

7 Reasons

Why FinOps Fails and How emma Makes it Work

The Real FinOps Dilemma

FinOps managers and practitioners know the drill: explaining their work, proving their worth, and justifying their role to stakeholders and engineers – often more than once.

There are structural reasons why FinOps feels like an uphill battle:



Engineers focus on shipping

Their priority is delivering features and functionality, not cutting costs.



FinOps doesn't speak the language of engineering

Processes feel abstract, not integrated into workflows.



The approach often feels punitive

Email reminders and alerts come across as nagging and disrupting.



FinOps is seen as broad cost-cutting

That makes it hard to prove value for innovative, performance-focused initiatives.

Unless all teams are on board, FinOps becomes a policing function. It only breeds tension between finance and engineering without delivering the promised cost-value alignment.

While tools exist to show costs and cost drivers, **none truly bridge the gap between FinOps and engineers and DevOps**, let alone deliver the cultural and mindset shift required to make FinOps successful. Most remain reactive, fragmented, and operationally difficult.

Here are 7 common gotchas for FinOps implementations.

1

Engineers Don't Own Costs

2

Dashboards Exist, But Nobody Wants to Use Them

3

FinOps is Seen as Blanket "Cost Cutting"

4

Inconsistent Tagging Breaks Accountability

5

Multi-Cloud Complexity Overwhelms Teams

6

Optimization Efforts Come Too Late

7

Basic Operations Aren't Automated

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When FinOps isn't embedded but bolted on, it feels like homework. Engineers finish building and deploying, only to be told later to 'go back and right-size that workload.' It becomes just another task added after the fact, disconnected from their core priorities.

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Reason 1:

Engineers Don't Own Costs

Location	Compute instance	System volume	Cost
Mumbai Amazon EC2 Asia Pacific (Mumbai)	2 Shared vCPU / 1.0 GB RAM 4,20 €/mo.	8.0 GB SSD 0,68 €/mo.	4,87 €/mo.
Ohio Amazon EC2 US East (Ohio)	2 Shared vCPU / 1.0 GB RAM 6,36 €/mo.	8.0 GB SSD 0,59 €/mo.	6,95 €/mo.
Oregon Amazon EC2 US West (Oregon)	2 Shared vCPU / 1.0 GB RAM 6,36 €/mo.	8.0 GB SSD 0,59 €/mo.	6,95 €/mo.
Dublin Amazon EC2 EU (Ireland)	2 Shared vCPU / 1.0 GB RAM 6,90 €/mo.	8.0 GB SSD 0,65 €/mo.	7,55 €/mo.
Paris Amazon EC2 EU (Paris)	2 Shared vCPU / 1.0 GB RAM 7,17 €/mo.	8.0 GB SSD 0,69 €/mo.	7,86 €/mo.
London Amazon EC2 EU (London)	2 Shared vCPU / 1.0 GB RAM 7,17 €/mo.	8.0 GB SSD 0,69 €/mo.	7,86 €/mo.
Stockholm Amazon EC2 EU (Stockholm)	2 Shared vCPU / 1.0 GB RAM 7,31 €/mo.	8.0 GB SSD 0,62 €/mo.	7,93 €/mo.
Milan Amazon EC2 EU (Milan)	2 Shared vCPU / 1.0 GB RAM 7,31 €/mo.	8.0 GB SSD 0,69 €/mo.	7,99 €/mo.
Frankfurt Amazon EC2 EU (Frankfurt)	2 Shared vCPU / 1.0 GB RAM 7,31 €/mo.		
Tel Aviv-Yafo Amazon EC2 Israel (Tel Aviv)	2 Shared vCPU / 1.0 GB RAM 7,24 €/mo.		
Total cost			238.4 €/mo.

⚠ The Problem

FinOps lives or dies on engineering adoption. But in practice, engineers see cost reporting as “someone else’s problem”.

❓ Why It Matters

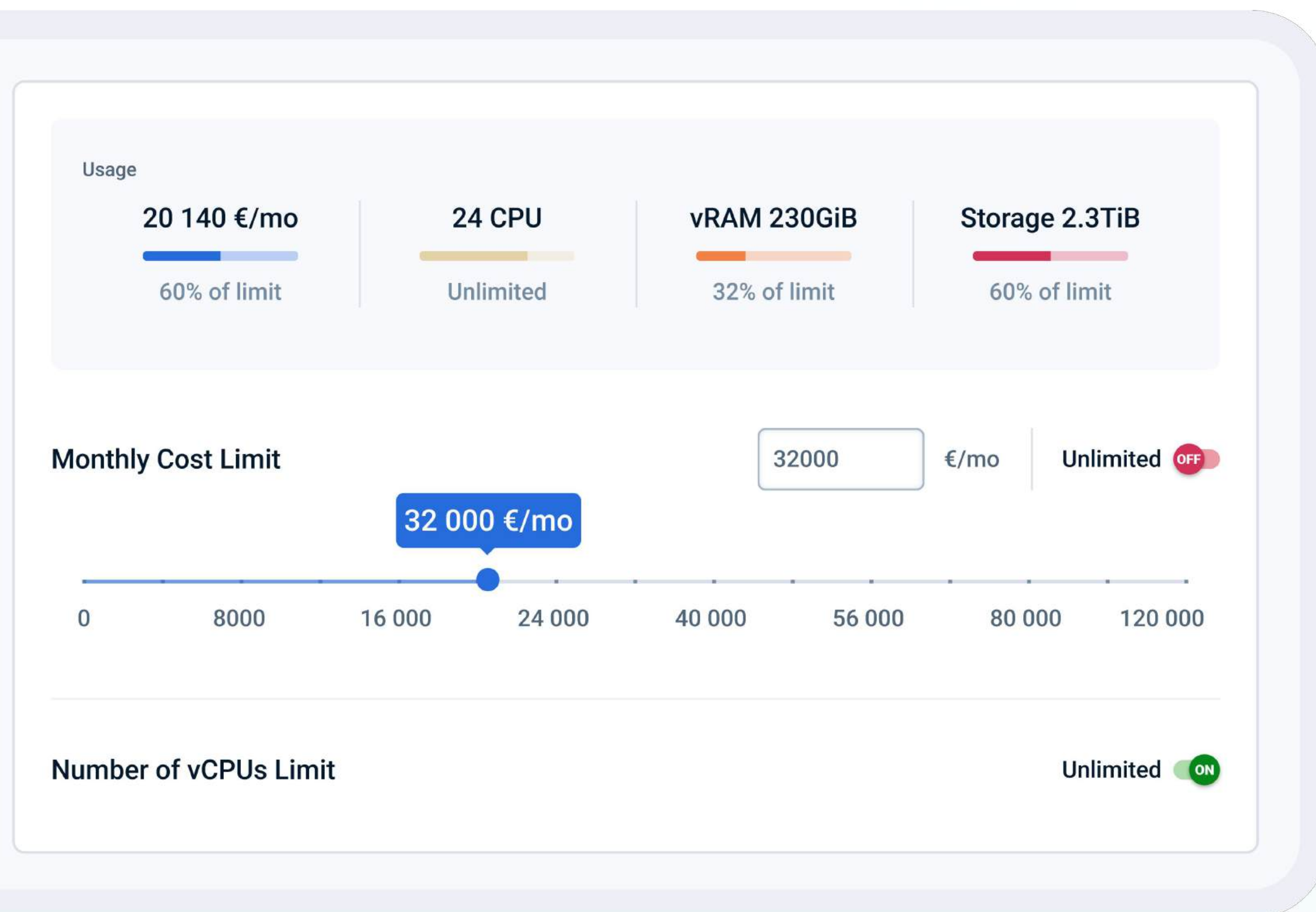
Without engineering buy-in, FinOps turns into finance chasing after engineers to revisit overruns through emails or Slack messages.

✓ Solution

emma bakes cost visibility into the daily workflow. With cost-aware provisioning, instance options are sorted by price and performance before deployment. That means workloads start life right-sized and cost-efficient – so there’s no need for nagging retroactive fixes.

Reason 2:

Dashboards Exist, But Nobody Wants to Use Them



⚠ The Problem

Many FinOps programs simply introduce new dashboards and build reports. But developers and engineers rarely open them.

❓ Why It Matters

Each new dashboard adds to tool sprawl and engineer fatigue. In addition, if visibility isn't tied to guardrails, costs will still spiral.

✓ Solution

emma goes beyond visibility with **live budget tracking and policy-based cost limits** across AWS, Azure, GCP, DigitalOcean, Gcore, and on-prem environments.

Teams receive **instant alerts when they approach thresholds**, and automated policies enforce cost limits across projects and environments.

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Few things frustrate teams more than a ping from finance asking why their service costs double. They could have scaled up infrastructure to handle a record surge in traffic. Without context, FinOps can come across as punishing success.

”

Reason 3:

FinOps is Seen as Blanket "Cost Cutting"



⚠ The Problem

Many FinOps programs frame success purely in terms of savings and fail to recognize when higher costs stem from revenue-generating new features or traffic surges.

❓ Why It Matters

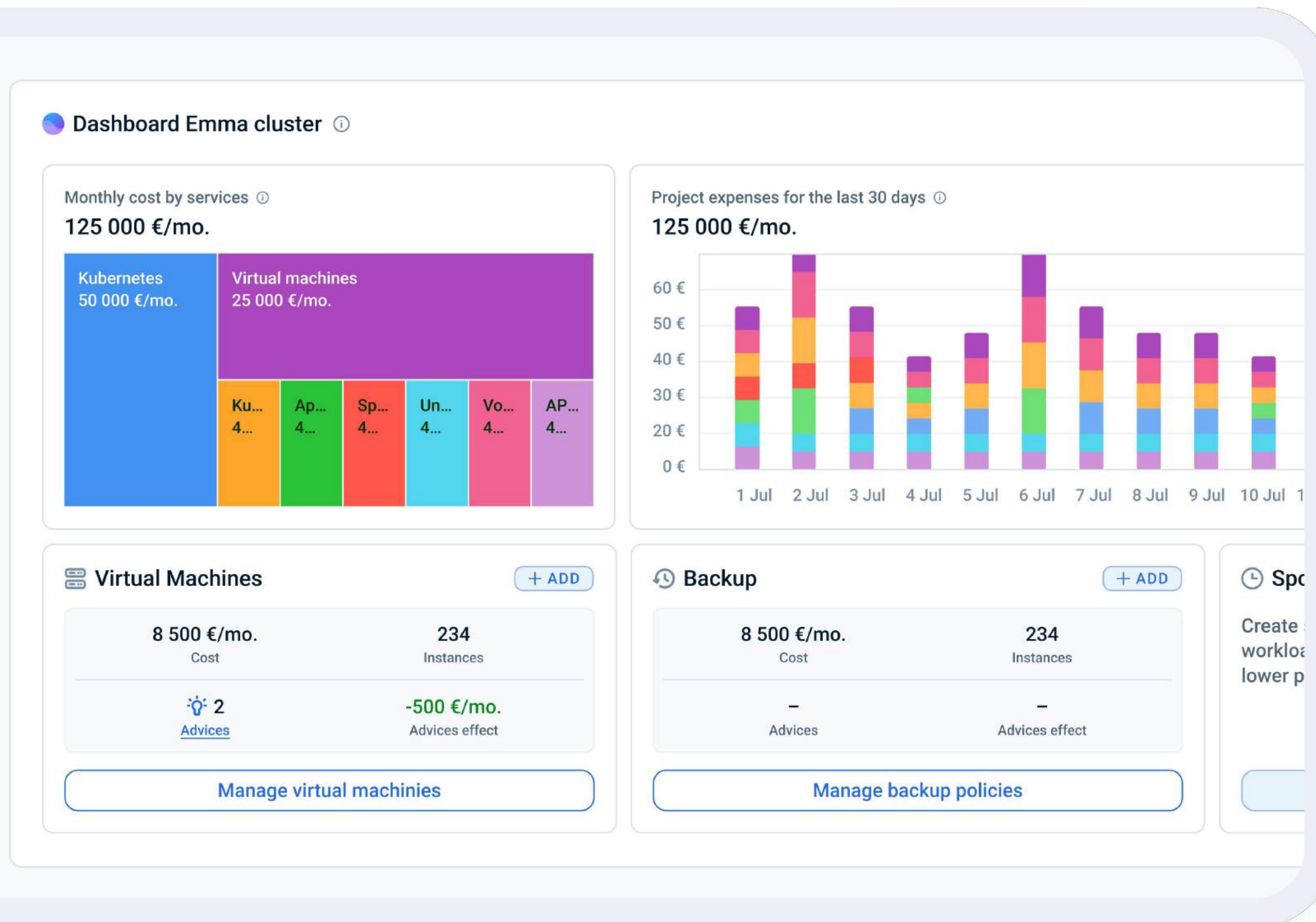
The real goal of FinOps is cost-value alignment, not just cutting budgets. But if FinOps is seen as a blocker, teams will push back.

✓ Solution

emma correlates cost data with performance metrics, so teams understand trade-offs in context. Is that larger instance justified because it delivers better latency for customers? Can teams downsize a cluster without impacting SLAs? With emma, FinOps becomes about value optimization – getting the best performance for the right spend.

Reason 4:

Inconsistent Tagging Breaks Accountability



⚠ The Problem

Tagging policies are often inconsistent and/or ignored entirely. That makes cost allocation to teams or projects unreliable.

❓ Why It Matters

Without clear ownership, showback and chargeback fall apart. Finance can't hold teams accountable, and engineering feels blindsided by vague numbers.

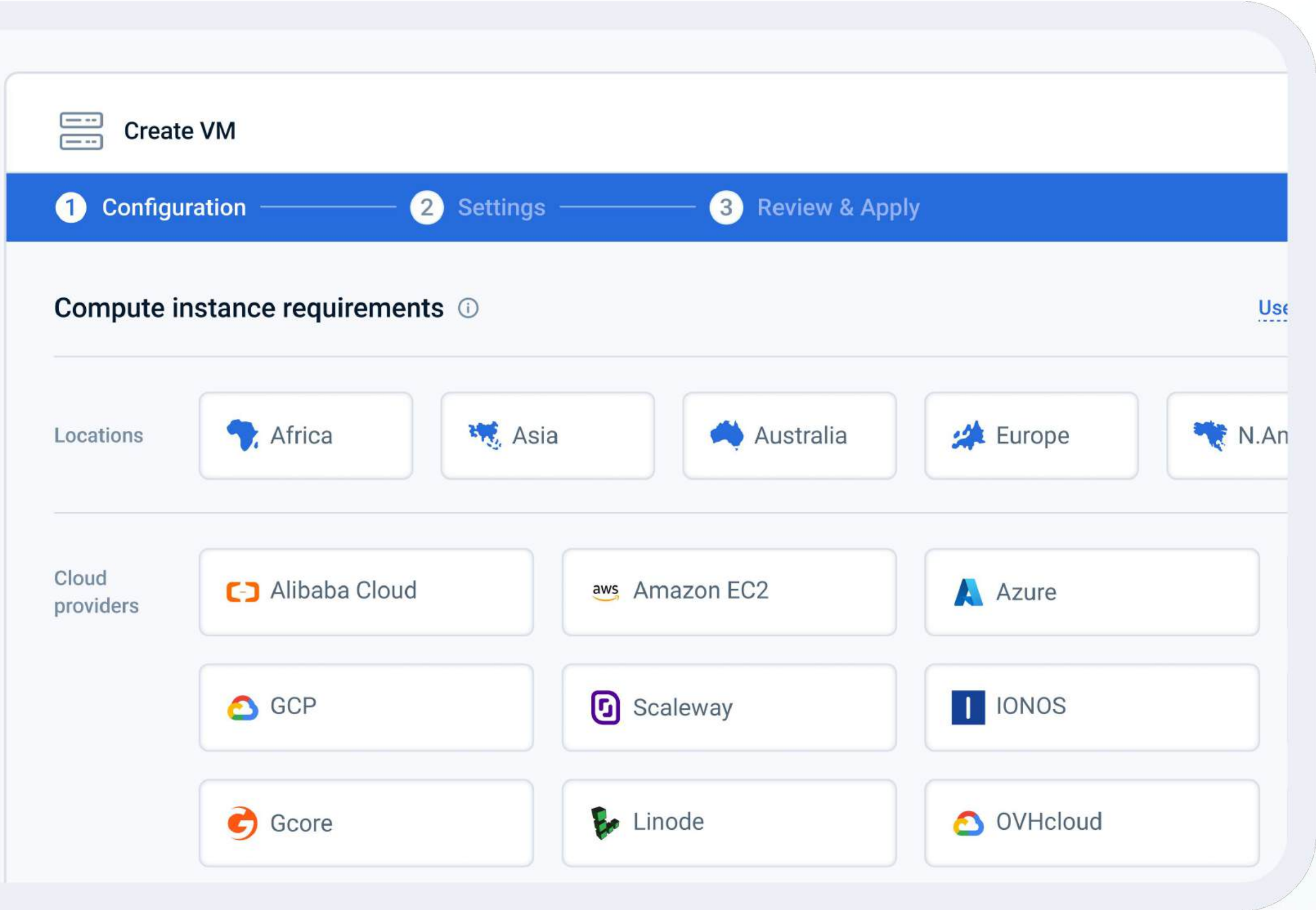
✓ Solution

emma normalizes and enriches cost data across all providers. Even if raw tags are messy, emma provides **clean attribution by project, team, or business unit**. Engineers can see the cost impact of their choices instantly and right within the same platform they use to provision resources.

emma can also **export normalized cost data to BI tools, financial platforms, or internal chargeback systems via API integrations**, giving FinOps real teeth in enterprise reporting and accountability.

Reason 5:

Multi-Cloud Complexity Overwhelms Teams



 The Problem

Native cost management tools are cloud-specific. But real environments span AWS, Azure, GCP, niche regional providers, and on-prem. Each has its own billing quirks, pricing models, and cycles.

 Why It Matters

Fragmented visibility makes it impossible to govern spend consistently. Finance drowns in spreadsheets, and optimization opportunities slip through the cracks.

 Solution

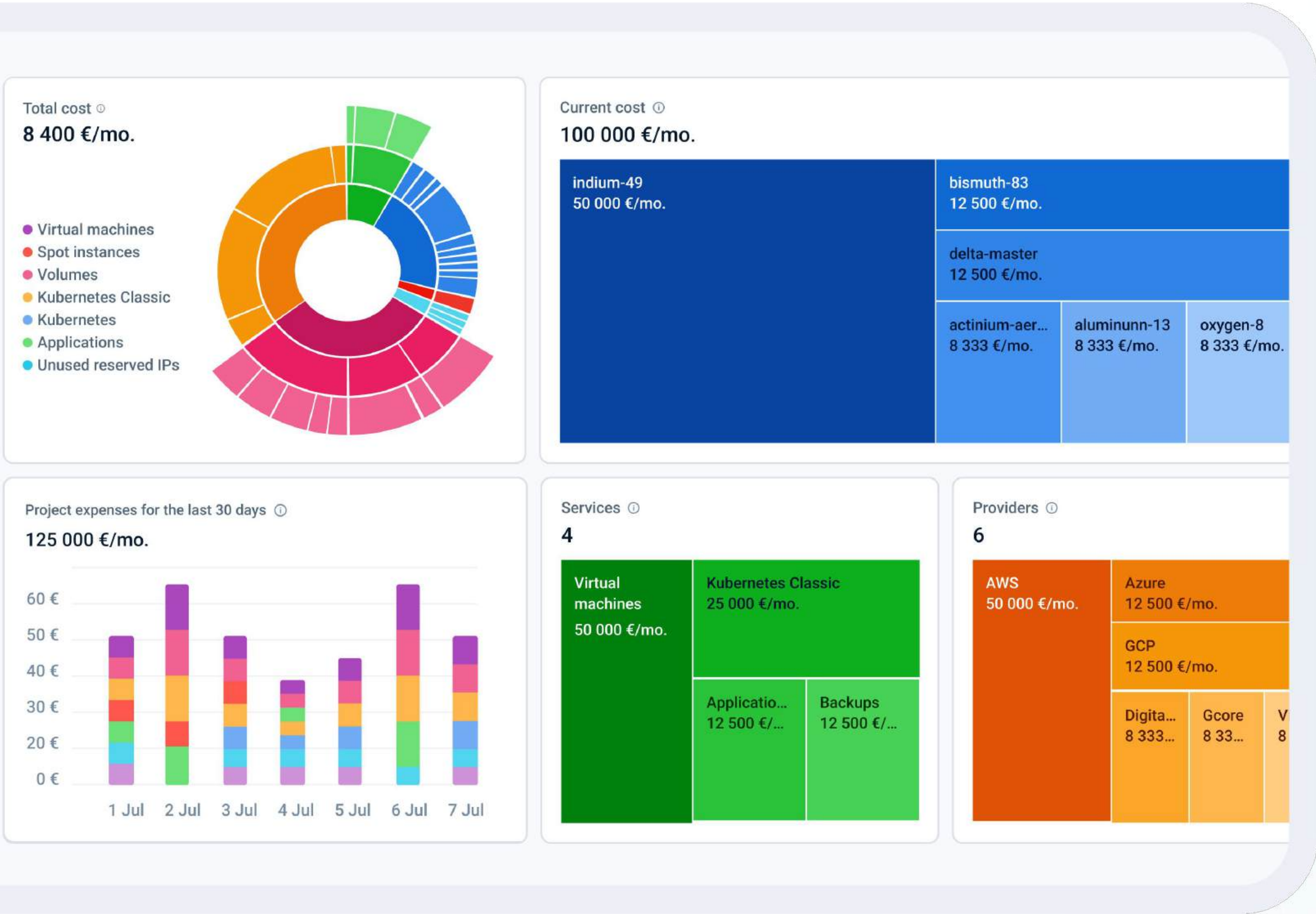
emma is **truly multicloud**. It unifies cost governance across public, private, hybrid, and regional providers – normalizing pricing data into one dashboard. Instead of wrestling with disconnected billing systems, teams get a **single source of truth** for **spend, policies, and optimization** opportunities across the entire estate.

“

One of the most common waste patterns is forgotten dev/test clusters. Someone spins them up for a project sprint, moves on, and the cluster continues to burn through costs, until the invoice lands.

”

Reason 6: Optimization Efforts Come Too Late



⚠ The Problem

Right-sizing is one of the core FinOps practices. But teams often over- or under-commit, chase 100% utilization, or buy commitments before usage stabilizes, which undermines ongoing FinOps efforts.

🤔 Why It Matters

It's hard to convince engineers to revisit already provisioned infrastructure, unless performance is at stake. That's why waste often lingers, even when it's identified.

✅ Solution

emma shifts optimization left. Engineers see the most efficient options based on historical usage patterns and real-time instance pricing at deployment time. Add to that AI-powered predictive analytics, which forecast future spend and flag cost overruns before they materialize.

Reason 7:

Basic Operations Aren't Automated



Create schedule

Set the name, the action to execute, the list of objects to apply the selected action, and the period of action

Schedule name ⓘ

Action ⓘ

Action

Execution schedule ⓘ

Set schedule

Add infrastructure objects to schedule ⓘ

Q

Search by name

×

Selected 2 schedules

+ ADD TO SCHEDULE

Name	Type	Resources	Current cost ⓘ	Cost change ⓘ
vm-123-01	Virtual machines Ubuntu 12.01	1 virtual machine 128 vCPU / 256 GB RAM / 3 200 GB HDD	55.23 €/mo.	+ 17.55 €/mo.
vm-123-02	Virtual machines Ubuntu 12.01	1 virtual machine 128 vCPU / 256 GB RAM / 3 200 GB HDD	55.23 €/mo.	+ 17.55 €/mo.
vm-123-0103	Virtual machines Ubuntu 12.01	1 virtual machine 128 vCPU / 256 GB RAM / 3 200 GB HDD	55.23 €/mo.	+ 17.55 €/mo.
vm-123-01	Virtual machines Ubuntu 12.01	1 virtual machine 128 vCPU / 256 GB RAM / 3 200 GB HDD	55.23 €/mo.	+ 17.55 €/mo.

The Problem

Simple cost-saving practices, like shutting down non-production environments after hours, cleaning up unused volumes, or rightsizing workloads, are often left manual.

Why It Matters

These are low-hanging fruit, but without automation, organizations are waiting for engineers who may never address it.

Solution

With **emma's built-in scheduler**, non-production resources (VMs, DBs, clusters) automatically shut down after hours across AWS, Azure, and GCP. No scripts to maintain, no provider-specific schedulers – just plug it in and set a schedule.

Make FinOps Work For You

Traditional FinOps tooling leaves teams fighting yesterday's battles – trying to get engineering on board and chasing waste after it's already been billed.

emma flips the model. It weaves FinOps directly into CloudOps. Costs become a part of everyday engineering operations, not another task "to-do".

EMMA DOES THIS IN TWO WAYS:



Embedded FinOps in engineering workflows

Engineers see cost-efficient options – sorted by price, usage requirements, and performance – as they provision resources.



Unified AI-powered platform

Finance, engineers, and CloudOps teams share a single dashboard with real-time, granular cost breakdowns, actionable recommendations, governance guardrails, and implementation workflows, all in one.

No switching dashboards or juggling point tools. Just a single source of truth to see, decide, and do. As a result, financial efficiency simply becomes a natural outcome of how teams work.

Discover how emma transforms FinOps in your environment.

[REQUEST DEMO](#)

About emma

At emma, we want to transform the way organizations thrive in the cloud. That's why we developed the world's first fully-agnostic cloud management platform that enables organizations to access cloud resources from any provider in any environment without constraints – unlocking endless possibilities for innovation and growth.

Today, the emma cloud management platform empowers organizations to make informed cloud choices tailored to their business needs. Whether you're starting your cloud journey, you want to migrate from on-prem to a hybrid environment (and back), or you're looking to optimize your current multicloud environment – emma provides you with comprehensive AI-powered capabilities allowing you to maximize performance, optimize costs, and manage your infrastructure end-to-end.



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