

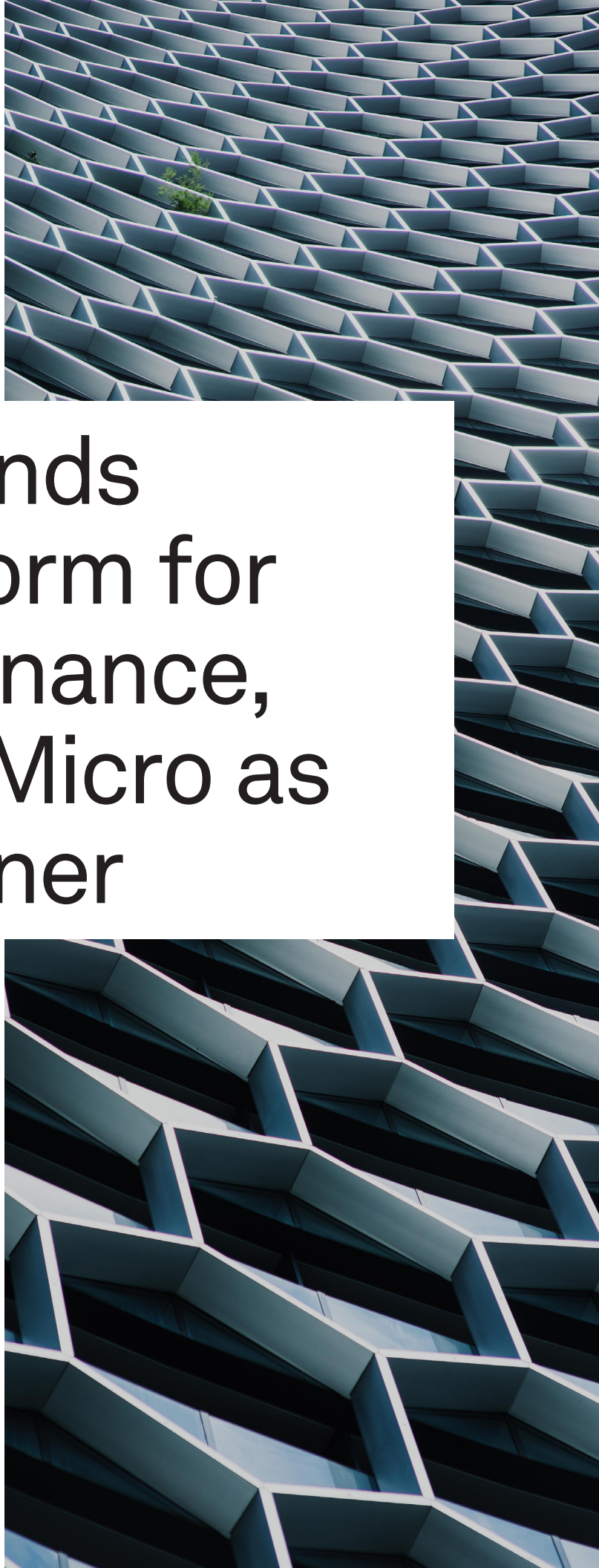
Mavvrik extends FinOps platform for AI cost governance, wins Ingram Micro as channel partner

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The company's recently updated FinOps platform includes new features that enable its existing generative AI, cloud, GPU and SaaS cost management tools to provide AI cost governance across the entire stack. Mavvrik has also forged an agreement with Ingram Micro that could help it boost its presence in the market.

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Introduction

Mavvrik's recently updated FinOps platform includes new features that enable its existing generative AI, cloud, GPU and SaaS cost management tools to provide AI cost governance across the entire stack, including agent-level tracking to address the fastest-growing and least-governed layer of enterprise AI spending. The company has also forged an agreement with Ingram Micro Holding Inc., in which Mavvrik will be offered by the global distributor's managed service provider, reseller and channel partners — potentially boosting its presence in the market.

THE TAKE

Its technology introductions should strengthen Mavvrik's "FinOps for AI" proposition, allowing it to position itself as a cost management platform for AI and hybrid infrastructure. Meanwhile, the Ingram Micro pact should increase and accelerate its reach. The company has moved quickly beyond traditional cloud FinOps into AI workload cost governance and is an emerging player in the intersection of FinOps, AI operations and enterprise financial management. Its road map for governance development will see it extend in both directions: AI for FinOps, and FinOps for AI.

Context

Mavvrik has been spending time with clients talking about their AI spending to inform the development and buildout of AI cost governance in its portfolio. It finds that spending on AI is largely consumption-based, which (like AI) is nondeterministic — tasks could take 5,000 tokens or 50,000. As such, identifying the value from the spending is the key to bringing financial control to AI deployments.

The vendor notes that customers are finding it difficult to measure value across agentic pilots; to identify, aggregate and allocate AI costs to developers using multiple AI tools to create custom agents; and to manage pricing and margins on a cost-to-serve, per-customer basis via a consumption-based model when delivering AI services. According to Mavvrik, answering even basic questions (such as what is spent on AI in the past month, and which teams are driving the spending) typically takes days to weeks, requires emails to three or more people, produces an incomplete answer (missing roughly 50% of spending), and offers no business context. Moreover, as AI agents and GPU workloads scale, the gap only gets worse.

In its view, AI cost governance must therefore encompass several key activities, including cost visibility and attribution across cloud and on-premise infrastructure; data platforms; generative AI services and agentic workflows (the stack); agent-level cost tracking across distributed, multistep workflows (including model calls, tool usage and execution costs); cost-to-serve and margin management at the customer, model, stock-keeping unit and tenant level, enabling accurate pricing without margin erosion; chargeback for shared AI resources (e.g., GPU pools, model inference, agent executions); and policy enforcement via budget thresholds, anomaly detection, spending controls and "shadow AI" discovery.

Products

As part of its recent release, Mavvrik unveiled a new Agentic Cost Intelligence software developer's kit (SDK) that captures cost and usage data across agent workflows. It is built on the OpenTelemetry standard and automatically captures token usage, latency, tool calls and costs for all steps of a multi-agent workflow, without requiring changes to existing code.

The SDK also provides attribution for business context across AI workflows, not just infrastructure, plus a unified model that connects AI usage to other cost data. A new semantic layer serves as a data foundation that ingests and unifies cost data into a consistent format that reduces complexity across varied data sets and makes data safely consumable by AI, enabling all forms of analysis to work from the same version of the data.

With the additions, Mavrik's platform now provides unified cost management across full-stack AI, with visibility, attribution, chargeback, budget controls and anomaly alerts addressing what it believes are four layers:

- **GenAI services.** Token-level cost tracking across major model specialists such as OpenAI, Anthropic, Google and Meta Platforms Inc., with support for private and fine-tuned models.
- **Agentic workloads.** Multistep agent workflows, model calls, tool usage, retries and orchestration overhead — all of which are tracked and attributed at the agent and session level.
- **Infrastructure.** Public cloud environments, on-premises GPU clusters, Kubernetes workloads and accelerated compute across AWS, Microsoft Azure, Google Cloud Platform and private environments.
- **SaaS and data.** Consumption-based platforms that power AI workloads from the likes of Snowflake Inc., Databricks, MongoDB Inc., Confluent and Datadog Inc., with additional sources supported via a flexible CSV connector.

Road map

Mavrik has numerous additions planned. For instance, FinOps agent is an AI assistant that will answer cost questions. An agent spending ledger is a financial register of every agent in an organization, with fully loaded cost lines, ownership and evidence links so a customer will be able to answer questions such as, for example, "What are our agents costing us?" and then charge back accordingly. Shadow AI discovery will detect unauthorized or untracked AI usage across an organization so that ungoverned spending doesn't become a financial risk. A return-on-investment and outcomes feature will calculate ROI and connect AI spending to business results — including revenue influenced, time saved and decisions automated — so that every dollar spent has a measurable return.

The channel

Besides enterprise use, Mavrik's multitenant architecture is built for MSPs, resellers and systems integrators. As noted, the new partnership with Ingram Micro will enable Mavrik to be offered by the former's MSP, reseller and channel partners. Mavrik is also available via Google Cloud Marketplace; offers Azure tier 2 support, including visibility for reseller and clients; facilitates price rerating (i.e., correct pricing for customers/tenants/workloads); extends partners' dashboards with multicurrency, tenant management, usage visibility and margin insights; delivers aggregated views across all clients under management; and provides API-first framework to embed cost intelligence into partner platforms, portals and assessments. The vendor now also has partnerships with Archera, Trace3 and Quantec.

Business model

Headquartered in Austin, Texas, Mavrik was founded as DigitalEx in 2022, raising a \$2 million pre-seed round in 2023. In February 2025, it landed a \$6.2 million seed round with participation from S3 Ventures, Flyover Capital, Tuesday Capital, Clutch VC, Amplify.LA and Knoll Ventures. Concurrently, it changed its name to Mavrik and embarked on go-to-market expansion and research and development efforts, and hired an additional leadership team. The company has 16 employees in the US and a 19-strong international team in India, Indonesia and Japan (which it intends to double to 38 by year-end).

Mavrik has adopted a partner-centric sales and go-to-market model and expects 50% of customer logos (and 75% of revenue) to come from such deals. Its current target roles are FinOps vice presidents and cloud engineers, but it plans to reach up the stack to chief financial officer and other C-suite personas. Customers include SaaS specialists, private equity firms, transportation providers, banking organizations and MSPs. The vendor offers flat-rate pricing rather than charging by percentage of spend savings.

Competition

In the third-party FinOps tooling space, Mavvrik vies with the likes of CloudZero, Finout, Harness and nOps, as well as Vantage and CAST AI. Established players include IBM Corp. (Apptio Cloudability and Kubecost), Broadcom Inc. (CloudHealth) and Flexera (although Mavvrik does not encounter ProsperOps).

SWOT Analysis

<p>STRENGTHS</p> <p>Organizations need far more cost management capabilities than those offered natively by the cloud suppliers or AI vendors, which is why third-party tools are helpful. Optimizations are always going to be necessary to operate efficiently, and Mavvrik brings a single source of truth with cost visibility, flexible reporting and automation across infrastructure and AI stacks.</p>	<p>WEAKNESSES</p> <p>The company remains an early-stage venture in a sector that includes well-capitalized incumbents and well-funded startups. Enterprise software sales cycles are long, procurement processes are complex, and Mavvrik is operating with a small team. Brand building following its renaming from DigitalEx, as well as driving social and commercial proof of its approach, will be critical to achieve success. It will need to build out a partner ecosystem that can act as a multiplier, and additional investment will be necessary to drive market expansion.</p>
<p>OPPORTUNITIES</p> <p>Organizations are applying AI-driven capabilities to enable predictive cost management in financial operations (AI for FinOps). At the same time, widespread deployment of AI is creating new challenges around forecasting costs related to GenAI, agentic AI and large language models, which require strategic methods to manage spending (hence, the rise of FinOps for AI). Mavvrik is positioned to support both requirements in addition to working across cloud and on-premises hybrid environments.</p>	<p>THREATS</p> <p>The incumbents continue to consolidate this market, which is overflowing with opportunity and innovative independent players. The question is whether FinOps will remain a stand-alone space or merge with other categories due to ongoing M&A. 451 Research's FinOps Market Monitor & Forecast estimates that the FinOps segment will be worth \$5 billion in 2030, and there are now more than 100 independent vendors pursuing this opportunity.</p>

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