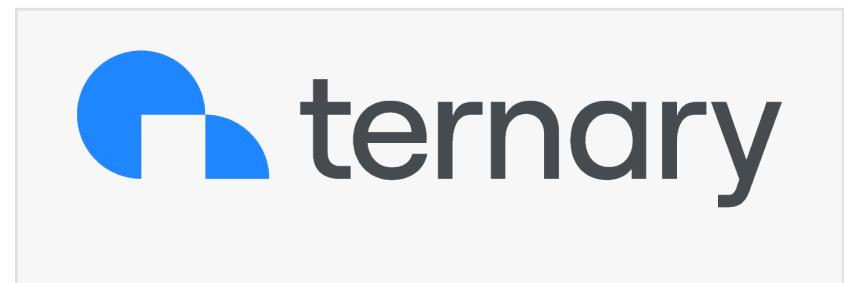


# Ternary Introduces Bring Your Own Data to Unify Total Technology Spend

*A universal ledger for modern technology spend*

SAN MATEO, CA, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- [Ternary](#), a recognized leader in multi-cloud FinOps, today announced the next evolution of its platform with the introduction of Bring Your Own Data (BYOD), extending its FOCUS-based ingestion pipeline beyond native cloud billing to unify total technology spend within a single system.



Bring Your Own Data completes our vision by allowing organizations to bring all technology spend into Ternary and manage it as a single, trusted system of record."

*Sasha Kipervarg, CEO and co-founder, Ternary*

Building on its adoption of the FinOps Open Cost and Usage Specification (FOCUS™) as the foundation of its billing architecture, Ternary now enables organizations to ingest any time-series technology spend data, including SaaS, AI, data center, revenue, and other business data, and analyze it alongside multi-cloud costs.

"FOCUS gives FinOps a shared language," said Joshua Kwan, CTO and co-founder of Ternary. "BYOD makes that language extensible. It allows customers to bring financial, operational, and business-specific signals into the same system, so FinOps can evolve from cost tracking into a true

operating model for technology spend."

Together, FOCUS and BYOD form the foundation of Ternary as a universal spend ledger, delivering consistent, scalable visibility across cloud and non-cloud technology spend.

Ternary's Bring Your Own Data integration enables organizations to ingest technology spend data at enterprise scale, regardless of source or schema. BYOD supports both FOCUS-formatted and non-FOCUS data through schema-agnostic mapping and is designed to operate without custom code, per-vendor adapters, or data limits.

By unifying cloud and non-cloud datasets within a single platform, Ternary delivers a complete

view of total cost of ownership and enables deeper analysis of unit economics, margins, and profitability that is not possible with cloud-only tools.

This capability extends Ternary's value beyond FinOps practitioners and engineering teams to finance leaders and executives who require comprehensive, board-ready insights. Organizations can correlate technology spend with business outcomes, evaluate performance across products or services, and operate from a shared, trusted source of truth.

"At Five9, delivering AI-elevated customer experiences at scale requires deep visibility into the true cost of running a modern, cloud-based CX platform," said Dennis Sherman, Sr. Director of Capacity Engineering, Five9. "Ternary's Bring Your Own Data capability allows us to extend cost visibility beyond public cloud spend into a more holistic view of our platform. By integrating operational and business data, we can better understand utilization, cost drivers, and efficiency across our environment—enabling more informed decisions and continued optimization at scale."

By removing the constraints of traditional cost management tools, Ternary enables stronger collaboration across finance, engineering, and executive teams. Organizations can move beyond spreadsheets to audit-ready, decision-grade reporting and manage technology spend as a core operating discipline.

"As technology spend expands beyond public cloud into SaaS, AI, data centers, and custom internal systems, the limits of traditional cost management tools become clear," said Sasha Kipervarg, CEO of Ternary and member of the FinOps Foundation Governing Board. "Bring Your Own Data completes our vision by allowing organizations to bring all technology spend into Ternary and manage it as a single, trusted system of record."

To see Bring Your Own Data in action and learn more about the Ternary platform, register for Ternary's [upcoming webinar](#) on Wednesday, January 28, at 8:00 a.m. PT / 1:00 p.m. ET.

Media Inquiries

Ternary

hello@ternary.app

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