

IBM Named a Leader in 2024 Gartner® Magic Quadrant™ for Cloud Financial Management Tools

IBM recognized as a Leader based on Completeness of Vision and Ability to Execute

BELLEVUE, WASH. – October 22, 2024 Apptio, an IBM Company, today announced IBM has been recognized as a Leader, for its product IBM Cloudability, in the 2024 Gartner® Magic Quadrant™ for Cloud Financial Management Tools.

IBM is ranked highest in Financial Risk Management, Forecasting and Estimation and Driving Business Value Use Cases in the 2024 Gartner Critical Capabilities for Cloud Financial Management Tools. As referenced in the 2024 Gartner Critical Capabilities for Cloud Financial Management Tools, “Infrastructure and operations leaders should expand their shortlists to include these offerings.”

As stated in the Magic Quadrant report, “Leaders distinguish themselves by offering a service suitable for strategic adoption and having an ambitious roadmap. They can serve a broad range of use cases, although they do not excel in all areas, may not necessarily be the best providers for a specific need and may not serve some use cases at all. Leaders in this market have appreciable market share and many referenceable customers.”

“We have consistently put innovation at the forefront of our roadmap as we look to support our customers in an evolving technology landscape,” said Ajay Patel, General Manager, Apptio (an IBM Company) & IT Automation. “It’s no secret that technology advancements in AI and cloud, are requiring businesses to not only be agile, but efficient and precise when it comes to their technology budgets. We believe this recognition by Gartner is a proof point of our commitment to meeting our customers’ needs not only today, tomorrow and beyond.”

IBM Cloudability enables organizations to bring financial accountability to cloud, enabling IT, finance and DevOps teams to tune cloud deployments for speed, cost, and quality. It is built to help businesses improve the unit economics of cloud and translate cost and operational data into performance indicators that reveal the business value of cloud investments.

[Download the full report](#)

[Learn more about IBM Cloudability](#)

GARTNER is a registered trademark and service mark of Gartner and Magic Quadrant is a registered trademark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Apptio, an IBM Company

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 help 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.

Media Contact:

Jas McDonald

IBM

jas.mcdonald@ibm.com

<https://stage.mediaroom.com/ibmnewsroom/2024-10-22-IBM-Named-a-Leader-in-2024-Gartner-R-Magic-Quadrant-TM-for-Cloud-Financial-Management-Tools>