



The Leak Map: Example Scale-up Inc.

ABOUT THIS EXAMPLE

ILLUSTRATIVE example. A filled Leak Map for a made-up client, Example Scale-up Inc., using the illustrative case from the program spec: a \$120,000/month cloud bill, 10 ops engineers at \$16,000/month loaded (\$100/hour), the standard fee of \$24,000. Company, people, dates and figures are invented: not a client, not a result, not a promise. Figures match the other examples in this edition.

Prepared for: Alex Example, Head of Platform, and Sam Example, Finance Business Partner
Prepared by: Wagner Souza and the delivery team | **Date:** Mar 3, 2026 | **Baseline window:** Nov 3, 2025 to Jan 31, 2026 |
Formula agreement signed: Feb 5, 2026

MONEY ON THE TABLE

\$1,104,000

per year · \$92,000 per month

GO

46.0x the fee

gate 5x = \$120,000 per year

THE TOP 3 LEAKS

01

Access and environment requests handled by hand

\$228,000

per year · \$19,000 per month

CONFIDENCE: MEDIUM · EFFORT: M

02

Idle and oversized compute

\$151,200

per year · \$12,600 per month

CONFIDENCE: HIGH · EFFORT: M

03

Deploy and rollback hand-holding

\$132,000

per year · \$11,000 per month

CONFIDENCE: MEDIUM · EFFORT: M

EVERY LEAK, RANKED BY MONEY PER YEAR

1	Access and environment requests handled by ha...	\$228,000/year · \$19,000/month
2	Idle and oversized compute	\$151,200/year · \$12,600/month
3	Deploy and rollback hand-holding	\$132,000/year · \$11,000/month
4	"Is it down?" and status questions	\$96,000/year · \$8,000/month
5	Manual capacity and quota tickets	\$84,000/year · \$7,000/month
6	Non-production running 24/7	\$75,600/year · \$6,300/month
7	Certificate and DNS changes by hand	\$72,000/year · \$6,000/month
8	Database access and data-fix requests	\$60,000/year · \$5,000/month
9	Unattached volumes and old snapshots	\$55,800/year · \$4,650/month
10	Avoidable cross-zone and internet egress	\$50,400/year · \$4,200/month
11	False-positive pages	\$42,000/year · \$3,500/month
12	Repeat incidents with no runbook	\$30,000/year · \$2,500/month
13	Orphaned load balancers, IPs and untagged spend	\$27,000/year · \$2,250/month

Leakage today, before any fix, from the approved AI reports and the signed formula. **ILLUSTRATIVE** figures. Every figure has a confidence level; the full table follows.

01

Executive summary

Your Monthly Cost to Operate today is \$92,000 per month (\$1,104,000 per year).

COMPONENT	\$ / MONTH	\$ / YEAR	SHARE	CONFIDENCE
Cloud waste	\$30,000	\$360,000	32.6%	High
Toil cost (560 h x \$100)	\$56,000	\$672,000	60.9%	Medium
Incident cost (60 h x \$100)	\$6,000	\$72,000	6.5%	Medium
Monthly Cost to Operate	\$92,000	\$1,104,000	100%	

Incident data held up (64 incidents with recorded responders and times), so incident cost is in the headline, as the formula agreement allows.

In plain words: a quarter of the cloud bill does no useful work, mostly compute that is too big or idle and non-production that never sleeps, and a third of the ops team's time goes to requests that follow the same few patterns.

The top 3 leaks add up to \$42,600 per month (\$511,200 per year, 46.3% of the total):

1. Access and environment requests handled by hand: \$19,000 per month, \$228,000 per year
2. Idle and oversized compute: \$12,600 per month, \$151,200 per year
3. Deploy and rollback hand-holding: \$11,000 per month, \$132,000 per year

02

The leaks, ranked

RANK	LEAK	COMPONENT	\$ / MONTH	\$ / YEAR	CONFIDENCE	EVIDENCE	SUGGESTED FIX	EFFORT	AI-BUILDABLE	OWNER
1	Access and environment requests handled by hand	Toil	\$19,000	\$228,000	Medium	A2: ticket and chat reports, 1,140 tickets and Slack requests, 190 h/month, sample of 120 checked	Request bot in Slack: checks policy, opens a pre-filled change for approval	M	Yes	Ops lead
2	Idle and oversized compute (prod and staging)	Cloud waste	\$12,600	\$151,200	High	A1: cloud report, 212 instances under 10% average CPU over 14 days	Rightsizing job that proposes changes as pull requests; humans approve	M	Yes	Platform lead
3	Deploy and rollback hand-holding	Toil	\$11,000	\$132,000	Medium	A4: 410 requests, 110 h/month	Runbook assistant that walks developers through deploy and rollback	M	Yes	Ops lead
4	"Is it down?" and status questions	Toil	\$8,000	\$96,000	Low	A6: ops survey, 9 of 10 answered; few tickets	Status bot that answers from monitoring and the incident tool	S	Yes	Ops lead
5	Manual capacity and quota tickets	Toil	\$7,000	\$84,000	Medium	A8: 260 tickets, 70 h/month	Self-service quota requests with limits	M	Partly	Ops lead
6	Non-production running 24/7	Cloud waste	\$6,300	\$75,600	High	A3: cloud report, 38 dev and staging environments on all weekend	Scheduler that stops non-prod outside 07:00 to 20:00 on weekdays, with opt-out	S	Yes	Platform lead
7	Certificate and DNS changes by hand	Toil	\$6,000	\$72,000	Medium	A9: 180 tickets, 60 h/month	Automate certificate renewal; DNS changes through pull requests	S	Partly	Platform lead
8	Database access and data-fix requests	Toil	\$5,000	\$60,000	Medium	A10: 150 tickets, 50 h/month	Time-boxed read access through the request bot	M	Yes	DBA on call

RANK	LEAK	COMPONENT	\$ /MONTH	\$ /YEAR	CONFIDENCE	EVIDENCE	SUGGESTED FIX	EFFORT	AI-BUILDABLE	OWNER
9	Unattached volumes and old snapshots	Cloud waste	\$4,650	\$55,800	High	A5: 1,960 volumes unattached over 30 days; snapshots older than 180 days	Cleanup with a 14-day warning to tag owners; quick win in week 1	S	Partly	FinOps owner
10	Avoidable cross-zone and internet egress	Cloud waste	\$4,200	\$50,400	Medium	A7: cloud report (data transfer); avoidable share estimated	Move chatty services into one zone; cache static assets	L	No	Platform lead
11	False-positive pages	Incident cost	\$3,500	\$42,000	Medium	A12: 1,820 alerts, 41% closed with no action, 35 h/month	Alert triage helper that groups and scores alerts; retire noisy rules	M	Yes	SRE on call
12	Repeat incidents with no runbook	Incident cost	\$2,500	\$30,000	Medium	A13: 9 repeat incidents, 25 h/month	Runbooks written from postmortems with an assistant	S	Yes	SRE on call
13	Orphaned load balancers, IPs and untagged spend	Cloud waste	\$2,250	\$27,000	High	A11: cloud report, 31 load balancers with no targets, \$960 untagged	Delete after owner check; enforce owner tag	S	Partly	FinOps owner
Total			\$92,000	\$1,104,000						

Effort: S = under a week for one squad; M = the four build weeks; L = longer than the program. AI-buildable: whether a squad can build an AI tool to close it in weeks 1 to 5.

03

Yearly leakage vs the gate

	\$
Yearly leakage (monthly x 12)	\$1,104,000
Fee	\$24,000
Gate threshold (5 x fee)	\$120,000
Yearly leakage / fee	46.0 x
Gate result	GO

If the program removed a third of the total leakage, that would be about \$30,670 per month (**\$368,040 per year**). This is an illustration of scale, not a promise.

04

Methodology and assumptions

- **Formula:** as signed in the formula agreement on Feb 5, 2026. Monthly Cost to Operate = Cloud waste + Toil cost + Incident cost.
- **Inputs:** only the aggregated reports the Example Scale-up team produced with the AI extraction kit on ChatGPT Enterprise and Claude Code (read-only, in the company's AWS account), reviewed and approved by Robin Example (ops lead) by Feb 18, 2026. No raw data was received.
- **Cloud waste:** approved cloud waste report built from the AWS Cost and Usage Report for January 2026, checked against November and December (within 4%). Waste scan for compute below 10% average CPU over 14 days, unattached volumes and IPs over 30 days, snapshots older than 180 days, non-production outside 07:00 to 20:00 on weekdays, untagged spend, egress. Savings priced at current on-demand rates, net of the existing savings plan.
- **Toil:** approved classification reports covering 2,140 tickets and 1,390 Slack requests from the 90-day window, classified by the client's AI into 14 request types, then 300 sampled by the client's team (91% agreement). Time per type from logged time where present, otherwise the median from the survey. 560 hours per month, about 35% of team time.
- **Incidents:** approved incident report covering 64 incidents and 1,820 alerts from PagerDuty. Engineer-hours = responders x time from acknowledge to resolve, capped at 8 hours per responder per incident. 60 hours per month.
- **Hourly loaded cost:** \$100, from finance (average loaded cost of \$16,000 per month per ops engineer, divided by 160 working hours: exactly \$100).
- **Exclusions:** savings plan changes during the program, price changes from the provider, the new data platform launched in week -2.
- **What is not counted:** downtime revenue (finance did not provide it), opportunity cost, and two leaks finance did not accept (on-call stipends and licence overlap).

05

Appendix

A. Evidence per leak (top 3 shown).

RANK	SOURCE	CALCULATION	WHY THIS CONFIDENCE
1	Approved ticket and chat classification reports, sampled	1,140 requests in 90 days = 380/month x 30 min median = 190 h x \$100 = \$19,000 per month (\$228,000 a year)	Medium: ticket data with sampling; time partly from survey
2	Approved cloud waste report, section compute (from the Cost and Usage Report and monitoring)	212 instances; current cost \$22,350/month; one size down or stop = \$12,600 saved per month (\$151,200 a year)	High: straight from billing, priced at current rates
3	Approved ticket and chat classification reports, sampled	410 requests in 90 days = about 137/month x 48 min median = 110 h x \$100 = \$11,000 per month (\$132,000 a year)	Medium: ticket data with sampling; time partly logged

B. Toil by request type.

TYPE	COUNT IN 90 DAYS	MEDIAN MINUTES	HOURS/MONTH	\$/MONTH	\$/YEAR
Access and environment	1,140	30	190	\$19,000	\$228,000
Deploy and rollback help	410	48	110	\$11,000	\$132,000
Status questions (survey)	n/a	n/a	80	\$8,000	\$96,000
Capacity and quota	260	48	70	\$7,000	\$84,000
Certificates and DNS	180	60	60	\$6,000	\$72,000
Database access and fixes	150	60	50	\$5,000	\$60,000
Total			560	\$56,000	\$672,000

C. Incident list. 64 incidents; 9 repeats; 41% of alerts closed with no action. Full list in the approved incident report.

D. Reports received. Cloud waste, ticket, chat and incident reports: all approved by the client and received by the due date (Feb 13, 2026). Gap: no logged time on 62% of tickets (survey median used).

E. Survey summary. 9 of 10 engineers answered. Aggregate only.

ILLUSTRATIVE. Filled example: not a client and not a result.