

## **Apptio Makes Realizing Value With Technology Business Management Easier While Advancing Cloud and Agile Financial Management**

*At TBM Conference 2023, Apptio launches new IT financial management product, FinOps planning tools, integration with IBM Turbonomic, and labor financial management solution*

TBM CONFERENCE — AUSTIN, TEXAS – October 24, 2023— Apptio, a leading technology spend and value management company, today launched Apptio Cost Management to help organizations get started and realize value on their TBM journey faster and easier. Available now, Apptio Cost Management enables new customers to quickly achieve cost transparency and optimization of their technology spend with implementation and native, out-of-the box reporting. Apptio is also bringing its technology planning and forecasting expertise to both its Cloudability and Targetprocess products with the launch of Cloudability Financial Planning and Targetprocess Labor Financial Management solutions. Additionally, Apptio and IBM are launching the first technical product integration between Cloudability and IBM Turbonomic.

Apptio is seeing an increasing evolution in the market, as more advanced organizations are consistently applying TBM best practices to align technology investments to business strategy and value, while others are still working out of spreadsheets and don't have visibility into their technology costs.

"As a large organization, while we share a singular focus on making sound strategic technology investments, different teams are moving at different paces in their processes," said Dinesh Keswani, Chief Technology Officer at Nomura. "With Apptio, we can take advantage of platform capabilities that serve our overall TBM journey."

Apptio is in the position of being able to respond both to companies needing advanced TBM capabilities, like consumptive showback, hybrid cloud planning and forecasting, and value stream management, as well as those just getting started or needing to quickly react to a budgeting or planning cycle.

"Organizations are under pressure to optimize their technology investments either by cutting costs or redirecting those funds to innovation, whether they're well along their TBM journey or just starting to move away from manual spreadsheets," said Eugene Khvostov, Chief Product Officer at Apptio. "What we're announcing today is an evolution of the Apptio portfolio to meet practitioners where they are and give them a path to reach their long-term goals."

Apptio is releasing new products and features across its SaaS application portfolio composed of ApptioOne, Cloudability, and Targetprocess.

### **Apptio Cost Management Product Launch**

Apptio Cost Management enables new customers to get started quickly with their first IT financial management solution by easily surfacing foundational cost transparency. This new offering enables organizations to better understand their key technology spend drivers at the application, product, or business unit level, replacing error-prone spreadsheets and enabling organizations to make smarter decisions about their technology budgets. Available today, Apptio Cost Management leverages a prescriptive onboarding process focused on delivering actionable insights within the first 30 days.

### **ApptioOne Platform Improvements**

New usability and performance improvements deliver richer and faster insights into the technology spend of ApptioOne and ApptioOne Plus customers.

- Precision Calculation is an algorithmic advancement for processing complex costing calculations, which enables organizations to run more rigorous analyses on large datasets in minutes instead of hours.
- Usability improvements to the new Apptio TBM Workbench delivers a simpler and more flexible way for end users to input and enrich data in ApptioOne and ApptioOne Plus, resulting in better data automation and reduced operational effort.

## **Targetprocess Labor Financial Management Product Launch**

This new solution fills a gap in the market by bringing accurate labor data from Apptio Targetprocess, a Enterprise Agile Planning tool leader, to technology finance processes, to improve how a company measures, plans, and invests in their workforce. This solution provides financial insights into labor allocations, labor capitalization, and labor forecasts to make informed decisions without the need for spreadsheets or other time-tracking tools. It leverages Apptio Targetprocess' visibility into the actual work being done and how it aligns to business objectives, fostering collaboration between finance and PMO teams.

## **Cloudability Financial Planning Product Launch**

After a successful Beta program in 2023 with over 100 participants, Cloudability Financial Planning is a much-anticipated new product generally available this quarter. Cloudability Financial Planning enables cloud leaders to create forecasts, streamline planning collaboration, and improve team accountability for budget targets. This product brings Apptio's market-leading investment planning expertise to cloud leaders. It's designed to replace disjointed, manual processes with robust tooling that increases planning agility and confidence in cloud budgets.

## **IBM Turbonomic and Cloudability Integration**

After multiple joint customer implementations, Apptio and IBM are launching the first technical product integration between Cloudability and Turbonomic. Key optimization metrics from Turbonomic will be visualized within the Cloudability interface to facilitate deeper cost analysis and savings. Combining Cloudability and Turbonomic helps FinOps practitioners solve their top challenge of empowering engineers to automate actions to improve collaboration across engineers and FinOps teams. The combination of Cloudability and Turbonomic empowers organizations to maximize the value of their cloud investment while providing elasticity and optimal performance of their cloud applications.

## **Apptio BI Enhancements for Cloudability**

Apptio BI is the next generation reporting and analytics tool for the Apptio platform. It brings together data from all Apptio products into one reporting surface and is included at no added cost with all products. Apptio is announcing more than 20 cloud-focused features and improvements for Cloudability customers, who can now take advantage of enhanced levels of data visualization (including treemaps, interactive drills, table hierarchies, and subtotals) and customization (including calculated metrics and compound filters). These enhancements provide cloud practitioners with deeper cloud spend analytics, improved collaboration tools, and more dynamic, interactive data visualizations.

## **Container Cost Management Enhancements**

Apptio is expanding Cloudability's container management capabilities and strengthening its ability to help practitioners manage an increasingly complex cloud ecosystem. This launch includes extending the leading container cost insights capabilities to

ROSA (RedHat OpenShift on AWS), helping customers allocate these costs as part of a monthly chargeback and optimized to reduce operational costs. Additionally, Cloudability now adds the ability to [analyze the cost contribution](#) of resources like CPU and memory and [idle cost distribution and reporting](#) in core analytics.

“At SoftwareOne, we’re dedicated to helping our clients accelerate their FinOps initiatives,” said Parker Nancollas, FinOps Practice Lead, North America at SoftwareOne, an Apptio partner. “Taking advantage of the breadth and depth of Apptio’s solutions, we can fully support our clients’ FinOps practices from end to end. Our partnership with Apptio enables us to help our clients establish a foundation for FinOps and help extend their FinOps capabilities into new areas, such as unit economics.”

## **Additional resources**

Find out more about the 11th annual TBM Conference being hosted in Austin, Texas, this week (October 23-26, 2023), on the [TBMC23 website](#). Read additional [announcements from Apptio](#) coming out of the event.

## **About Apptio**

Apptio, an IBM company, is a 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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