

Apptio: The Business Management System of Record for Hybrid IT

Apptio transforms the way IT runs its business and makes decisions

About Apptio

Apptio (NASDAQ: APTI) is the business management system of record for hybrid IT.

We transform the way IT runs its business and makes decisions. With our cloud-based applications, IT leaders manage, plan and optimize their technology investments across on-premises and cloud.

With Apptio, IT leaders become strategic partners to the business by demonstrating value of IT investments, accelerate innovation and shift their technology investments from running the business to digital innovation.

Hundreds of customers, including more than 40 percent of the Fortune 100, choose Apptio as their business system of record for hybrid IT.

Our Customers

Apptio serves more than 360 global enterprise customers across industry verticals, including many of the largest companies in energy, aerospace, healthcare, financial services and hi-tech. Customers include: Clorox, RBS, First American, AT&T, Hilton, Cisco, HP, Cox Enterprises, ExxonMobil, KeyBank and Microsoft to name a few.

Product Overview

Powering Apptio's applications is a next generation, in-memory cost analytics platform that takes data directly from financial, operational, and billing systems, and powers applications that give customers deep insight. This insight spans infrastructure, applications, and business services, both on-premises and in the cloud.

Applications within Apptio's TBM Suite include:

- **Apptio Cost Transparency** connects IT spending with business outcomes to give IT leaders a single, comprehensive view into their technology business. These insights reveal what is driving costs across their IT towers and how IT is being consumed by their business units.
- **Apptio IT Benchmarking** compares IT unit costs, spend ratios and other key metrics to benchmark data from over 3,400 companies around the globe. This gives customers the industry cost comparisons they need to validate their budgets and highlight areas that need more attention.
- **Apptio Business Insights** enables IT leaders to prioritize technology decisions based on their financial benefits. It provides powerful analytical tools so companies can find and demonstrate more efficient ways to deliver infrastructure, applications and services.
- **Apptio Bill of IT** delivers a monthly itemized report of business unit consumption and costs of IT services, applications, technologies and projects. This helps customers communicate the value of IT systems and shape future demands according to cost and value.
- **Apptio IT Planning** helps shorten the annual IT planning cycle by automating the processes of submitting, aggregating, and analyzing business demand estimates and distributed IT budgets for both operating and capital requirements. By providing a service-oriented view of the budget, business partners can understand IT spending in familiar terms.

Leadership

- Sunny Gupta
FOUNDER AND CHIEF EXECUTIVE OFFICER
- Kurt Shintaffer
CHIEF FINANCIAL OFFICER
- Ted Kummert
EVP OF ENGINEERING AND CLOUD OPERATIONS
- Chris Pick
CHIEF MARKETING OFFICER
- Larry Blasko
CHIEF REVENUE OFFICER
- Britt Provost
VP OF PEOPLE AND CULTURE
- Erez Yarkoni
EVP, CUSTOMER OPERATIONS
- John Morrow
EVP, CORPORATE DEVELOPMENT AND GENERAL COUNSEL

Key Facts

Apptio was founded in November 2007 and is headquartered in Bellevue, Washington with offices across the U.S., Western Europe and Asia Pacific. Apptio currently has more than 650 employees.

Apptio founded the [Technology Business Management Council](#), a nonprofit organization comprised of thousands of CIOs and senior IT leaders. It is led by the CIOs of organizations like ExxonMobil, HP, Nationwide Building Society, and Microsoft. The Council holds a global TBM Conference each year gathering together the world's leading IT executives for a dedicated TBM event. Apptio remains the Council's technical advisor.

Our Partners

Our partners have a track record of successfully helping customers improve the effectiveness and efficiency of their IT operations. Some of Apptio's key partners include: Cask, Ernst & Young, Evergreen Systems, ISG, KPMG, Maryville Technologies, ServiceNow, and UXC.



IT Financial Metrics Primer

Eleven Essential Metrics for Optimizing the Business Value of IT

[Download the Executive Brief](#)