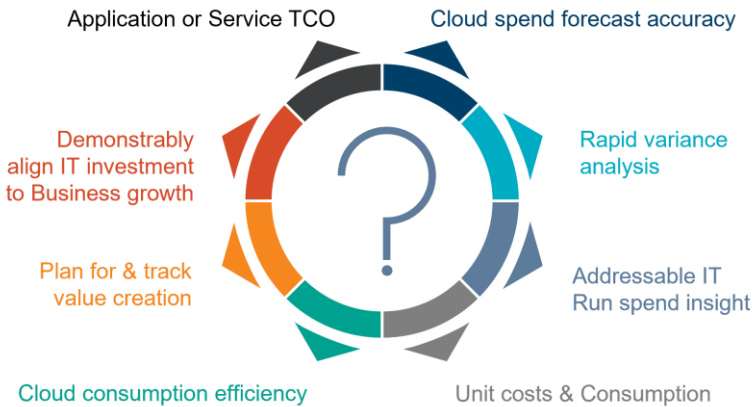# Technology Business Management

## The value management framework and discipline for companies willing to run IT like a business
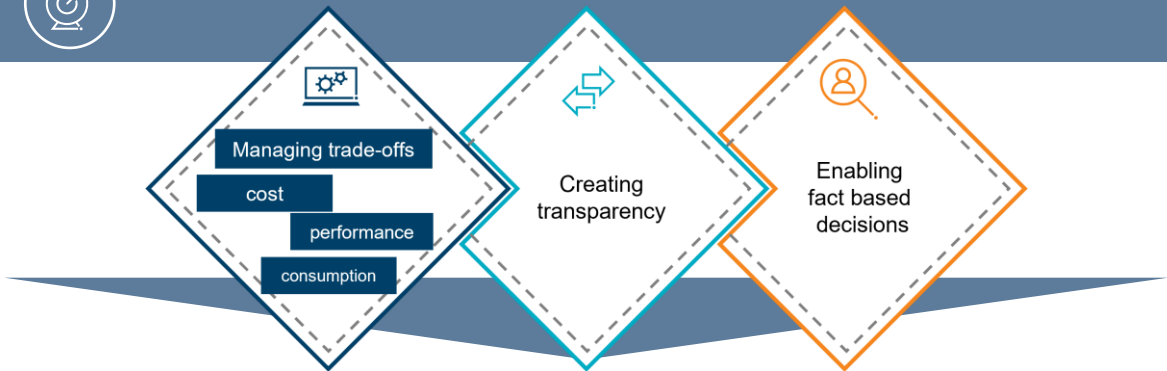
IT is the most complex shared service – many organizations can't answer the basics:

Application or Service TCO

Cloud spend forecast accuracy

Demonstrably align IT investment to Business growth

Rapid variance analysis

Plan for & track value creation

Addressable IT Run spend insight

Cloud consumption efficiency

Unit costs & Consumption

Following the growing digitalization trend undertaken by all organizations, the **Technology Business Management (TBM) framework** is an enabler for all IT Functions willing to evolve their technology business model to become a business partner, enabling business capabilities.
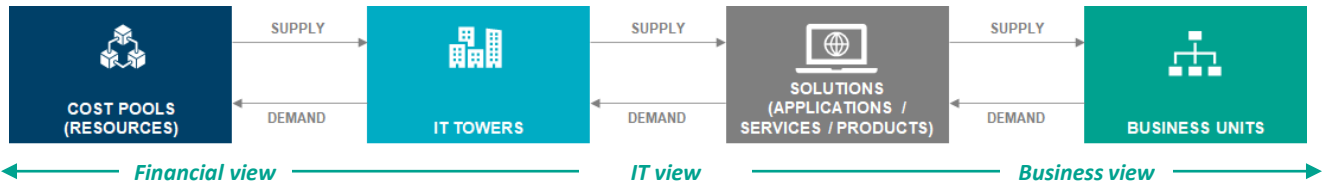
## The final goal of TBM is business value creation

Managing trade-offs

cost

performance

consumption

Creating transparency

Enabling fact based decisions

### Enablement of collaboration between Business & IT making decisions aligned with real business needs

**TBM includes a reference taxonomy** to automatically collect and organize IT financial and operational data, to provide business information for IT, Finance, Cloud, Agile and Business users.

| COST POOLS (RESOURCES) | | IT TOWERS | | SOLUTIONS (APPLICATIONS / SERVICES / PRODUCTS) | | BUSINESS UNITS |
|---|---|---|---|---|---|---|
| | SUPPLY → | | SUPPLY → | | SUPPLY → | |
| | ← DEMAND | | ← DEMAND | | ← DEMAND | |

← *Financial view* →     *IT view*     ← *Business view* →

**EXAMPLES**

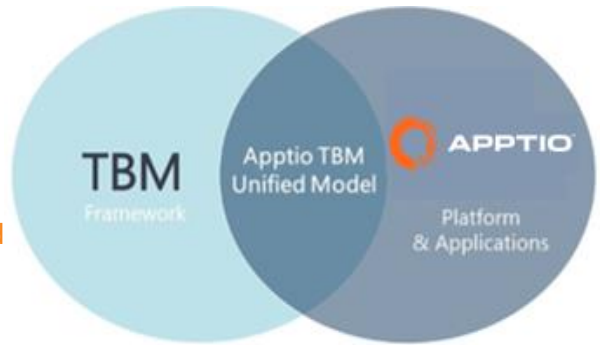| | | | |
|---|---|---|---|
| • *Labour (int/ext)* | • *Storage* | • *Business Services* | • *Departments* |
| • *Hardware* | • *Compute* | • *Applications* | • *Legal Entities* |
| • *Software* | • *Data center* | • *HR, Sales, Marketing, etc,* | • *Regional Entities* |
| • *Network* | • *Security* | • *End User Services* | • *Capabilities* |
| • *…* | • *End User* | • *IT 4 IT Services* | • *…* |
| | • *…* | • *…* | |

# APPTIO: the TBM tool

## Getting IT, Finance and Business Departments on the same page about technology cost, value and decisions

**Apptio** is the IT Financial Management tool, recognized market leader in the sector, that enables the deep collaboration between Business and IT Functions.

**Apptio** declines and standardizes the TBM Framework through ATUM, the proprietary standard model for IT Financial Management.

**Apptio** helps organizations to make smart and fact-based decisions as they analyze, plan, optimize, control and collaborate about the investments that will help drive their digital transformation.

**Apptio** founds its core on gathering finance data, applying recognized framework and cost drivers for categorization and allocation of IT financial data, producing real time updated, navigable and customizable metrics, models and analysis' reports.

## Apptio Platform Capabilities

**Apptio** is an end-to-end integrated solutions structured in three modules to address and respond to Business and IT's needs.

**ApptioOne**MX — Allows organizations to manage IT spending providing planning and forecasting capabilities, to enable cost transparency and showback and chargeback processes
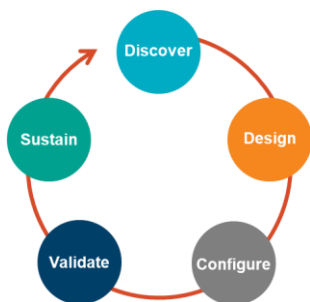
**Cloudability**MX — Allows organizations to improve the cloud journey value leveraging on FinOps practices, tracking and allocating all cloud billing and usage costs and identifying inefficiency and saving areas

**targetprocess** — Allows organizations to adopt and scale agile methodologies across their enterprise

## Our approach

The proposed approach is based on **iterations designed to deliver value to the clients** and includes:

Discover · Design · Configure · Validate · Sustain

- **Discover** and identify of client's business objectives, existing processes in place and key value drivers to define the customer needs ( key use cases) to implement the solution
- **Design**, qualify and map financial and IT data gathered from existing processes
- **Configure** the solution according customer needs to import and manage gathered data
- **Validate** the configurations and imported data
- **Sustain** the implementation, supporting clients in the transition phase to use the solution