

RSM COLLECTIVE EBOOK

Transform Your Cloud Financial Management with EllaFin™



April 2026



The Impact of Cloud Modernization on FinOps

As organizations adopt AWS for innovation or to modernize legacy systems, their cloud bills reflect this maturity. This adoption increases the financial variables that need to be accounted for while managing cloud spend, including SaaS subscriptions, multi-cloud, AI tokens, and AWS Marketplace purchases. For finance teams, especially in small and medium-sized businesses, start-ups, or nonprofit organizations, the technical structure and variable consumption model of AWS adds complexity to their current financial operating model.

AWS spend reconciliation that is trusted, comprehensive, and aligned to business metrics is an organizational priority. With the right cross-team collaboration and business context, cloud data enriched with traditional financial planning and analysis could transform financial reporting.

What if a budget versus cost report also included revenue? If cloud costs exceeded the budget for a newly launched customer experience but revenue increased as well, the conversation shifts from a budget overage to business impact.

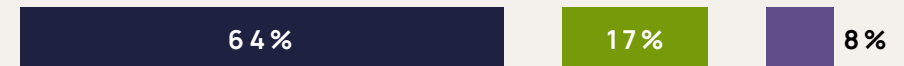
As companies continue to adopt cloud and AI as part of their innovation strategy, they will shift the cloud cost conversation to the economics of cloud. Organizations want to report, measure, and track all variables that impact profitability and company growth.

PUBLIC CLOUD SERVICES USED BY ALL ORGANIZATIONS

Data Warehouse



DBaaS (Relational)



Generative AI (GenAI)



■ Currently use ■ Experimenting ■ Plan to use

N=753

Source: Flexera 2026 State of the Cloud Report (Figure 41)

Different Systems, One Budget

As cloud complexity increases, 71% of organizations now have a Cloud Center of Excellence (CCOE), and 63% utilize a FinOps team. This shift shows a commitment to better governance and accountability, but delivering financial insights remains challenging.¹

Most organizations manage cloud spend and financial planning in separate systems. Finance teams utilize QuickBooks, Excel, Power BI, Financial Planning and Analysis (FP&A), and ERP systems, while cloud spend is tracked in AWS Cost Explorer, CUR exports, Cloud Management Platforms, or custom-built tools.

Requirement for collaborative financial reporting:

- **Finance professionals** require business-aligned metrics and clear reconciliation of cloud spend without needing an AWS professional certification.
- **Engineering teams** make architecture decisions before they build, linking all choice to business value.
- **Both groups** need shared visibility and role-based insights to create reliable recommendations that can be acted upon and governed.



Most Requested FinOps Tool Features and Capabilities ²

1. Granular monitoring of AI spend (tokens, LLM requests, and GPU utilization)
2. Shift-left: Pre-deployment architecture costing
3. “Single pane of glass” for different technology spend

Ideal Future State for FinOps Teams ²

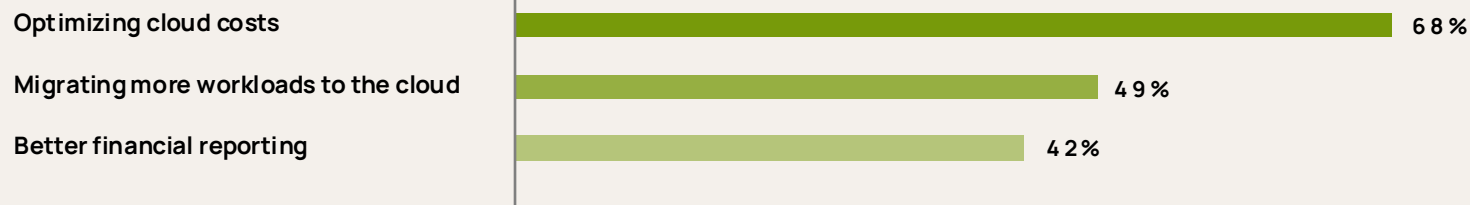
- Automated remediation and “easy buttons”
- Technical unit economics and business value attribution
- FOCUS adoption in tooling
- Sophisticated forecasting and scenario modeling
- Easier management of software licensing for ITAM and FinOps
- Highlighting sustainable infrastructure alongside cost
- Granular shared cost and container allocation

Your FinOps Practice Framework

Cloud optimization remains the top cloud priority for most organizations, but how success is measured is evolving. According to the Flexera 2026 State of Cloud report, better financial reporting now ranks among the top three cloud initiatives across organizations, alongside cost optimization and continued cloud migration.¹ This reflects a more mature FinOps approach, where success is no longer measured solely by cost efficiency, but also by business value delivered, competitive advantage gained, and speed of innovation. This evolution highlights the need to balance cost control with value delivery, ensuring that FinOps governance aligns to business outcomes rather than just reducing spend.



Top cloud initiatives for all organizations



Small Teams, Big Responsibilities

The path to unit economics begins with a clear understanding of your cloud cost, services, and savings opportunities. As programs like [shared commitment discounts](#) from AWS Resellers and MSPs are phased out, it is essential to manage your own commitments. This means establishing the visibility and automation that those programs previously provided for you.

The shift to managing your own commitments and AWS spend requires people, process, and tooling; however, FinOps teams tend to be small. According to the latest State of FinOps report, organizations with cloud spending under \$15 million a year, typically have an average of two to three practitioners. Their responsibilities are also broadening to cover not only cloud costs but also expenses related to AI, SaaS, licensing, and data center operations.

By taking control of your cloud spending, you can increase your organization's ability to adapt to changing business needs and goals, better utilize your team's time, and make informed decisions regarding cloud investments.



49%

of FinOps teams are
using unit economics
to align costs with
outcomes

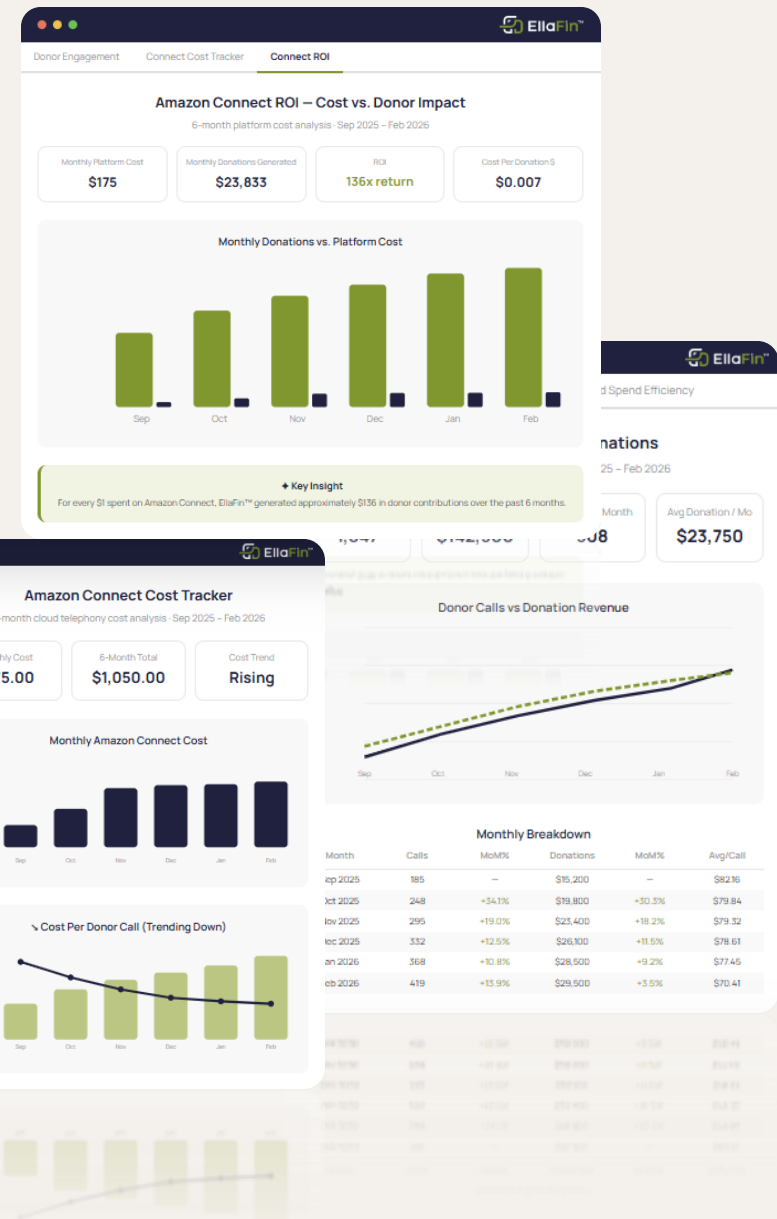
(compared to 40% in 2025)²

One Business Intelligence Layer. Three Financial Experiences.

EllaFin™ is a business intelligence platform purpose-built to enable FinOps as a service for organizations utilizing AWS as their primary cloud provider. We check all the boxes to enable a sustainable FinOps framework.

- Executive Financial Reporting:** Get visibility into cloud spend in financial terms you understand. Make informed decisions about cloud investments with data aligned to your P&L and balance sheet.
- AI-driven Business Intelligence:** With our AI financial agents, you can easily generate "what-if" scenarios and real-time variance analysis, allowing finance teams to focus on actionable insights rather than managing spreadsheets.
- Automated Cloud Financial Management Powered by nOps:** We provide continuous commitment management, rightsizing, and waste detection, translating these into financial impacts like margins and budget capacity, enabling engineers and FinOps professionals to spot optimization opportunities in business terms.

EllaFin™ Nonprofit Edition

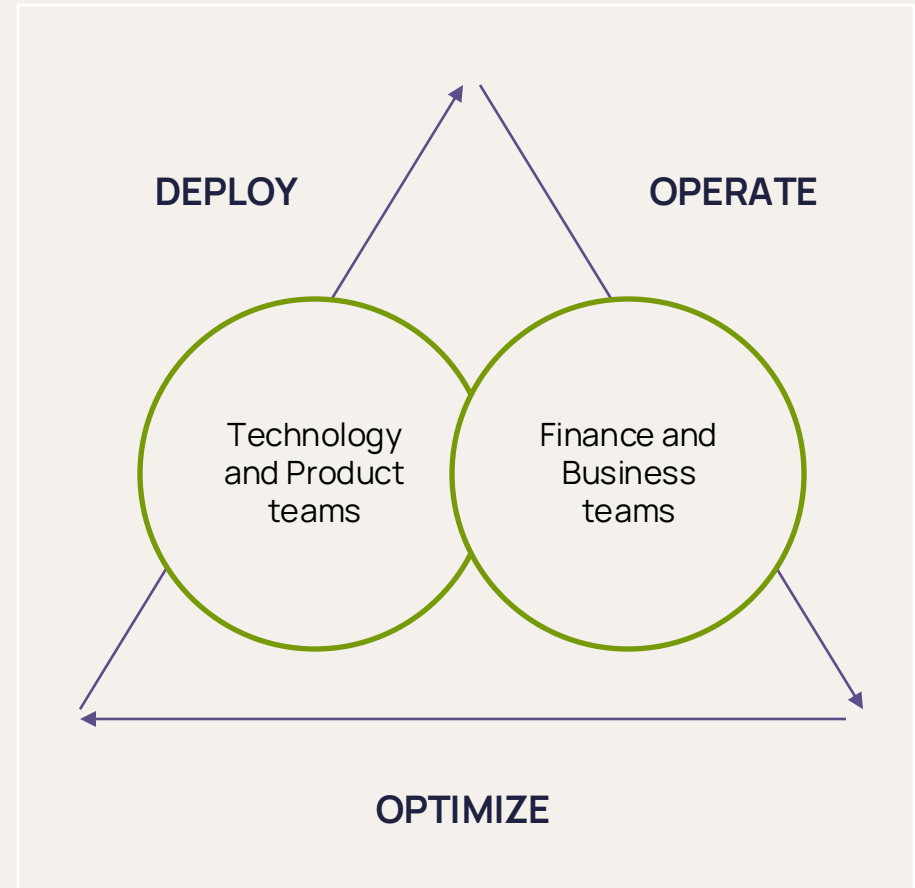


Uniting AWS and FP&A Data

Data needs context in order to provide insight or accelerate decision-making. We learn how your organization manages cloud operations and reports financial performance, then build an intelligence layer that reflects your reality. **That discovery shapes everything we build:**

- The dashboards and reports built for your financial operations
- The AI agents utilizing the knowledge base defined by you
- The automated workflows that connect cloud cost data to your existing financial systems
- The outcome-focused AgentOps
- The single business intelligence layer built for a modern FinOps framework

EllaFin™ provides all the AI-powered features needed for modern financial reporting; however, our as-a-service model recognizes that the power of the platform comes from the financial knowledge of your users. Operations changes, business objectives adjust, and new financial data needs to be injected. EllaFin™ enables the continuous collaboration and financial insight organizations need to enable critical business decision making.



[AWS Well Architected Framework:
Cost Optimization Pillar](#)

The Next Generation AWS Consulting Partner

RSMCollective is not just another cloud consulting company. As both an AWS Technology Partner and Consulting Partner, we offer a unique blend of product innovation and hands-on delivery that helps organizations achieve modernization goals aligned to outcome, cost, and operations.

Why Being AWS-Only Matters

With years of cloud migration experience and deploying applications across all cloud providers, RSM Collective chose AWS as its modernization partner. No other cloud provider enables us to help our customers at every stage: ideate, build, market, sell, and operationalize. By committing exclusively to AWS, RSM Collective develops deep, specialized expertise. Every architect, solution, and accelerator we create is expertly designed for AWS. This targeted strategy ensures our customers benefit from the support of seasoned practitioners who have in-depth knowledge of the platform, rather than from generalists who may lack familiarity.

The RSM Collective Difference

When organizations choose RSM Collective, they're choosing a partner who builds on AWS, sells through AWS, and delivers with AWS. This alignment, combined with access to AWS-funded programs that de-risk adoption, creates a seamless experience from strategy through implementation and ensures every solution is built to take full advantage of where AWS is headed next.



“

We're investing more than ever, percentage-wise, into our partners because we know that our partners are so important to the customer value delivery.”

Julia Chen

Vice President of Partner Core
AWS



Rochelle S. Marano

CIO & Founder



RSM Collective is Your Trusted FinOps Partner

RSM Collective understands that for most organizations, adopting a cloud financial model is not a snap-of-the-fingers switch from CapEx to OpEx. It requires thoughtful coordination across teams, adaptation of existing financial practices, and a reporting approach that supports both operational agility and financial accountability.

Cloud financial reporting should go beyond dashboards that show what is being spent and by whom. It should help explain why the spend occurred and whether it supported meaningful outcomes.

Cloud spend is not just an IT expense. With the right financial management in place, it becomes a strategic lever for growth and innovation.



Ready to Experience EllaFin™?

Schedule a Discovery Call

Let's see if our process and platform add value to your financial operations.

Email info@ellafin.ai to request a discovery call.

Join the Early Access Program

Help shape our industry editions. Data without context is just data!

Meet the Team in San Diego

Join Us at [FinOps X](#) June 8-11



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About RSM Collective

RSM Collective is a community of consultants, technology vendors, and system integrators committed to transforming the employee, the patient, the civic and the customer experience with cloud computing. We believe modernization is a collaborative journey. The most transformative outcomes happen when they are powered by a collective of diverse voices.

¹[2026 State of the Cloud II Insights from cloud leaders & practitioners](#), Flexera, 2026

²[State of FinOps 2026 Report](#), FinOps Foundation, 2026

When People Thrive, Creativity Follows™