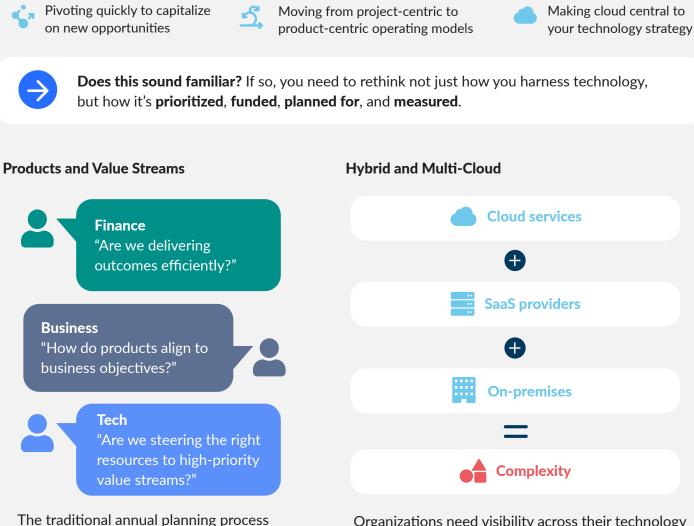
Do You Have a Standard Model for Technology Costs?



can't keep up.

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



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.

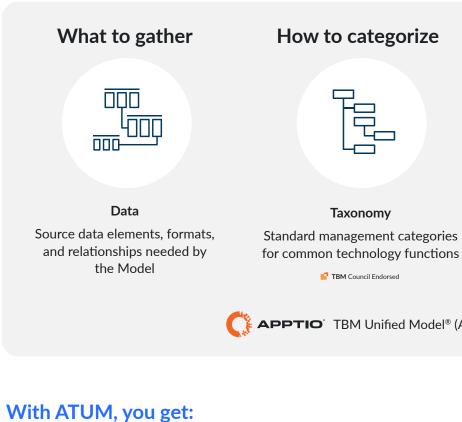
You're releasing software daily and weekly...when your budget is reviewed quarterly or yearly. Your cloud bill has thousands of rows of data that need to be analyzed and parsed. Incomplete and unstructured data slows you down. You're struggling to relate technology costs to business values that your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



- Business agility from the transformation of project-centric to product-centric practices
- Optimized costs across on-premises, cloud, and SaaS

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.



APPTIO[®] TBM Unified Model[®] (ATUM[®])

How to calculate



Model

Standard costing rules to map and apportion general ledger (GL) costs to technology categories

- 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

The Standard Model for Technology Costs



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



Taxonomy:

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

		Busine	ss Units		Business Architecture							Customers & Partners						
Revenue Generating Non-Revenue Generating							Business Processes Business Capabilities					es	Product Lines Digital Platforms					Platforms
Solutions Applications Services Products																		
Workplace			Business				Shared & Corporate											
	Communication & Collaboration		Product Sales Management & Marketing		Manufacturing & Delivery	Customer Service			Workforce		Vendor & Procurement			Risk, Audit, Legal & Compliance		Property & Facility		Corporate Communication
Computer Mobile Bring Your Own Device Virtual Client	Collaboration Communication Productivity Print	Network Access Remote Access	Product Planning Marketing & Advertising Sales Force & Channel Management Crictman Stare		-	ler Management	Planning & Management Accounting Revenue Accounting Accounts Receivable General Accounting & Reporting Project Accounting	Accounts Payable & Expense Reimbursement Treasury	Recruitment hployee Transitions & Separation Workforce Management Performance, tention & Rewards Management	Benefits Management Policy Management Employee Development Employee Communications & Relations	Sourcing & Procurement Supplier Management Contract Management	Oversight & Healthca	Governance & Enforcement are Services tional Safety	Risk Management Breach Management & Remediation Business Continuity Planning & Management Auditing Investigations Records Management	Legal Counsel Case Management Contract Review	Development & Space Planning Workspace Services Physical Security	Operations, Maintenance, Repa & Improvements Fleet Management (non-logistics) Food & Beverage	Stakeholder Relations r Government Relations External Communications Community Outreach
			Delivery							Platform			Inf			rastructure		
Strategy & Planning Development		Development	Support		Operations		Security & Compliance		Data		Application		Data Center		Network	Network Comp		Storage
Technology Business Management Innovation & Ideation Enterprise Architecture Program, Product & Project Management Business Solution Consulting IT Vendor Management		Design & Development System Integration Modernization & Migration Testing	Service Desk Application Support IT Training Central Print		Event Management S Scheduling Cyt Capacity Management		Access Management Data Privacy & Security urity Awareness Governance, Risk security & Incident & Compliance Response Business Continuity & Disaster at & Vulnerability Recovery Management		Dis Da ster Da	Database Distributed Cache Data Management Data Warehouse Data Analytics & Visualizations				Data Center Data Network ata Center Voice Network Internet Connectivity Virtual Private Network Domain Services Load Balancing		Physical Compute Virtual Compute & Containers Compute on Demand Mainframe		Networked Storage File & Object Storage Backup & Archive Distributed Storage (CDN)
Towers & Sub-Towers																		
Data Cer	Data Center			Storage	Network	k	Platform		 Output 		End User		Application	Application		 Security & Compliance 		IT Management
Enterprise Data Center Other Facilities		 Servers Unix Midrange Converged Infrastructur Mainframe High Performance Compute 			LAN/WAN Voice		 Database Middleware Mainframe Database Mainframe Middleware Container Orchestration Big Data 				Mobile Devices Application S A End User Software & Operation		Application Developme Application Support & Operations Business Software	rt Operations Center Program, Product & Project		Security Compliance Disaster Recovery		IT Management & Strategic Planning Enterprise Architecture IT Finance IT Vendor Management
Cost Pools & Sub-Pools A Sub-Pools																		
	Internal Labor		External Labor		 Outside Services 		Hardware		Software		Facilities & Power		r 🔺 Telecom			 Other 		Internal Services
OpEx	E	kpense	Expense		Consulting Managed Service Provider Cloud Service Provider		Expense Lease Maintenance & Support Depreciation & Amortization		Expense Licensing Maintenance & Support Depreciation & Amortization		Expense Lease Maintenance & Support Depreciation & Amortization					Other		By Shared Service
CapEx	Capital		Capital		Capital		Capital			Capital		Capital		Capital				
								Actual &	Planne	ed Costs								

Visit Apptio.com/ATUM to learn & order more

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

Get started in 10 weeks



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

with a prioritized subset of the TBM Taxonomy

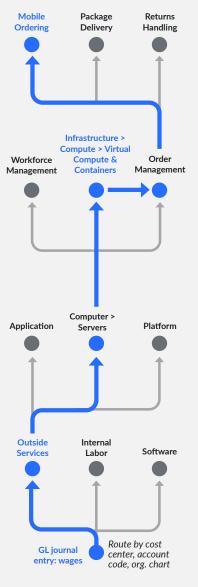
The Apptio TBM Unified Model® (ATUM®)



TBM Taxonomy v4.0 Source: Technolog November 2020

Model: How to calculate

Pre-defined allocation rules, apportion costs to consuming elements, weight costs via operational data



(Hypothetical example)

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