



Ternary for MSPs

Deliver FinOps services: profitably and efficiently

The adoption of FinOps has accelerated over the past few years as many organizations are interested in building out this practice, but are challenged by a lack of expertise and resources. There is an immense opportunity for managed service providers (MSPs) to go beyond traditional cost management and build out FinOps services for their customers. Ternary's FinOps platform for MSPs is custom built to enable you to to accelerate business growth, boost profitability, and continuously deliver value to customers.

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](#) 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

A trusted partner for your success

Our team of FinOps Certified Practitioners will assist you throughout the implementation process and support you on an ongoing basis with product training and customer management. The Ternary MSP Partner Program and is available free of charge to all partners.

Seamlessly manage customer tenants



- Streamline customer tenant provisioning and onboard a limitless number of customers, at any size and scale.
- Easily control user access and permissions within customer tenants.
- Manage customer spend and usage across clouds, Kubernetes, and their existing toolset (e.g., Snowflake, Datadog).
- Apply uplift charges, allocate line items, and pass savings benefits to customers with Ternary’s re-rating functionality.

Align your services with 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.

- Curate relevant data across finance, technology, product, and business teams with custom labels and scoped views.
- Enable your customers to visualize unit costs to 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. Receive timely notifications to better control cloud spend.
- 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.

Source: [FinOps Principles](#) by FinOps Foundation