



**TBM**

Technology Business Management

**CONFERENCE**

2013

A scenic view of the Seattle skyline featuring the Space Needle, various skyscrapers, and Mount Rainier in the background under a clear blue sky with light clouds. A semi-transparent dark grey banner is overlaid on the middle of the image.

# Welcome

Rob Webb

CEO, TBM Council



A view of Earth from space, showing the curvature of the planet and the atmosphere. A bright sun is rising over the horizon, casting a golden glow over the entire scene. The text "What if..." is overlaid in the upper right corner.

**What if...**



**TBM** TECHNOLOGY  
BUSINESS  
MANAGEMENT  
COUNCIL

PAST | PRESENT | FUTURE

# The Birth of an Industry Category

Group of 6 CIOs meet discussing IT best practices, serving as an advisory council to Apptio



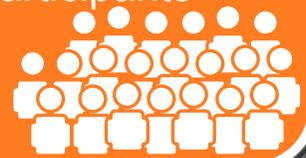
2008

Applying supply chain principles to technology, CIO's name

**"Technology Business Management"**

TBM Summit becomes full event with sponsors and participants

**100**



2010

The Council writes and releases Chapter 1 of the TBM Book.

Book gets coverage in the **THE WALL STREET JOURNAL.**

2012

TBM Summit gave rise to

**TBM Council**

**225** members



COLUMBIA UNIVERSITY  
IN THE CITY OF NEW YORK

Columbia joins as an  
academic advisor, driving  
membership to **700**

Higher education partners  
with the council.  
Including a joint  
research  
initiative with  
Dartmouth  
University



Release of  
3<sup>rd</sup> Chapter  
of eBook



THE WALL STREET JOURNAL.

2013

In May, TBM Council  
holds its first  
**EMEA**  
board  
meeting  
in London



TBM  
Council  
has over **900**  
members

**350+**   
enterprise leaders  
have completed the  
TBM index

# The TBM Council Today



**Telepresence  
Summits**



**Annual  
Conference**



**TBM Framework  
& Standards**



**Industry  
Workgroups**

**1000 Members and Growing!**

**Governed by CXO Board of Directors**

**Delivering Valuable Tools & Resources**

# Visionary Leadership



**Debra Bailey**  
Global Services Director  
Nationwide Building  
Society



**Larry Godec**  
SVP & CIO  
First American



**Tom Murphy**  
CIO  
University of Pennsylvania



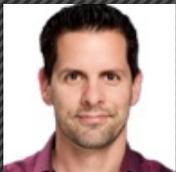
**Mike Benson**  
EVP & CIO  
DIRECTV



**Sunny Gupta**  
Founder & CEO  
Apptio



**Jim Scholefield**  
CTO  
The Coca-Cola Company



**Tim Campos**  
CIO  
Facebook



**Rebecca Jacoby**  
SVP & CIO  
Cisco



**Phuong Tram**  
CIO  
DuPont



**Don Duet**  
Co-Head, Technology  
Division  
Goldman Sachs



**Ralph Loura**  
CIO  
The Clorox Company



**Robert Webb**  
CEO  
TBM Council



**Chris Furst**  
EVP & CIO  
Univision



**Greg Morrison**  
SVP & CIO  
Cox Enterprises



**Carol Zierhoffer**  
SVP & CIO  
Bechtel Corporation

# TBM Council Member Feedback

“...you can think aloud with others and understand the direction that your peers are going”



**Dan Cavey**  
Bank of America

“...allows me to think out of the box and approach our challenges with IT business mgmt differently.”



**Chris Furst**  
Univision

“I have learned a tremendous amount from my peers, from other CIOs in the industry.”



**Tim Campos**  
Facebook



# Shaping the Future of IT



## PAST

Technology  
Service Provider



## PRESENT

Collaborative  
Business Partner



## FUTURE

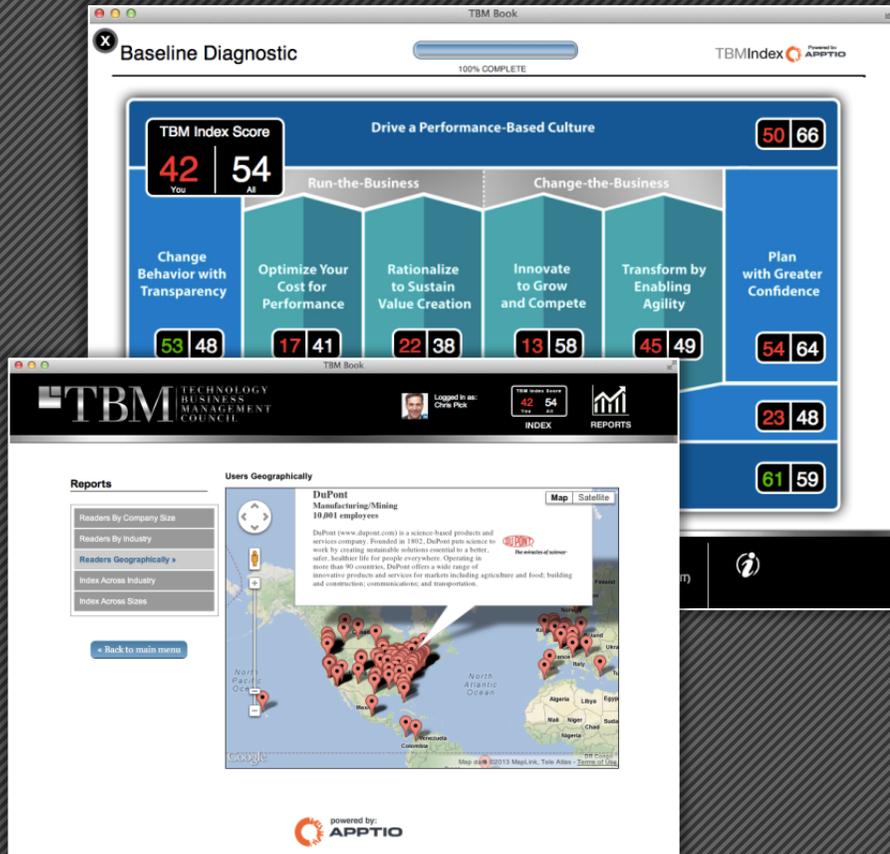
Innovative  
Business Leader

# CIO Transformation

# Research Partnership with Vanderbilt University

## Implications for CIOs

- Drive strategic alignment to improve revenue growth
- Understand impact of agility on revenue growth
- Pursue ambidexterity when agility is important



TBM Index





# TBM Council Partners

# TBM Council Workgroups

		Industry Workgroups				
		Banking	Energy	High-Tech	Comms	Pharma
						
Functional Workgroups	IT Financial Mgmt. (CFO IT)					
	IT Strategy & Transformation					
	Strategic Sourcing & Vendor Mgmt.					
	Data Center Optimization					
	Application Rationalization					

# Workgroup Benefits



## PEER NETWORKING

- Industry Best Practice Sharing
- Initiative Best Practice Sharing



## TREND ANALYSIS

- Industry Trend Analysis Report
- Initiative Best Practice Report



## PEER BENCHMARKING

- Annual IT Spend Assessment
- Industry Standards Creation

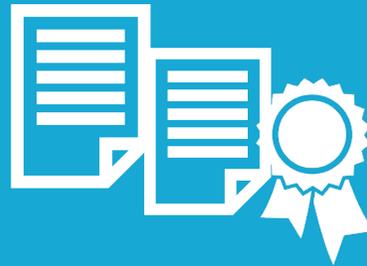
# TBM Conference

Day 1



**CIO Driven  
Transformation**

Day 2



**TBM  
Initiatives**

Day 3



**Tools & Best  
Practices**

# TBM Conference Attendees

327

PEOPLE



4

COUNTRIES



178

ORGANIZATIONS



31

INDUSTRY  
VERTICALS



MANAGING OVER **\$100B+** IN IT SPEND

“Applying business principles to IT is essential to the success of every CIO. The TBM Conference is a unique opportunity to learn from your peers, upgrade your business skills, and see how others are applying them at their own companies.”



**Ralph Loura**  
*CIO, The Clorox Company*

---



**TBM**

Technology Business Management

**CONFERENCE**

2013