



The New IT Operating Model

Sunny Gupta
CEO

Forward-Looking Statements

Some of the statements in this presentation and our responses to various questions may constitute forward-looking statements. Forward-looking statements relate to expectations, beliefs, projections, future plans and strategies, anticipated events or trends and similar expressions concerning matters that are not historical facts, such statements may relate to, but are not limited to, plans for growth and future operations, product roadmaps and capabilities, technological capabilities, strategic relationships, and market trends and opportunities, as well as assumptions and investments relating to the foregoing. Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “may,” “likely,” “will,” “could,” “would,” “should,” “expect,” “intend,” “plan,” “anticipate,” “believe,” “estimate” “predict,” “project,” “potential,” “continue,” “ongoing” or the negative of these terms or other similar expressions.

The forward-looking statements contained in this presentation reflect our current views about future events and are subject to risks, uncertainties, assumptions and changes in circumstances that may cause events or our actual activities or results to differ significantly from those expressed in any forward-looking statement. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future events, results, actions, levels of activity, performance or achievements.

You are cautioned not to place undue reliance on these forward-looking statements. A number of important factors could cause actual results to differ materially from those indicated by the forward-looking statements, including, but not limited to those factors described in the “Risk Factors” section of our most recent Annual Report on Form 10-K as updated in our subsequent Quarterly Reports on Form 10-Q filed with the Securities and Exchange Commission. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons why actual results could differ materially from those anticipated in the forward-looking statements, even if new information become available in the future.

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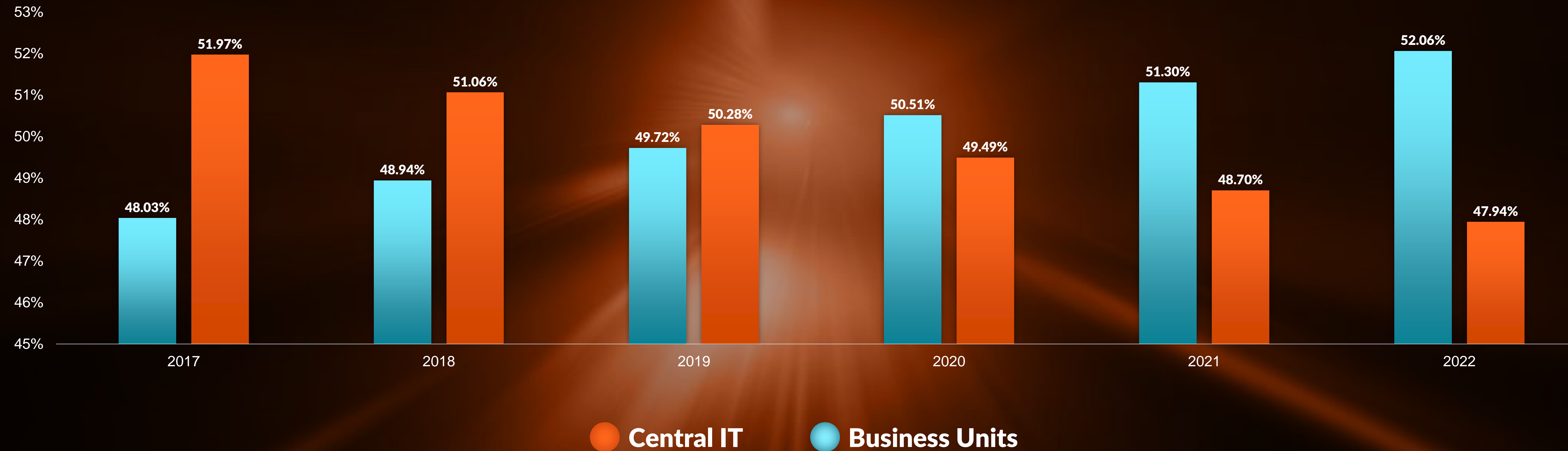
EVERY COMPANY IS A

TECHNOLOGY

FUELED COMPANY

TECHNOLOGY BUDGETS

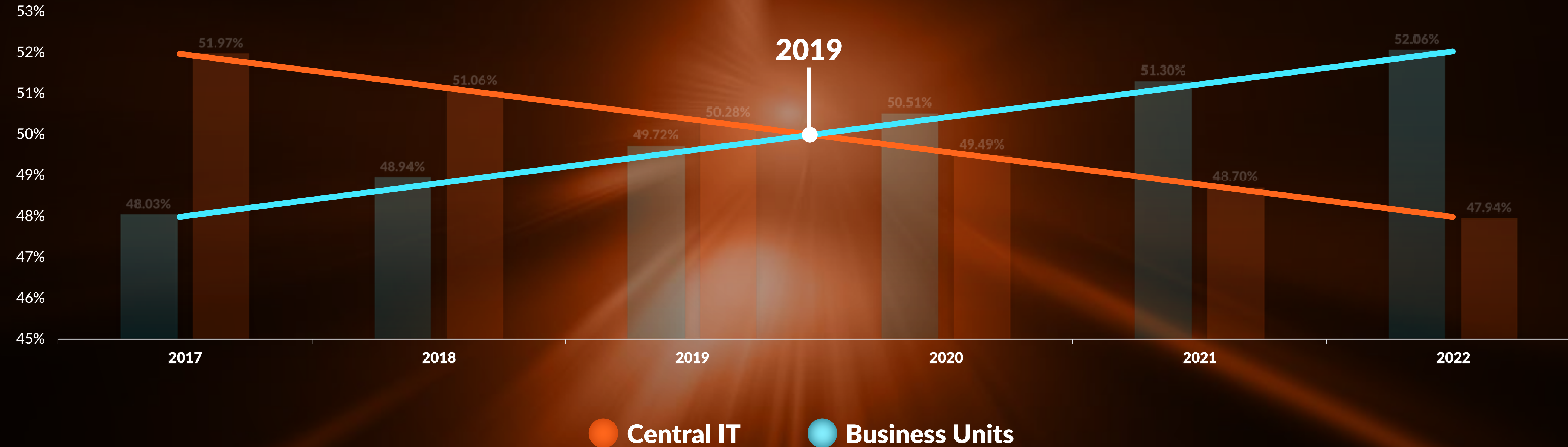
ARE SHIFTING RAPIDLY



*According to IDC

TECHNOLOGY BUDGETS

ARE SHIFTING RAPIDLY



*According to IDC

**Navigate
Cloud & Hybrid**

**Govern Central
& Shadow IT**

**THE INCREASING
COMPLEXITY
OF MODERN IT**

**Business
Alignment**

**Plan for New
Innovation**

Disparate &
Overwhelming Data

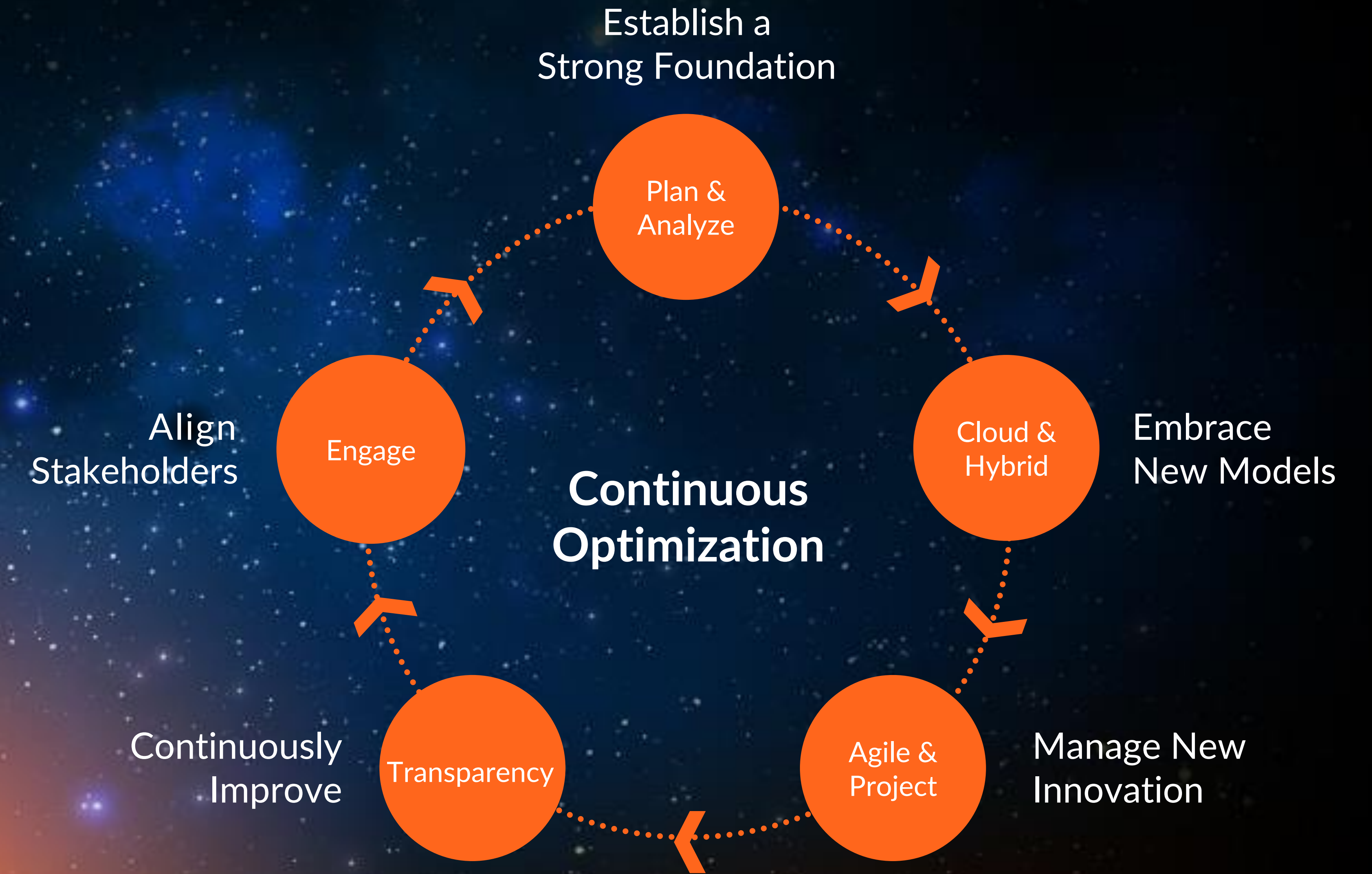
Quality of
Decision-Making

YOU NEED **MORE** THAN SPREADSHEETS

Static Views
Lacking Collaboration

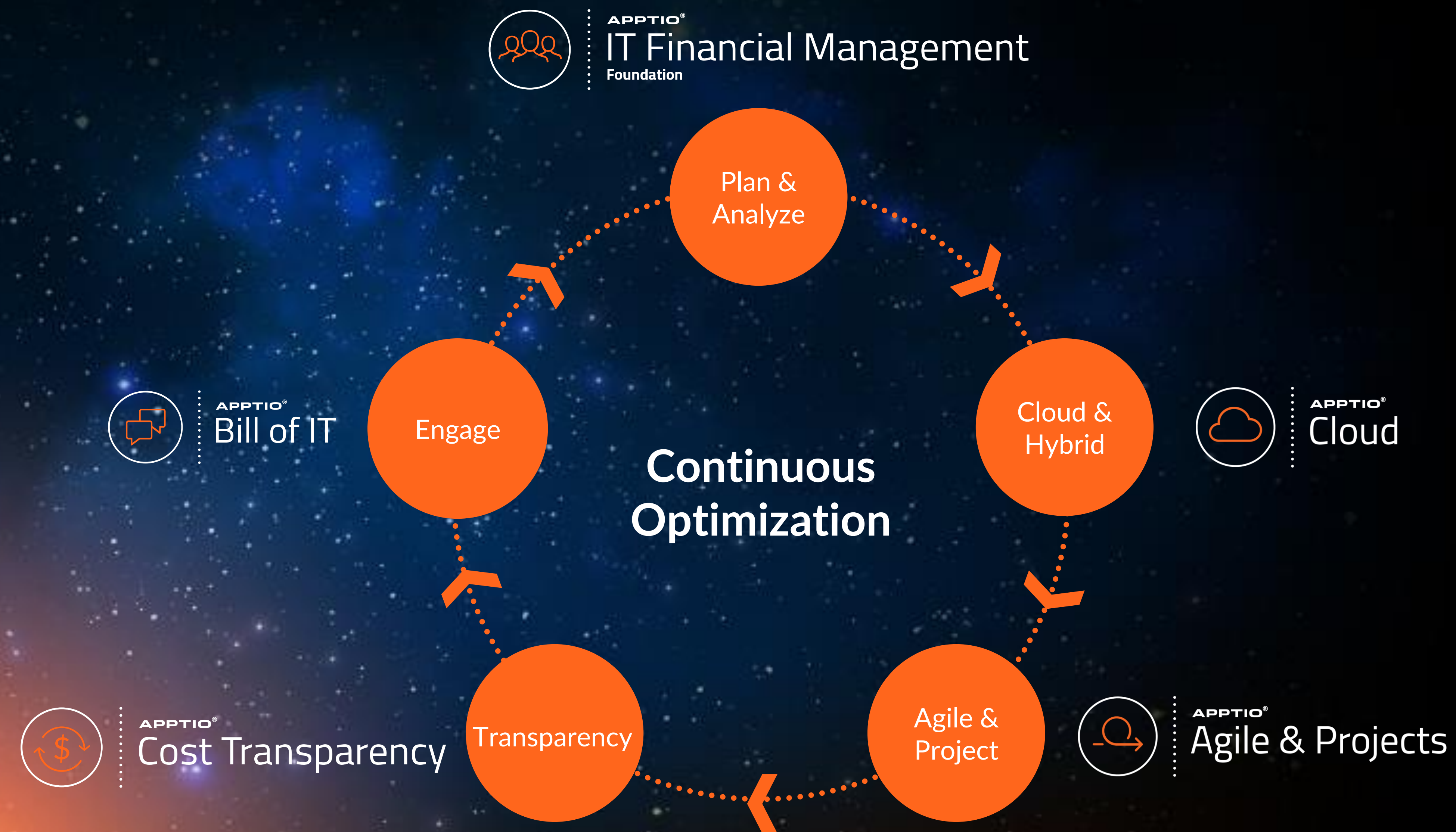
Lack of
Standards

APPTIO FOR EVERYONE



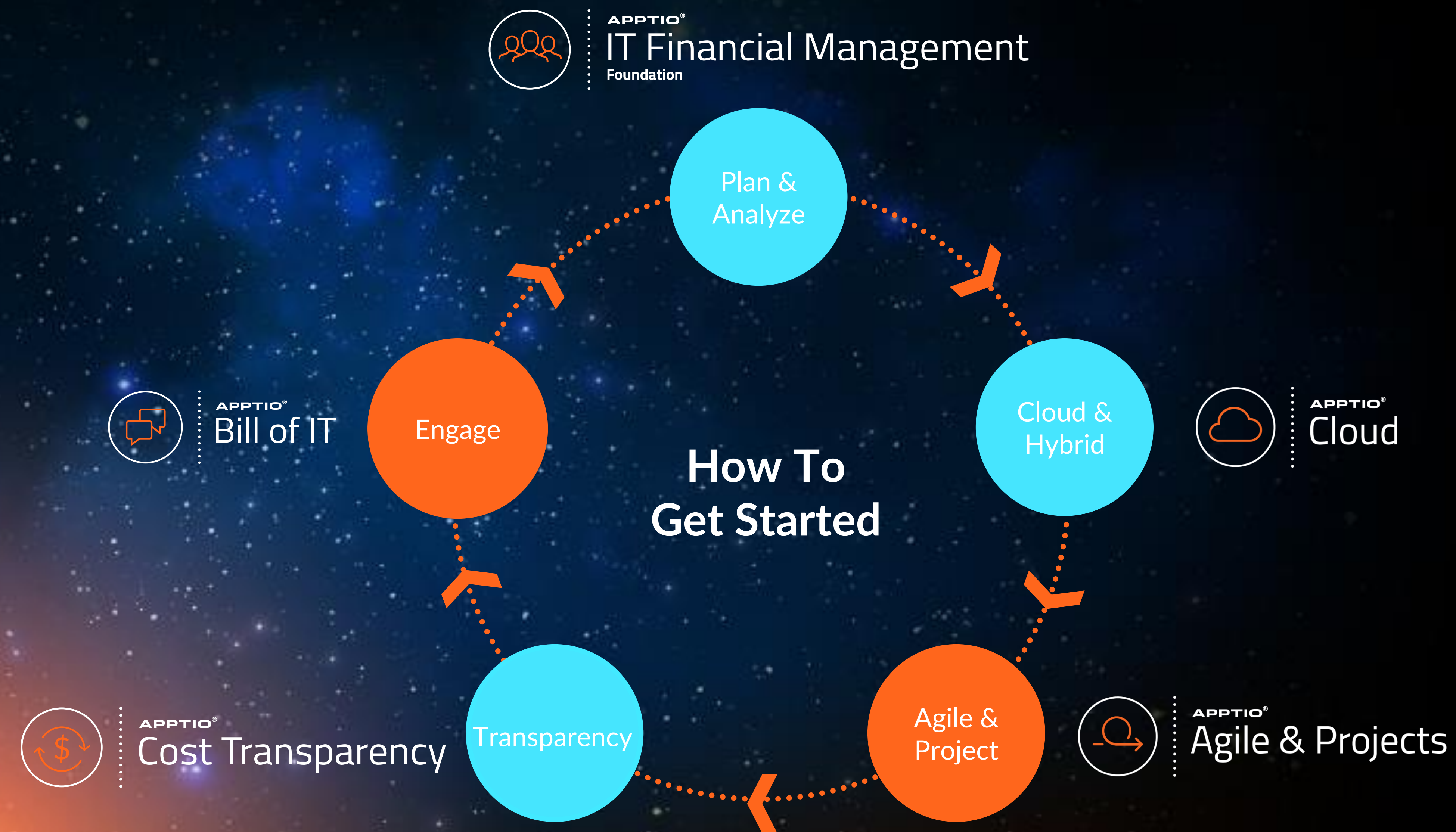


MATURITY MODEL





MATURITY MODEL



THE DATA ADVANTAGE



DATA SOURCES



Unilever

Cindy Hoots

Global VP, IT

**Simple Apps
to Start**

**Embrace Modern IT
Cloud & Agile**



PROGRESS NEVER STOPS

OUR YEAR IN REVIEW

**Invested in
Machine Learning**

**US Federal Gov
Standards**



THEO BEACK

EVP of Products & Engineering

New IT Operating Models

Proactive Insights

FOCUS ON INNOVATION



TBM Leadership

Self-Service

Financial Management

Agile & Projects

APPTIO POWERS MODERN IT

Cloud & Hybrid IT

Cost Transparency



APPTIO®
Foundation

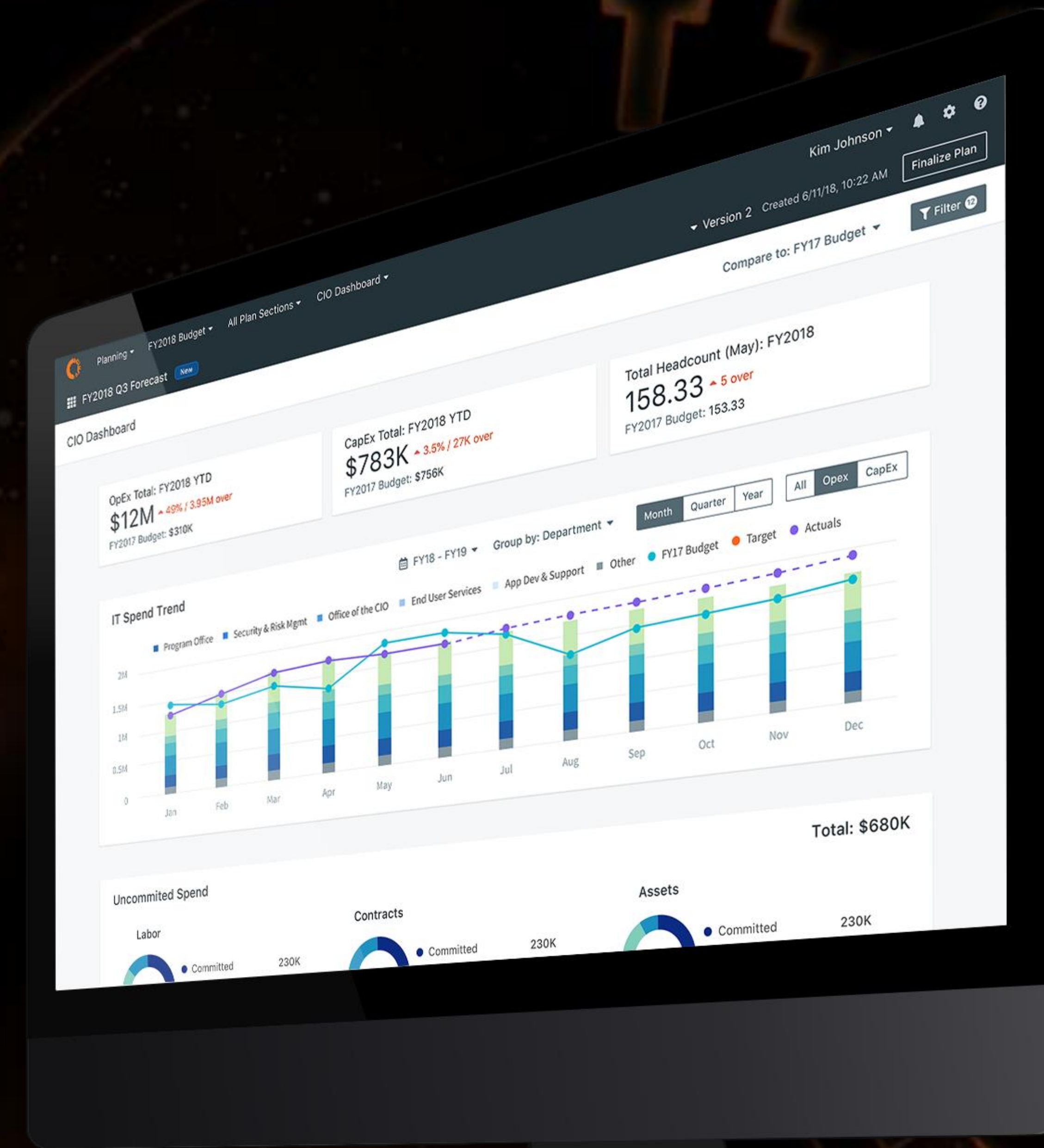
IT Financial Management

NOW AVAILABLE

- 360° Portfolio View
- Cost-Saving Insights
- Variance Driver Discovery

FUTURE

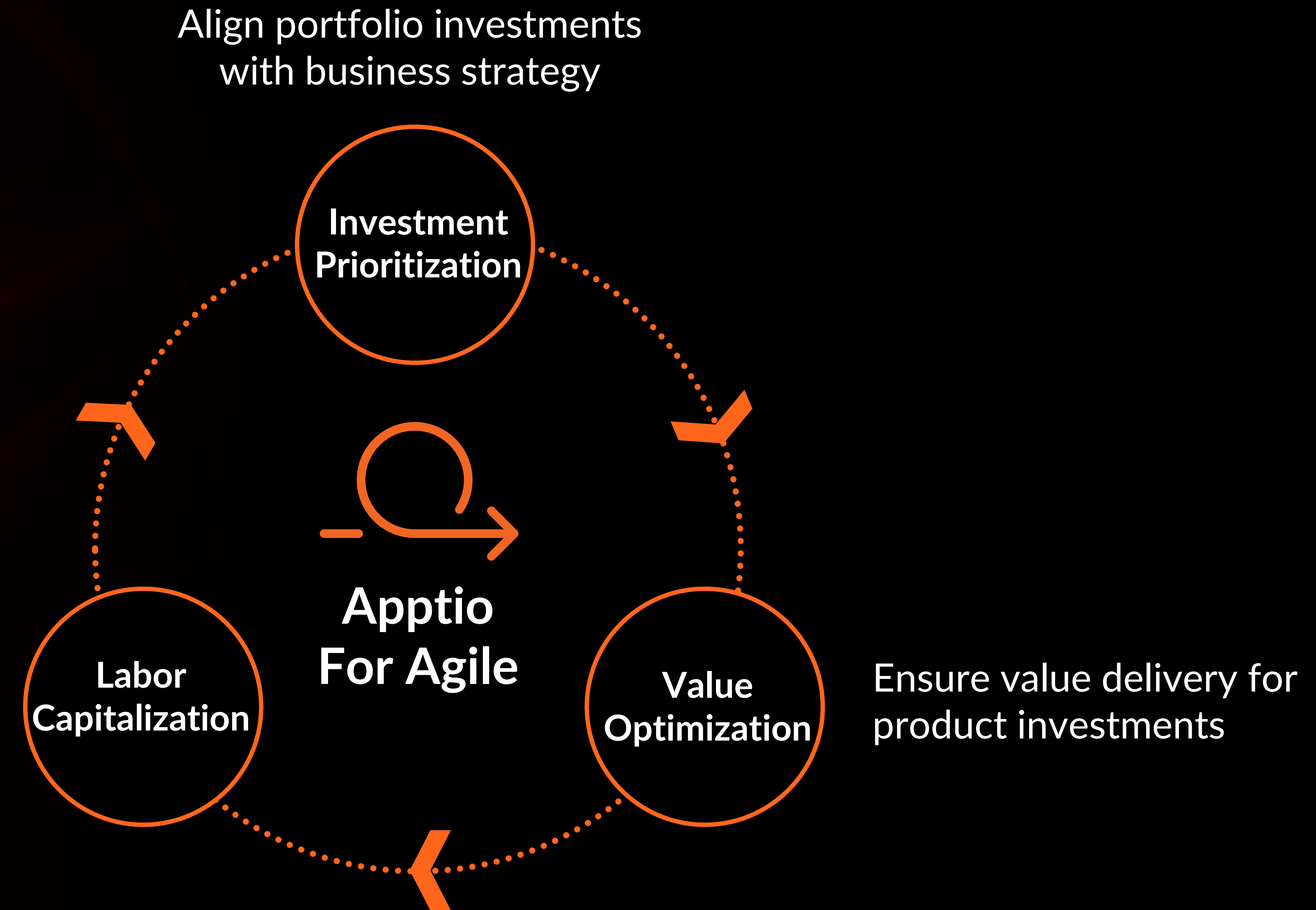
- Guided Process
- Cloud Planning
- Planning Benchmarks



APPTIO[®] AGILE VISION



Forecast and track capitalized
labor costs without time sheets



NEW TODAY



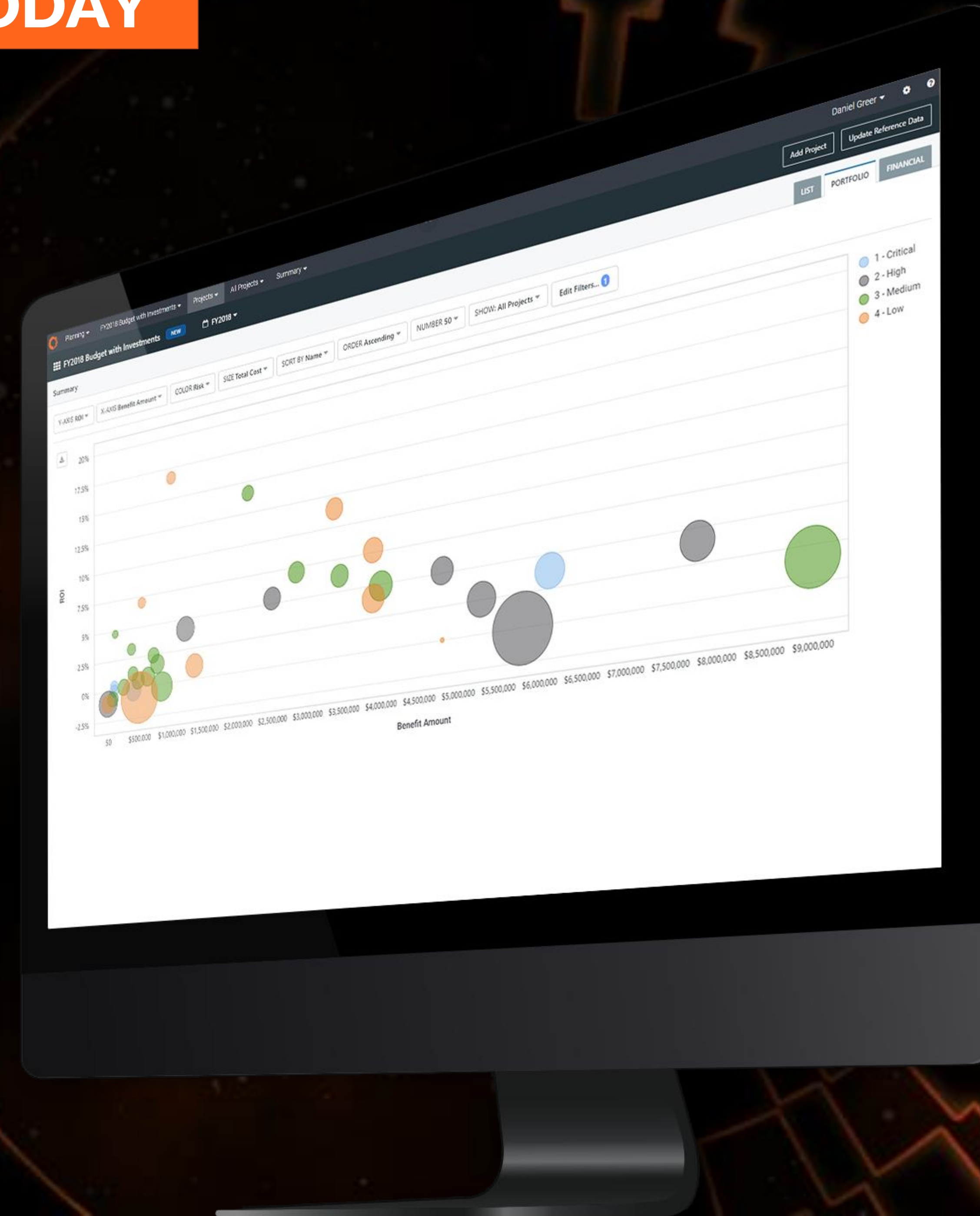
APPTIO® Agile & Projects

NOW AVAILABLE

- Agile Insights - **NEW TODAY!**
- Investment Planning

FUTURE

- Labor Capitalization
- Agile Value Planning



Cost Management

Multicloud total cost of ownership and allocations

Migration & Analysis

On-premise to multicloud comparisons (Capex to Opex)

Resource Optimization

Identify underutilized resources through machine learning

Hybrid Insights

On-premise & private cloud infra insights



A **bold** new vision
for the cloud



Unmatched visibility
Hybrid view
Business value focus



+



Dynamic resource sizing
Machine learning optimization
Anomaly detection

Unmatched visibility
Hybrid view
Business value focus



APPTIO®

Cloud Business Management

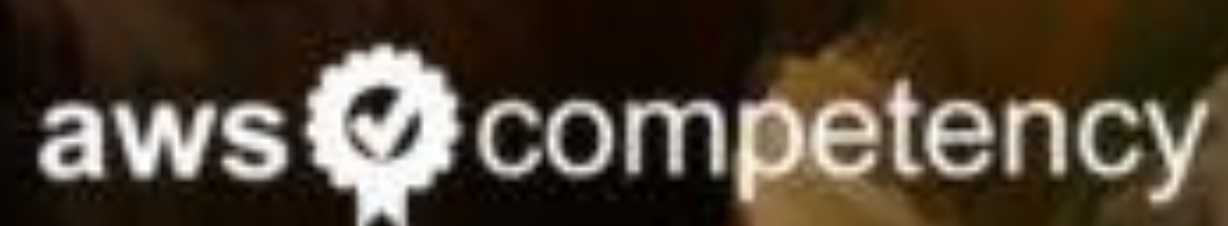
Dynamic resource sizing
Machine learning optimization
Anomaly detection

Unmatched visibility
Hybrid view
Business value focus



APPTIO®

Cloud Business Management



Dynamic resource sizing
Machine learning optimization
Anomaly detection

Enterprise Contracts



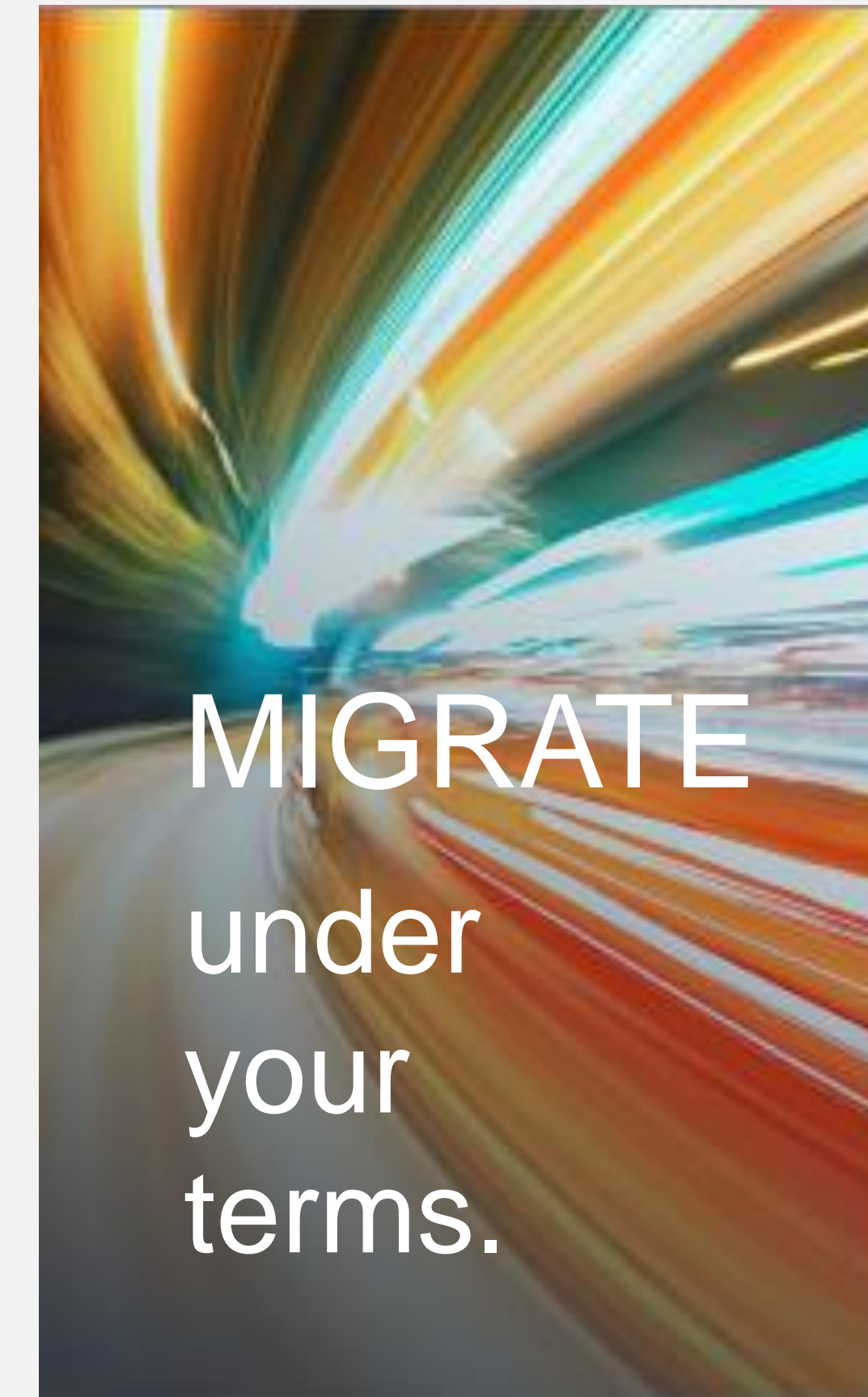
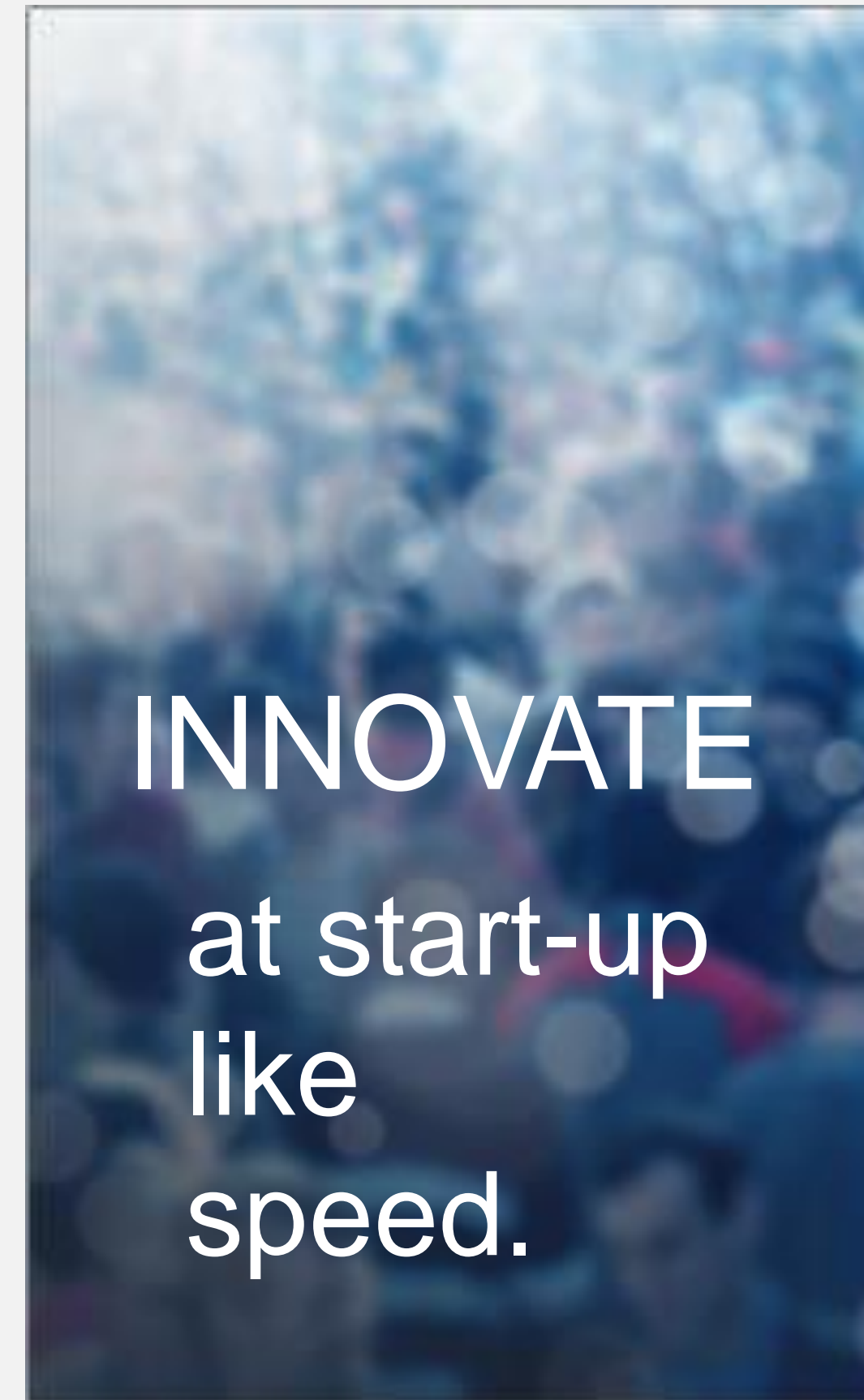
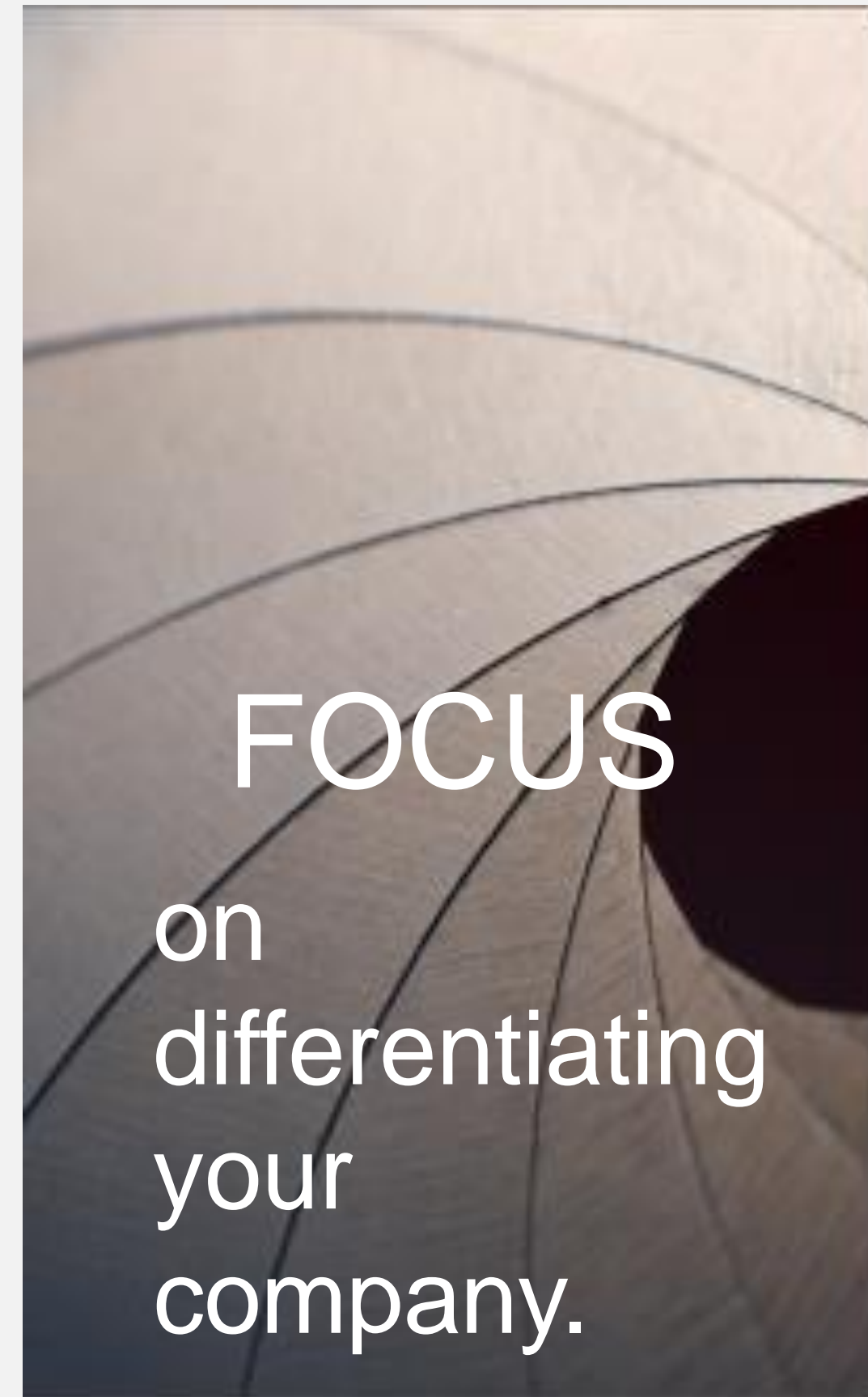
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AWS Marketplace

David McCann
VP of AWS Marketplace

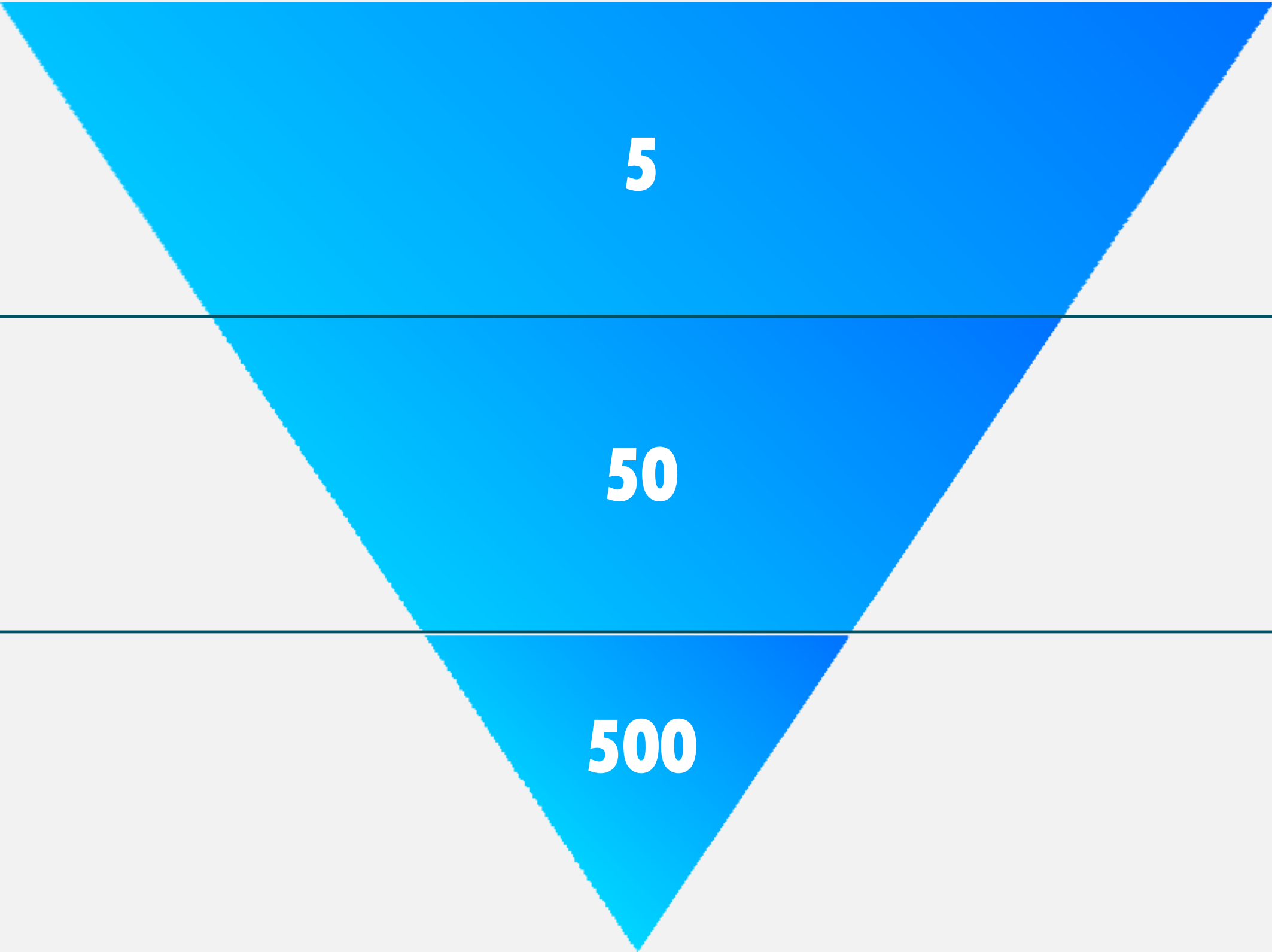
The AWS Cloud



Transforming the SW portfolio: The 5/50/500 model

~18% of the IT budget is software

The mega **5** software vendors which represent ~50% of IT software spend



Microsoft and Oracle managed by SAP on AWS VMWare on AWS IBM or SFDC



The ~top **50** vendors you choose as critical to your journey to the cloud and future direction of your company



The long tail of **500+** vendors



NEW TODAY



NOW AVAILABLE

- Cloud Business Management – **NEW TODAY**
- Hybrid Business Management – **NEW TODAY!**

FUTURE

- Cloud Chargeback/Showback
- Cloud Planning





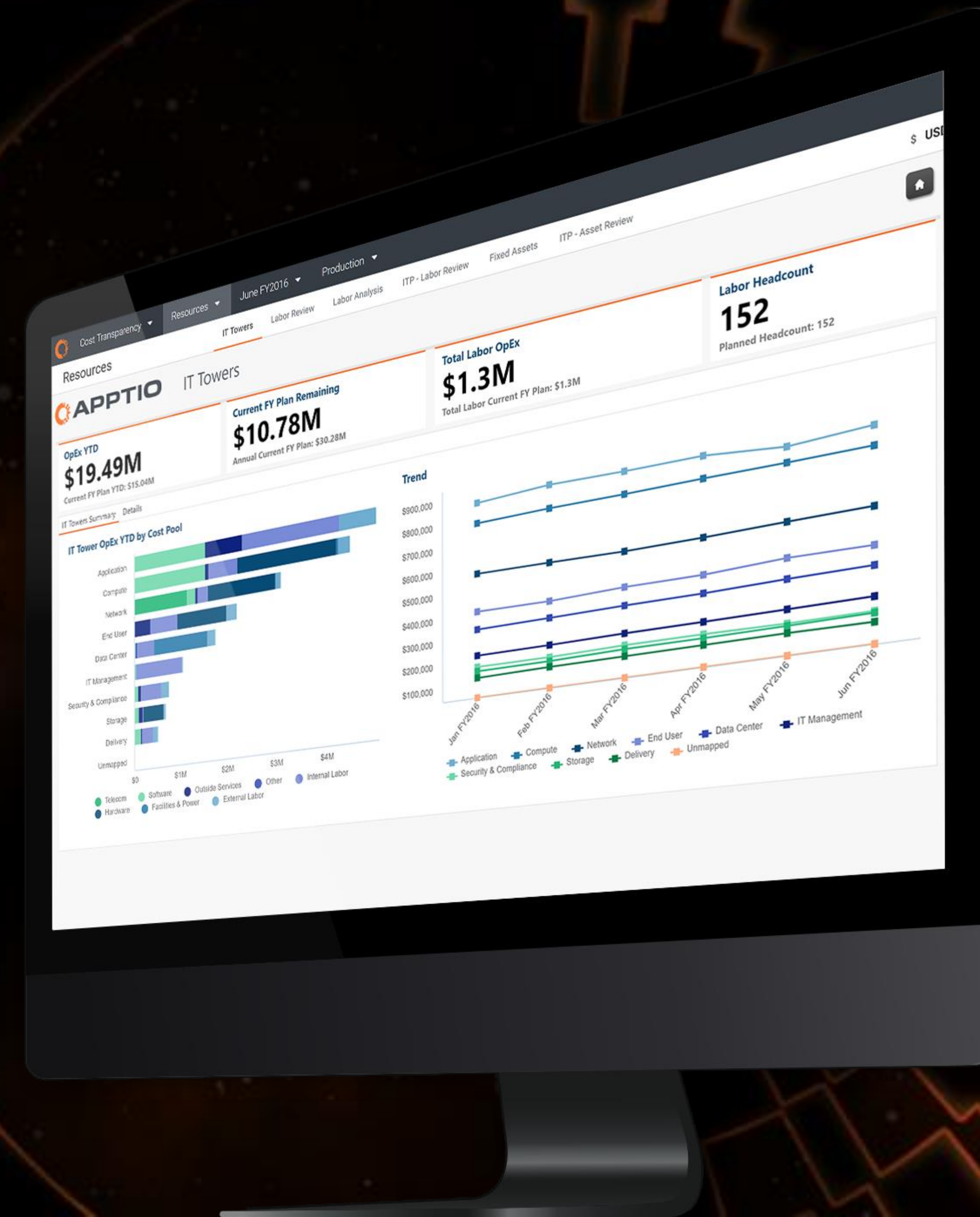
APPTIO® Cost Transparency

NOW AVAILABLE

- Machine Learning Data Mapping
- Public Sector-Specific App

FUTURE

- Social Collaboration
- Proactive Insights

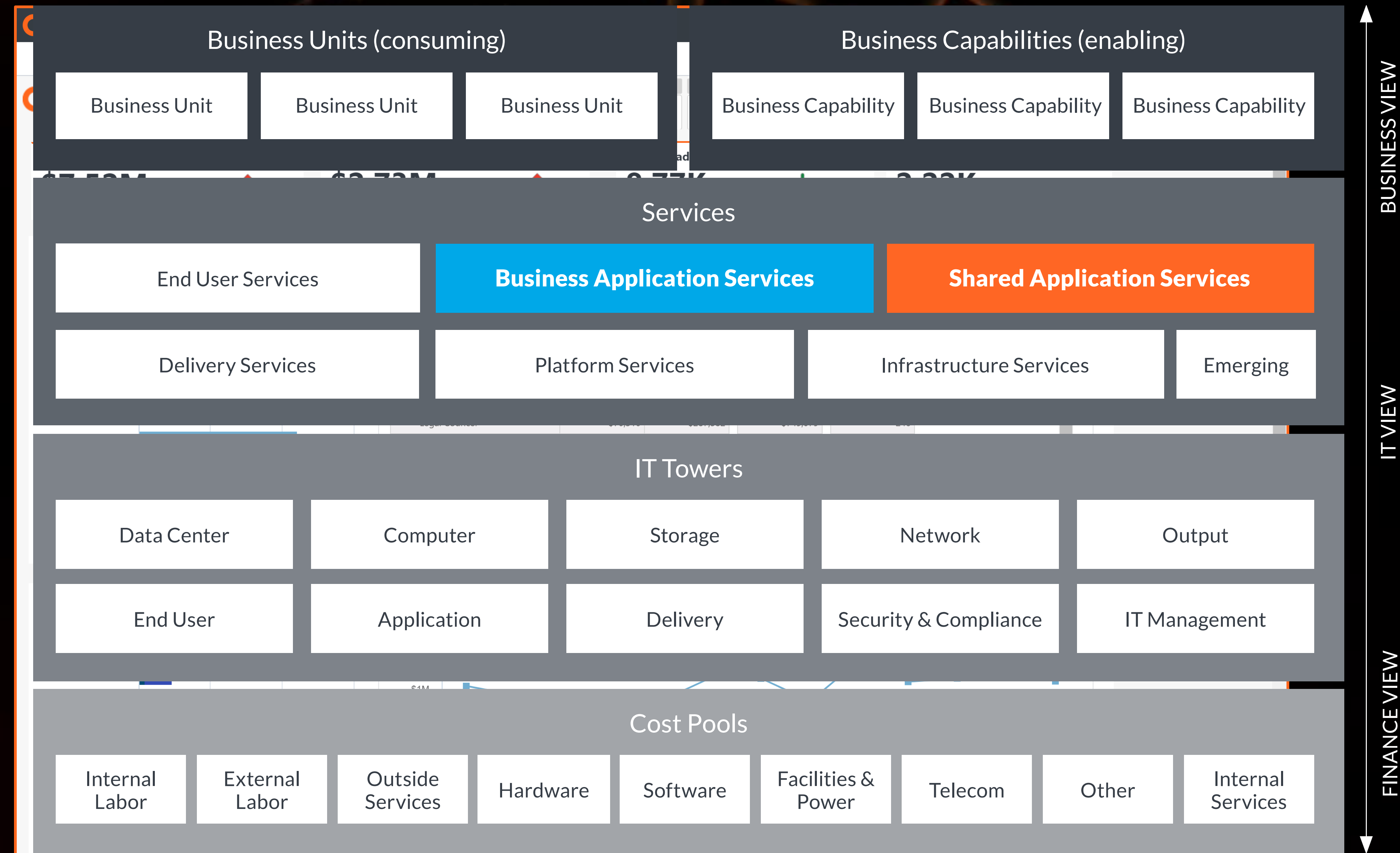




APPTIO®

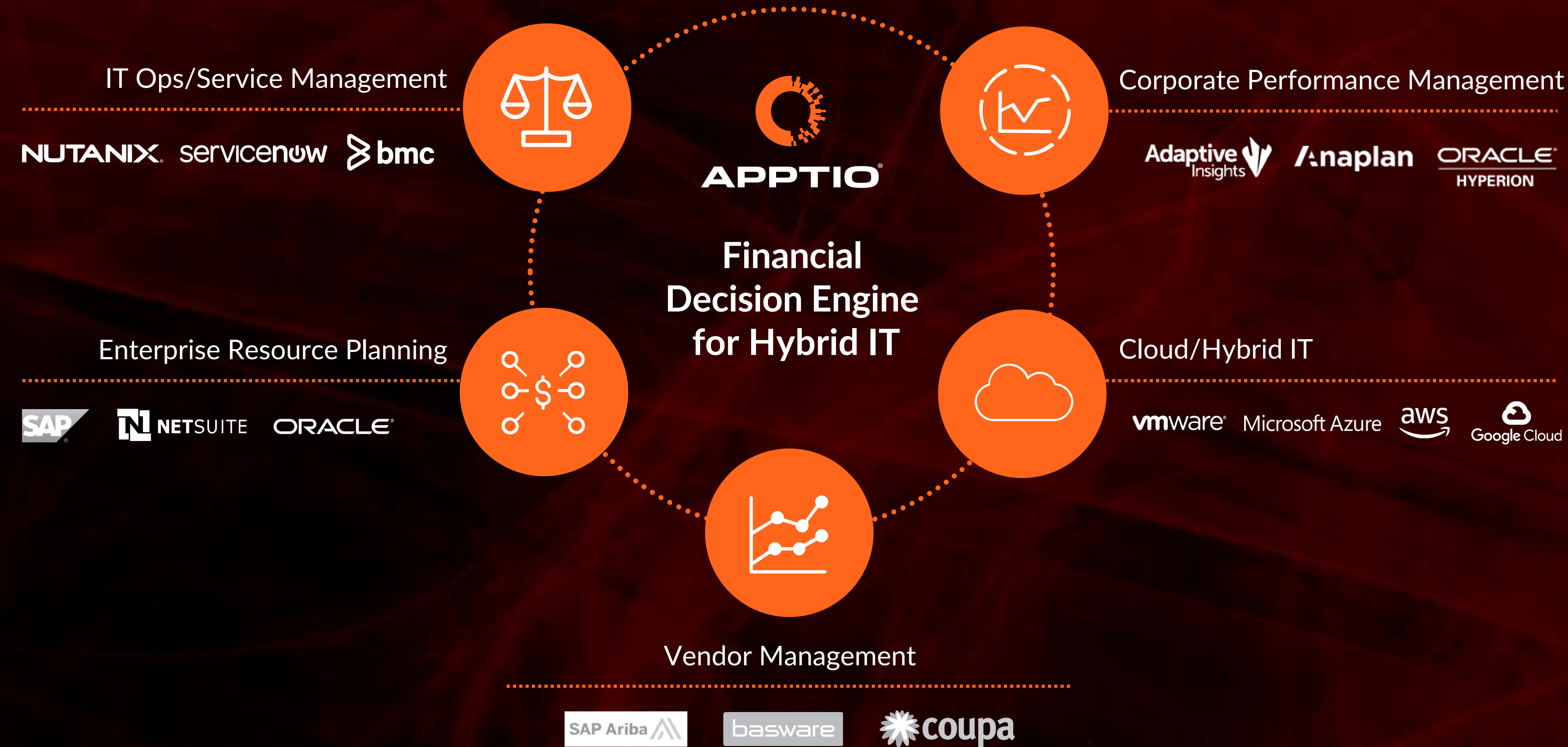
Enterprise Business Management

Apptio for Shared Services applies the best of IT cost visibility and optimization to business partners like legal, HR and finance.





Jim Dinan
CFO of IT





Something amazing is
about to happen.



APPTIO®

The Modern IT Ecosystem

Adaptive
Insights

vmware®

aws

coupa



APPTIO®

Panelists

Cameron Haight, Vmware

David McCann, AWS

Todd Ford, Coupa

Tom Bogan, Adaptive Insights



THANK YOU