

# Cloud Modernization & FinOps | Steven R. Greene

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 [stevenrgreene.com/case-study-market-force.html](https://stevenrgreene.com/case-study-market-force.html)

\$660K Annualized Cloud Savings

94% Increase in Ticket Capture

4.6/5.0 Customer Satisfaction (CSAT)

\$120K Software Licensing Takeout

## The Challenge: Global Scale Without Cost Governance

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Market Force Information operated a complex, distributed analytics environment across the US, Canada, and Europe. Rapid organizational growth had outpaced technical governance, leading to significant cloud sprawl and operational "drag."

- **Cloud Cost Volatility:** Monthly Azure spend had escalated to \$124K without a formal workload rationalization framework or cost-governance routines.
- **Operational Blind Spots:** Inconsistent ticket categorization and intake workflows in Jira Service Management resulted in nearly half of all support activity going unmeasured.
- **Workforce Fragmentation:** Global SysOps and Desktop Support teams lacked a unified performance management framework, impacting service predictability and resolution consistency.

## The Strategy: Rationalization & Performance Discipline

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The transformation focused on transitioning IT from a high-cost overhead to a lean, data-driven service provider. This required a dual strategy of radical cloud cost containment and a full redesign of the global service delivery ecosystem.

### 1. Cloud FinOps & Workload Rationalization

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Executed a comprehensive Azure optimization initiative targeting underutilized assets. By implementing resource scheduling, environment tuning, and rightsizing workloads, monthly cloud spend was reduced from \$124K to \$69K without impact to global service availability.

### 2. ITSM Relaunch & Operational Visibility

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Owned the end-to-end redesign of Jira Service Management. I redefined intake workflows, ticket categorization, and escalation paths to ensure every incident was captured, providing leadership with real-time transparency into SLA performance and resolution trends.

### 3. Institutionalizing Performance Management

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Introduced the organization's first formalized performance management process. By implementing SMART goal frameworks and structured quarterly reviews, I aligned global technical teams around infrastructure stability and business objectives.

### 4. Security & Data Sovereignty

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Directed global infrastructure operations to align with strict GDPR and CCPA requirements. Relunched the enterprise SharePoint intranet with Azure AD governance, strengthening document control and security posture for critical RFP and SOW workflows.

## The Results: Global Operational Stability

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By applying disciplined governance to a global footprint, the organization achieved immediate bottom-line impact and a significant shift in service perception.

- **Substantial Cost Takeout:** Delivered \$660K in annualized cloud savings and an additional \$120K through aggressive software and vendor consolidation.
- **Superior Service Quality:** Improved CSAT scores from 3.2 to 4.6 while maintaining high SLA performance during a 94% increase in measurable ticket volume.
- **Infrastructure Modernization:** Standardized endpoint provisioning and deployment workflows across remote locations, reducing configuration issues by 37%.
- **Resilient Operations:** Maintained 24/7 global uptime using a modernized security and observability stack, including SentinelOne, Rapid7, Cisco Umbrella, and PRTG.