



Apptio For
Everyone

Sunny Gupta
CEO

Forward Looking Statement

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 October 31, 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.

LAST YEAR IN REVIEW

4 NEW APPS
LAUNCHED



GLOBAL 10k
CUSTOMERS



RAPID TIME
TO VALUE



ATUM FOR
HYBRID IT

TBM

For Every Business



Business Capabilities



Apps



Services



Projects



Infra



Cloud



Labor



Financials



Vendor

TBM Unified Model™ (ATUM)


PLANNING

TRANSPARENCY

OPTIMIZATION

ENGAGEMENT

Intelligent Analytics


Transparency


Planning


Optimization


Engagement

TBM
Operating
Model

Cost To Value

Modern IT

Hybrid, Agile, DevOps, IOT, Serverless

Apptio **TBM** Studio

Rich Data Ecosystem

Beyond IT

Finance, HR, Legal, Realstate



APPTIO PRODUCT

VISION

Intelligent Analytics

Cost to Value

Modern IT

Beyond IT



APPTIO®

Business Insights

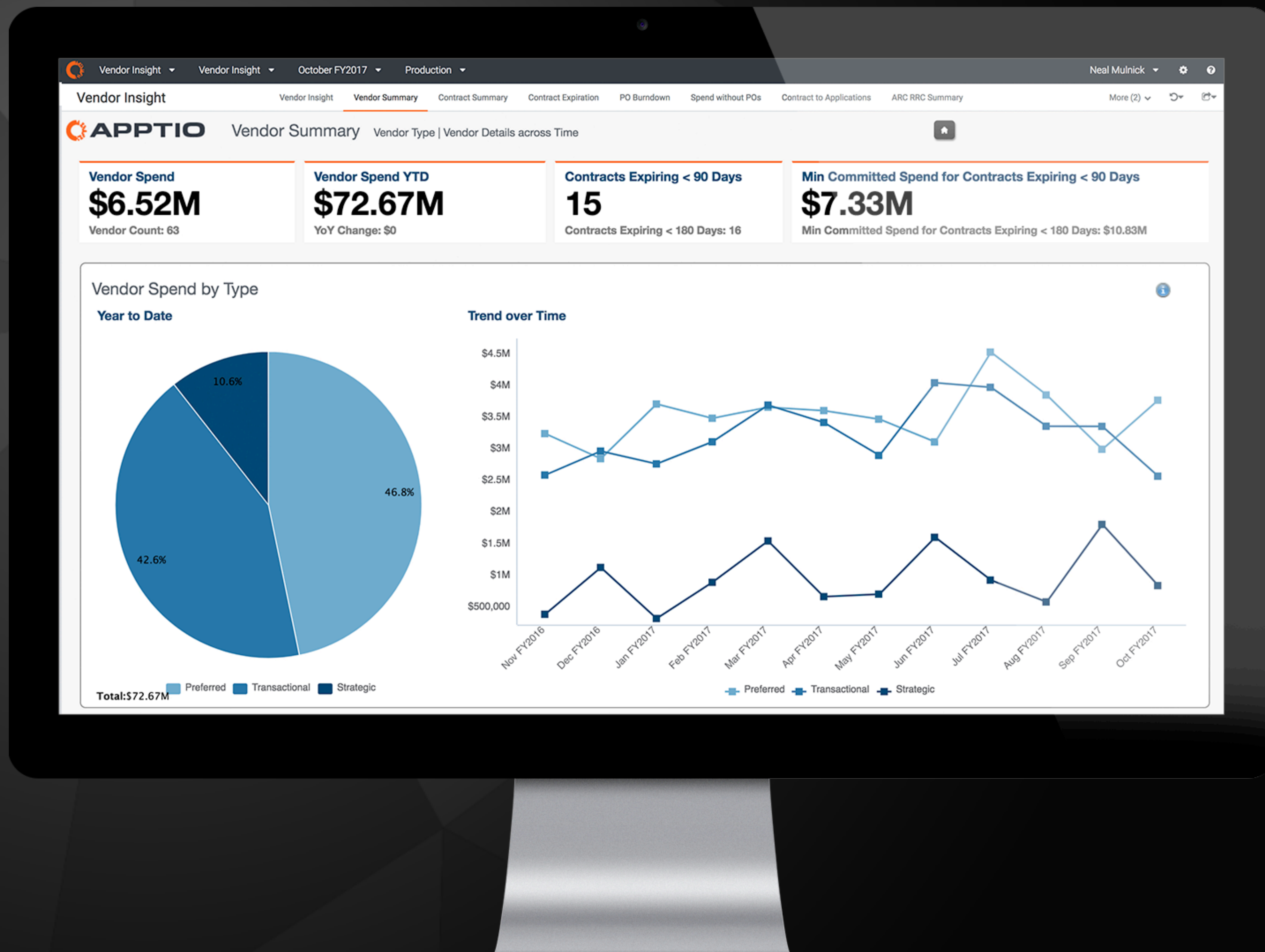
NOW

Vendor Insights

SaaS Insights for ServiceNow, Workday, O365

FUTURE

Vendor optimization, Infra Insights for hybrid IT





APPTIO®
Bill of IT

NOW

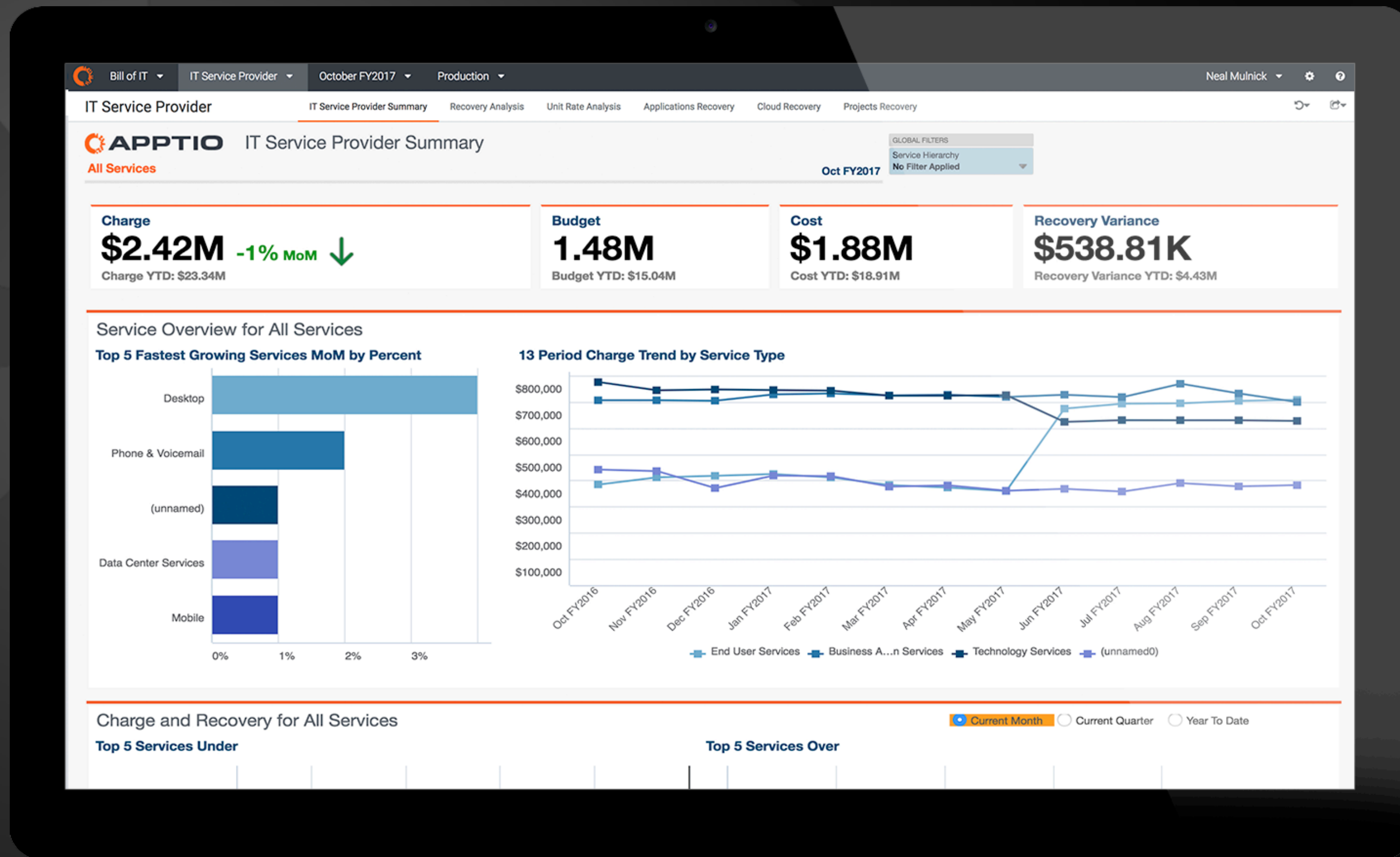
Selection from multiple bill types

Cloud chargeback

Automated email invoices

FUTURE

BU engagement & legal entity and transfer pricing



Apptio Product Portfolio



Apptio SaaS APPLICATIONS



APPTIO® Cost Transparency

Foundation

Cloud Cost Management

Applications & Services

Business Units



APPTIO® IT Planning

Foundation

Service Demand Planning

Project Financial Planning



APPTIO® IT Benchmarking

Infrastructure Benchmarks



APPTIO® Business Insights

Infrastructure Insights

Application Insights

Vendor Insights

SaaS Insights



APPTIO® Bill of IT

Bill of IT



APPTIO® IT Financial Management Foundation



Apptio SaaS PLATFORM



Self-Service Analytics



Model & Calculation Engine



Adaptive Data Management



Apptio TBM Unified Model™ (ATUM™)

BEST OF



APPTIO®
Cost Transparency
Foundation



APPTIO®
IT Planning
Foundation

AVAILABLE TODAY!



APPTIO®

IT Financial Management Foundation

NOW

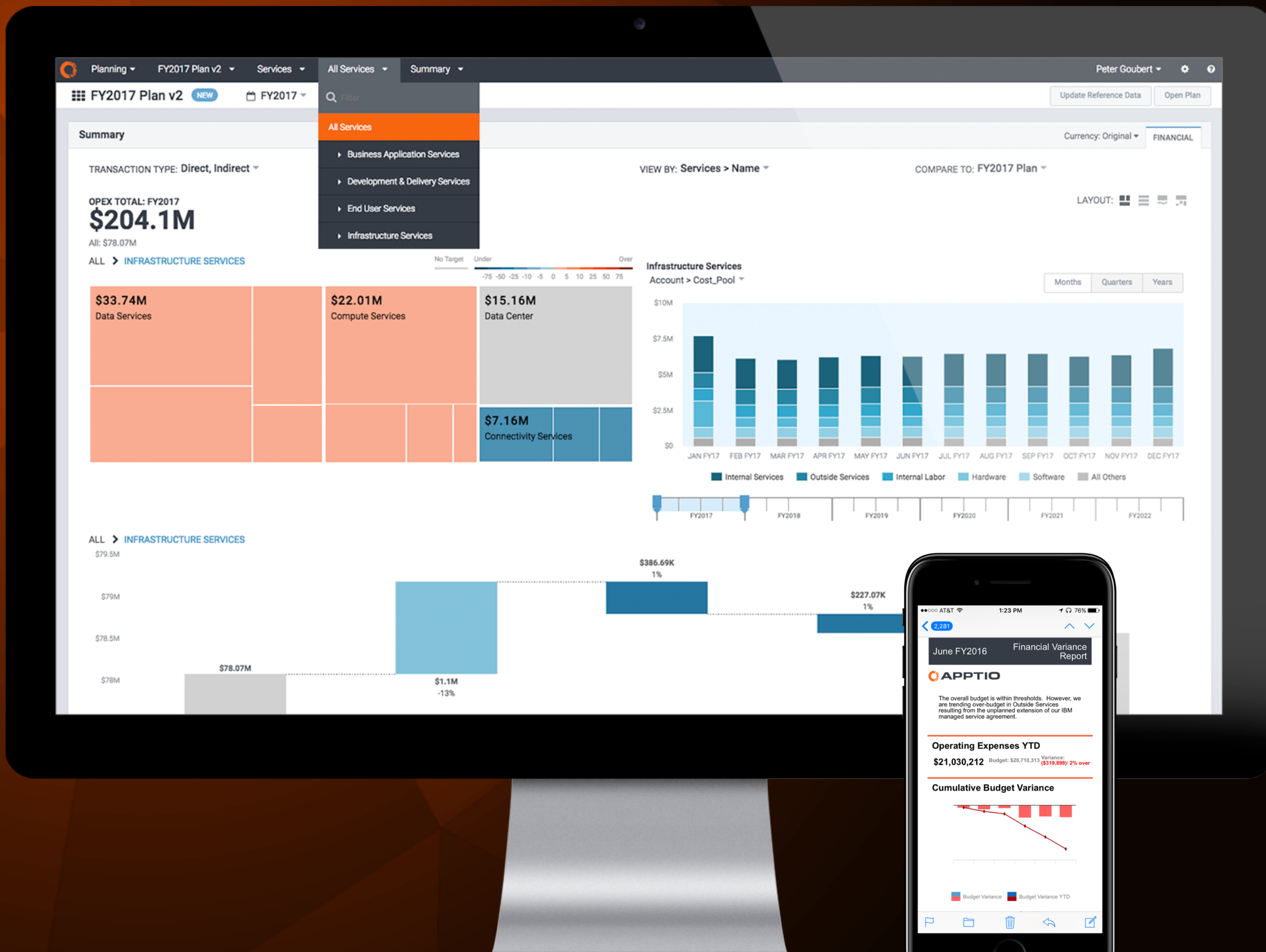
Budgeting

Forecasting

Variance analysis

FUTURE

Agile, IT investment planning





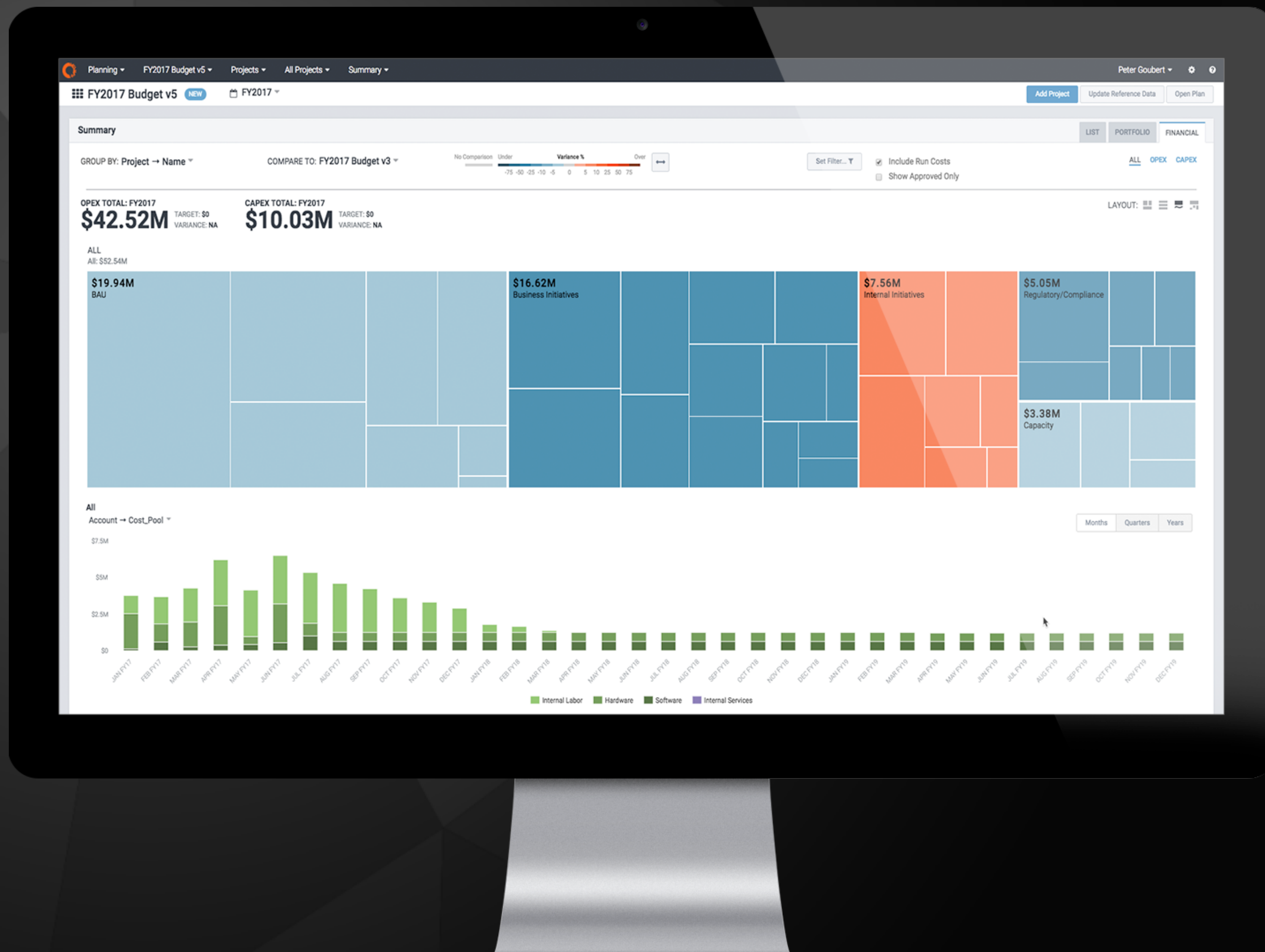
APPTIO® IT Planning

NOW

Project Financial Planning
Service Demand Planning

FUTURE

Agile, IT investment planning





APPTIO® IT Benchmarking

NOW

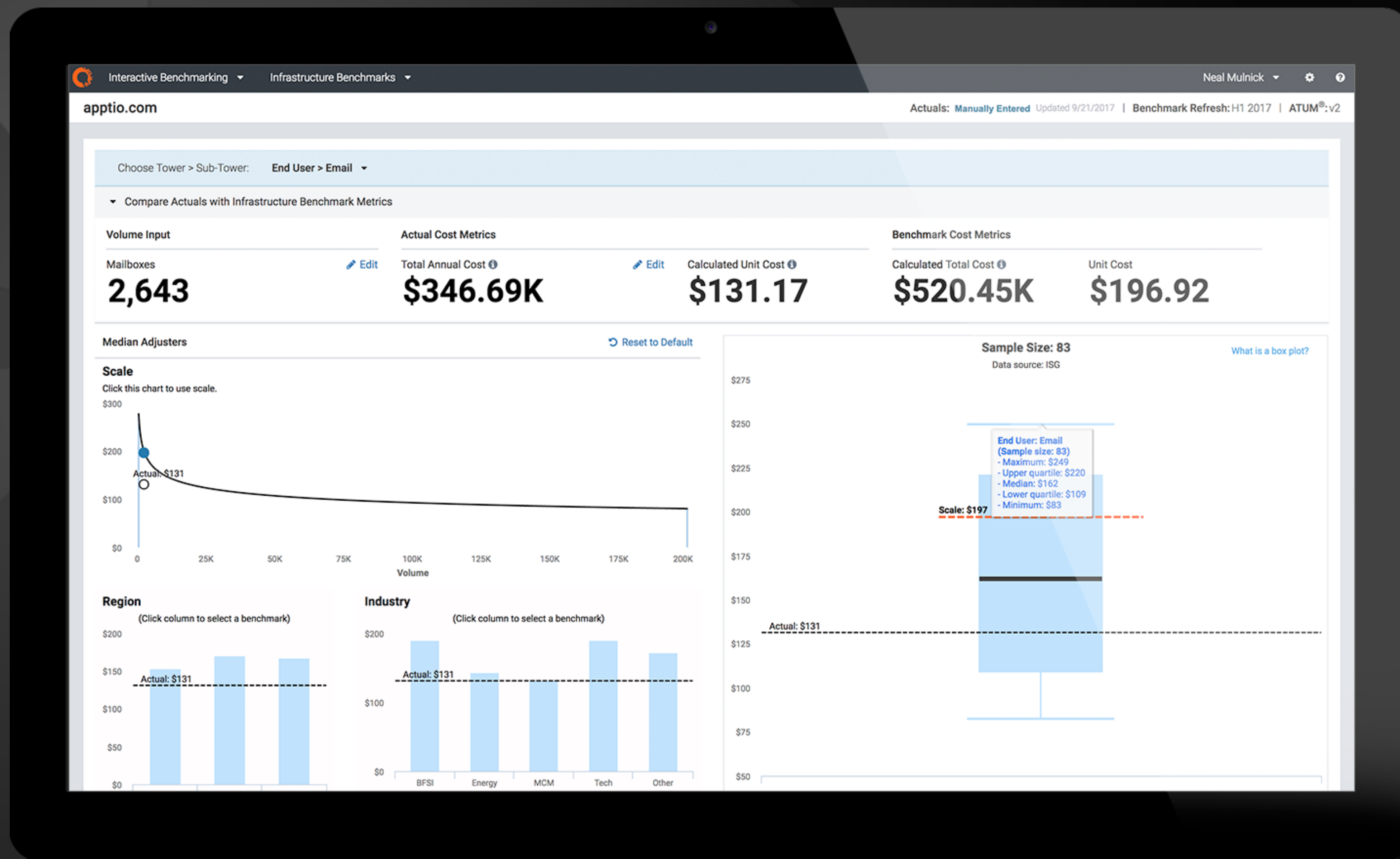
Self-service peer selection

Value in minutes

ATUM-based defensible comparisons

FUTURE

Data-driven Insights



AVAILABLE TODAY!



APPTIO®

Cloud Cost Management

Public Cloud to Hybrid IT

1

Optimize Public Cloud Spend



APPTIO®

Cloud Cost Management

2

Make Informed Hybrid IT Decisions



APPTIO®

Cost Transparency

3

Manage Supply & Demand of Hybrid IT



APPTIO®

Infrastructure Insights



APPTIO®

Bill of IT



APPTIO

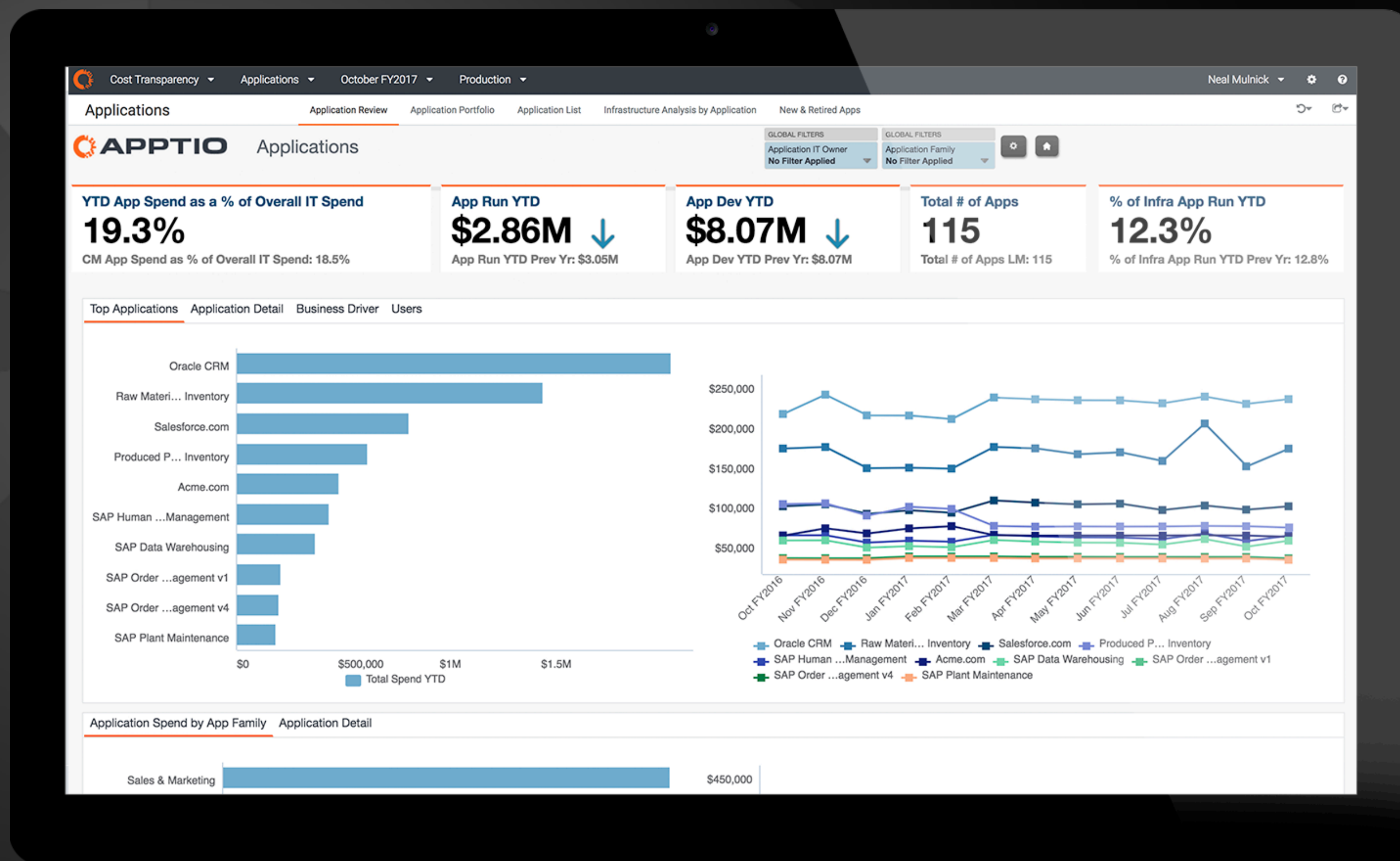
Cost Transparency[®]

NOW

Role-oriented simplification

Business value metrics

User-driven allocations



NEXT GENERATION OF TBM

Machine Learning

Social Collaboration

Personalization



Intelligent Analytics

Cost To Value

TBM

For Everyone

Modern IT

Hybrid, Agile, DevOps, IOT, Serverless

Beyond IT

Finance, HR, Legal, Realstate