BRIEF · MULTI-ACCOUNT AWS FINOPS

Aperture: AWS cost intelligence *built into the workflow.*

Fortune 500 enterprises waste 25 to 40% of a $90M to $400M annual AWS bill across 200 to 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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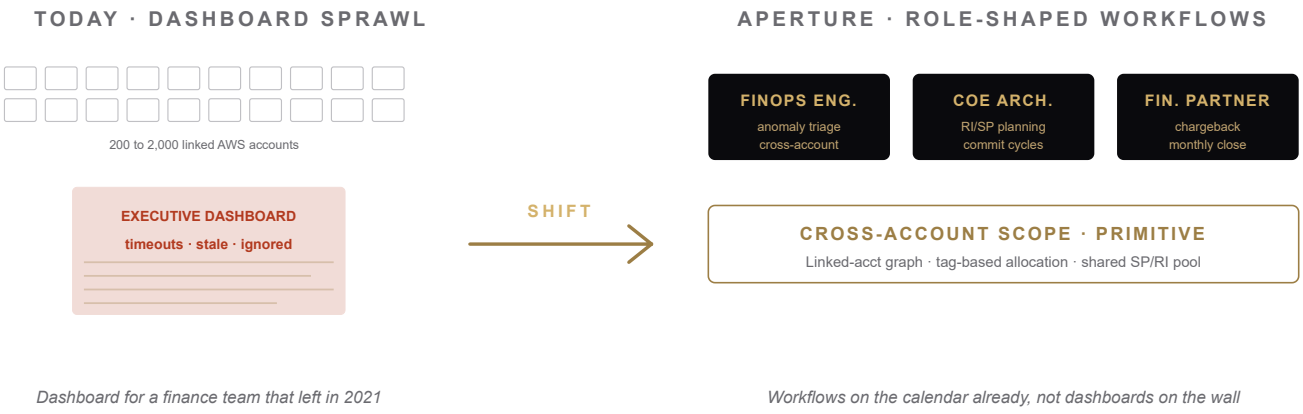
The Problem

F500 enterprises spend $90M to $400M / yr on AWS across 200 to 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 to 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 to 2,000 linked accounts; FinOps Foundation 2024 State of FinOps and 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 opportunity

Bottom-up: **500 F500 × $180M avg AWS × 30% recoverable** = $27B / yr recoverable spend. At a **5 to 8% gainshare on validated savings** (incumbents price at 2 to 3% of managed spend), TAM is **$1.4 to 2.2B / yr**. Add Azure and GCP (40% of AWS scale): blended TAM **$2 to 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 AND CLOUDS)
$2 to 3B / yr
5 to 8% gainshare on savings

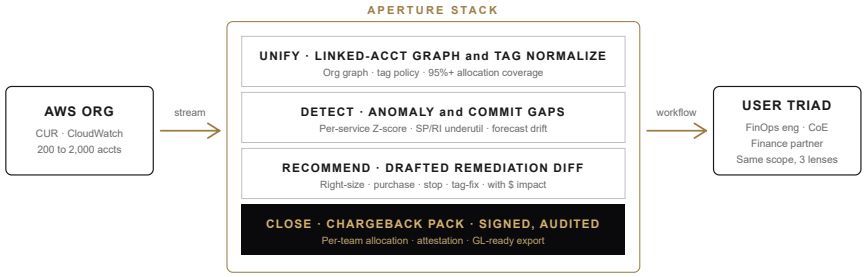
Strategic insight

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

Tradeoffs we accept

- **CUR is 12 to 24h delayed; real-time runs on CloudWatch and 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 to 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 to 25% / yr · fee compounds with it

Risks & mitigations

HIGH **AWS ships a credible multi-account UI inside Cost Explorer.**

Mitigation: 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 **Tag-policy normalization fails on legacy tagging chaos.**

Mitigation: dedicated 6 to 8 week onboarding pod; coverage is a reported number with a 95%-by-M6 SLA. Customers below SLA at M6 get fee credits and remediation. Drop customers we can't get above 80% by M3. Bad references kill the category.

MED **Cloudability / Apptio / Vantage incumbency in F500 procurement.**

Mitigation: 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 **Pricing model: gainshare vs platform fee.**

Mitigation: 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

30 DAYS

Anomaly triage v0

› CUR and CloudWatch ingestion (1 design-partner org, 200+ accts)
› Cross-account anomaly detection · false-positive baseline
› Drafted-diff remediation for top 5 anomaly classes

60 DAYS

Commitment simulator and tag normalize

› SP/RI rebalance simulator on rolling 90-day usage
› Tag-policy normalization · 95%-coverage SLA tracker
› 5 design-partner orgs live · first audited savings cohort

90 DAYS

Chargeback close and GA

› Signed, GL-ready monthly chargeback pack
› Multi-tenant GA · self-serve onboarding for < 200 accts
› 30 customers signed · first NRR cohort measurement

DECISION ASKED

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 **$3.6M**. Success: 30 paying logos, > $4M audited savings / customer median, false-positive < 12%, allocation > 95% by M6, NRR clearing 120%.