

HOW FINOPS CAN MAKE A DIFFERENCE TO YOUR CLOUD STRATEGY

Did you know that cloud usage can be a powerful strategy for digitally transforming your technology infrastructure, enabling agility, innovation, and cost optimization? But how can you do this efficiently while ensuring scalability, flexibility, and resilience? This is where FinOps comes in – a methodology that helps your company gain proper visibility supported by data-driven processes and practices. In this talk, you will discover how FinOps has been helping us harness the full potential of the cloud efficiently.

Moderator: Rodrigo Andrade, Cloud SRE and FinOps Programs and Products Manager, Globo

- **WHAT IS FINOPS?**
Speaker: Thiago Azevedo, TAM Manager, Google
An overview of the methodology, its principles, and key capabilities that have been helping companies maximize their cloud investment.
- **GLOBO'S CLOUD JOURNEY WITH FINOPS**
Speaker: Fabiano Gomes Pereira, Infrastructure Coordinator – DevFinOps, Globo
How Globo Implemented FinOps Methodology and Core Capabilities in Practice While Undertaking its Journey of Migrating Platforms and Digital Products to the Cloud.
- **Marcos Arouca**, Cloud Architecture Development Manager, Globo



Rodrigo Andrade, Cloud SRE and FinOps Programs and Products Manager, Globo

Over the last 10 years I have been responsible for project management and IT Infrastructure programs, ranging from updating solutions and renewing the technology park to integration movements generated by the unification of the IT structures of TV Globo, Globo.com and Globosat, as well as the change management process involved. Over the last 5 years, a large part of the portfolio under my management has been linked to conception, management and measurement of value in Globo's public cloud migration programs. More recently I became responsible for Finops and SRE adoption initiatives at Globo leveraged by AIOps solutions. Graduated in Electrical Engineering

with an emphasis on Electronics from FESP-SP and MBA - Business Management from FGV with specializations with cloud certification with Cloud Digital Leader by Google, FinOps with FinOps Practitioner by Finops.org and Agility with A-CSPO by Scrum Alliance and PSM I by Scrum.org.



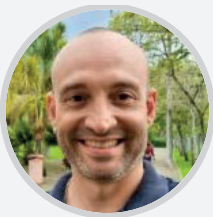
Thiago Azevedo, TAM Manager, Google

Graduated in Data Processing from FATEC-BS and MBA from The University of Manchester, working for the last 20 years on projects aimed at modernizing applications. Currently responsible for one of the Brazilian teams of Technical Account Managers (TAM) in the Google Cloud Consulting organization.



Fabiano Gomes Pereira, Infrastructure Coordinator – DevFinOps, Globo

Graduated in Electrical Engineering with an MBA in Management, Entrepreneurship and Business Development from PUC do Rio Grande do Sul, he works as FinOps and Infrastructure Coordinator at Globo. In the infrastructure area, he leads the DevFinOps teams and the management of the company's Cloud Budget, in addition to the teams that deal with the strategy for new migrations to the cloud and updating and innovation of the On-premises park. With more than 25 years of experience in technology projects area began his career in Broadcast systems projects with experience in several live events focused on content production for sports, entertainment and journalism, (Carnival, BBB, Copas Olímpicos). Since 2015, he started working with projects focused on Digital Media and IT infrastructure. In 2021, he participated in the process of platforming and transforming infrastructure towers into products, getting responsible for the team and the evolution of the DevFinOps product.



Marcos Arouca, Cloud Architecture Development Manager, Globo

Infrastructure Manager at Globo. Training in Systems Analysis and development at Estácio de Sá. Over 22 years of experience in infrastructure for content products and working at Globo for 17 years. Have you participated or still participates in projects such as BBB, Elections, Carnival and Olympics, on Globo. He is currently responsible for cloud architecture; Responsible for PaaS tsuru and basic infrastructure services at Globo.