

Apptio and Cprime Announce Partnership to Drive Digital Transformation Through Enhanced Agile Practices

Companies combine forces to help customers achieve organizational agility through end-to-end visibility and delivering a single source of truth for decision making

BELLEVUE, WA – August 15, 2023 – [Apptio](#), the leading technology spend and value management company, today announced an expanded partnership with global full-service consulting firm [Cprime](#). Combining data-driven insights from Apptio Targetprocess's platform with Cprime's knowledge and experience in technology, tooling, and modern ways of working, the partners are bringing to market an offering that will give customers the data visibility to connect IT investments to business value — enabling them to prove the value of their transformation initiatives.

Today's macroeconomic climate demands ruthless efficiency and cost management in virtually every area of the organization to deliver maximum value. Companies are also striving for better situational awareness, constant innovation, and positive experiences that generate customer loyalty. But without alignment to strategic priorities across all digital transformation initiatives, many are finding it difficult to meet business outcomes while achieving budget and resource predictability and ensuring maximum ROI. The Apptio-Cprime partnership aims to bridge this gap.

Utilizing insights from Apptio Targetprocess and guidance from Cprime experts, customers can expect to improve efficiency metrics across the board: by up to 50% in business outcome predictability, up to 90% in forecasting accuracy, and up to 50% in time to market.

"Change is the only true constant in business today, so it's paramount for organizations to adopt modern ways of working across business and technology to align investment decisions to business outcomes," said Ajay Patel, Chief Customer Officer, Apptio. "However, true agility typically requires significant digital transformation. By joining forces, we can help enterprises address the fundamental issues they face in making transformation projects a success. We look forward to working closely with Cprime to bring the business and technology sides of organizations together through common goals, shared knowledge, unified ways of working, universal metrics and collective value."

"In today's rapidly changing landscape, shifting from project- to product-centric thinking is not a choice but a necessity," added Zubin Irani, Chief Executive Officer, Cprime. "Cprime and Apptio are uniquely positioned to bring together product, technology, tools, process, and funding, allowing customers to optimize their investments, innovate, and adapt to change on their journey to true agility."

Today's announcement comes on the heels of newly [launched](#) Apptio Targetprocess solutions designed to accelerate organizations' Agile transformation and enable greater business agility. The new solution templates allow organizations to transition from project-based funding to product-based funding and adopt the latest SAFe 6.0 framework while leveraging Apptio Targetprocess's market-leading budgeting and financial management capabilities.

Apptio will demo the new solutions at the upcoming [SAFe Summit](#) in Nashville, TN, on August 15-18, 2023. Apptio and Cprime also will be hosting an in-person Lunch and Learn session at the Summit at noon on August 17. The session, called "Partnering with Finance in Your SAFe Adoption Journey: Utilizing Participatory Budgeting for Informed Decision Making," will give attendees the chance to discover the benefits of collaborating with finance teams during an Agile transformation and how to leverage SAFe 6.0 to drive successful adoption, make informed value planning decisions, and ensure confident value

realization assessments.

About Apptio

[Apptio](#) is the leading technology spend and value management company for financial and operational decisions across Information Technology (IT), multi-cloud FinOps, and portfolio development resources. Apptio's mission is to deliver business value with every technology investment. Powered by Apptio's cloud platform and AI/ML data engine, Apptio's SaaS applications translate technology costs into clear business outcomes and financial ROI. Apptio applications deliver six key capabilities: cost transparency, actionable insights, planning and forecasting, usage and consumption, value management, and showback/chargeback. As a trusted leader in FinOps and Technology Business Management with thousands of customers worldwide, Apptio empowers leaders to cut costs and redirect investments to cloud innovation and digital transformation.

About Cprime

Cprime is a full-service global consulting leader in enterprise and product agility, technology services, and tooling. Cprime's team of experienced practitioners help businesses achieve agility, improve visibility and alignment, speed time to market, and realize significant operational and cost saving improvements. With over 20 years' experience, Cprime is trusted around the globe to provide strategic and technical consulting, coaching, and training to the world's most-recognized enterprises. Cprime is a Goldman Sachs Asset Management and Everstone Capital Partners portfolio company.

Media Contact

Jas McDonald

pr@apptio.com

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