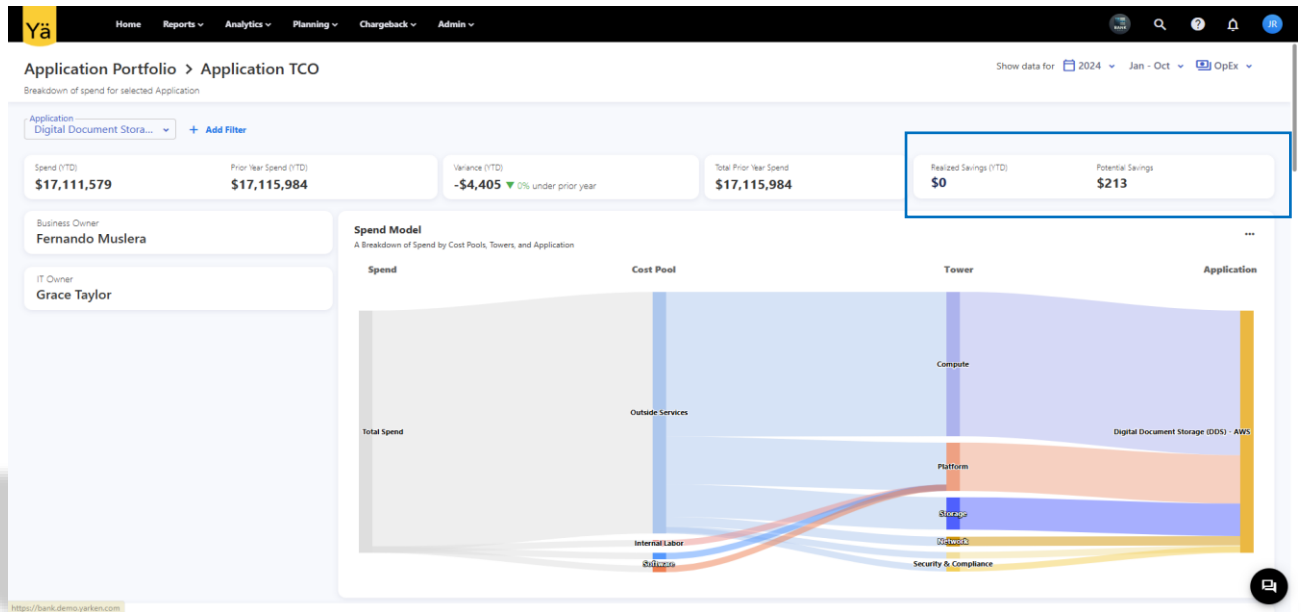
Executive Summary

In today's hybrid IT environment, enterprises face the challenge of aligning financial accountability with the speed of digital innovation. Finance leaders demand precision and predictability, while engineering teams seek agility and autonomy. Historically, **Technology Business Management (TBM)** and **FinOps** have existed in separate silos, using different tools, datasets, and decision cycles. The result is a fragmented financial view that leads to delays, duplication, and distrust.

YäRKEN and **Rego Consulting** are redefining this model. Together, we deliver a unified TBM + FinOps framework that merges financial reporting, cost transparency, and real-time cloud monitoring into a single closed-loop platform. This convergence allows strategic decisions and operational actions to reinforce one another, producing faster insights, stronger accountability, and tighter alignment between technology investment and business value.

"TBM by Design" refers to the next evolution of Technology Business Management (TBM), where the focus shifts from post-decision reporting to proactively embedding TBM principles into the architecture, planning, and decision-making processes from the start. **YäRKEN extends the "TBM by Design" concept** by seamlessly integrating **FinOps** into the same proactive framework, ensuring that both financial governance and cloud cost optimization are embedded from the very start of the technology lifecycle. YäRKEN's unified TBM + FinOps platform brings cost modeling, forecasting, and real-time consumption visibility directly into planning and architectural decisions. This enables organizations to design applications and infrastructure with both **business value and cost efficiency** in mind. By fusing TBM's structured accountability with FinOps' real-time agility, YäRKEN ensures that every technology initiative is not only well-architected but also **financially intelligent by design**.

YäRKEN embeds both automated and manual savings recommendations into the same TCO lens which **transforms cloud optimization into a strategic, financially accountable process**. App Owners gain immediate, context-rich insight into where to act, while Business Owners can tie every optimization to measurable business value that aligns technology, finance, and operations around shared outcomes.



Potential Savings	Realized Savings	Source	Details	Status	Complexity	Value
\$250,000	\$50,000	Yä	RE-Architect and move Billing Platform from VMware hosted on prem to cloud native on Azure	IN PROGRESS	★★☆☆	★★☆☆
\$50,000	\$48,610	AWS	Cost Saving against the application FIS profile	IN PROGRESS	★★☆☆	★★★★
\$35,615	\$0	Yä	E5 license reduction	NEW	★★☆☆	★★☆☆
\$10,000	\$0	Yä	Transition Data-Intensive Applications to Google Cloud for Enhanced Analytics Migrate data-intensive applications like M-Files to Google Cloud Platform (GCP). GCP's advanced analytics and machine learning tools can enhance your data processing capabilities while reducing the costs associated with on-premise data centers. This move could lead to savings of approximately \$9,000 annually by eliminating underutilized hardware and optimizing resource usage in the cloud. Begin by using Google's migration tools to transfer workloads in stages, ensuring that your data and analytics workloads are fully optimized for cloud performance.	NEW	★★☆☆	★★☆☆
\$10,000	\$0	Yä	Migrate to VMware Pinnacle Partner IaaS Cloud Transition workloads such as Legacy Billing Platform to a VMware Pinnacle Partner's IaaS cloud. This option allows you to maintain your existing VMware environment while moving to the cloud, reducing the need for significant architectural changes. The migration to a Pinnacle Partner can leverage existing VMware licenses, potentially saving up to \$10,000 annually in licensing and hardware maintenance costs.	NEW	★★☆☆	★★☆☆

Business Case

The ability to create business cases directly within YäRKEN is central to the TBM + FinOps philosophy, because it operationalizes the connection between strategic intent, financial planning, and real-time execution. Business cases act as the bridge between *why* an investment is made (business value), *how* it will be funded (financial accountability), and *what* impact it delivers (operational outcomes). Within YäRKEN, each business case is built on the same unified cost and consumption data used for TBM reporting and FinOps insights—ensuring consistency from planning through realization.

This means technology leaders can model costs, forecast value, and **simulate cloud or infrastructure choices before committing spend**, while FinOps teams can continuously validate those assumptions as actual consumption data flows in. As a result, every initiative is designed with measurable outcomes, optimized for efficiency, and monitored against real-time performance metrics. In essence, the business case becomes a living, data-driven control point that ensures technology investments are not only justified upfront, but continuously aligned with business value and financial goals throughout their lifecycle.

Business Cases > Business Case Details

Customer Support - Live Agents Name	Customer support system run by live... Description	Draft Status	Jan 01 2024 Start Date	Dec 31 2024 End Date	Live Chat and Chatbot Solutions Solution Offering	\$3,706,094 Total Estimate
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Migration Strategy: Re-Architecting

Objective: Present the costs involved in running a manned customer support system

Metrics

Actions	Name	Target	Units
	Customer Support - Wait Time (Live Agents) -	10	minutes
	Customer Support - Call Volume -	8000	Calls

Showing 1 to 2 of 2 rows

The Case for Unification as it relates to Chargeback

In many organizations, chargeback remains fragmented because cost transparency and cloud management operate in separate systems. TBM tools handle traditional IT cost allocations, labor, hardware, software, facilities, while FinOps tools manage dynamic cloud consumption. When these functions are disconnected, Finance teams must reconcile multiple datasets, engineers operate without context to true cost, and showback or chargeback becomes a time-consuming afterthought rather than a strategic capability.

YäRKEN eliminates this fragmentation by making a single solution to consume and report Total Cost allocations. The platform unifies cloud consumption data with non-cloud IT costs in a single model, creating a comprehensive foundation for accurate, automated showback and chargeback. This ensures that every invoice or cost statement reflects the *complete cost of service*, whether workloads run in the data center, in the cloud, or across both.

Additional Advantages

One Source of Truth

A unified data model ensures that everyone, from Finance to IT to Engineering, operates from the same foundation. YäRKEN consolidates traditional IT cost components such as labor, hardware, software, and vendor expenses with dynamic cloud consumption data into one comprehensive model. This eliminates the inconsistencies that arise when separate tools are used for cost transparency and cloud reporting. Finance gains accurate chargeback and showback insights, IT leaders see cross-service cost structures, and engineers understand how their consumption patterns impact the bottom line. The result is a shared, trusted view of financial reality across the enterprise.

Real-Time + Strategic Visibility

The integration of real-time monitoring with structured financial reporting bridges the gap between daily operational decisions and long-term planning. Finance teams benefit from auditable, well-structured data aligned to corporate budgets, forecasts, and accounting rules. Meanwhile, engineers and product owners can act immediately on anomalies such as cost spikes, mis-tagged resources, or inefficient workloads. This shared visibility

transforms planning from a static, backward-looking process into an ongoing dialogue that aligns spending, capacity, and strategy in near real time.

Reduced Complexity

Organizations no longer need to juggle multiple systems for cost transparency, planning, and cloud optimization. YäRKEN eliminates the complexity of maintaining integrations between disparate tools and the software cost associated with multiple tools. This streamlined approach lowers costs and reduces complexity while improving agility. Most importantly, it delivers a single, consistent source of reliable data for Finance, IT, and Executive leadership to make faster, more confident decisions.

The YäRKEN + Rego Advantage

YäRKEN Platform	Rego Consulting Expertise
Unified TBM + FinOps data model	Decades of TBM and financial management experience
Real-time, AI-driven insights	Proven adoption frameworks and governance best practices
Modern UI/UX designed for both finance and technical users	Deep change management and stakeholder engagement expertise
Integrated planning, cost transparency, and Cloud Utilization in one platform	Hands-on delivery, training, and continuous enablement

Together, **YäRKEN and Rego Consulting** deliver more than software, we deliver transformation. YäRKEN provides the intelligent automation and unified data foundation, while Rego Consulting brings the strategic discipline and implementation excellence required to turn insight into impact. The partnership empowers organizations to modernize their financial management capabilities while building a culture of accountability, transparency, and continuous optimization.

Conclusion

The separation of TBM and FinOps is an inefficiency in an era where cloud and enterprise IT have converged. A single, intelligent platform supported by a trusted advisory partner enables enterprises to simplify operations, accelerate decision-making, and align every dollar of technology spend to measurable business value.

With **YäRKEN's unified platform** and **Rego Consulting's proven advisory expertise**, organizations can eliminate silos, enhance collaboration, and achieve true financial clarity across both traditional and cloud environments.