



EDUCATION SERVICES
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APPTIO UNIVERSITY

Elite TBMA Case Study Submission

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Drove business value using Apptio

7/19/2021 R12.8

Increased the direct consumption charges to the Business Units from 31% to 85%

Before

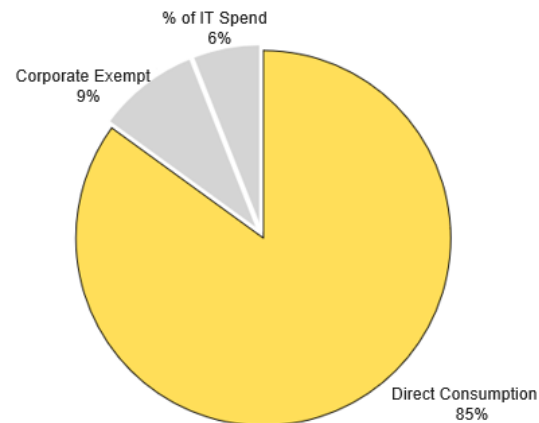
After

Pre-TBM Implementation



vs.

Bill of IT





Procedures

Overall TBMO Output

Creation of a Chargeback Model and a Bill of IT

We utilized Apptio to create a Cost Transparency model that ultimately mapped IT costs to their respective applications and services. From there, Business Units could be charged for their specific consumption based on a per-unit pricing of the applications and services they were using.

My Actions

Data Gathering

I led workshops with various subject matter experts to obtain the data necessary to input into model. I worked with them to align their own datasets to the appropriate Apptio terminology and created mapping files to include IT Resource Towers and Cost Pools in their model

Report Building

We created over 20 custom reports and 15 out-of-the-box reports that were customized. They provided important KPIs and graphs for easy to digest information. I focused on creating reports for Business Units so that each BU could break down their costs by application or service to understand direct consumption. Bill IT invoice
Detailed invoice – popular OCTP report



Results

Understanding the Value of IT

In the beginning, there was a mandate that allowed the business the option to opt-out of shared services, but through utilizing Apptio and creating a Bill of IT, **no Business Unit opted out**

Increased Trust in IT from the Business

Our initial survey of the business about IT returned the lowest scores we have ever seen. However, by the end they could understand **WHY** they were being charged and change their own bill by limiting consumption.

True-Ups Created

As Business Units used to be charged a single amount with no explanation, now they can be charged based on a price of a service or application and be confident that they are not being overcharged as there is an annual credit/charge based on what the true price was that year.



Lessons Learned

- ☐ Starting with raw data is important for the replicability of the model in the future – make sure data is coming in in a reliable way and that everything is validated
- ☐ Consistent communication between the TBM Team and the Service Owners is fundamental for success
- ☐ If the executives require the implementation, it can create a faster process with more people in the business involved.
- ☐ Data relationships must be granular enough to support the proper allocation of dollars, but not unnecessarily granular to keep in mind the performance of TBM studio and calculation times.

THANK YOU