



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. A semi-transparent dark grey banner is overlaid across the middle of the image.

Welcome

Rob Webb

CEO, TBM Council



A dramatic view of Earth from space, showing the curvature of the planet and a bright sun rising over the horizon, casting a golden glow over the surface. The sun is positioned in the upper left, creating a strong lens flare effect. The Earth's surface is visible in the lower half, showing clouds and landmasses. The text "What if..." is overlaid in the upper right corner in a large, white, sans-serif font.

What if...



PAST • PRESENT • FUTURE

The Birth of an Industry Category

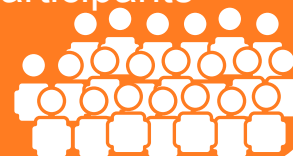
Group of 6 CIOs meet discussing IT best practices, serving as an advisory council to Apptio



2008

TBM Summit becomes full event with sponsors and participants

100



2010

Applying supply chain principles to technology, CIO's name

"Technology Business Management"

2012

TBM Summit gave rise to

TBM Council

225 members

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

Book gets coverage in the
THE WALL STREET JOURNAL.



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
3rd 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

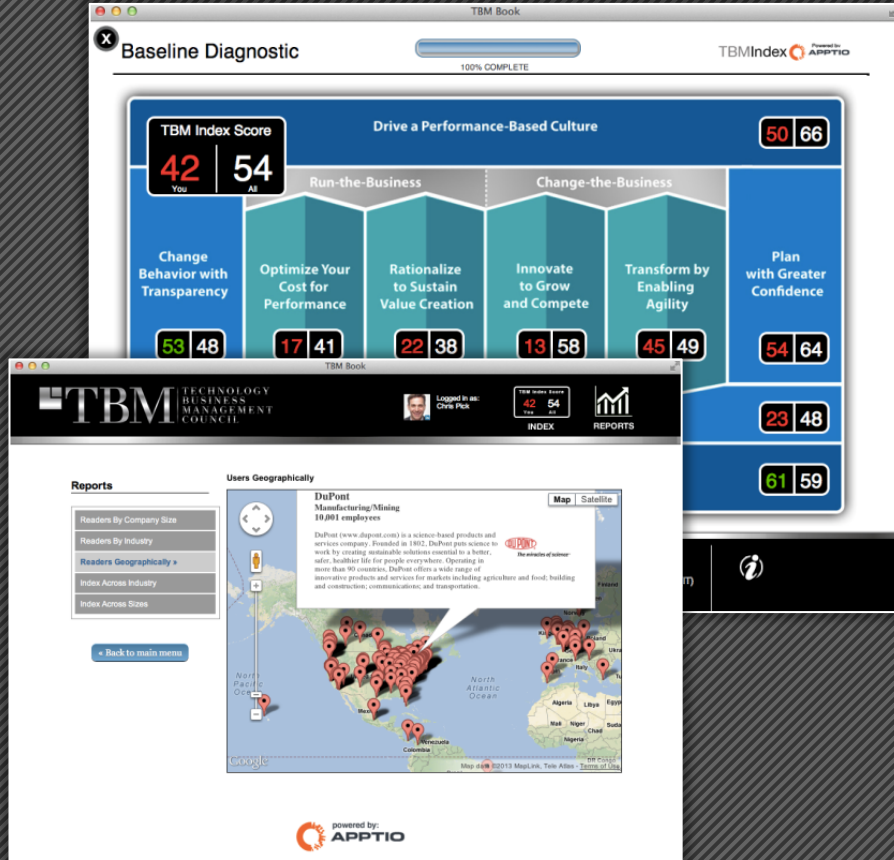


CIO Transformation

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



































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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

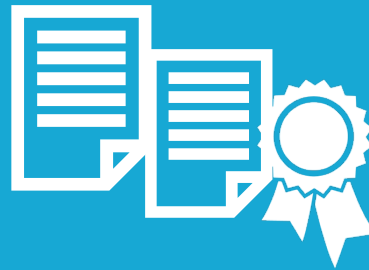
TBM Conference

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



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