Managing the Business of Hybrid IT

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November 8, 2017

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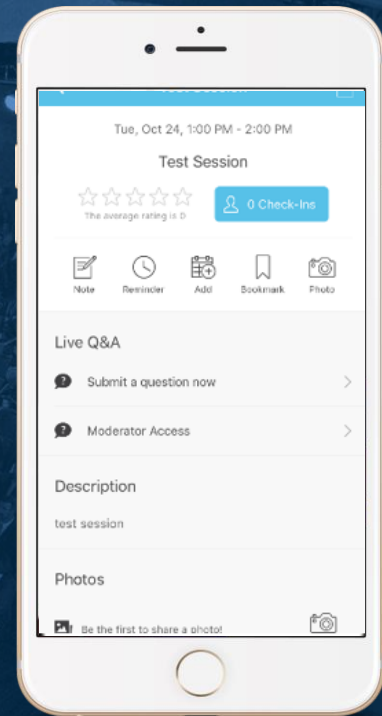
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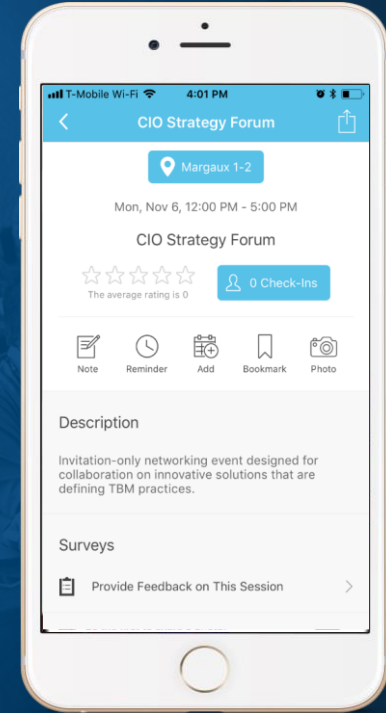
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> *Through 2022, 80% of organizations implementing cloud management tooling will need, at minimum, four tools to address hybrid and multicloud management requirements."*

Gartner

Infrastructure & Operations
Public Cloud Challenges

▶ Don't understand spend and usage across multiple providers

▶ Labor, security, and software costs aren't factored into TCO

▶ Budget over-runs: cloud costs are distributed and change fast

▶ Tagging quality is inconsistent and lacks governance

▶ Spend not linked to infra, app & business unit consumption

▶ Too many idle & underutilized instances including RI's

▶ Lack information to make good decisions & forecast spend

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Apptio Cloud Cost Management

Understand
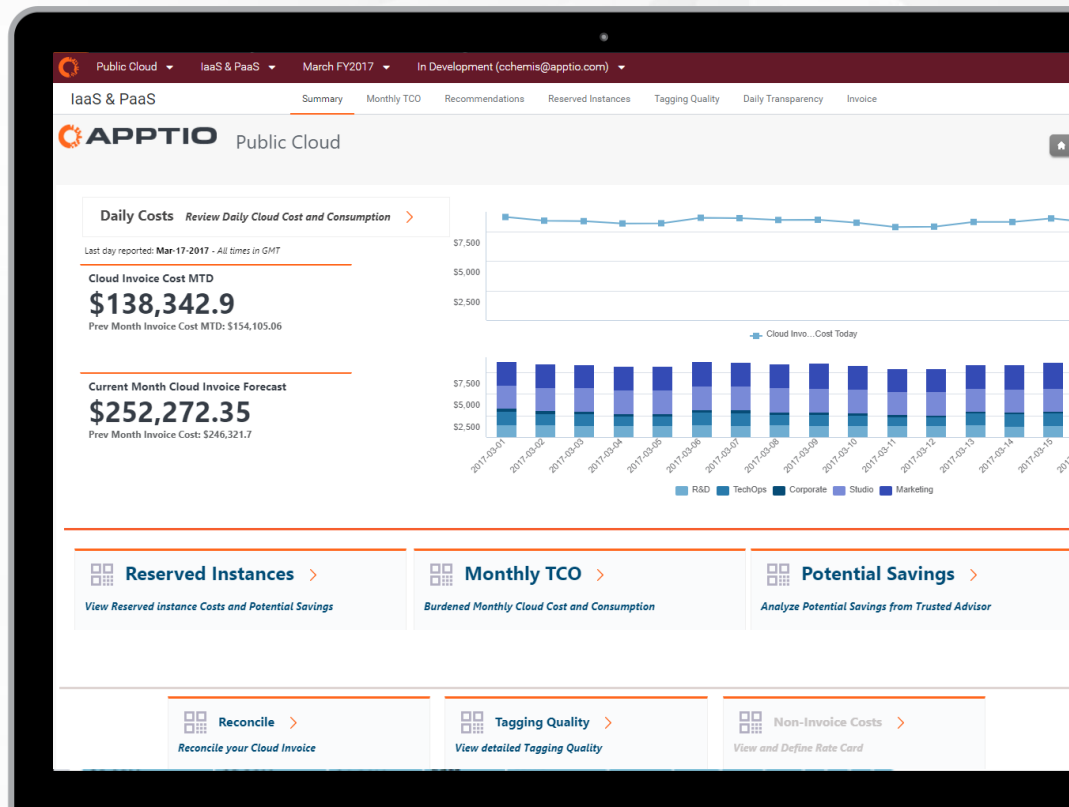public cloud costs & usage to avoid surprises

Manage
consumption by infra, app & business units in real-time to make good decisions through shared accountability
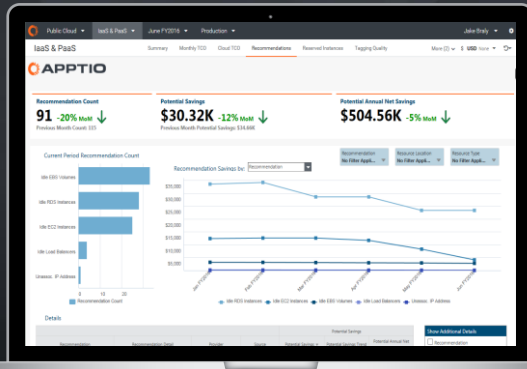
Optimize
public cloud costs & usage to take action on underutilized & idle resources

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Apptio Cloud Cost Management
Key Benefits

Proactively Manage
Public Cloud Investments

- ▶ **Understand cloud cost & usage** across AWS & Azure with cloud billing auto-mapped to standard IT service categories like Compute, Storage & Database

- ▶ **Fully burden cloud costs** with labor, security & other costs for allocation to apps & BU's driving consumption

- ▶ **Make good decisions & forecast variable spend** with real-time analytics, reporting & analysis of spend & consumption tagged by infra, app & business unit

- ▶ **Visibility into tagging** to improve data quality to drive tagging governance

- ▶ **Drive optimization & accountability** by identifying underutilized & idle cloud instances including reserved instances

- ▶ **Quick time to value** with easy setup and hands-on configuration

- ▶ **Leverage your investment** by extending to hybrid IT & on-premise use cases

Real Results with Apptio Cloud Cost Management

Fact-based decisions

Justified migrating 60% of back office workloads to public cloud
"Without Apptio, we'd lose sight of the context of our cloud spend & scramble through spreadsheets to come up with an answer."

COX
ENTERPRISES

Avoid surprises

Provides internal stakeholders with daily cost & usage reports
*"We've integrated Apptio with two of our cloud providers to bring data back on a daily basis into Apptio. This allows our internal stakeholders to see usage & **proactively manage consumption of cloud services**."*

MetLife®

Quantify impact

Tracks cloud consumption by business unit & applications
*"With Apptio we **understand cloud costs & what drives those costs**. & that's what our business customers want too."*

Jefferies

Drive accountability

Saved $350K a month driving business unit accountability
*"It's important to track costs of public cloud because consumption is so easy. With Apptio **consumption is mapped back to business units &** their products so we can drive accountability."*

Aol.

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Proven Results. Fast Value.
From the Market Leader.

▸ Go live in minutes with login credentials for AWS & Azure

▸ Billing detail auto-mapped to Apptio's standard tag schema

▸ Hands-on configuration

▸ No additional data sources required

▸ Start with public cloud and extend to on-premise infrastructure

Apptio has made hundreds of **customers successful** *managing the business of hybrid IT*

Start with Cloud Cost Management & Expand to Hybrid

1

Optimize Public Cloud Spend

....

Cloud Cost Management

AWS & Azure Spend | RI Optimization

2

Make Informed Hybrid IT Decisions

....

Cost Transparency

Hybrid Infrastructure Costs | App & Service TCO

3

Manage Supply & Demand of Hybrid IT

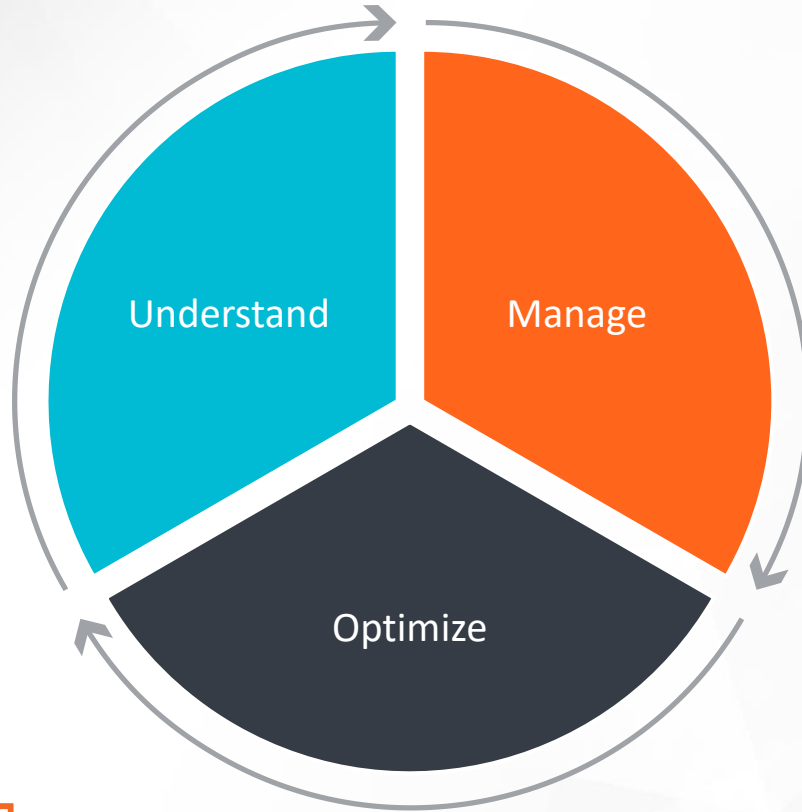..............................

Bill of IT

Influence Demand | Chargeback | Showback

Infrastructure Insights

Capacity | Utilization | Optimization

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Apptio Cloud Cost Management: Demo

Understand Total Cost of Public Cloud Spend

▶ Real-time reporting & analysis to monitor usage & spend

▶ AWS and Azure bills auto-mapped to standard IT service categories like compute, storage & database

Manage Consumption of Public Cloud Spend & Tagging

▶ Fully burdened cloud costs with labor, security & network

▶ More accurate cost & consumption allocations by infra, app & business unit with improved tagging data quality

Optimize Public Cloud Purchases & Usage

▶ Easy identification of underutilized & idle cloud instances

▶ Ability to optimize reserved instances & forecast future capacity needs & variable spend

Apptio Hybrid IT & Cloud Offerings

Capability	Apptio Use Case	Cloud Cost Management	Cost Transparency	Infra Insights & Bill of IT
Optimize Public Cloud Spend	Public Cloud Spend Visibility	●	○	○
	Public Cloud TCO of Apps & Services	●	○	○
	Public Cloud Purchase Optimization	●	○	○
Make Informed Hybrid IT Decisions	Budget & Labor Variance Management		○	○
	Infrastructure & Application Cost Transparency		○	○
	Project CapEx & OpEx Management		○	○
	Business Unit Consumption & Cost		○	○
Manage Supply & Demand of Hybrid IT	Chargeback & Showback of IT costs			○
	Infrastructure Utilization & Capacity Optimization			○

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Roadmap

APPTIO®
Cloud Cost
Management

2017

- ▶ Standalone Public Cloud Product
- ▶ Streamlined Onboarding
- ▶ AWS & Azure Focus
- ▶ ATUM-based TCO
- ▶ Integration with Cost Transparency

2018

- ▶ Multi-Cloud Service Comparisons
- ▶ Optimization Enhancements
- ▶ Azure Daily/Hourly Transparency and Optimization
- ▶ Azure Reserved Instances
- ▶ Thresholds and Alerting
- ▶ Additional Public Cloud Providers

Q&A

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