

We will begin shortly

TBM Moving Beyond Costs



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TBM Council Standards Committee Member



The Technology Business Management Council

The Technology Business Management (TBM) Council connects you with a global community of executives and practitioners, research, standards, best practices, and education to propel your career and your organization.

~14K Global Members

90+ Countries

3.6K+ Companies



Education

The Council provides a variety of research, an authoritative TBM book, and multiple course offerings that prepare, strengthen, and advance member's skills and careers.



Standards

The Council creates standards of TBM practices and principals through the TBM framework, the TBM taxonomy, business-value KPIs and TBM playbooks.



Collaboration

The Council offers collaboration opportunities through our annual global conference, regional executive summits, industry strategy community meetings, teleconferences, and more.

To learn more and become a member, please visit tbmcouncil.org

Collaborate to discuss
TBM-related challenges,
share TBM best practices,
and strategies

Join Now



Join the TBM Council

- Join online at <http://www.tbmcouncil.org/join>
 - Connect with peers from our member community
 - Attend our annual global conference and regional events and networking groups
 - Access best practices and other resources on our community site
 - Take advantage of the TBM Council's education offerings and certification program
 - Take pride in contributing to the rapidly growing discipline of Technology Business Management



Be Sure to Engage Online



- Join on TBM Connect to:
 - Access past meetings recordings and presentations
 - Engage with the 400+ other Strategy Community members
 - Receive invitations to future meetings
 - Stay up to date with Community discussions

A screenshot of a web page titled "TBM Framework & Taxonomy". The page has a dark blue header with the title and a "Settings" button. Below the header is a "Community Navigator" sidebar with links for "Community Home" and "Discussions". The main content area is divided into sections for "TBM Taxonomy V4.0", "TBM Taxonomy V3.0", "TBM Taxonomy V2.1", "TBM Taxonomy V2.0", "TBM Taxonomy V1.0", and "Recent Shared Files List". Each taxonomy section lists "Definition (PDF)", "Conceptual Graphics (PPT)", and "Spreadsheet (XLS)". The "Recent Shared Files List" section has an "Add" button. On the right side, there is a "Latest Discussions List" section with two discussion items: "Standards Open Forum on June 22! Reserve your spot ..." and "TBM Council Awards - Submit Now!". The "Standards Open Forum" discussion includes a profile picture of Niketa Parandare and text about the forum details. The "TBM Council Awards" discussion includes a profile picture and a "Submit Now!" button. At the bottom of the page, there is a "TBM Connect Communities" section with a description of the communities and a "Strategy Communities" section with a description of collaborative groups.

[Join the conversation on TBM Connect](#)

2023 Charter



Mission:

Promote standard frameworks, processes and taxonomy for TBM; show alignment to new & existing operating models driven by evolving trends in technology.

Deliverables:

- Continued ServiceNow CSDM alignment
- TBM: Moving Beyond Costs
- Agile & TBM alignment
- TBM Taxonomy alignment to Security Framework (NIST)

Our Ideas Are A Response To Market Drivers

Drivers of Change

- Inflation, Interest Rates, Investor Sentiment, Change in Growth, Technology changes (AI, Cyber)

Result

- Many companies under stress, bank failures, layoffs, cost cutting, other corporate actions, embrace of disruptive technology

Communications to Investors and Stakeholders

- Enterprises are being explicit in their communications with Investors and Stakeholders, so that we can clearly see the actions they are taking and the benefits they hope to achieve
- This level of transparency is new and a key source of information for today's TBM practitioner

The Opportunity for TBM

- TBM can expand our toolset to incorporate the data sets needed to support the new efficiency programs. We highlight four areas in particular to consider for inclusion in our data models
- Forward-looking information (planning) is more valuable as enterprises change business models and the past is less relevant

Exponential Organizations

- Many of the most successful enterprises start with a “Massive Transformational Purpose” and have embraced the “Exponential Organization” model
- These expanded TBM data sets also support this model for re-invigorated enterprise growth

Expanded Metadata Categories

TBM Traditional Areas

Account / GL



Platform & Services



Customers



Organization



Expanded Meta-Data Categories

Spend Drivers



Product & Value



Location



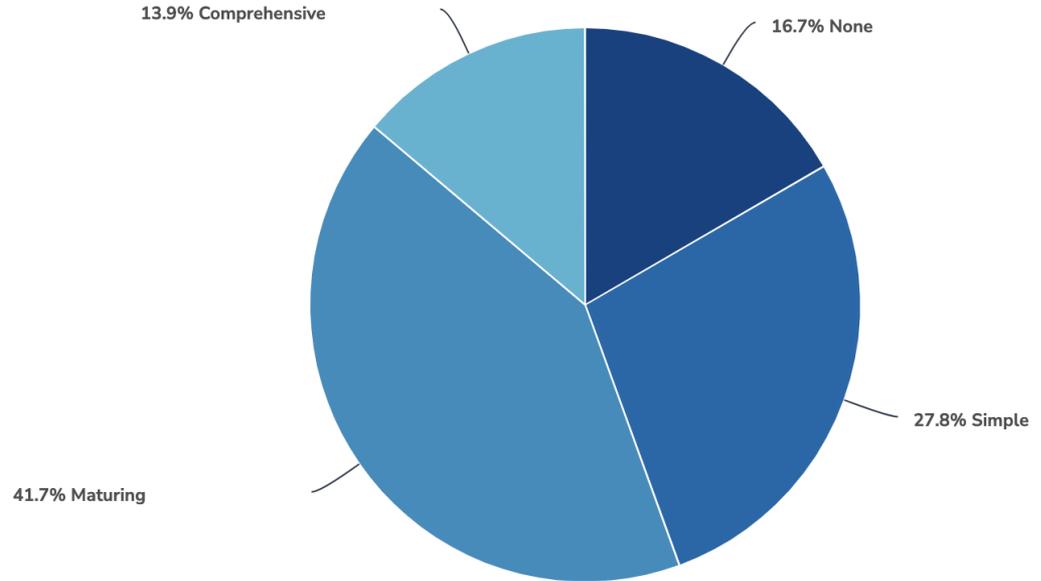
Vendor View



Labor Model Survey

Question: Which of the following best describes the complexity and maturity of labor models (labor types, rates, etc) leveraged by your technology finance department?

- **Simple:** Basic fixed, hour Basic fixed, hourly, project, and task-based rates for a small number of common roles and expertise levels
- **Maturing:** More granular details for roles, areas of expertise, skill level, contractor and consultant rates, and geographic differentials
- **Comprehensive:** Fully developed labor model with benchmarking and support for dynamic rates reflecting market supply and demand, project-based adjustments, and standardized customization accounting for scenario specific considerations
- **None:** No labor model exists or is available to our technology finance department



Metadata In Context

TBM Traditional Areas

Account / GL

- Cost of Staff
- Consultants
- SW Capitalized
- SW Costs



Platform & Services

- Services
- Platforms
- Allocation and Assignments



Customers

- External Customers Services by the Org.
- Internal Customer
- Partners



Organization

- Customer Facing Development
- Internal Systems
- ERP Systems



Potential Expansion for Efficiency Programs

Spend Drivers

- Staffing & Resourcing
- Capacity Funding
- Cloud Adoption & Consumption



Product & Value

- Product Model
- Investment Results
- Project/Program



Location

- US Based
- Non-US Based
- Onsite / Hybrid/ Remote

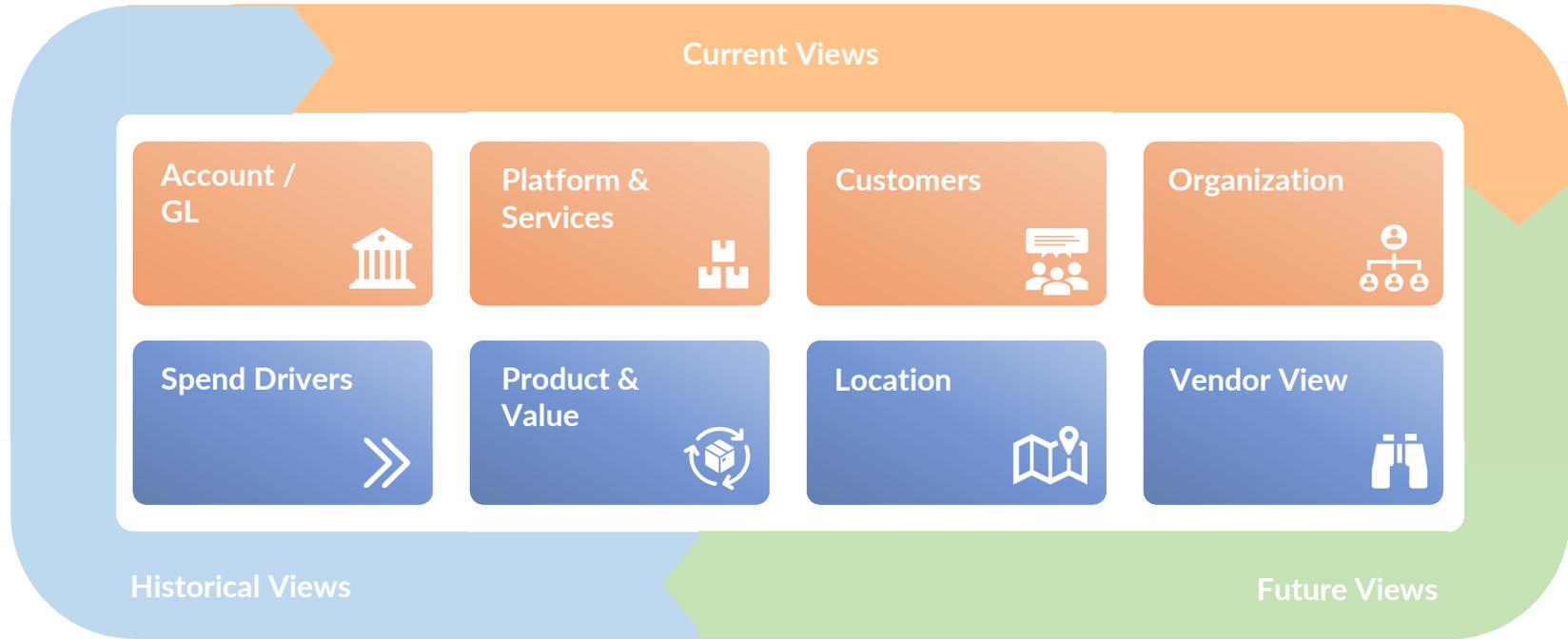


Vendor View

- High Level
- Forecast and Historical Spend
- Categorization



TBM: Change Causes Us to Look Forward



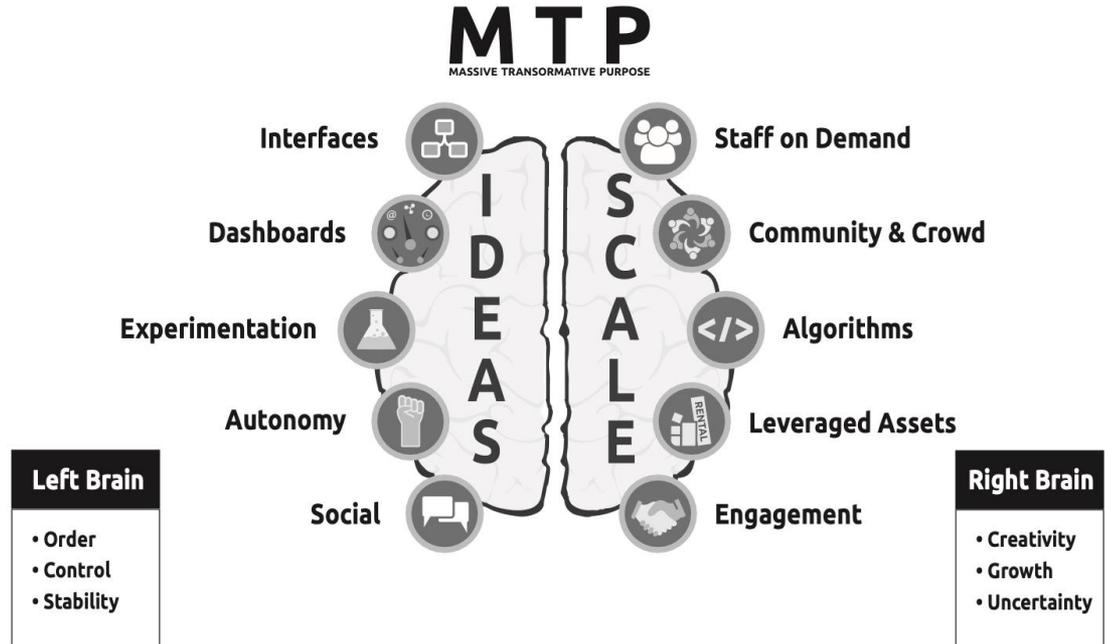
As enterprises undergo significant change, current views for rapid course correction are necessary and future views and critical to set targets to transparently communicate to external stakeholders and investors

TBM: Always Evolving

"Continuous expansion of metadata and refinement of data models beyond financials has always been an implicit responsibility of TBM practices and inherent to the mission of realizing the highest possible value from every technology investment, resource, and asset."

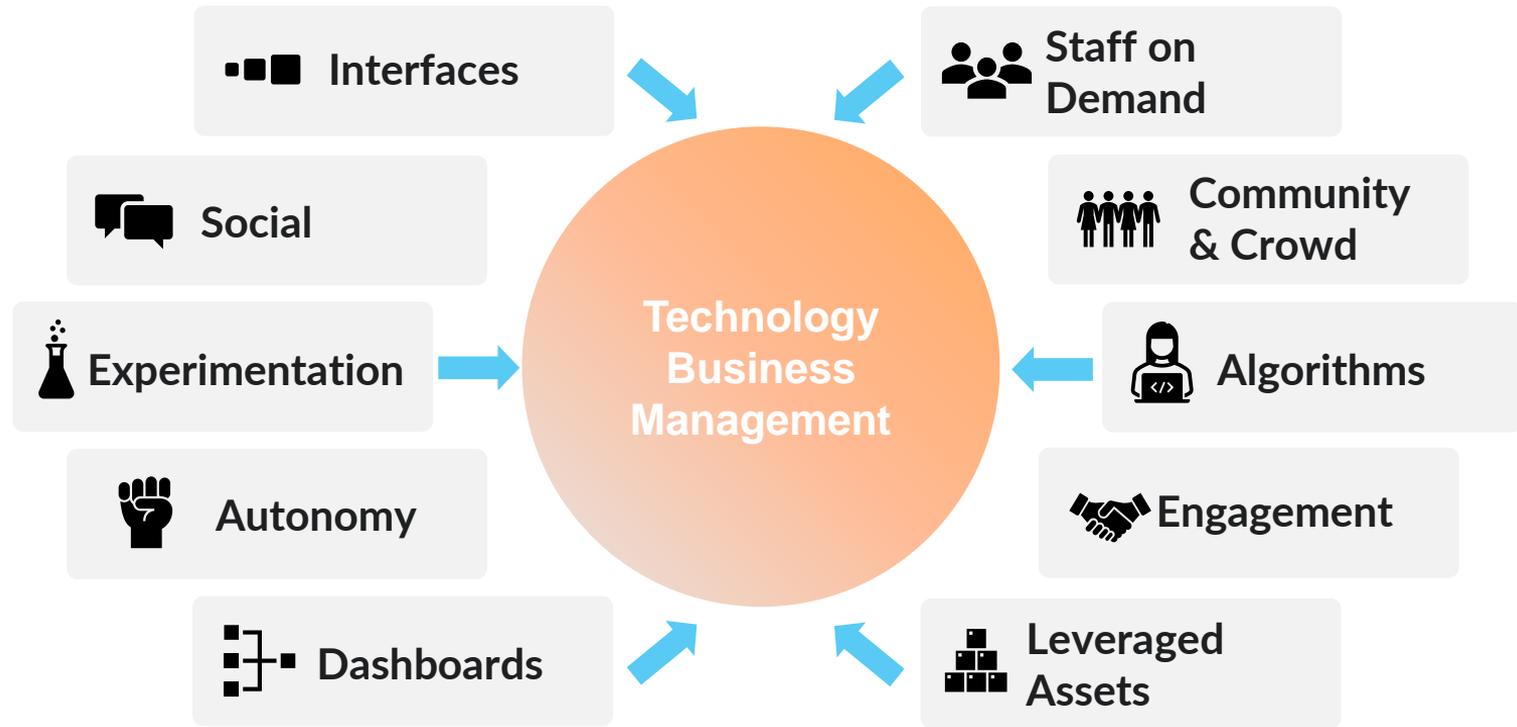
Exponential Organizations

- A Massive Transformational Purpose (MTP) is a vision that aims to make a large positive impact
- An Exponential Organization leverages technology for rapid, scalable growth
- Exponential Organizations have delivered high returns to investors compared to traditional organization models



Source: Exponential Organizations 2.0: The New Playbook for 10x Growth and Impact"

Exponential Organizations and TBM



TBM data & analytics can power the exponential organization

Coming Soon! TBM Moving Beyond Costs Whitepaper

Members Only - Apply
for your TBM Council
Membership Soon!

The screenshot displays the TBM Council Resource Center website. At the top, the TBM Council logo is on the left, and navigation links for 'About', 'Get Involved', 'Learn TBM', and 'Showcase' are on the right. A search bar is also present. Below the navigation is a dark blue header with the text 'Resource Center' and 'Content to help you learn about and adopt Technology Business Management'. A prominent orange button labeled 'SEE CASE STUDIES' is on the right side of this header.

The main content area features a grid of 12 content cards, each with a 'MEMBERS ONLY' badge in the top right corner. The cards are arranged in three rows and four columns:

- Row 1:**
 - The TBM Taxonomy** (Version 4.0): WHITE PAPER
 - Top Five Best Practices for Successful TBM Adoption**: TBM TOOL
 - Federal Government TBM Taxonomy Extension v1.0**: TBM TOOL
 - Healthcare TBM Taxonomy Extension v1.0**: TBM TOOL
- Row 2:**
 - Manufacturing TBM Taxonomy Extension v1.0**: TBM TOOL
 - State Government TBM Taxonomy Extension v2.0**: TBM TOOL
 - Banking TBM Taxonomy Extension v1.0**: TBM TOOL
 - Insurance TBM Taxonomy Extension v2.0**: TBM TOOL
- Row 3:**
 - The 2022 State of TBM Report**: TBM TOOL
 - Evolving the CFO of IT Competency Model**: TBM TOOL
 - TBM Integration Model: Agile & Product Thinking**: TBM TOOL
 - Intersection of TBM & FinOps**: TBM TOOL

Q & A





THANK YOU!

Remember:

- ✓ Take the Satisfaction survey in event app – tell us how we did!
- ✓ Become a TBM Council Member, it's FREE
- ✓ Become a volunteer!
- ✓ Join TBM Taxonomy & Framework Community in TBM Connect
- ✓ Download “TBM Moving Beyond Costs” Whitepaper on Resource Center. (Coming soon!)