TBM CONFERENCE 2017

Demonstrating Value with Apptio Cost Transparency & IT Benchmarking

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Forward-looking statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and the Private Securities Litigation Reform Act of 1995. Forward-looking statements include statements concerning our future financial performance, our strategy, industry trends, growth rates and challenges in our business and in the TBM market, planned product enhancements and updates, and future products and services. Forward-looking statements are subject to known and unknown risks and uncertainties and are based on potentially inaccurate assumptions that could cause actual results to differ materially from those expected or implied by the forward-looking statements. Actual results may differ materially from the results predicted, and reported results should not be considered as an indication of future performance. The potential risks and uncertainties that could cause actual results to differ from the results predicted include, among others, those risks and uncertainties included under the caption "Risk Factors" and elsewhere in our filings with the U.S. Securities and Exchange Commission, including, without limitation, our Form 10-Q filed with the SEC on May 5, 2017. All information provided in this presentation is as of the date hereof, and we undertake no duty to update this information unless required by law.

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> Before Apptio, it was incredibly difficult to model different scenarios and explain them to all the different groups we talked with.
>
> *– Gerry Imhoff, Maritz*

What we hear from the Office of the CIO

- Overspend surprises or budget clawbacks due to underspend
- Staff and labor are inconsistently and inefficiently allocated
- Cloud spend accelerates without warning, eating into budgets
- IT investment decisions don't consider future year cost impact
- The business consumes IT like it's free, crowding out funding for innovation and growth

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Cost Transparency®

Informed Decisions

based on a single system of record to manage IT cost and output

Common Language

by communicating in terms the business understands

Demonstrated Value

to quantify what IT is delivering to the business

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Funding Innovation

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APPTIO Cost Transparency® | Key Benefits

RUN

- Proactively manage IT spend to budget
- Make informed staffing decisions
- Understand infrastructure cost & trends
- Prioritize public cloud decisions

GROW

- Align project resources to business priorities
- Manage application portfolio for business value
- Drive shared accountability of IT costs with the BU

TO MANAGE YOUR IT PRIORITIES

Justify Budget | Modernize Infrastructure | Shift to Cloud

Build Mobile Apps | Digitize Customer Experience

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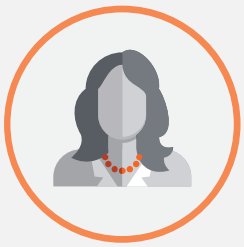
APPTIO Cost Transparency® | Value for Every Role

App & Service Owners

Manage Application Portfolio for Value

- Total cost of top 10 apps?
- Build versus run costs?
- Spending to enhance apps?

Infrastructure & Operations



Show Efficiency and Justify Spend

- Infra cost by category?
- What are my Cloud costs?
- Infra cost related to apps?

CIO & IT Leadership

Make Fact-Based Decisions to Shift Run to Grow

- IT spend on run vs change?
- Project spend on initiatives?
- Where can BU affect cost?

Business Relationship Managers

Align Resources to Business Priorities

- Spend on each BU?
- Run vs Grow with each BU?
- Spend by top BU priorities?

IT Finance

Establish Governance & Accountability

- What is IT Budget variance?
- What's fixed vs variable?
- Where can BU impact cost?

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Extend Cost Transparency with IT Benchmarking

TRANSPARENCY

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Monthly Automated Cost Calculations

BENCHMARKING

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IT Benchmarking®

Ongoing Comparison of Costs vs. Peers

Choose your own comparative peer set

Interactive Benchmarking Application

✚

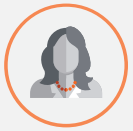
View actual costs vs. peers on-demand

Integrated Benchmarking Reports

Key Outcomes

✓ **Defend**

Office of the CIO



✓ **Optimize**

Infrastructure & Operations

✓ **Plan**

IT Finance

Trusted ATUM™ aligned data| Fresh data every 6 months| Immediate value & flexibility

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Real Results with Apptio Cost Transparency

lyondellbasell

> We jumped in with both feet. We pulled the data, started pumping it into the model, configuring rules and as planned, **we were live in eight weeks**."

COX AUTOMOTIVE™

> We went from clumsy conversations about whether we had the right numbers to **value conversations about what services they needed** and which they didn't."

SWEDISH MATCH®

> **We reduced a third of our run budget and increased discretionary spend by 20x** to compete and innovate. The business has choices, can prioritize, and then revise."

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Q&A

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Thank You!

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