



B U S I N E S S P L A N · I N D I A

Cloud & DevOps Consultancy

*Cloud migration, DevOps, SRE & FinOps cost optimisation - certified, cloud-partner,
recurring managed cloud*

IT & TECH

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

August 2026

This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Cloud & DevOps Consultancy** in India — a specialist firm helping businesses migrate to the cloud (AWS/Azure/GCP), implement DevOps & CI/CD, optimise cloud cost (FinOps), and manage cloud infrastructure & reliability (SRE). It earns project fees (migration/setup), recurring managed-cloud & DevOps retainers, and cloud-cost-optimisation success/share fees, monetising the accelerating cloud & DevOps adoption.

Cloud adoption is accelerating across Indian & global businesses, and demand for cloud migration, DevOps, and especially cloud-cost optimisation (as bills balloon) is strong & growing, while skilled cloud/DevOps talent is scarce & expensive. A well-run consultancy with certified experts, cloud-partner status & recurring managed contracts earns high-value, high-margin, largely recurring revenue.

The promoter — a cloud/DevOps professional — seeks total funding of **₹15 lakh** (₹5.5 lakh promoter + ₹9.5 lakh working-capital/term finance, eligible under Mudra/CGTMSE), targeting **₹48 lakh** revenue in Year 1 and **₹1.4 crore** by Year 3. (*High-value, expertise-driven, recurring managed-cloud model; largely asset-light.*)

2. Business Description, Vision & Legal Structure

Concept: A cloud & DevOps consultancy that migrates, automates, optimises & manages clients' cloud - faster delivery, better reliability, lower cost.

Vision: To be a trusted cloud & DevOps partner for businesses, domestic & global.

Mission: Deliver reliable, cost-efficient cloud & DevOps - migration, automation, SRE & FinOps - that accelerate clients' engineering.

Legal structure options

- **LLP / Private Limited** — Pvt Ltd recommended for clients, cloud-partner status & export.
- **Cloud partner status** (AWS/Azure/GCP partner) — a strong credibility & lead driver.

Regulatory anchor: a cloud/DevOps consultancy is an expertise- & contract-driven services business — GST (export zero-rated LUT), cloud-partner agreements & certifications (AWS/Azure/GCP), IP/MSA/SLA contracts, and data-security (DPDP/ISO 27001) for client infra. Certified expertise, cloud-partner status, recurring managed-cloud & FinOps retainers, and utilisation determine profitability; it is asset-light.

3. Promoter & Ownership

Led by a promoter with cloud, DevOps or SRE experience. Delivery uses certified cloud/DevOps engineers & SREs, a FinOps/cost specialist, and sales, plus cloud-partner & tool tie-ups. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India & Global

Cloud & DevOps adoption is accelerating globally & in India, with strong demand for migration, automation, reliability (SRE) & cost optimisation (FinOps) as cloud bills grow. Skilled talent is scarce & costly. India serves domestic & export/outsourced cloud work. The market rewards certified expertise, cloud-partner status, recurring managed contracts & measurable cost savings.

Demand drivers

- **Accelerating cloud** migration & adoption.
- **DevOps/CI-CD & SRE** demand.
- **Cloud-cost optimisation (FinOps)** as bills grow.
- **Scarce cloud/DevOps** talent.
- **Managed-cloud** outsourcing.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Cloud/DevOps services demand (India + export)	Very large & growing
SAM	Reachable clients in the firm's niche	Substantial
SOM (Yr 1-3)	Migration projects + managed-cloud clients	Scaling

Target segments

- SMEs & enterprises migrating to cloud.
- SaaS/tech & startups (DevOps/SRE).
- Cloud-cost-heavy businesses (FinOps).
- Export/outsourced cloud work.

5. Competition & Competitive Advantage

Landscape: large cloud/IT firms, boutique cloud consultancies, freelancers, and cloud-vendor professional services. The firm competes on expertise, cloud-partner status, cost savings delivered, recurring managed cloud & niche.

The firm's edge

- **Certified cloud/DevOps experts.**
- **Cloud-partner status & leads.**
- **Measurable cost savings (FinOps).**
- **Recurring managed cloud & SRE.**
- **Reliability & automation depth.**

6. Services & Revenue Model

Service	Model	Basis
Cloud migration & setup	Per project	Project (high value)
DevOps / CI-CD implementation	Project / retainer	Project + recurring
Managed cloud & SRE	Monthly retainer	Recurring
Cloud-cost optimisation (FinOps)	Fee / % of savings	Success-linked
Consulting & architecture	Advisory / retainer	Recurring

Migration/DevOps projects give high-value volume; managed-cloud/SRE & FinOps retainers give recurring, sticky revenue; FinOps success-fees add upside. Certified-expertise scarcity commands premium rates; recurring managed cloud drives compounding, high-margin economics.

7. Go-to-Market — Marketing & Sales

- **Cloud-partner status** (AWS/Azure/GCP) & co-sell leads.
- **FinOps/cost-savings** value proposition.
- **SaaS/tech & enterprise** focus.
- **Referrals, content & certifications.**
- **Recurring managed-cloud** conversion.

Sales approach

Attain cloud-partner status & certifications → win migration/DevOps projects & FinOps engagements → convert to managed-cloud/SRE retainers → grow via referrals & co-sell. Cost savings & recurring managed cloud drive high-value, compounding revenue.

8. Operations Plan

- **Base:** a consultancy office (or remote-first) with cloud & DevOps tooling.
- **Process:** assess & architect → migrate/implement → automate (CI/CD/IaC) → manage & optimise (SRE/FinOps) → review & retainer.
- **Tools & delivery:** IaC (Terraform), CI/CD, monitoring/observability, FinOps & cloud tools; methodology & QA.
- **Security & reliability:** DPDP/ISO 27001, access controls, SLAs, well-architected practices.
- **Capacity:** engagements & managed clients per engineer; scale by certified staff & partner status.

Delivery workflow

Stage	Activity	Metric
Assess	Architect	Scope
Migrate	Implement	Delivery
Automate	CI/CD/IaC	Reliability
Optimise	SRE/FinOps	Savings
Manage	Retainer	Recurring

9. Regulatory, Licences & Compliance (India)

- **Cloud-partner & certifications:** AWS/Azure/GCP partner status & staff certifications; well-architected practices.
- **IP & contracts:** MSA/SOW, SLA, IP/work-for-hire & NDA; cloud-vendor & tool agreements.
- **Data & security:** DPDP, ISO 27001 & access controls for client infra; confidentiality.
- **Business & tax:** LLP/Pvt Ltd; PAN/TAN; GST (export zero-rated LUT); Udyam (MSME).

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Cloud Head	1	1	1
Cloud/DevOps engineers & SREs	3	7	12
FinOps / cost specialist	1	2	3
Sales & partnerships	1	2	3
Admin	1	1	2
Total	7	13	21

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–2	Team, certs, cloud-partner process, tools, first clients
Launch	Month 2–4	First migration/DevOps projects
Traction	Month 4–9	Managed-cloud/FinOps retainers build; break-even nears
Scale	Year 2	Partner status; managed-cloud scale; niche
Growth	Year 3	Strong recurring managed-cloud base

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. High-value expertise services + recurring managed cloud; asset-light.

12.1 Project cost & means of finance

Capital requirement	₹
Office & workstations	3,50,000
Cloud, DevOps & FinOps tools	3,50,000
Certifications, partner & branding	3,00,000
Working-capital buffer	5,00,000
Total project cost	15,00,000
Promoter contribution	5,50,000
Term/WC loan (Mudra / CGTMSE)	9,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
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Migration & DevOps projects	30,00,000	52,00,000	70,00,000
Managed cloud, SRE & FinOps retainers	14,00,000	40,00,000	62,00,000
Consulting & architecture	4,00,000	8,00,000	8,00,000
Total revenue	48,00,000	1,00,00,000	1,40,00,000
Cloud/DevOps staff salaries	29,00,000	58,00,000	80,00,000
Tools, cloud & platforms	5,00,000	10,00,000	15,00,000
Office & overheads	4,00,000	7,50,000	10,50,000
Sales, marketing & admin	4,00,000	8,00,000	11,00,000
Interest on loan	1,00,000	75,000	45,000
Total expenses	43,00,000	84,25,000	1,16,95,000
Net profit (before tax)	5,00,000	15,75,000	23,05,000
Net margin	10.4%	15.8%	16.5%

12.3 Unit economics & break-even

- **Per engagement:** fee – (expert-time + tools + overhead); certified cloud/DevOps scarcity commands premium rates.
- **Recurring & FinOps:** managed-cloud/SRE retainers give predictability; FinOps success-fees add upside; utilisation drives margin.
- **Break-even:** reached around month 5–8 as projects & retainers build.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	5,00,000	4,20,000	4,30,000	4,90,000
Collections	9,00,000	11,50,000	13,50,000	14,00,000
Operating outflows	9,60,000	11,10,000	12,60,000	13,10,000
Loan EMI	20,000	30,000	30,000	30,000
Closing balance	4,20,000	4,30,000	4,90,000	5,50,000

Projects give lumpier cash; managed-cloud/SRE retainers give steady MRR. The buffer covers the ramp; recurring managed cloud & FinOps stabilise & compound cash. Certified staff are the main cost.

12.5 Key Performance Indicators to Monitor

- **Pipeline:** migration/DevOps projects; win rate.
- **Recurring:** managed-cloud/SRE MRR; retention.
- **Value:** cloud-cost savings delivered (FinOps); reliability.
- **Economics:** realisation rate; utilisation; margin.

13. Funding Requirement & Bankability

Total ask: **₹9.5 lakh term/WC finance** against ₹5.5 lakh promoter contribution — asset-light, funding tools, certifications & working capital; eligible under **PMMY (Mudra)/CGTMSE**. Year-1 net profit ~₹5 lakh against modest debt service gives a sound DSCR; premium rates, partner status & recurring managed cloud underpin bankability in a high-growth market.

13.1 Funding utilisation

Use of funds	₹	% of total
Working-capital buffer	5,00,000	33%
Office & workstations	3,50,000	23%
Cloud, DevOps & FinOps tools	3,50,000	23%
Certifications, partner & branding	3,00,000	20%
Total	15,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Talent scarcity/attrition	Certifications, training, growth & competitive pay; retention
Delivery/reliability (outage)	Well-architected practices, SRE, QA, SLAs, insurance
Project lumpiness	Managed-cloud/SRE & FinOps retainers; recurring conversion
Cloud-vendor dependence	Multi-cloud skills; partner status across vendors
Tool/cloud cost	Efficient stack; FinOps discipline; utilisation

15. SWOT Analysis

Strengths Accelerating demand; premium rates; recurring managed cloud; FinOps value; export upside.	Weaknesses Talent-scarce & expensive; reliability-liability; project-lumpy early; vendor-linked.
Opportunities Cloud migration & FinOps; SRE/managed cloud; multi-cloud; export & co-sell.	Threats Talent poaching; large firms & vendor PS; rate pressure; tech shifts.

16. Recommended AiSevak Tools for This Business

This cloud/DevOps consultancy would use AiSevak's IT & Tech vertical tools in delivery:

- **Delivery ops:** engagement/project-tracking, managed-cloud/SLA, FinOps-savings and retainer-billing tools.
- **Compliance & contracts:** MSA/SOW/SLA, DPDP/ISO 27001 and GST(LUT) tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-engagement & recurring economics and Break-even tools to model the consultancy.

17. Key Assumptions & Notes

- High-value expertise (migration/DevOps) + recurring managed cloud/SRE/FinOps; premium rates.
- Recurring managed cloud grows over Years 1-3; export work earns forex & is GST zero-rated (LUT).
- Term/WC finance ~11% p.a.; cloud-partner status & staff certifications assumed; DPDP/ISO 27001.
- Certified expertise, partner status, recurring managed cloud & savings delivered are decisive; figures exclude GST.

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