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The TBM Taxonomy:
The Rosetta Stone for Finance, IT & Lines of Business

Todd Tucker

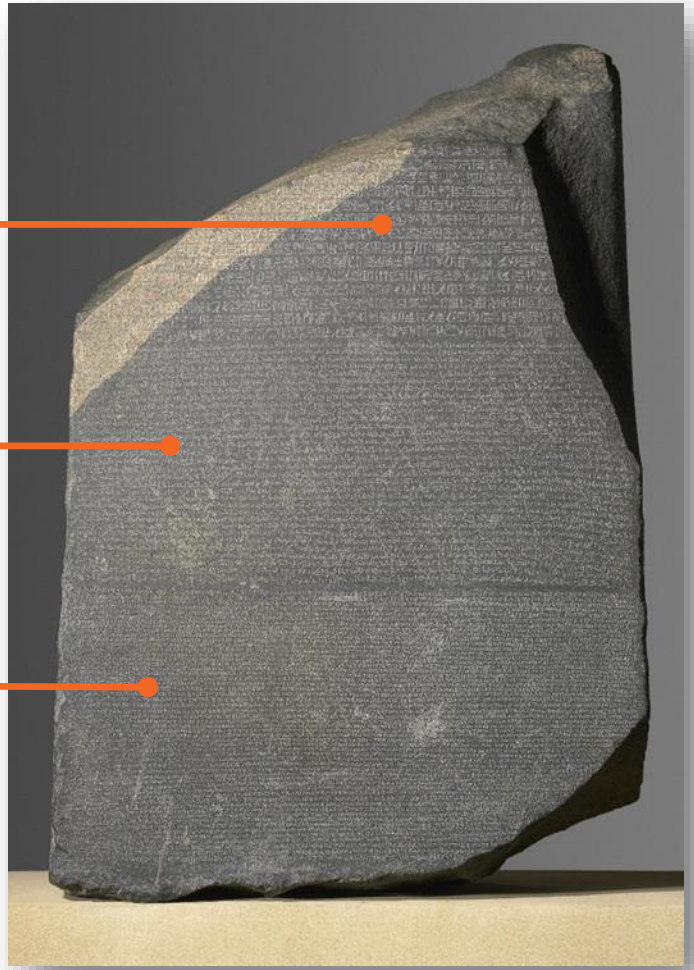
General Manager and Author, TBM Council

The Rosetta Stone

Ancient Egyptian Hieroglyphs

Egyptian Demotic Script

Ancient Greek



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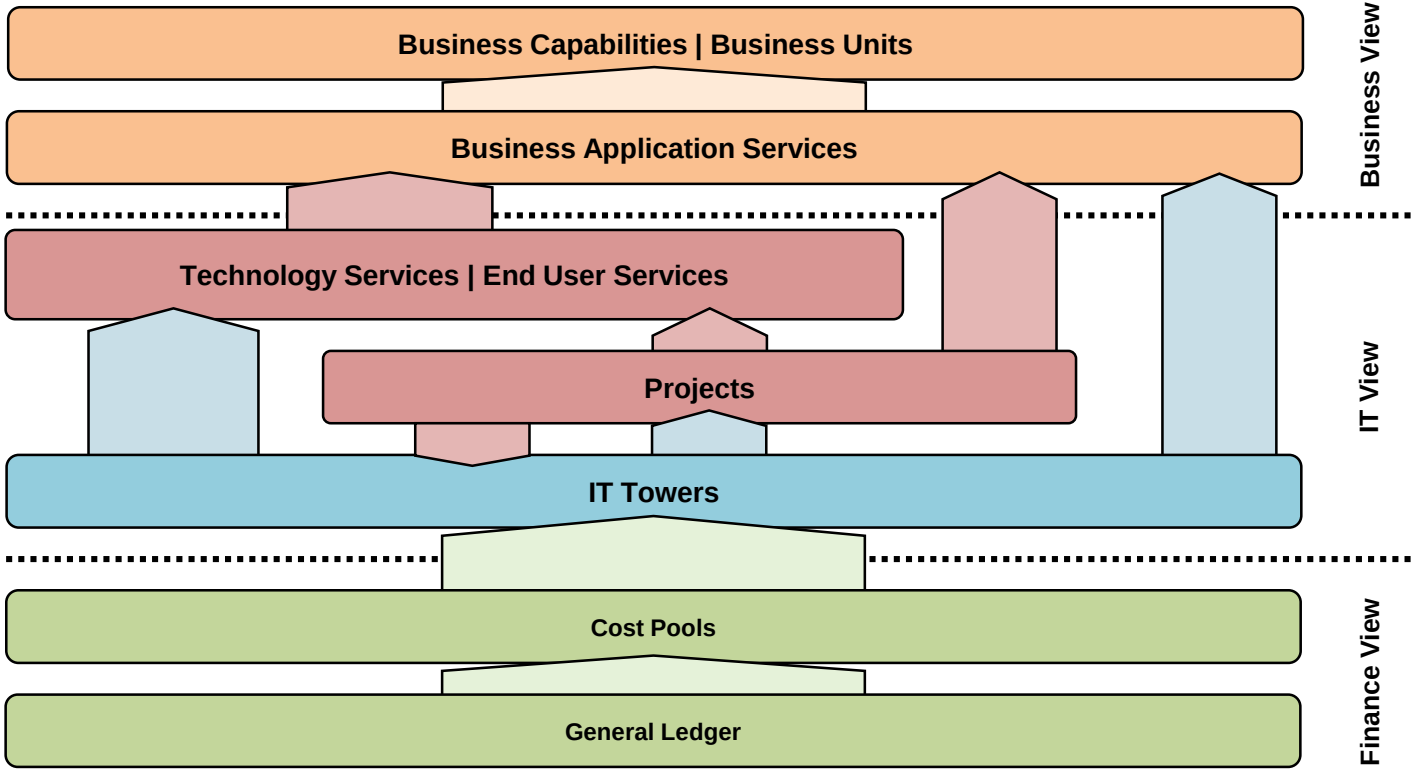
TBM Taxonomy (Conceptual)



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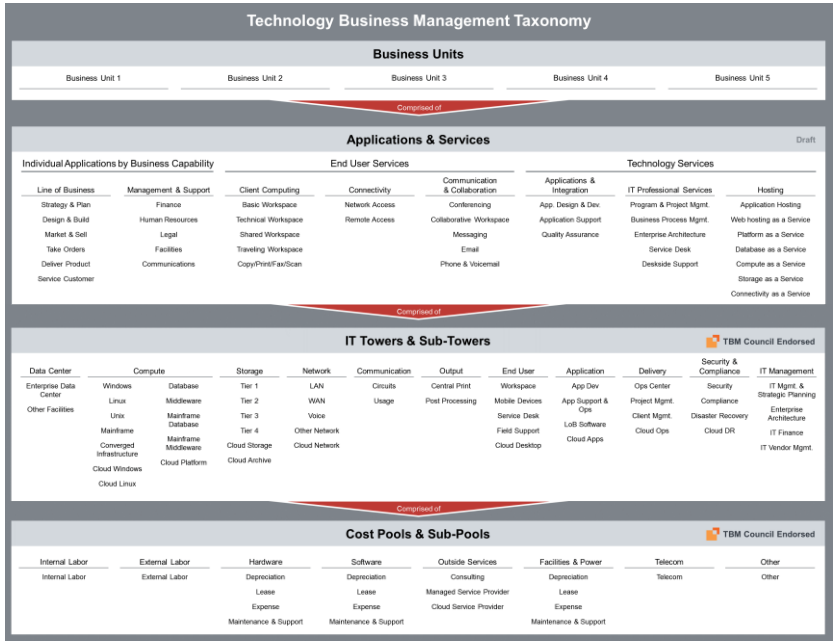
Status of TBM Taxonomy: Evolving the Standard

CIO Metrics

Working Standard May 2015



Services Taxonomy Draft
Including cloud

TBM Taxonomy 2.0 Draft
TBM Standards Committee

Cost Pools & IT Towers

Endorsed
TBM Taxonomy 1.0
May 2014

Public Cloud Services Taxonomy

SAAS

salesforce, workday., Office 365

IAAS/PAAS

amazon web services, Windows Azure, SOFTLAYER

MSPs

IBM, at&t, verizon, CSC

OUTSOURCERS

EDS an HP company, Infosys

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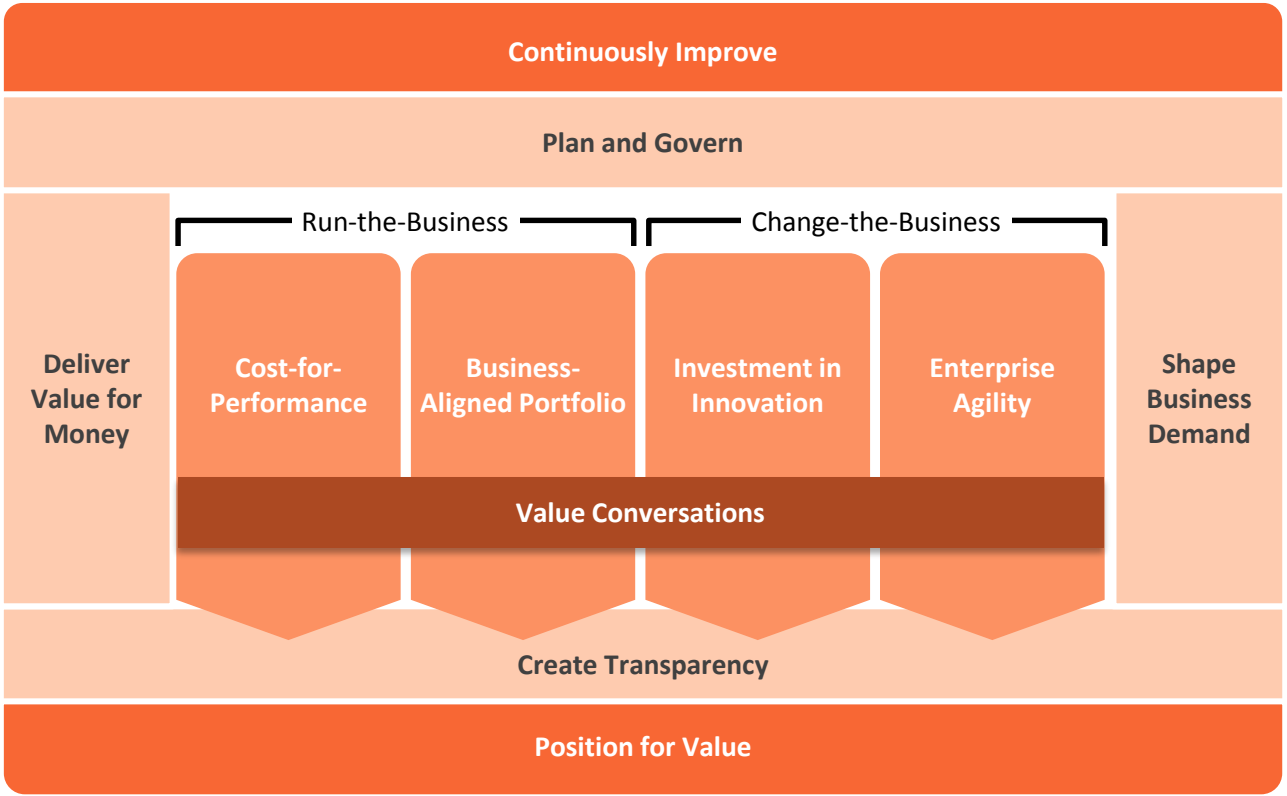
Decisions Enabled



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Introducing TBM Taxonomy Version 2.0 Draft

1

- **Evolve 1.0 to adapt to new trends and feedback**

2

- **Services transformation including cloud services**

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BUSINESS CAPABILITIES

SERVICES

IT TOWERS

COST POOLS (v2)

DRAFT

INTERNAL LABOR	EXTERNAL LABOR	OUTSIDE SERVICES	HARDWARE	SOFTWARE	FACILITIES & POWER	TELECOM	OTHER
Expense	Expense	Consulting	Expense	Expense	Expense	Expense	Other
		Managed Service Provider	Lease	Lease	Lease	Lease	
		Cloud Service Provider	Maintenance & Support	Maintenance & Support	Maintenance & Support	Maintenance & Support	
Depreciation & Amortization	Depreciation & Amortization	Depreciation & Amortization	Depreciation & Amortization	Depreciation & Amortization	Depreciation & Amortization	Depreciation & Amortization	
Capital	Capital	Capital	Capital	Capital	Capital	Capital	*For capital spend only*

Key: Rename New

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BUSINESS CAPABILITIES

SERVICES

IT TOWERS (v2)

DRAFT

DATA CENTER	COMPUTE		STORAGE	NETWORK	OUTPUT	END USER	APPLICATION	DELIVERY	SECURITY & COMPLIANCE	IT MGMT
Enterprise Data Center	***Servers*** *(Win/Linux)*	Mainframe	Distributed Storage	Data *(LAN/WAN)*	Central Print	Workspace	App Dev *(Dev/QA)*	IT Service Mgmt	Security	IT Mgmt. & Strategic Planning
Other Facilities	Unix	Mainframe Database	Distributed Tape	Voice		Mobile Devices	App Support & Ops	Ops Center	Compliance	Enterprise Architecture
	Midrange	Mainframe Middleware	Mainframe Storage	Transport		End User Software	Business Software	Project Mgmt	Disaster Recovery	IT Finance
	Converged Infrastructure		Mainframe Tape	Public Cloud Network		Conferencing & AV	Public Cloud Apps	Client Mgmt	Public Cloud DR	IT Vendor Mgmt
	Database		Public Cloud Storage			IT Help Desk		Public Cloud Ops		
	Middleware		Public Cloud Archive			Deskside Support				
	Public Cloud Compute					Public Cloud Desktop				
	Public Cloud Platform									

COST POOLS

Key: Rename | New / Change Scope | Add "Public" | ~~Eliminate~~

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Introducing TBM Taxonomy Version 2.0 Draft

1

- **Evolve 1.0 to adapt to new trends and feedback**

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- **Services transformation including cloud services**

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Introducing TBM Taxonomy Version 2.0 Draft

Services Transformation: Guiding Principles

- **Substantial**: large enough to consider a service & worthy of showing up on a “bill of IT”
- **Recognizable**: use common terminology wherever possible
- **Consistent:** classify offerings to fit clearly into one service
- **Measurable:** unit of measure and SLA that applies
- **80/20 Rule**: not striving for perfection, exceptions will occur
- **Extensibility:** ability to address additions based on changing trends and requirements

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BUSINESS CAPABILITIES

SERVICES

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Services Hierarchy	Example #1	Example #2
1. Service Type	➢ Infrastructure	➢ End User
2. Service Category	➢ Compute	➢ Client Compute
3. Service Name	➢ Provision on Demand	➢ Desktop
4. Service Offering	➢ EC2 T2.Medium *(AWS)* ➢ VM A4 *(Azure)*	➢ Standard Desktop ➢ Dev Workstation

IT TOWERS

COST POOLS

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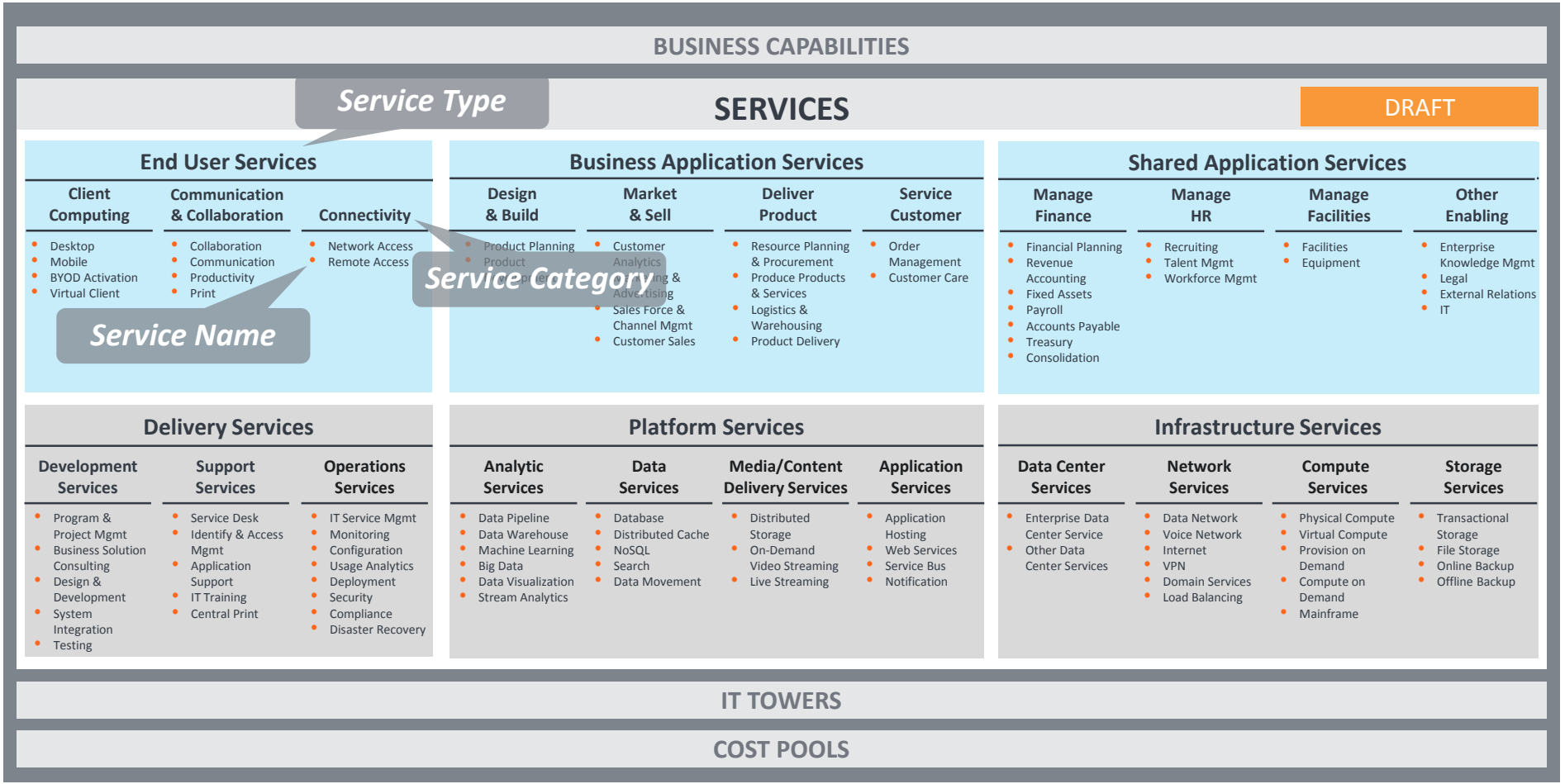

Consumer: Business-Facing | Internal IT, may be Business-Facing

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BUSINESS CAPABILITIES

Platform Services

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Analytic Services

- Data Pipeline
  - *Azure Data Factory*
- Data Warehouse
  - *Teradata*
  - *Amazon Redshift*
  - *Asure Data Warehouse, Data Catalog*
- Machine Learning
  - *Azure Machine Learning*
  - *AWS Machine Learning*
- Big Data
  - *Hadoop*
  - *EMR, Cloudera*
  - *Azure HDInsight*
- Data Visualization
  - *Tableau*
  - *Qlik*
  - *Power BI*
- Stream Analytics
  - *AWS Kinesis*
  - *Azure Stream Analytics*

Data Services

- Relational Database
  - *Oracle DBMS*
  - *Microsoft SQL*
  - *RDS*
  - *Azure SQL Database*
  - *Amazon RDS, SimpleDB*
- Non-Relational Database
  - *Oracle NoSQL*
  - *MongoDB*
  - *Amazon DynamoDB*
  - *Azure DocumentDB*
- Distributed Cache
  - *Amazon ElasticCache*
  - *Azure Redis Cache*
- Search
  - *Google*
  - *Amazon Cloudsearch*
  - *Azure Search*
- Data Movement
  - *Google*

Media/Content Delivery

- Distributed Storage
  - *Akamai distributed storage*
  - *CloudFront*
  - *Azure CDN*
- On-Demand Video Streaming
  - *Transcoder*
  - *Azure Media Services*
- Live Streaming
  - *Live and On-demand Streaming*

Application Services

- Application Hosting
  - *WebSphere*
- Web Services
  - *WebSphere*
  - *Tomcat*
  - *Azure App Service, Cloud Service*
  - *AWS*
- Service Bus
  - *Message bus*
  - *Azure Service Bus*
  - *Azure Event Hubs*
  - *Azure IoT*
  - *Amazon Simple Queue Service*
  - *Amazon Simple Workflow Service*
- Notification
  - *Task completion alerts*
  - *Threshold alerts*
  - *Amazon Simple Email Service*
  - *Amazon Simple Notification Service*
  - *Azure Notification Hubs*

IT TOWERS

COST POOLS

Key: **Example Public Cloud Service Offerings**

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BUSINESS CAPABILITIES

Infrastructure Services

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Data Center

- Enterprise Data Center
  - *Tier 1 space & power*
  - *Tier 2 space & power*
  - *Rack & stack*
  - *Break fix*
- Other Data Center
  - *Space & power*

Network

- Data Network
  - *Point to point (SONET, T1, T3)*
  - *MPLS, ATM*
  - *Local access (100Mbps, 1 GB fiber)*
  - *AWS Direct Connect*
  - *Azure ExpressRoute*
- Voice Network
  - *POTS*
  - *800 Service*
- Internet Connectivity
  - *Internet access (Verizon, AT&T)*
  - *AWS/Azure Data Transfer*
- VPN
  - *Cisco VPN*
  - *AWS VPC, Azure VPN Gateway*
- Domain Name Service (DNS)
  - *DNS*
  - *AWS Route 53, Azure DNS, Google Cloud DNS*
- Load Balancing
  - *Load Balancers – F5, Cisco,*
  - *AWS Elastic Load Balancer*
  - *Azure Application Gateway*

Compute

- Physical Compute
  - *Large physical Windows server*
  - *Sun Solaris 15k*
  - *IBM AIX*
- Virtual Compute *(legacy)*
  - *Small virtual Linux server*
  - *Large virtual Windows server*
- Provision on Demand *(hybrid cloud)*
  - *Small virtual Linux server*
  - *AWS – EC2, Auto Scaling*
  - *Azure – Virtual Machines*
- Compute on Demand
  - *AWS – Lambda*
  - *Azure - Batch*
- Mainframe
  - *Transactional compute*
  - *Batch compute (peak-time)*
  - *Batch compute (off peak-time)*

Storage

- Transactional Storage
  - *SAN (EMC, HP, IBM, Hitachi)*
  - *NAS (EMC, NetApp)*
  - *AWS EBS, Azure Standard (Table) Storage, Azure StorSimple*
- File Storage
  - *NAS (EMC, NetApp)*
  - *Low-cost storage*
  - *AWS S3, CloudFront*
  - *Azure Standard (File and Blob) Storage*
- Online Backup
  - *Disk backup (Symantec, HP, CA)*
  - *Data Domain*
  - *Amazon Glacier, Azure Backup, Barracuda ArchiveOne*
- Offline Backup
  - *Tape backup*
  - *Optical backup*

OWERS

POOLS

Key: **Example Public Cloud Service Offerings**

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Developing Standards – Community Input

Standards Committee Motion

- Form a standards committee
- TBMC Board member as co-chair
- TBMC Tech Advisor as co-chair

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TBMC Standards Committee

- Co-chaired by a TBMC board member (LaPlaine) and Technical Advisor (Auradkar)
- Members to be nominated by committee
- Committee to setup reviews with industry participants (IT leaders and partners)
- Committee to define processes for requests-for-change and authorization
- Committee to make recommendations to board for endorsement of standards

James LaPlaine
SVP & CIO
AOL

Rahul Auradkar
VP, Products
Apptio

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Timeline & Milestones

TODAY: Draft TBM Taxonomy 2.0 ⟷ **REFINE & EVOLVE** ⟷ **Nov 2016**

Endorse Top Level Services

TBMC Board endorsed working standard* for categories

Standards Committee

Founded committee with two co-chairs; recruiting members

RFC Process

Refine and endorse the full TBM Taxonomy v2

Broad Roll-Out

Roll-out at TBM Conference 2016

* Technical Advisor's Recommendation

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Thank You!

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