

Welcome Address

Rob Webb, CEO

TBM Council

MOMENTS OF IMPACT



ebay[™]





KAISER PERMANENTE®



Driven Business Results...

6X more successful when driven from the CIO

3x more likely to have effective tooling

3x more likely to start with cost transparency

2x more likely to have regular review processes



TBM
council

OUR MISSION

Education

Standardization

Collaboration

750

PEOPLE



300

ORGS



27

VERTICALS



40%

CXOs



Technology Business Management

CONFERENCE

2014

TBM CONFERENCE

Day 1



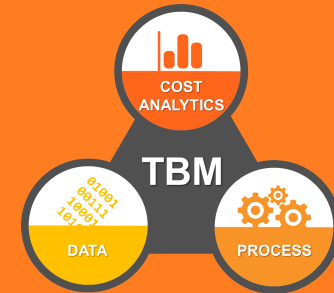
**CIO Driven
Transformation**

Day 2



**TBM
Initiatives**

Day 3



**Tools & Best
Practices**

Leadership Board



Debra Bailey
Global Services Director
Nationwide Building
Society



Chris Furst
EVP & CIO
Univision



Bill Krivoshik
SVP and CIO
Time Warner



Jim Scholefield
CTO
Coca-Cola



Mike Benson
EVP & CIO
DIRECTV



Larry Godec
SVP & CIO
First American



Ralph Loura
CIO
Hewlett-Packard



Phuong Tram
CIO
DuPont



Mike Dreyer
Former CIO
Visa



Sunny Gupta
Founder & CEO
Apptio



Greg Morrison
SVP & CIO
Cox Enterprises



Robert Webb
CITO
Etihad Airways



Don Duet
Co-Head, Technology
Division
Goldman Sachs



Rebecca Jacoby
SVP & CIO
Cisco



Tom Murphy
CIO
Univ of Pennsylvania



George Westerman
Research Scientist
MIT

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evergreen
IT that aims higher

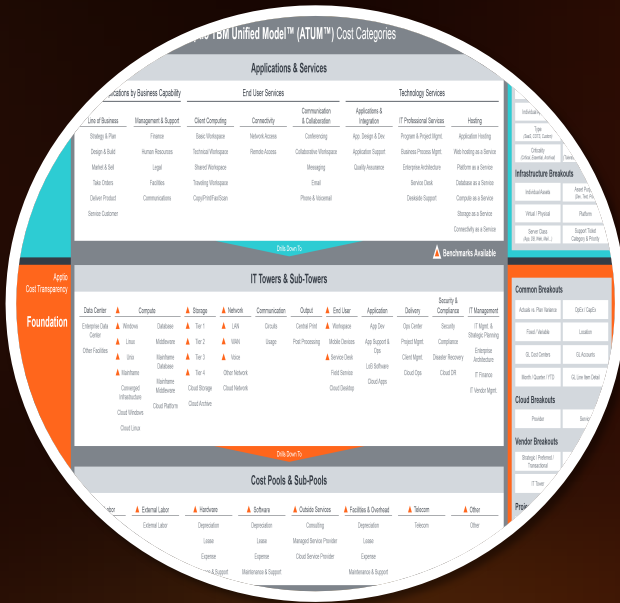
Maryville
TECHNOLOGIES

snapLogic®

A YEAR OF GREAT PROGRESS



**Drove International
Engagement**



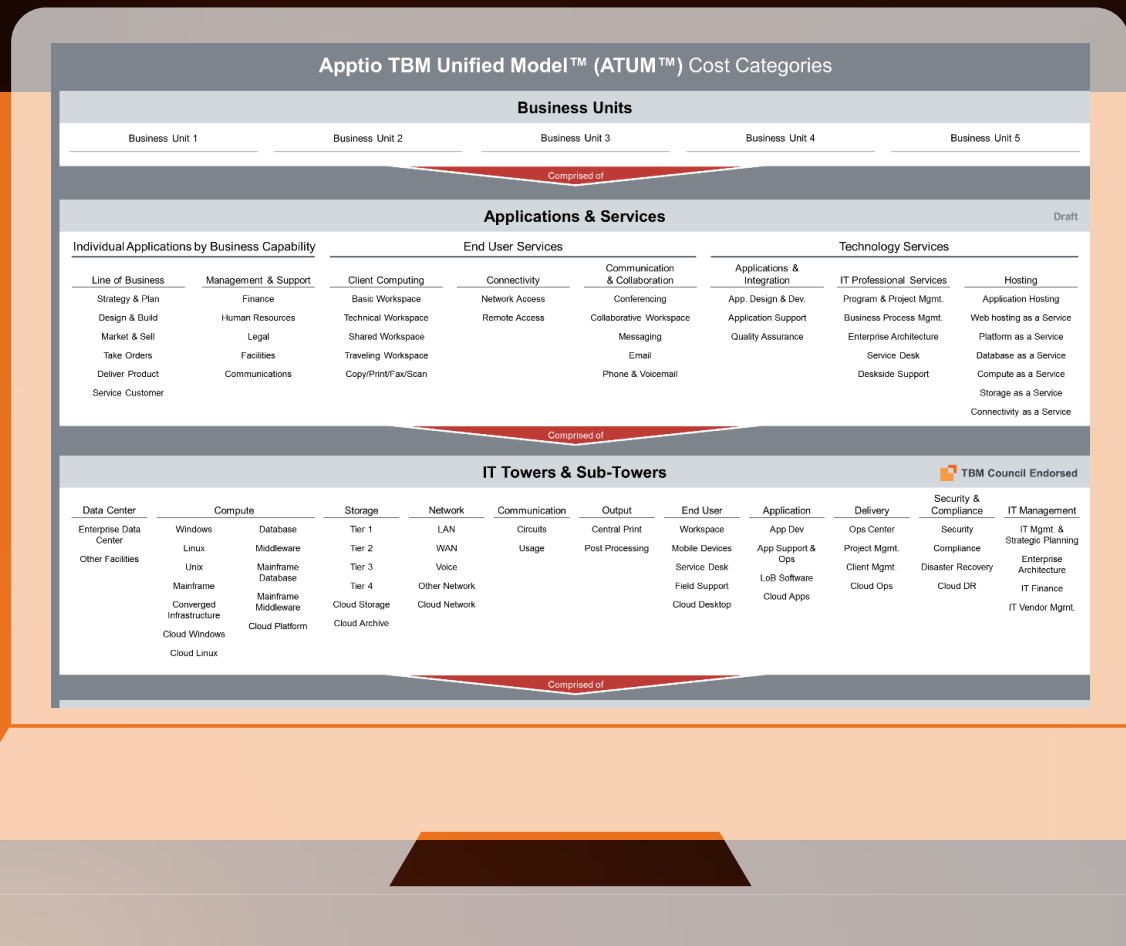
**Standardized
a Cost Model**



**Facilitated 7
TBM Workgroups**

Creating Standards and “Next Practices”

IT Service/Application Service Pricing Model Supporting Applications Value Strategies



Key Initiatives



Doubling TBM Workgroups

Build on the Standardized Model

Facilitate Virtual Events

Community Driven Research