A Business Management System for IT

SaaS Applications, Purpose-Built for Modern IT Leaders
Some have even claimed that IT is dead. **But they're wrong.** In fact, successful IT leaders are embracing a new way, where control and ownership take a back seat to governance and guidance. Where cost visibility informs **fact-based conversations** about technology tradeoffs and IT partners with the Business to harness technology for **competitive advantage.**
The Evolving Role of the CIO

CIOs everywhere are reinventing themselves, with a new set of skills and better business management systems. The CIO role is expanding from technology oversight, to business leader and innovation partner.

Speak the “Language” of Business

Embrace “Shadow IT” with Visibility

Shift Spend from “Run” to “Change”

Become a “Services Broker”

Rebecca Jacoby, CIO, Cisco

The business is begging IT to step up. CIOs must invest strategically, while divesting and outsourcing those services and products that are commoditized.
A Business Management System for IT

Unlike most corporate functions, including finance, sales, and manufacturing, IT historically lacked the business visibility necessary to maximize precious resources, deliver the most cost-effective portfolio, and maximize value for the company.

Those days are over. Apptio equips CIOs with the enterprise business management system they’ve been operating without. We call it Technology Business Management (TBM).

Ed Smith, CTO, Cox Automotive
Growing a robust technology company requires putting dollars in the right place so the CEO can execute the company’s strategy. With Apptio we were able to take disparate data from various system sources and produce IT operational insights that help us run our business more efficiently.
A New Market Category: Technology Business Management

Leveraging your existing investments in established categories such as ERP, ITOM and ITSM, Apptio pulls together your raw data and transforms it into actionable business information that operationalizes TBM.
Jim Magee, Director IT Business Management, Freddie Mac

Since implementing Apptio, communication between IT and the business units is steadily improving. More and more, everyone is on the same page, communicating with the same language regarding IT usage, rate and levels of performance and reliability.

**Business Units**
Now that I understand how our choices affect IT costs, I can be a better consumer of IT and I can rely on IT for good sourcing guidance.

**Finance**
IT has a handle on what and why they are spending. Technology is a differentiator for the business, and an enabler of growth.

**IT**
I can confidently explain the value of IT to the business and they trust my decisions now that they’re driven by accurate data.

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**Come Together Around a Common Language**
With Apptio’s TBM Applications...

**CIOs:**
- Shift spending from run-the-business to innovation
- Shape demand with showback to business partners
- Make better and faster sourcing decisions
- Drive more value-based conversations with the business

**Infrastructure & Operations Leaders:**
- Improve and demonstrate infrastructure efficiency
- Cost-justify infrastructure investments
- Compete favorably with external service providers
- Hold vendors more accountable

**IT Finance Teams:**
- Spend less time on data, deliver analysis more quickly
- Provide defensible cost allocations
- Know and communicate the cause of variances
- Operationalize and automate IT finance processes
Apptio’s Suite of TBM Applications
SaaS Software, Delivered On-Demand, When You Need It

**Cost Transparency**

Make better resource decisions faster by putting actionable, current, and trusted information about IT costs at the fingertips of decision-makers. Understand your core IT cost structure in 90 days or less, then add applications, services & business units.

**IT Benchmarking**

Demonstrate efficiency and identify areas for improvement. Aligns with Apptio’s standard cost model to make apples-to-apples comparisons of your monthly actual costs against relevant peer organizations.

*Debra Bailey, Group Services Director, Nationwide Building Society (UK)*

TBM has totally changed the conversations we’ve had across the business.
Optimize IT efficiency and effectiveness by understanding the relationship between utilization and cost. Provides granular visibility into capacity utilization alongside the cost information provided by Apptio Cost Transparency.

Empower your business to be better consumers of IT by giving them choices that help reduce and recover costs. Automates billing that is fair, transparent, and easy to understand. Creates and delivers pro-forma invoices for IT services.

Enable IT finance teams and budget owners to plan more collaboratively. Automates, centralizes, and simplifies annual budget, forecast, and variance tracking so your staff can shift focus from spreadsheet logistics to consulting and guidance.
Apptio’s Purpose-Built TBM Platform

Underpinning Apptio’s TBM applications is a secure, cloud-based platform that integrates next-generation in-memory analytics, robust data handling, and a standardized model into a unified suite built specifically for the modern IT leader.

Copes Well with Change
Gracefully Adapts to Source Data or Business Model Changes to Drive Decision Agility

Craves Data You Already Have
Automated Data Integration that Thrives on Your Misaligned, Dirty Data

Self-Service Analytics
Surf your data & answer questions on-the-fly with interactive reports & dashboards

Model & Calculation Engine
Performs billions of calculations in near real-time to intelligently allocate costs and pre-populate reports

Adaptive Data Management
Easily extract, load and refine your raw misaligned data without the need for expensive data cleansing or DBAs

SOURCE DATA
SaaS APPLICATIONS
SaaS PLATFORM

Cost Transparency
IT Benchmarking
Business Insights

Secure & Scalable
Geographically Diverse

Financial
Operational
Self-Service Analytics

Surf your data & answer questions on-the-fly with interactive reports & dashboards

Adaptive Data Management

Easily extract, load and refine your raw misaligned data without the need for expensive data cleansing or DBAs

Model & Calculation Engine

Performs billions of calculations in near real-time to intelligently allocate costs and pre-populate reports

Apptio TBM Unified Model™ (ATUM™)

A standard business information model for IT derived from 200+ customers & the TBM Council

Hit the Ground Running with SaaS Applications for TBM

Kickstart Your TBM Initiative with Zero Capital Investment; Perfect for Any Size, from Small to Fortune 100

A Standard Cost Model, Tailored for IT

Pre-defined Best-Practice Model to Start Quickly; Extensible to Match Your Unique Business Needs

360° View: All of IT

Cost Analytics for Your Entire IT Business: Public, Private, Hybrid, On-Premises, Managed, etc.
We Create Wildly Successful Customers

RETAIL

SUPervalu
Cox Automotive

SAFEWAY
HARLEY-DAVIDSON
Hallmark

TRANSPORT / LOGISTICS

FedEx
Con-way

AmesourceBergen

HIGH TECH

Microsoft
Dell
Cisco

TERADYNE
CDW
HP

TRIZETTO
CoreLogic
DST Systems

Seagate
Agilent Technologies

INSURANCE

AIG
Aetna
Aflac
Aon

MARSH & MCLENNAN COMPANIES

Guardian
HCC

NEW YORK LIFE
Prudential
RSA

Swiss Re

APPTIO
200+ Successful TBM Deployments

APPTIO IS TRUSTED BY More Than 1/3 of The Fortune 100

= TBM Council Workgroup Available

INTERNET & DIGITAL  
att  fb  ebay  Telstra  verizon  vodafone  LinkedIn  T-Mobile  TUI

PUBLIC / EDUCATION

PUBLIC / EDUCATION

AEROSPACE

BOEING  BAE SYSTEMS  IAG  ULA

MANUFACTURING

GM  lyondellbasell  WATTs  NAVISTAR  Steelcase  RELIANCE  SMITHS  United States Steel  Sysco

CONSUMER GOODS

Campbell's  MOTOROLA  HERSHEY'S  johnson & johnson  nike  Hillshire  Nintendo  THE CLOROX COMPANY

TRAVEL / HOSPITALITY

AVIS  HILTON  MARRIOTT  SANDS  WALT DISNEY  CBRE  BRITISH AIRWAYS

MEDIA & ENTERTAINMENT

AOL  comcast  Cox  DIRECTV  Time Warner  groupm  INFORMA

HEALTH / LIFE SCIENCE

ASTRAZENECA  blue Shield of California  CHRISTUS Health  CIGNA

ENERGY

AES  bp  CHEVRON  DTE Energy  Energy Future Holdings  Exelon

Apptio.com
Unparalleled People & TBM Expertise to Ensure Customer Success

Your path to success. The Apptio Customer Success Team has the experience, methodology, delivery flexibility, and adoption know-how to accelerate your TBM journey and ensure your success.

**Learn**
Multiple learning paths and delivery options to attain Apptio skill and TBM competency.

- All Access Pass
- Instructor-led or Self-paced
- Hands-on
- Virtual
- Private Classes
- Custom Training

**Implement**
Packaged and custom offerings, plus expert guidance to get the most from Apptio applications.

- Jumpstart
- Data Integration
- Customization
- Project-based
- Technical Guidance
- Configuration Assistance

**Support**
Range of programs to ensure your ongoing success and TBM mastery.

- Best Practices
- Health Checks
- User Community
- Product Support
- Personalized Success Plan
- Assigned Expert & Mentoring

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*Lisa Stalter, Director of IT Planning & Governance at Cox Enterprises*

It was clear that Apptio had something unique. They had not only a differentiated product, but also the business knowledge of what we were trying to solve.
Partnering For Your Success

Apptio partners with leading IT technology and services companies that are just as passionate about IT transformation as Apptio. Our partners augment Apptio solutions with a broad range of services to help you succeed in your strategic IT initiatives.

**Strategic Partners**

- KPMG
- EY
- ISG Information Services Group
- Telstra

**Business Partners**

- Aspediens
- AVCI
- Cask
- ELLiX
- evergreen
- It's Value
- Logic2000
- Motabilis
- Maryville
- PG
- Provalida
- Quandary Ventures
- Spectrum Technologies
- UXC
- Zuna
- 2nd Watch
In 2012, Apptio founded the Technology Business Management Council, a non-profit, independently governed organization dedicated to advancing the discipline of managing the business of IT. Members come from every industry – and every size with greater than $10M in budget control.

**Members**

General: **1,400+**  |  Board: **16**  |  Principals:  |  Authors: **80+**  |  Vendor Underwriters: **4**

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<tr>
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<td>CFO IT</td>
<td>15% Employees</td>
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<tr>
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**Education**

TBM Index™, TBM Book & MIT Center for Digital Business Advisory

**Collaboration**

Industry Workgroups, Telepresence Summits & TBM Conference

**Standards**

TBM Framework, TBM Taxonomy & Business Value KPIs
Run by an Independent Board of Directors

Debra Bailey  
CIO  
Nationwide Building Society

Mike Benson  
CIO  
DIRECTV

Mike Dreyer  
Former CIO  
Visa

Don Duet  
Co-Head Tech Division  
Goldman Sachs

Christopher Furst  
CIO  
Univision

Larry Godec  
CIO  
First American

Sunny Gupta  
CEO  
Apptio

Rebecca Jacoby  
CIO  
Cisco

Bill Krivoshik  
CIO  
Time Warner

Ralph Loura  
CIO  
Hewlett-Packard

Greg Morrison  
CIO  
Cox Enterprises

Tom Murphy  
CIO  
University of Pennsylvania

Jim Scholefield  
CTO  
The Coca-Cola Company

Phuong Tram  
CIO  
DuPont

Rob Webb  
CIO  
Etihad Airlines

George Westerman  
Research Scientist  
MIT
Let Us Help You Build the Business Case

After 200+ successful TBM deployments, we know what works and we regularly deliver on business cases showing a return in less than 6 months. Let us help you get started today, whether you’re looking for foundational improvements in your approach to IT Finance or working to transform your entire technology business.

Transformational Value
Harness technology to create competitive advantage for your business

Foundational Value
Manage the business of IT more effectively and efficiently

Digital Transformation
Service Transformation
Initiative Governance
Cost Savings or Avoidance

Automate
IT Finance Processes

Drive
Fact-Based Decisions & Insights

Replace
Homegrown Spreadsheets & Reports

Larry Godec, CIO, First American
TBM is key to being successful in my role. But I wouldn’t have been able to do it if I waited for everything to be just right. Don’t wait… just start.
About Apptio

Apptio is the leading provider of cloud-based Technology Business Management (TBM) software that helps CIOs manage the business of IT. Apptio’s suite of applications uses business analytics to provide facts and insights about technology cost, value, and quality so IT leaders can make faster, data-driven decisions.

Hundreds of customers, including more than a third of the Fortune 100, choose Apptio as their business system of record for IT.

CORPORATE FACTS
- Founded in 2007
- Over 500 full-time employees
- 2013 Revenue exceeded $70M
- Growing over 50% year-over-year

HEADQUARTERS
11100 NE 8th Street
Suite 600
Bellevue, WA 98004
+1 (866) 470-0320

GLOBAL OFFICES
Austin, TX
Detroit, MI
Minneapolis, MN
Cary, NC
Denver, CO
Melbourne, Australia
Sydney, Australia
Copenhagen, Denmark
Amsterdam, The Netherlands
London, UK
Munich, Germany

EXECUTIVE TEAM
Apptio has assembled a first-class executive leadership team with proven experience in founding, maturing, and leading enterprise software companies.

Sunny Gupta
Co-Founder & CEO

Alex Shootman
President of WW
Field Operations

Chris Pick
CMO, Apptio;
President, TBM Council

Ted Kummert
EVP of Engineering & Cloud Operations

Sean Boyle
CFO

John Morrow
SVP, General Counsel and Secretary