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.

- **TBM Optimization**: Assess your preparedness; prioritize and configure your TBM program; drive actions as needed to help maximize results, drive transparency, accelerate the time-to-value, and where needed, get a stalled program back on track
- **Cost Transfer (Bill of IT)**: Configure and deploy the Bill of IT module (chargeback) as well as lead you in necessary change management to help maximize the benefits of this Apptio product
- **Optimize Cloud/Hybrid Infrastructure**: Architect and implement Apptio’s Cloudability or Hybrid Business Management solution to drive transparency, efficiencies, and optimization in cloud spend
- **IT Financial Engineering**: Architect and implement a sustainable IT financial model using a broad portfolio management approach, resulting in powerful insights into challenging technology accounting issues
- **IT Cost Takeout**: Identify ways to quick financial savings as well as sustainable cost optimizations while helping maximize business value
- **TBM Sustainability**: Use case development; change management, training, and adoption; establishing a TBM office

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
- 2012 Partner of the year
- 2013 and 2014 Global partner of the year
- 2015 Sales partner of the year
- 2016 Strategy 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.

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