

# TBM Integration Model: Agile & Product Thinking

High-level analysis of synergies and opportunities between the intersecting disciplines of Technology Business Management (TBM), Agile, and Product Thinking.

## Complementing Not Competing Constructs in Value Creation



**Technology Business Management (TBM)**

Increased transparency of technology financials and value delivery



**Agile**

Increased value delivery and workforce prioritization via persistency, iteration, and feedback

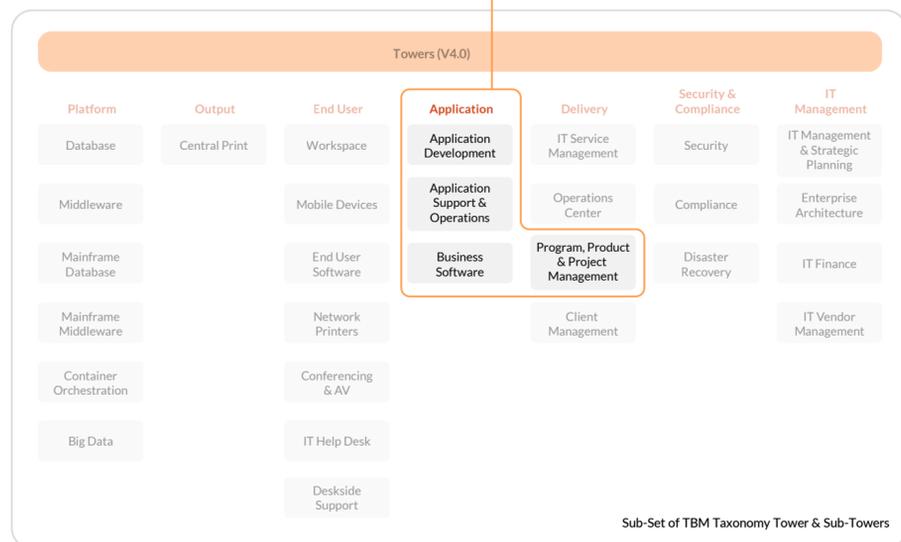
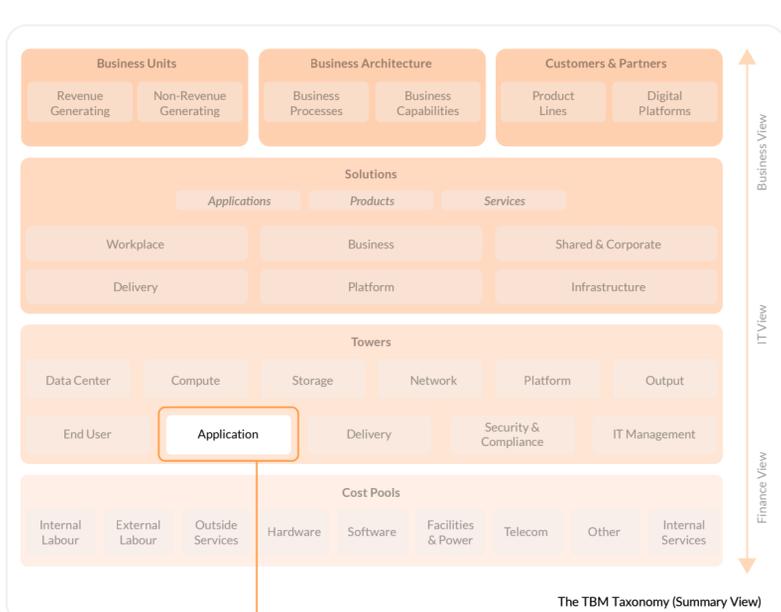


**Product Thinking**

Increased customer value through holistic ownership over product lifecycle

## Agile Delivery Within TBM

- 1** TBM Taxonomy includes the Application tower and sub-towers for Application Development, and Application Support & Operations.
- 2** Agile practices manifest as an alteration to how execution occurs within this space. Ex. How teams are organized, how work is planned and executed, etc.

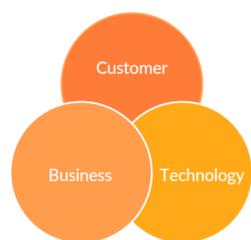


**Note:**

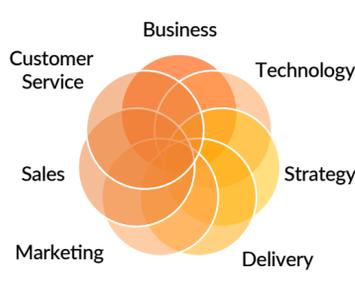
- Agility can inherently change unitization, budget, forecast, and/or internal billing
- These adjustments can be addressed much like other offerings within the taxonomy

## TBM Intersection with Product Thinking

Product Thinking seeks to increase value of the product through holistic management, often views technology as a subset.



TBM can enhance awareness of financial and value delivery for the associated technology

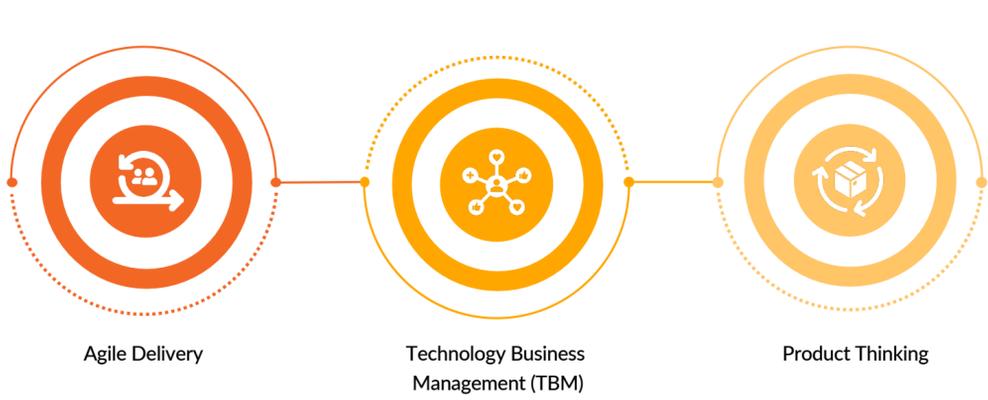


**Note:**

- Product Thinking has varying definitions in industry (ex: go-to-market vs. internal products)
- Holistic management includes aligning on broadening context and increasing accountability

## Usage of One Discipline Should Not Be a Deterrent for Adopting Another

While language constructs and intents can vary, a complimentary management tool kit can be made with TBM, Agile, and Product Thinking



**Note:**

- "Words have a magical power. They can either bring the greatest happiness or the deepest despair." – Freud
- Different frameworks will use different vocabulary – prioritize internal alignment over industry alignment

## Join the Community

Founded in 2012, the Technology Business Management (TBM) Council is a nonprofit business entity dedicated to advancing the discipline of TBM through education, standards, and collaboration. Governed by an independent board of both global and regional business technology leaders, this diverse group represents some of the world's most innovative companies, including Mastercard, Wells Fargo, State Farm Insurance, Nike, Stanley Black & Decker, Equifax, ANZ Group, Commonwealth Bank of Australia, Adidas, Mercedes Benz, and more. The TBM Council provides best practices for leaders to leverage so they can react quickly to changing market dynamics and optimize cloud and agile strategies to deliver on business objectives.

Learn more and become a member at [tbmcouncil.org](https://tbmcouncil.org)

## About the TBM Council Standards Committee

The Standards Committee, chaired by Atticus Tysen, SVP Product Development, Chief Information Security & Fraud Prevention Officer at Intuit, maintains and governs the TBM Taxonomy, as well as the extensions and other deliverables created by the TBM Council Strategy Communities. As part of our standardization initiatives, the TBM Council Standards Committee hosts a monthly Open Forum. The Open Forums are available to all Council members and encourage open dialogue and feedback on the topic presented.

Learn more at [tbmcouncil.org/about/standards-committee/](https://tbmcouncil.org/about/standards-committee/)