

Deploying Technology Business Management (TBM) model at IBM

Challenge

The IBM Chief Information Officer (CIO) initiated needed a way to analyze business costs and spending optimization in order to reallocate the IT budget toward transforming the hybrid cloud environment. This would address:

- unaligned IT and business goals
- nontransparent IT spending
- opaque application total cost of ownership
- public cloud sprawl
- increased transformation costs

Solution

The CIO organization leveraged Apptio integrated suite to deploy the TBM model. The journey started in 2021 with a proof of concept.

The Apptio initiative increased cost transparency and enabled the CIO organization with application total cost of ownership (TCO) visibility by supporting data-driven decisions based on true costs of applications and real time business insights.

Outcomes

The Apptio transformation journey has provided insights for:

- Application TCO data
- Stranded IT cost
- Third-party software expenses

\$200M in savings

- **Using App TCO data to rationalize portfolio**
- **Reduced stranded IT cost and re-invested in transformation funding**
- **Reducing redundant 3rd party software expense**
- **Reduced cycle time for business to see monthly financial results (on the glass)**
- **Utilizing data to set performance optimization targets**
- The Apptio integrated suite provides insights into the overall \$2.5 B USD IBM CIO IT stack

[Case Study](#)

Solution includes:



Apptio Costing (formerly ApptioOne), Targetprocess, Apptio Planning, Cloudability

“Focus on progress over perfection. The key is having transparency on the data so you can improve its quality.”

Christine Shortell
VP, CIO IT Strategy & Planning and Identity Services
IBM