



# Empowering your TBM program

## KPMG Technology Business Management services enabled by Apptio



### Drive value, insights, and optimization

Technology Business Management (TBM) is the business program that leverages Information Technology (IT) Financial Management tools and processes to drive value, insights, and optimization to the organization. In order to transform your business, regardless of budget increases, you have to manage your budget with the ability to pivot from one area to another to drive value to your business and customers.

### Why technology business management?

To maximize value, IT must evolve from a service provider to a strategic business leader through true transformation. The chief information officer (CIO) must consider both the current state of IT and the future needs of the business in order to define a specific path for this journey. TBM can help you:

- Run IT like a business such as an external service provider
- Drive innovation and shift from cost to value
- Enable service economics
- Rationalize applications based on Total Cost of Ownership
- Evaluate the cost of moving to a cloud/hybrid environment.

TBM is also an enabler during times of uncertainty along with times of growth as it helps with identifying areas to cut costs, repurpose funds, and manage costs while transforming business for the digital future.

**55%** of technology leaders are reporting budget increases (up 6% from 2018). The driving forces behind investment continue to be cybersecurity, automation, digital transformation and data.




**58%** of organizations transforming their products or services are more likely to have had a technology budget increase than their peers. It seems making radical changes to products, services, and business models seems to be happening broadly without extra investment. CIOs are saving in one area and investing in others.

**37%** of organizations focused on saving money, almost half (45%) had budget increases suggesting that many CIOs are investing to save, for example through automation

— Harvey Nash/KPMG CIO Survey 2019: A Changing Perspective

### KPMG and Apptio

KPMG and Apptio have been alliance partners since 2012. Apptio is a SaaS-based TBM solution purpose built for CIOs to bring visibility and manage all IT costs to support better decision-making. Apptio and TBM standards provide:

-  Self-Service Analytics | Actionable Insights | Predefined Reports and Key Performance Indicators
-  Industry Standard Taxonomy and Allocation Model
-  Data Ingestion, Normalization, and Machine-Learning Driven Data Mapping.



KPMG and Apptio helped us develop, implement, and refine our TBM cost model by rolling out Cost Transparency, Bill of IT, and SaaS Insights, which led to more than \$5 million in cost savings and adoption of TBM within our organization.”

A large Healthcare Life Sciences client



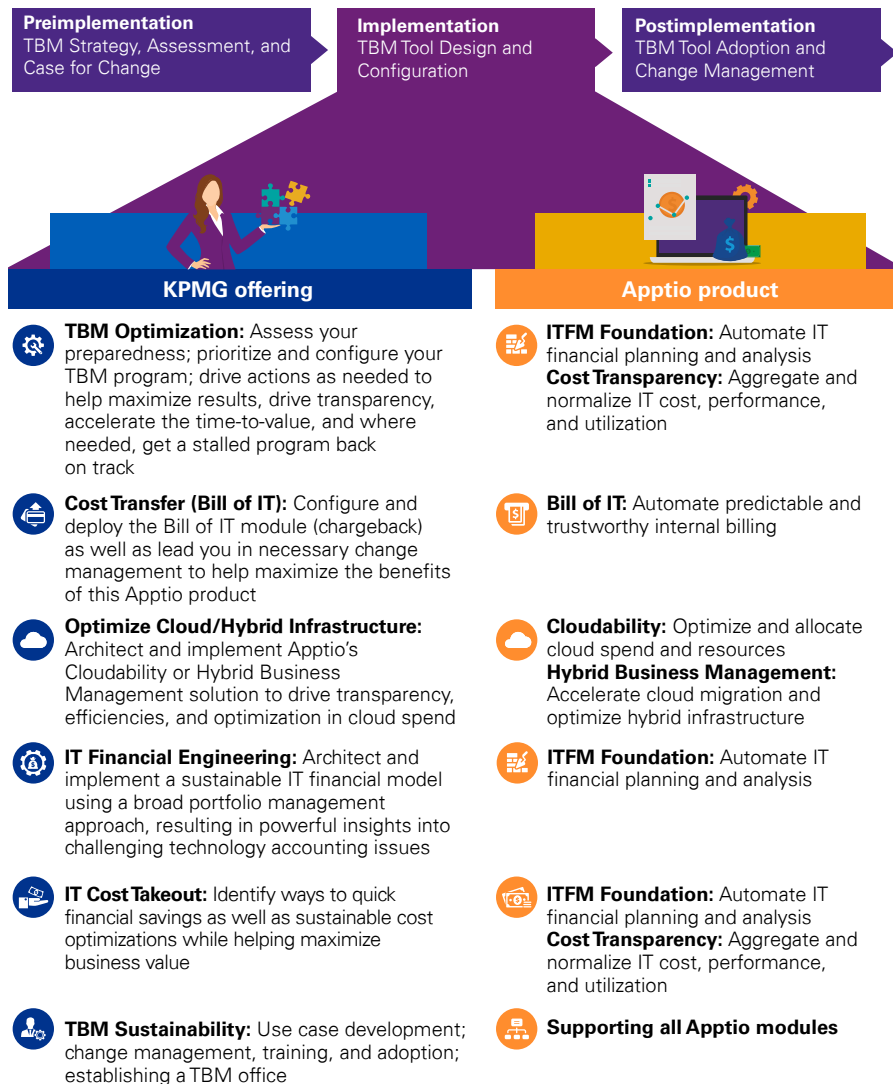
Spending on IT financial management tools is expected to grow at an estimated 19 percent compound annual growth rate over the next five years, according to researcher Gartner. But Apptio, the undisputed 800-pound gorilla in a market...”

Clif Boulton, CIO.com

CIO.com article by Clint Boulton on January 10, 2019

## KPMG has six offerings to enable TBM using Apptio

KPMG CIO Advisory Services leverage Apptio's TBM software to deliver complete TBM offerings to large IT organizations globally. KPMG works with our clients to drive value and client adoption.



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## What makes KPMG different?

### Dedicated TBM practice

**KPMG has invested in dedicated resources to deliver our TBM services.**

KPMG member firms have the breadth of services and cross-functional skills to cover the technology, operations, business, and finance-related aspects of engagements.

### A leader in TBM

**KPMG LLP (U.S.) is a founding partner of the TBM Council;** we are a premier partner of leading TBM vendors and actively participate on the TBM Council Standards Committee.

### Apptio partner recognition since 2012

**2013 and 2014** Partner of the year  
**2015 and 2016** Global partner of the year  
**2016** Sales partner of the year  
**2017** Strategy partner of the year  
**2018** Strategy partner of the year

### Objectivity

KPMG member firms understand risk and can provide an objective and experienced viewpoint throughout our engagements (from initial assessments to the software selection process).

### 70+ TBM professionals worldwide

We leverage concentrations of resources in the **KPMG Ignition Center** and **KPMG Global Services in India**, enabling us to support projects globally.

### Accelerators

**KPMG has developed accelerators** to speed up delivery time and reduce implementation costs.

### Experience

KPMG member firms have successfully delivered **100+** TBM engagements globally.