

# Aperture: AWS cost intelligence *workflow-shaped*, not dashboard-shaped.

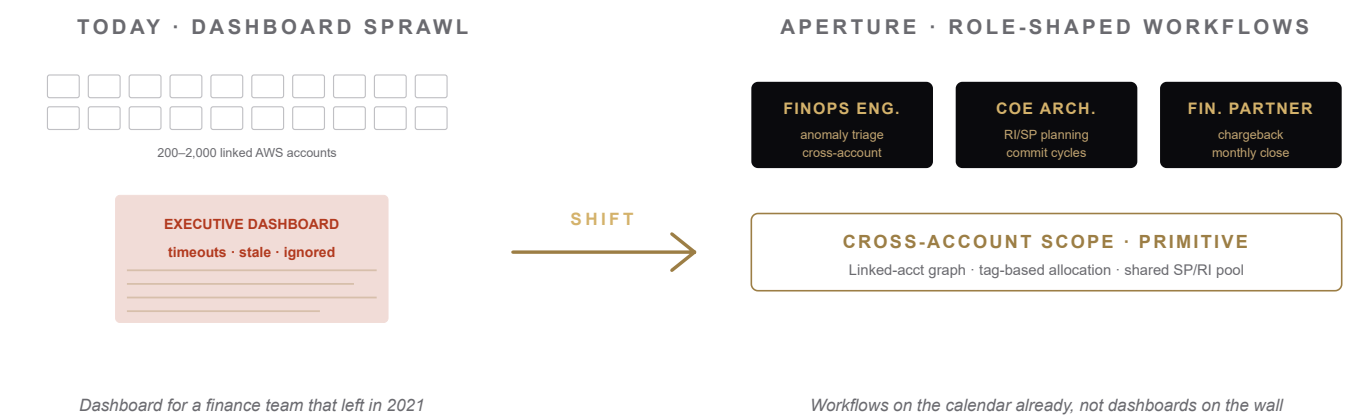
Fortune 500 enterprises waste 25–40% of a \$90M–\$400M annual AWS bill across 200–2,000 accounts. AWS-native tools collapse above 100 accounts; vendor dashboards target a finance team that no longer exists. Aperture ships role-specific workflows, with cross-account scope as a primitive.

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**Targets** AWS · Azure · GCP

## The Problem

F500 enterprises spend \$90M–\$400M / yr on AWS across 200–2,000 linked accounts. Cost Explorer was built for one account, bolted to many; above 100 accounts the UI times out and consolidation becomes a quarterly Python job. Existing FinOps vendors built executive dashboards for a finance team that no longer runs day-to-day cloud cost. The actual users are a triad: **FinOps engineer** (anomaly triage), **Cloud CoE architect** (commitment planning), **finance partner** (chargeback close); none of them want a dashboard.

FIGURE 1 · WORKFLOW SHIFT



Today: 200–2,000 accounts feed an executive dashboard nobody opens. Aperture ships three role-specific workflows on top of cross-account scope as a primitive, not as an enterprise-tier upsell.

## Why this matters now

Three forces converge: **multi-account architectures hit critical mass** (F500 customers commonly run 200–2,000 linked accounts; FinOps Foundation 2024 State of FinOps + customer interviews), **committed-spend waste is real money** (industry-analyst estimates put unused Savings Plans across the F500 above \$1B in 2024; FinOps Foundation, Vantage / Apptio commentary), and **FinOps Foundation membership has grown materially** (FinOps Foundation State of FinOps annual reports). The first vendor to ship workflows the buyer already runs wins distribution.

## Sizing the prize

Bottom-up: **500 F500 × \$180M avg AWS × 30% recoverable** = \$27B / yr recoverable spend. At a **5–8% gainshare on validated savings** (incumbents price at 2–3% of managed spend), TAM is **\$1.4–2.2B / yr**. Add Azure + GCP (40% of AWS scale): blended TAM **\$2–3B / yr**. The single number we optimize for is validated \$ saved per customer, audited against a customer-attested baseline.

Sources: Gartner Cloud Waste Benchmarks (2024); Flexera State of the Cloud (2024); AWS 10-Q filings (2024); FinOps Foundation (2024); ProsperOps (2024); 6 F500 FinOps interviews.

F500 RECOVERABLE AWS WASTE  
**\$27B / yr**  
500 × \$180M × 30%

PLATFORM TAM (AWS + CLOUDS)  
**\$2–3B / yr**  
5–8% gainshare on savings

Strategic insight

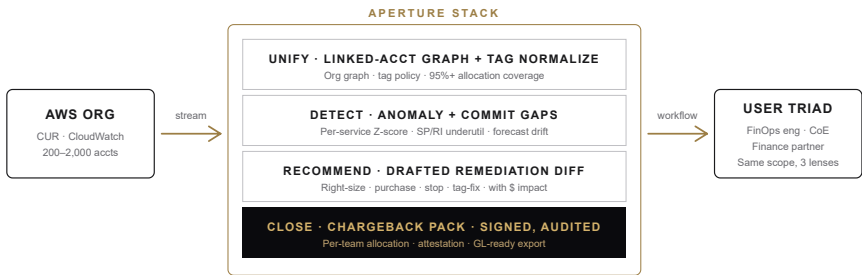
The category sells dashboards because it forgot who the user is. The CFO has Tableau. The user is the **FinOps engineer** who gets paged at 2am when EC2 jumps 40% on one linked account, currently needs four browser tabs and a Python notebook, and decides what gets fixed. Win the engineer's Monday ritual and the chargeback close walks itself.

THE UNLOCK

Treat **cross-account scope as a free primitive**, not an enterprise add-on. Ship three role workflows as the entire surface: anomalies open with a remediation diff already drafted; commitment plans simulate against rolling 90-day usage; chargeback closes on the last business day with a signed allocation pack. Customer-zero is Aperture's own AWS bill, self-attributed in the product.

Architecture · Cross-account intelligence stack

FIGURE 2 · SYSTEM ARCHITECTURE



*CUR + CloudWatch streamed across the linked-account graph; tags are normalized to a customer-defined policy (95%+ coverage by month 6); detection runs per-service against rolling baselines; recommendations ship as drafted diffs (not "consider tagging") and the monthly close pack is signed and GL-ready.*

WORKED EXAMPLE · F500 RETAILER, 340 ACCTS, \$210M / YR AWS

By month 4: anomaly triage closes **median 22 min vs 6+ hr** baseline (page → drafted-diff → owner approval). Commitment simulator finds **\$11.4M / yr** in SP rebalancing across 14 BUs. Allocation coverage 71% → 96.4%; chargeback close 9 days → 2. Audited savings: **\$26.8M / yr** (12.8% of bill).

Sequenced GTM

| PHASE                      | CUSTOMER WEDGE                                                  | FORCING-FUNCTION WORKLOAD                               | PROOF POINT                                                      |
|----------------------------|-----------------------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------------|
| <b>Wedge</b><br>M0-6       | F500 with 200+ accounts, \$100M+ AWS bill, named FinOps team    | Quarterly commitment renewal + monthly chargeback close | > 8% audited bill reduction in 90 days · 95% allocation coverage |
| <b>Beachhead</b><br>M6-18  | Mid-market (50-200 accts) on \$20M+ AWS, no FinOps team         | Engineer-led optimization without finance org           | 30 paying customers · NRR > 120% · 10× ROI on platform fee       |
| <b>Multi-cloud</b><br>M18+ | Same buyers, with Azure + GCP added on the same scope primitive | Cross-cloud chargeback + multi-cloud commit reshuffle   | 40% of revenue from non-AWS spend within Y2                      |

Tradeoffs we accept

- **CUR is 12-24h delayed; real-time runs on CloudWatch + delta-CUR.** Small accuracy gap vs month-end CUR is the cost; closing it requires an AWS partnership we don't yet have.
- **Tag-policy normalization is a 6-8 week onboarding lift per customer.** No synthetic substitution. Allocation accuracy is the moat; sloppy onboarding breaks the chargeback story permanently.
- **No first-party multi-cloud at GA.** v1 ships AWS-only; cross-cloud is Y2. Premature multi-cloud dilutes depth on the wedge.

## Metrics that matter

| LAYER      | METRIC                                   | Y1 TARGET         | WHY IT MATTERS                                 |
|------------|------------------------------------------|-------------------|------------------------------------------------|
| North-star | Annualized \$ saved / customer (audited) | > \$4M / customer | The number we get paid against                 |
| Quality    | Anomaly false-positive rate              | < 12%             | Above this, the engineer mutes the page        |
| Coverage   | Tag-policy allocation coverage           | > 95% by M6       | Below this, chargeback stops being defensible  |
| Speed      | Median anomaly time-to-remediation       | < 30 min          | Page → drafted-diff approval                   |
| Liquidity  | Paying enterprise logos                  | 30+ by Y1         | Logo density drives reference selling          |
| Business   | Net revenue retention                    | > 120%            | Bill grows 18–25% / yr · fee compounds with it |

## Risks & mitigations

|      |                                                                                                                                                                                                                                                                                                                                    |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HIGH | <b>AWS ships a credible multi-account UI inside Cost Explorer.</b><br><b>Mitigation:</b> AWS has a structural conflict: every saved dollar is revenue lost. Aperture's gainshare pricing is buyer-aligned; AWS's cannot be. Compete on workflow depth (simulator, drafted-diff) and multi-cloud, both of which AWS will not build. |
| HIGH | <b>Tag-policy normalization fails on legacy tagging chaos.</b><br><b>Mitigation:</b> dedicated 6–8 week onboarding pod; coverage is a reported number with a 95%-by-M6 SLA. Customers below SLA at M6 get fee credits + remediation. Drop customers we can't get above 80% by M3. Bad references kill the category.                |
| MED  | <b>Cloudability / Apptio / Vantage incumbency in F500 procurement.</b><br><b>Mitigation:</b> wedge on the FinOps engineer, not the CFO. Two-week trial with the customer's own CUR; the success criterion is the engineer keeps the tab open. Procurement follows the user.                                                        |
| MED  | <b>Pricing model: gainshare vs platform fee.</b><br><b>Mitigation:</b> hybrid pricing, with a flat platform floor (covers cost-to-serve) plus gainshare above an attested baseline. The floor protects against zero-savings months on already-optimized accounts.                                                                  |

## 30 / 60 / 90, first quarter sprint plan

|                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>30 DAYS</b><br><b>Anomaly triage v0</b> <ul style="list-style-type: none"><li>› CUR + CloudWatch ingestion (1 design-partner org, 200+ accts)</li><li>› Cross-account anomaly detection · false-positive baseline</li><li>› Drafted-diff remediation for top 5 anomaly classes</li></ul> | <b>60 DAYS</b><br><b>Commitment simulator + tag normalize</b> <ul style="list-style-type: none"><li>› SP/RI rebalance simulator on rolling 90-day usage</li><li>› Tag-policy normalization · 95%-coverage SLA tracker</li><li>› 5 design-partner orgs live · first audited savings cohort</li></ul> | <b>90 DAYS</b><br><b>Chargeback close + GA</b> <ul style="list-style-type: none"><li>› Signed, GL-ready monthly chargeback pack</li><li>› Multi-tenant GA · self-serve onboarding for &lt; 200 accts</li><li>› 30 customers signed · first NRR cohort measurement</li></ul> |
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|                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>DECISION ASKED</b> <p>Authorize a 90-day build-and-prove sprint with a seven-person team (PM, four engineers, ML lead, FinOps domain expert) and a budget of <b>\$3.6M</b>. Success: 30 paying logos, &gt; \$4M audited savings / customer median, false-positive &lt; 12%, allocation &gt; 95% by M6, NRR clearing 120%.</p> |
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