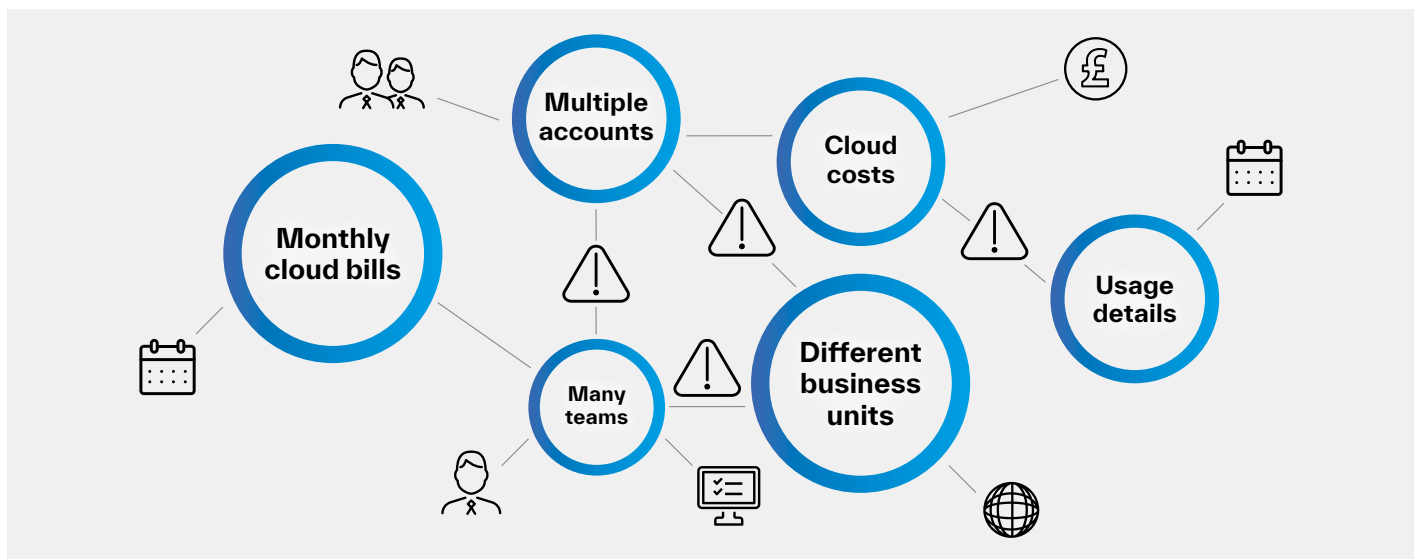


Connect Cloud Financial Management to Technology Business Management

The Challenge

You're making significant investments in public cloud solutions. How can you make sense of them and maximize your ROI?

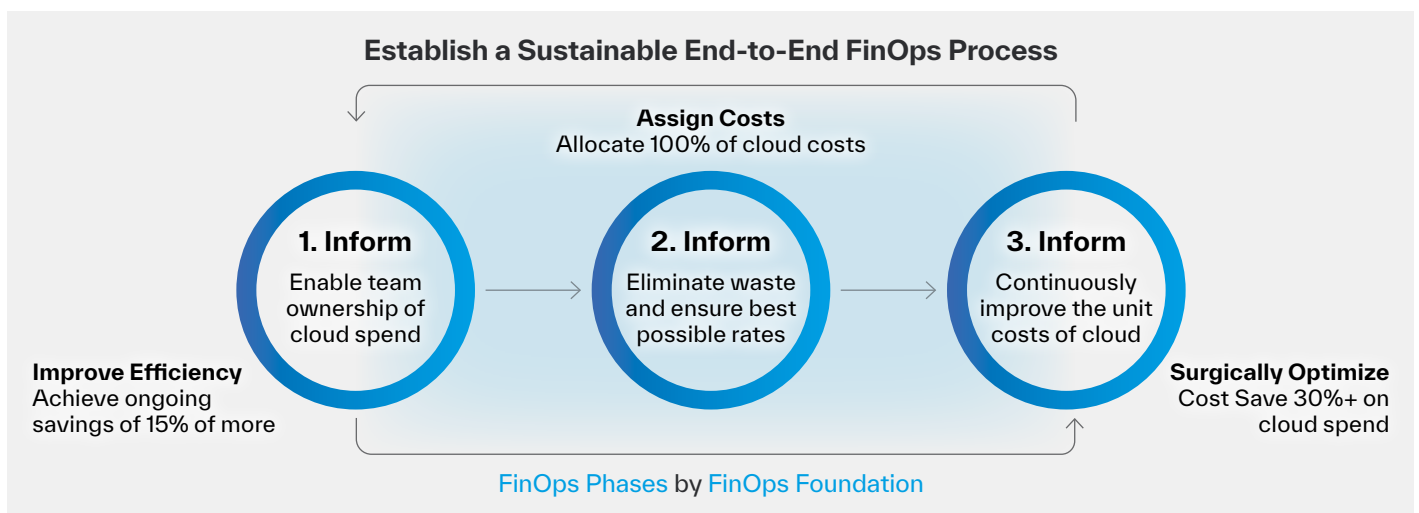
You need a better way to compare cloud costs – one that gives you visibility into cost trends and their drivers.



The Solution

By applying FinOps, the operating model for cloud, you can normalize costs across multi-cloud environments from the bottom up – effectively managing the variable nature of cloud billing.

Structured cloud data can then be applied to the Technology Business Management (TBM) discipline to connect cloud spend to an organization's broader technology strategy.



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Introducing ATUM

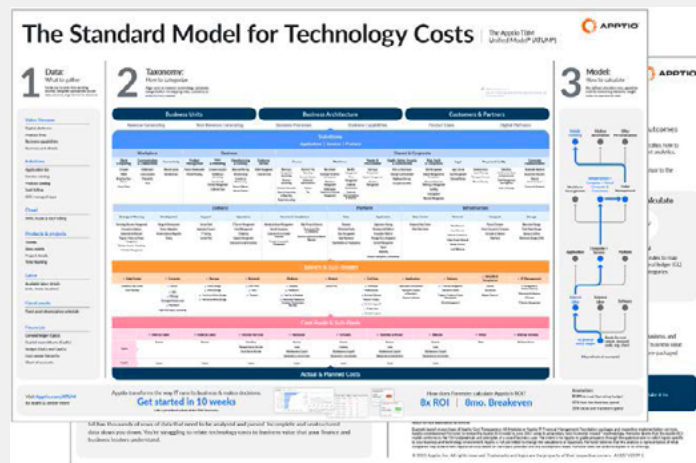
The Standard Model for Aligning Technology Investments to Business Outcomes

The Apptio TBM Unified Model® (ATUM®) modernizes your technology investment decision-making. It specifies how to marry cost data from corporate finance with operational data to produce granular, actionable technology cost analytics. ATUM empowers leaders to accelerate digital initiatives and align technology work to business outcomes. Apptio, an IBM company, developed ATUM through our experience with 1800+ customers and our role as the technology advisor to the TBM Council.

When IT leaders look beyond the cloud bill to connect cloud spend to overall technology investments, they are able to tie cloud costs back to business value, drive shared accountability with business consumers, and optimize underutilized resources.

Optimize Cloud Costs & Resources

With ATUM and IBM Cloudability, the market-leading FinOps solution, IT leaders can make fast, informed usage and purchase decisions for their public cloud. Cloudability brings together the FinOps and TBM disciplines and provides comprehensive analytics to manage and optimize cloud program spend to maximize cloud unit economics and fuel innovation.



“Apptio helped us to gain transparency within the IT cost planning process on a management level – specifically in the cloud sector. We can see the actual costs in relation to our budget and can focus on monthly variances.”

Lars Oliver Lange, Team Lead IT-Controlling & Management, Hermes Group



How can you use this poster?

Shape conversations with your IT, Finance, and business unit partners about cloud economics. Get a digital copy and request physical posters for colleagues at Apptio.com/Cloud.

Connect Cloud Financial Management to Technology Business Management

Organizing Taxonomy & Cost Model

