SOLUTION SHEET

FinOps for AI

Turning Unpredictable AI Spend into a Managed, Measurable Asset

Business Challenge

AI spend is difficult to control

AI has shifted from predictable per-seat pricing to variable, usage-based costs. Without effective governance, unrestricted access and token consumption can quickly turn productivity gains into overspend.

Governance is lagging behind

Although 98% of FinOps practitioners now manage AI spend, existing cloud controls were not designed for token-based consumption. Fragmented tools, inconsistent approvals and limited accountability make it difficult to attribute costs, prevent duplication and measure ROI[1].

A shared control plane is essential to connect AI usage with cost, value and accountability.

Our Solution

Integrated technology and expertise

Insight's FinOps for AI managed service combines advanced tooling with expert consulting to give organisations visibility and control over AI costs. A shared FinOps control plane measures usage, attributes costs, governs overages and helps prevent duplicate development, enabling showback without slowing innovation.

Outcomes

With FinOps for AI, the mindset shifts from "why did this cost so much?" to "we already know, and we already planned for it." Organisations gain improved visibility into AI usage and cost, proactive budget governance instead of end-of-month surprises, and a dedicated squad continuously turning spend data into optimisation strategy, so AI investment scales as a well-managed operational asset, not an unpredictable expense.

A phased, managed programme

Insight-developed technology and a dedicated advisory team support organisations through three stages:

- Readiness assessment: Establish current-state visibility, priorities and governance needs.
- Design and implementation: Configure the control plane, cost attribution and guardrails.
- Continuous support: Optimise performance, strengthen governance and scale AI investment with confidence.

Features & Benefits

Platform plus people

Proprietary tooling paired with dedicated FinOps and AI consultants, not a dashboard you're left to interpret alone.

Insight is Client Zero

We implemented and proved this exact model on our own ~2,600-developer engineering organisation.

Multi-provider, no lock-in

Near real-time token tracking across Anthropic, GitHub Copilot, and other usage-based AI tools, with no annual commitment required.

Flexible commercial model

One-time onboarding plus T&M advisory, no tooling license fees, no multi-year contracts, no forced scope.

[1] State of FinOps 2026 report

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Three Pillars. One Programme.

FinOps for AI brings usage visibility, expert advisory, and ongoing platform support together under a single engagement, so no part of your AI cost story is left to a spreadsheet or a separate vendor.

SEE

AI Usage Platform

Visibility, attribution, forecasting, guardrails, and ROI measurement across teams, projects, and platforms.

ADVISE

Expert Consulting

Continuous FinOps and AI governance consulting that keeps value compounding over time.

SUSTAIN

Support

Onboarding, implementation, enablement, feature upgrades, and 24x7 break/fix platform support.

How it fits together

Usage sources across the gateway, admin plane, low-code tools, and per-seat licences feed an attribution layer that maps identity to cost-centre, project, or sandbox. A repository and cost ledger keeps every build on record and checks for overlap, feeding a showback dashboard that shows cost and value by department, project, or seat. Overage gates auto-approve within reserve and escalate beyond it, while ongoing ROI, reuse, and control reviews turn the data into a continuously improving optimisation plan.

Looking to Go Further?

Managed AI Governance	Enables organisations to scale AI responsibly with continuous visibility, governance insights, and actionable recommendations across usage, agents, identities, and cost.
Cloud FinOps	Extends financial governance and cost optimisation across your wider cloud estate, so AI spend is managed with the same discipline as every other technology investment.
AI Value Realisation Workshops	Facilitated sessions that connect AI spend to business outcomes, helping stakeholders prioritise, measure, and defend AI investment decisions.

Why Insight?

Insight Enterprises is a leading Solutions Integrator that helps clients solve technology challenges by combining the right hardware, software, and services. As a Fortune 500 technology company, backed by 35+ years of expertise and a deep network of 6,000+ partners, we deliver secure, end-to-end IT solutions for organisations around the world.