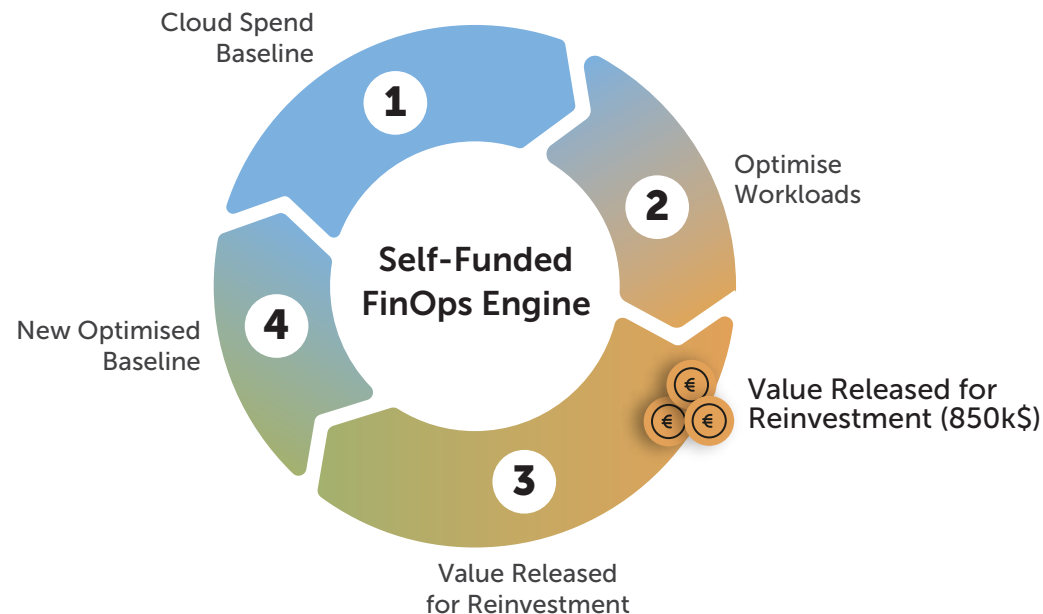


Self-Funded FinOps A Sustainable Cloud Efficiency Model

Vodafone TV faced accelerating cloud costs, rising OPEX pressure and tight budgets. Optimisation was needed, but it required investment, uncertain ROI and internal prioritisation.

Instead of requesting additional budget, Celfocus reframed the problem: we unlocked the funding from within.

This project became a transformation in how value was captured, not just how costs were reduced.



CHALLENGE

- Escalating unpredictable cloud costs
- Strong pressure on OPEX and financial efficiency
- Limited budget flexibility for optimisation
- Weak FinOps discipline and executive oversight

This was not a tooling issue.
It was a structural value-capture challenge.

SOLUTION

Celfocus implemented a commercial and governance innovation, not a technical cost exercise. This included:

- Value released split model aligning incentives
- Residual upfront OPEX
- Risk-sharing and governance framework
- Executive accountability embedded

Shifting the narrative from discretionary cost optimisation to self-financing transformation.

Value generated through optimisation was used to fund the growth in usage, traffic, and data, as well as to support the implementation of mandatory initiatives such as security enhancements.

BENEFITS



Nearly a million\$/year value released



Faster execution of optimisation initiatives



Self-funded continuous optimisation



No additional budget approvals required



Greater cost predictability and financial control

Optimisation became a recurring value engine, not a one-off cost initiative.