IBM Newsroom

Apptio's Annual TBM Conference Races Back to Austin with Focus on Best Practices and Emerging Trends in Technology Business Management, FinOps, and Agile Delivery

TBMC brings together CIOs, CFOs and other technology leaders to advance the TBM discipline, share best practices, and navigate ever-changing technology and market dynamics

BELLEVUE, WA – Oct. 4, 2023 –Apptio, a leading technology spend and value management company, in partnership with the TBM Council, today announced it will host its 11th annualTechnology Business Management Conference (TBMC) in Austin, Texas, October 23-26, 2023, at the Fairmont Austin. TBMC is the preeminent gathering of CIOs, CFOs, and other technology leaders, collaborating to advance innovation while aligning all technology investments to business value.

This year, FinOps CloudyCon is returning as the industry's first FinOps conference. CloudyCon will serve as an integrated event within TBM Conference 2023. Designed for FinOps enthusiasts, practitioners and Apptio Cloudability users, CloudyCon will include content and labs focused on cloud cost and operations management.

At the global in-person event, attendees will hear from peers about their TBM journeys and best practices – from those just beginning to implement TBM and focused on cost transparency to organizations deploying a cloud-first strategy with FinOps processes to others pursuing portfolio management with agile methodologies. Consistent throughout is the main theme of TBM and the TBM Council – to align an organization's technology spend and priorities to business strategy and value.

"Today, every company is a technology company, and we understand that technology is no longer the realm of just IT, but the responsibility of all organizational leaders and function," said Apptio CEO and co-founder, Sunny Gupta. "This year's conference theme is 'Fuel the Future' as we take TBM to the next level to address all technology investments in all organizations. We look forward to welcoming key industry leaders to discuss and act on new ways to fund innovation and collaborate on critical technology investments."

The TBM Conference will deliver three days of dynamic executive, customer and partner keynotes, product sessions, hands-on labs, and more. In addition to Apptio executives, attendees will hear keynotes and panel discussions from CxOs, executives, and TBM Council board members from the following organizations (a sample of companies involved):

- Alteryx
- AWS
- Enbridge
- FactSet
- IBM
- LEGO
- Marriott
- Nomura
- PayPal
- Red Hat
- ServiceNow

- State Farm
- Wells Fargo

The TBM Council will be hosting its Executive Strategy Forum on October 23 – 24, 2023. The invitation-only event will host C-suite leaders from a wide range of industries and backgrounds as they share their journeys and best practices around current and future technology trends, including generative AI, hybrid multi-cloud management, increasing automation, measuring sustainability, and navigating economic challenges.

On the evening of Tuesday, October 24, the TBM Council will host its annualTBM Council Awards ceremony where it will recognize organizations that are driving operational excellence and business transformation with TBM.

Sponsors of TBM Conference 2023 include: AWS, SoftwareOne, Maryville Consulting Group, Rego Consulting, Accenture, Cprime, IBM, Stratascale, Vincerion, Carahsoft, It's Value, and Parsolvo.

Visit the TBMC23 website to learn more about the event, access the full list of speakers, and register to attend.

About Apptio

Apptio, an IBM company, is the leading technology spend and value management software provider. Apptio's AI-powered data insights empower leaders to make smarter financial and operational decisions across Information Technology (IT), multi-cloud FinOps, and digital product development. Apptio's mission is to deliver business value with every technology investment and team. Powered by Apptio's cloud platform, Apptio's SaaS applications translate technology spend into clear business outcomes and financial ROI. As a pioneer and category leader in Technology Business Management (TBM), FinOps, and Agile Portfolio Management, Apptio works with thousands of customers, partners, and community members worldwide.

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