

# Do You Have a Standard Model for Technology Costs?

## The Challenge:

Innovating fast enough to keep pace with significant market shifts and stay ahead of the competition.

- Pivoting quickly to capitalize on new opportunities
- Moving from project-centric to product-centric operating models
- Making cloud central to your technology strategy

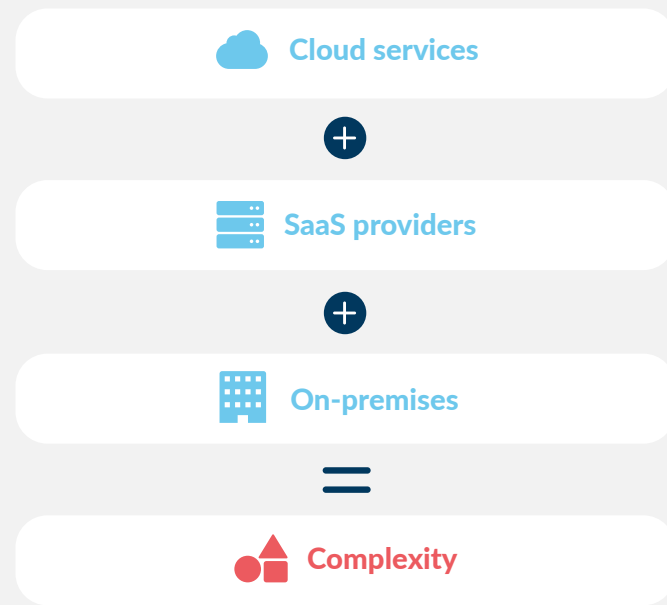
**Does this sound familiar?** If so, you need to rethink not just how you harness technology, but how it's **prioritized, funded, planned for, and measured.**

### Products and Value Streams

- Finance**  
"Are we delivering outcomes efficiently?"
- Business**  
"How do products align to business objectives?"
- Tech**  
"Are we steering the right resources to high-priority value streams?"

The traditional annual planning process can't keep up.

### Hybrid and Multi-Cloud



Organizations need visibility across their technology footprint to eliminate waste and inform purchasing decisions, budgets, and forecasts.

## We get the problem: you need to make technology investment decisions faster.

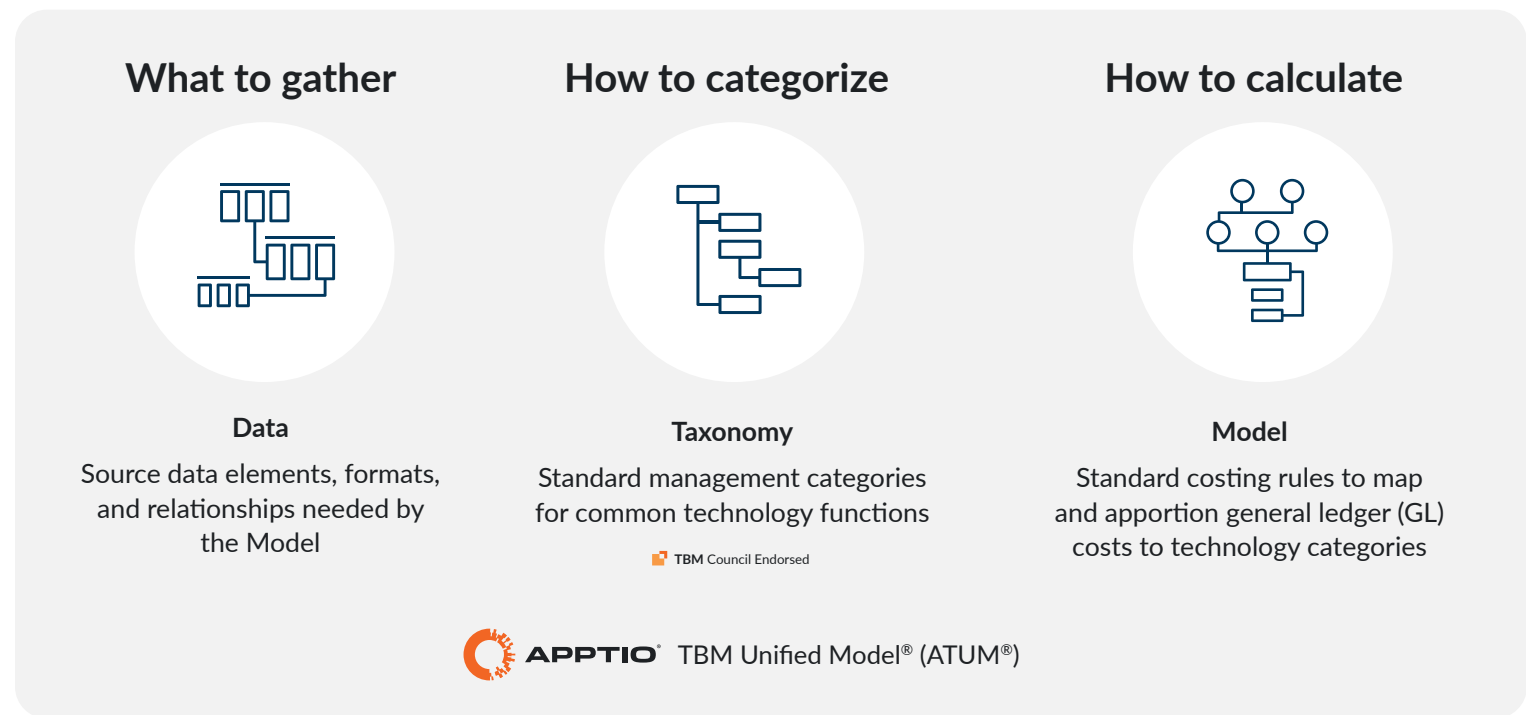
You're releasing software daily and weekly...when your budget is reviewed quarterly or yearly. Your cloud bill has thousands of rows of data that need to be analyzed and parsed. Incomplete and unstructured data slows you down. You're struggling to relate technology costs to business values that your finance and business leaders understand.

## Introducing ATUM:

### The Standard Model for Aligning Technology Investments to Business Outcomes

The Apptio TBM Unified Model® (ATUM®) modernizes your technology investment decision-making. It specifies how to marry cost data from corporate finance with operational data to produce granular, actionable technology cost analytics. ATUM empowers leaders to accelerate digital initiatives and align technology work to business outcomes.

Apptio developed ATUM through our experience with 1800+ customers and our role as the Technology Advisor to the Technology Business Management (TBM) Council.



## With ATUM, you get:

- Business agility from the transformation of project-centric to product-centric practices
- Optimized costs across on-premises, cloud, and SaaS
- Better alignment between IT, Product, Business, and Finance teams via common language of business value
- Faster adoption of TBM disciplines via pre-packaged software built to the standard

### Notes for ROI statements on reverse

Example based on purchase of Apptio Cost Transparency All Modules or Apptio IT Financial Management Foundation packages and respective implementation services. Apptio commissioned Forrester to review the Apptio ROI model in June 2017 using its proprietary Total Economic Impact™ methodology. Forrester deems that the Apptio ROI model conforms to the TEI fundamentals and principles of a sound business case. The intent is for Apptio to guide prospects through the questionnaire to solicit inputs specific to your business and technology environment. Apptio is not permitted to change the calculations or equations. Forrester believes that this analysis is representative of what companies may achieve with Apptio services based on the inputs provided and any assumptions made. Forrester does not endorse Apptio or its offerings.

# The Standard Model for Technology Costs

The Apptio TBM Unified Model® (ATUM®)



**1 Data:**  
What to gather  
Guide you to data from existing sources, integrate appropriate source data columns, align format to standard

**2 Taxonomy:**  
How to categorize  
Align costs to common terminology, automate categorization via mapping rules, customize or extend where needed

**3 Model:**  
How to calculate  
Pre-defined allocation rules, apportion costs to consuming elements, weight costs via operational data

## Value Streams

- Digital platforms
- Product lines
- Business capabilities
- Business unit details

## Solutions

- Application list
- Service catalog
- Product catalog
- SaaS billing
- SSO-managed apps

## Cloud

- AWS, Azure, & GCP billing

## Products & Projects

- Tickets
- Story points
- Project details
- Time tracking

## Labor

- Available labor details (role, team, location)

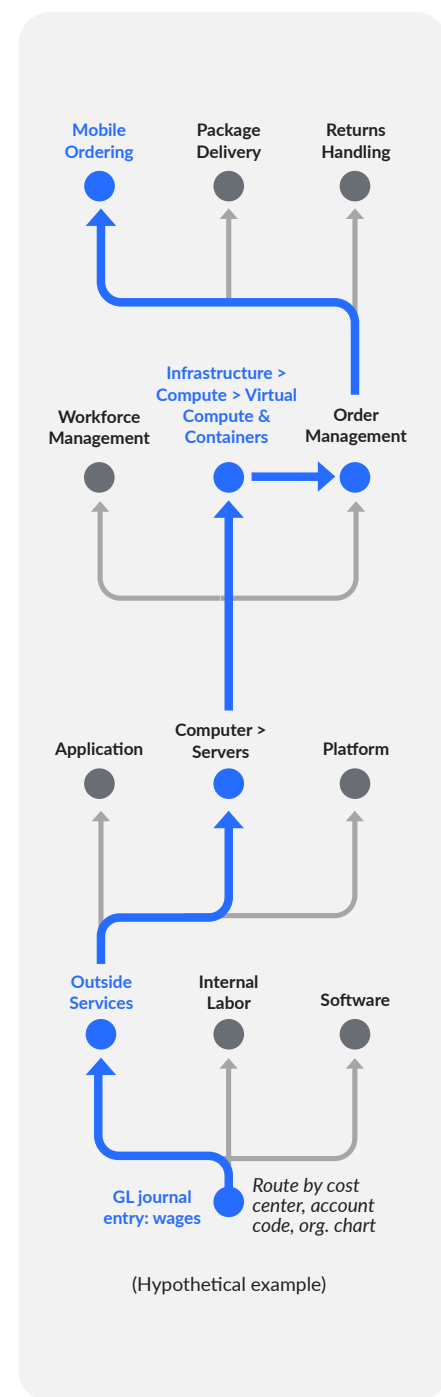
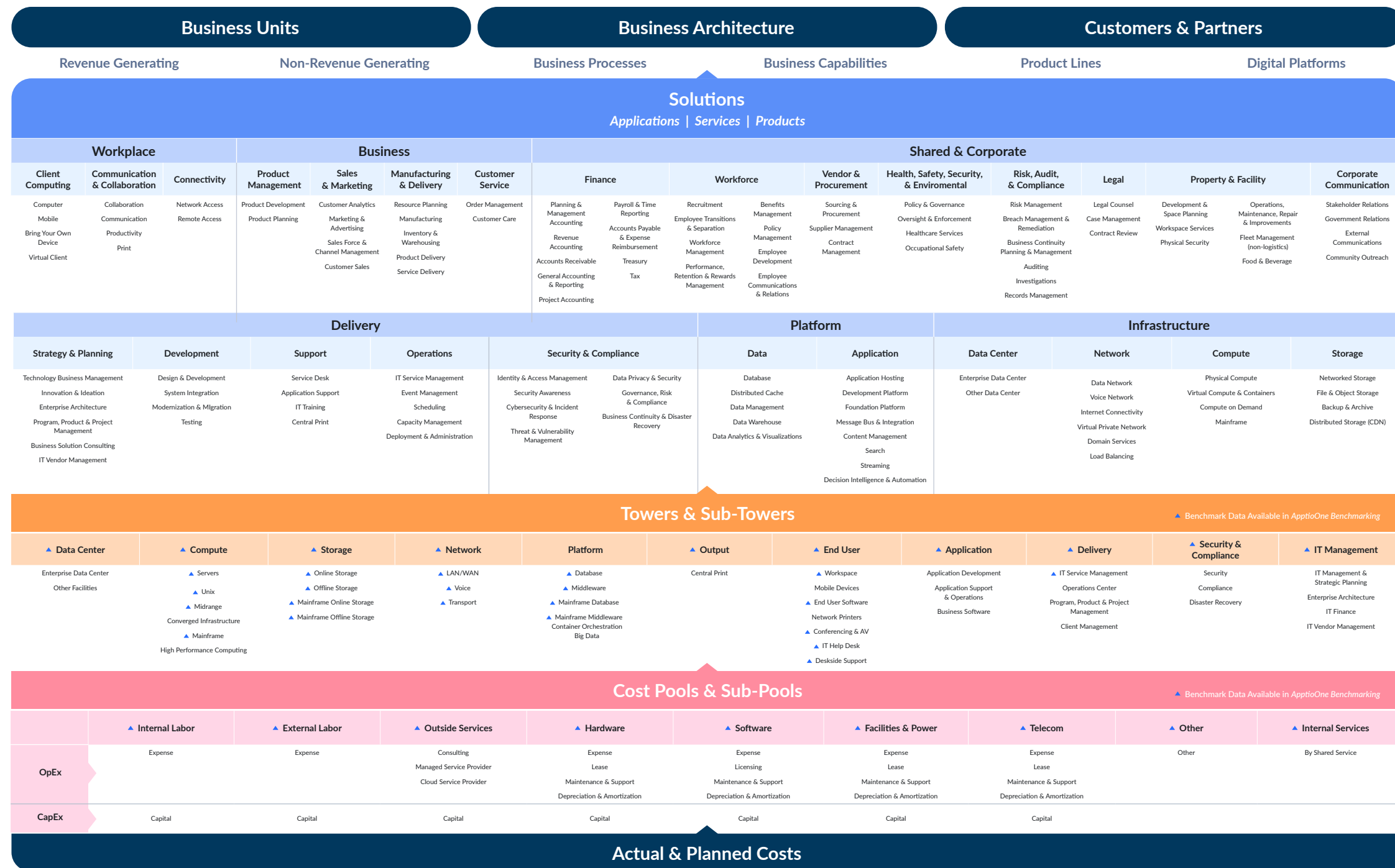
## Fixed Assets

- Data center infrastructure inventory
- Fixed asset depreciation schedule

## Financials

- General ledger (OpEx)
- Capital expenditures (CapEx)
- Budget (OpEx and CapEx)
- Cost center hierarchy
- Chart of accounts

TBM Taxonomy v4.0  
Source: Technology Business Management Council, Ltd. November 2020

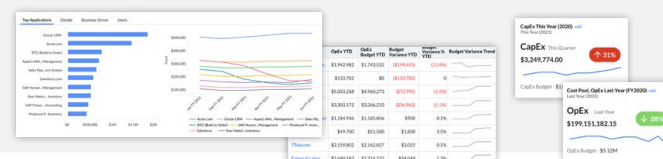


Visit [Apptio.com/ATUM](https://Apptio.com/ATUM) to learn & order more

Apptio transforms the way IT runs its business & makes decisions.

**Get started in 10 weeks**

with a prioritized subset of the TBM Taxonomy



How does Forrester calculate Apptio's ROI?  
**8x ROI | 8mo. Breakeven**

Assumptions:  
**\$50M** Annual Operating budget  
**65%** Run-the-Business spend  
**35%** Grow and Transform spend