

Apptio Announces Enhancements to TBM Suite to Further Align IT with Business Objectives

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New Release Focuses on Accelerating Adoption of TBM Best Practices, Visualizing Data More Clearly and Sharing Insights More Easily

London, UK - June 13, 2013 - Apptio announced today several significant updates to its on-demand solution for Technology Business Management

(http://www.apptio.com/why-tbm?utm_source=PressRelease&utm_medium=PR&utm_campaign=SeriesE) (TBM), an emerging category of tools and analytics that help CIOs manage the business of technology. Apptio established the category and continues to lead it on the strength of its next-generation technology, proven methodology, vendor neutrality, and a fast-growing community of users. The company's latest software updates improve how customers adopt and apply TBM best practices, visually represent IT management data, and share important findings with business stakeholders.

"This release further establishes our market leadership," said Chris Pick, chief marketing officer at Apptio. "We worked with our large customer base—experienced TBM users across several industries—to improve the features and capabilities that matter most to them. All of our customers will benefit from the automation of established best practices, and new customers will find their adoption of TBM to be greatly accelerated."

The discipline of TBM maximizes the value of a company's IT investment portfolio by combining the informed management of technology supply and demand with big data analytics and benchmarking. The result is a level of transparency and rigor that changes the conversation between CIOs and their business-side stakeholders. Technology leaders become business leaders when they speak in credible, insightful terms about costs and usage, and when they tie investments to specific business outcomes.

With this set of software updates, Apptio has automated many established TBM practices, making it faster and easier for new customers to lay a strong foundation of transparency and start focusing on strategic goals—such as transforming IT into a services organization—in weeks instead of months. This release includes 17 new, out-of-the-box components that enable customers to manage data quality better, achieve transparency into IT service costs faster, and present information and insights that are more readily consumable by stakeholders in a variety of business roles.

Advanced users have proven ways of getting started with TBM even when their IT cost data are far from perfect. In the latest release, Apptio has built in a set of new data quality dashboards that allow users to segregate data based on self-defined parameters like freshness and completeness, use the best available data to inform their analytics immediately, and obtain clear guidance on how to improve the remaining data over time, if required.

Customers commonly look to visual representations of data to help them identify valuable insights for running the business of technology. Apptio now offers several new ways to present data in visuals that make insights easier to discover. New charting features, including waterfall and overlay charts, help turn raw data into clear and understandable business content.

Once customers have identified valuable insights from the data, they typically need to communicate them in a language that business stakeholders can easily consume. New features in this update make it easy to customize reports by role and to share charts, tables and reports in the most commonly used document formats. For instance, Apptio now allows users to export reports from Apptio directly into Microsoft PowerPoint slides and then update them with a click—saving massive amounts of time compared to the common practice of building frequently required management reports from scratch. Reports can be refreshed with ease, even on a daily basis.

“We’ve been using Apptio for more than two years,” said Lance Warner, TBM architect at First American Corporation. “Incorporating these new business-centric functions will save us time in gathering and correlating data, as well as help turn our insights into clear, presentable information. Additionally, these changes will make displaying and socializing our results easier than ever before.”

Apptio recently closed a \$45 million Series E funding round (http://www.apptio.com/news/apptio-closes-45-million-series-e-funding-round#.UbZ0yBvn_BQ), which allows the company to continue to innovate across its technology platform and expand operations globally.

About Apptio

Apptio is the leading independent provider of on-demand Technology Business Management (TBM) solutions for managing the business of IT. Apptio enables IT leaders to manage the cost, quality and value of IT Services by providing deep visibility into the total cost of IT services, communicating the value of IT to the business through an interactive [Bill of IT™http://www.apptio.com/applications/bill-of-it?utm_source=PressRelease&utm_medium=PR&utm_campaign=SeriesE], and strategically aligning the planning, budgeting and forecasting processes. Apptio's TBM solutions play a critical role in helping companies understand and drive chargeback, virtualization, cloud and other key technology initiatives. Global enterprise customers such as Bank of America, Boeing, JPMorgan Chase, Microsoft, St. Luke's Health System, and Swiss Re rely on Apptio® products and services to reduce costs and align IT with business priorities. For more information, visit the Apptio website or the Apptio blog.

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