



**ABOUT NORLYS**  
*Norlys supplies more than 1 million addresses with electricity and internet – both in the cities and on the outer country roads. With 800,000 shareholders, approximately 1.7 million customer relationships and 3,000 employees, Norlys is Denmark's largest integrated energy and telecommunications group.*

# NORLYS

[www.norlys.dk](http://www.norlys.dk)

## Overview and control over cloud infrastructure

*The background for organizing a Cloud Center of Excellence at Norlys in the spring of 2022 was, among other things, about ensuring control and an overview of the group's cloud infrastructure. Norlys and Automize are therefore working closely together to develop a FinOps solution for internal cost distribution, built on Power BI.*

*”We are professionalizing to create more transparency and insight. The business must not just pay to a black box, on the contrary, the settlement of their Azure consumption must be based on transparency, trust and controllability.”*

**JARI BØG LARSEN**

LEADER AND SENIOR MANAGER FOR THE CLOUD CENTER OF EXCELLENCE AT NORLYS

*”Showback and transparency are clearly a goal for us – it’s all about trust, after all. The business spends a lot of money on IT, and so it is important that it is not just us as the IT department who feel that the business is getting value for money – but that the business can see exactly what they are getting for the money,” says Jari Bøg Larsen, leader and Senior Manager for the Cloud Center of Excellence at Norlys.*

”We are professionalizing to create more transparency and insight. The business must not just pay to a black box, on the contrary, the settlement of their Azure consumption must be based on transparency, trust and controllability,” he adds.

#### **IT RESOURCE CONSUMPTION IS REDUCED BY 10-20%**

”We are convinced that insight has a behavior-regulating effect. Right now, we are doing an internal cost distribution, but the business – and we – do not know how much the individual business unit actually draws on the shared Azure resources. From now on, each unit can

see their exact consumption in dollars and cents, divided by resources,” explains Jari Bøg Larsen.

”When you can see in this way where the money disappears, consumption not only becomes controllable. The business also gets a better feeling for the situation, so to speak, insight and knowledge to create a sound IT consumption. Experience shows that the total IT resource consumption is typically reduced by 10-20% when you start working seriously with showback - and if you ask Automize, it is their experience that 10-20% in savings is conservatively set.”

#### **THE BUSINESS DEMANDS TRANSPARENCY**

You might think that it was mostly the IT department that wanted to create transparency in IT consumption - but on the contrary, says Jari Bøg Larsen.

”The business has received our initiative extremely positively. We are met with great interest, indeed, almost a requirement to be able to provide transparency in IT resource consumption. There is a real demand for what we come up with, we do not need to push it out into the business.”

”The business works very professionally, they don’t just aim to pay the least possible. As an IT department, we must be skilled at modeling the business, which is the basis of FinOps, and implementing it in the right way into the business – there is some technical aspects we must have

*”Experience shows that the total IT resource consumption is typically reduced by 10–20% when you start working seriously with showback.”*

**JARI BØG LARSEN**

LEADER AND SENIOR MANAGER FOR THE CLOUD CENTER OF EXCELLENCE AT NORLYS

working, we must be in control of the documentation and get the machine to calculate correctly, and organizationally there are also a number of considerations to take into account.”

**CREATES THE BASIS FOR DOCUMENTING THE CARBON FOOTPRINT**

”The transparency and behavior regulation that is created via showback also spins a thread directly to the green agenda and our overall carbon footprint as a company,” says Jari Bøg Hansen.

”We have not formulated a specific target, but documentation of the carbon footprint is definitely on our agenda and another reason why we must create transparency in our IT consumption. The global goals, carbon footprint and the entire green agenda are also top of mind with our suppliers and partners, and we will definitely be asked about it in the future,” points out Jari Bøg Larsen.

”We work with various Power BI reports that can show the resource consumption for each individual

business unit - and in the long term it will be obvious to go one step further and feed directly into, for example, sustainability reports and CO<sub>2</sub> emission reports,” says Jari Bøg Larsen.

**THREE THINGS THAT MUST WORK TOGETHER TO SUCCEED WITH FINOPS**

”With FinOps, we get smarter and smarter along the way, at the same time as development goes faster and faster with new features and opportunities that we can make use of. Automize is of course a close partner, and we are also engaged with various erfa-networks, where we get inspiration and can spar with like-minded people.”

”To succeed with FinOps, we have to keep an eye on the business needs, we have to build something that is robust and works, and we have to keep an eye on the new opportunities in Azure - and then we have to get all three things to work together,” concludes Jari Bøg Larsen.

*“In the long term it will be obvious to go one step further and feed directly into, for example, sustainability reports and CO<sub>2</sub> emission reports.”*

**JARI BØG LARSEN**

LEADER AND SENIOR MANAGER FOR THE CLOUD CENTER OF EXCELLENCE AT NORLYS