



Gemini is now bundled into every Workspace plan — Google raised prices 16–22% to absorb it. Most enterprises pay for Gemini AND Copilot AND ChatGPT AND Claude in parallel. These controls end the duplication tax.

Ⓢ THE STACK OVERLAP REALITY — WHERE ARE YOU PAYING TWICE?

ENTERPRISE USE CASE	GEMINI	COPILOT	CHATGPT	CLAUDE
Native Workspace (Docs, Gmail, Sheets)	•••	—	•	•
Native Microsoft 365 (Word, Excel, Teams)	—	•••	•	•
Drafting, summarization, general Q&A	••	••	•••	•••
Long-doc analysis, code reasoning	••	•	••	•••
Multimodal (image, video, audio)	•••	••	•••	••

16–22%

2025 Workspace price hike (Gemini bundle)

\$30

value baked in per seat (whether used or not)

200+

models in Gemini Enterprise (incl. Claude)

\$80–\$180

true monthly AI cost per user

1 AUDIT GEMINI ADOPTION BEFORE RENEWAL

The single highest-ROI move available in 2026

Pull the Workspace admin console adoption reports. Calculate what you're paying for inactive Gemini access. Walk into renewal with that number.

Negotiable credit available

- ▶ Admin Console → Reports → Gemini usage by user/OU
- ▶ Identify low-adoption groups before the renewal meeting
- ▶ Request a rate adjustment or credit from your account team

2 BUILD ONE AI INVENTORY

Most enterprises have never compiled this list

Workspace, Copilot, ChatGPT (all tiers), Claude, personal expense reports, every API key, every Gem or custom GPT. One dashboard, one owner, one number.

- ▶ Sweep corporate cards and expense reports for AI subscriptions
- ▶ Catalog every API key generating monthly bills
- ▶ Assign a single AI portfolio owner with cross-platform authority

3 MAP PLATFORMS TO USE CASES

Not by department — by job to be done

"Sales uses ChatGPT, marketing uses Gemini" perpetuates duplication. Assign platforms by the work itself: native Workspace, native M365, long-doc analysis, general research.

- ▶ List top 10 enterprise AI use cases with primary platform owner
- ▶ Identify duplicates: 2+ platforms for the same task = consolidation target
- ▶ Publish the use-case map so people know which tool to reach for

4 EVALUATE GEMINI ENTERPRISE FOR CONSOLIDATION

A single governance surface for a multi-model stack

Google's late-2025 Gemini Enterprise launch supports 200+ models including Claude. For Workspace-heavy orgs, it's the most credible path to consolidating AI vendors without giving up model diversity.

- ▶ Pilot Gemini Enterprise as a unified billing & governance layer
- ▶ Measure TCO vs. current sprawl across 3–4 separate vendors
- ▶ Negotiate with all vendors in parallel for maximum leverage

5 APPLY FINOPS DISCIPLINE TO AI SPEND

You built it for cloud. Extend it to AI.

Monthly cost dashboards, quarterly utilization reviews, per-department chargeback. The gap between your cloud FinOps maturity and your AI FinOps maturity is where the duplication tax lives.

- ▶ Add AI as a tracked spend category in your FinOps practice
- ▶ Quarterly utilization & ROI reviews per platform
- ▶ Per-department chargeback to drive accountability

6 GOVERN MULTI-MODEL DATA FLOWS

Four platforms means four data residency conversations

Each AI vendor has its own data handling, retention, and residency posture. A unified DLP layer that spans all of them is non-optional at enterprise scale.

- ▶ Document data residency & retention for each AI vendor in use
- ▶ Deploy prompt-level DLP that spans all platforms, not just one
- ▶ Standardize SSO and access reviews across the AI portfolio

⚡ QUARTERLY CHECKLIST FOR THE AI PORTFOLIO OWNER

- ✓ Refresh the cross-platform AI inventory and total spend number
- ✓ Identify duplicate use cases across platforms; consolidate one
- ✓ Brief CFO/CIO on cost-per-active-user across the AI stack
- ✓ Pull adoption reports from every AI admin console — compare
- ✓ Review upcoming renewals — model negotiation positions early
- ✓ Update the AI use-case map and publish to employees

"The question isn't whether your company needs AI. It does. The question is whether you're paying for the AI you're actually using — or paying for everyone else's AI too, just in case."



AUTOMATE • OPTIMIZE • SCALE

Partner with us to manage your AI portfolio with the discipline of a cloud FinOps practice.

CONNECT WITH US

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