



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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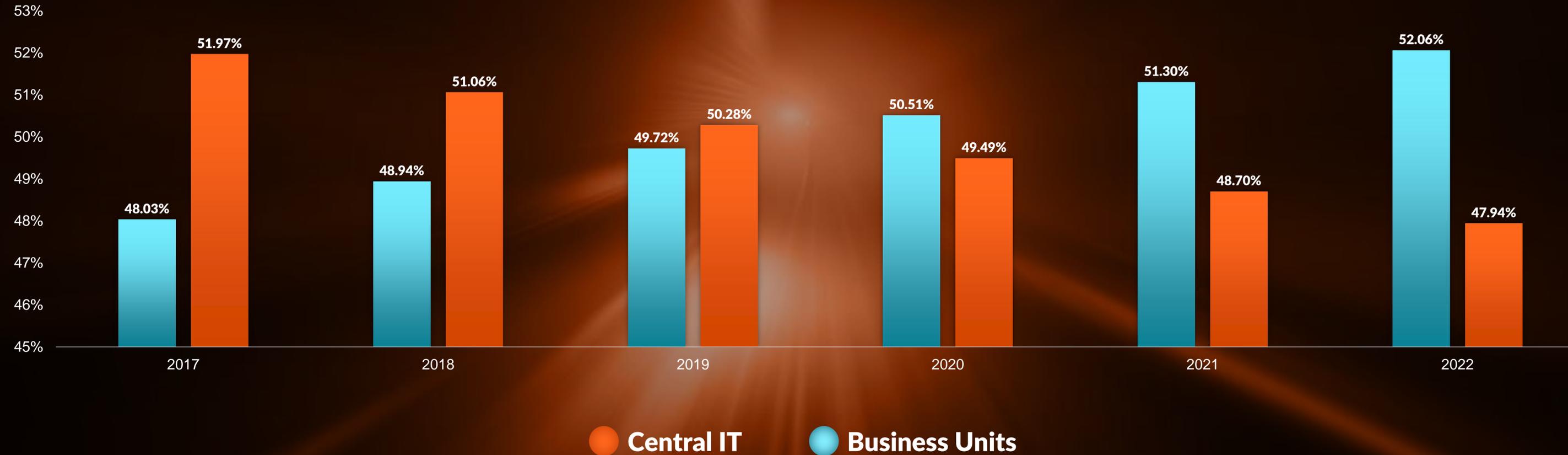
EVERY COMPANY IS A

TECHNOLOGY

FUELED COMPANY

TECHNOLOGY BUDGETS

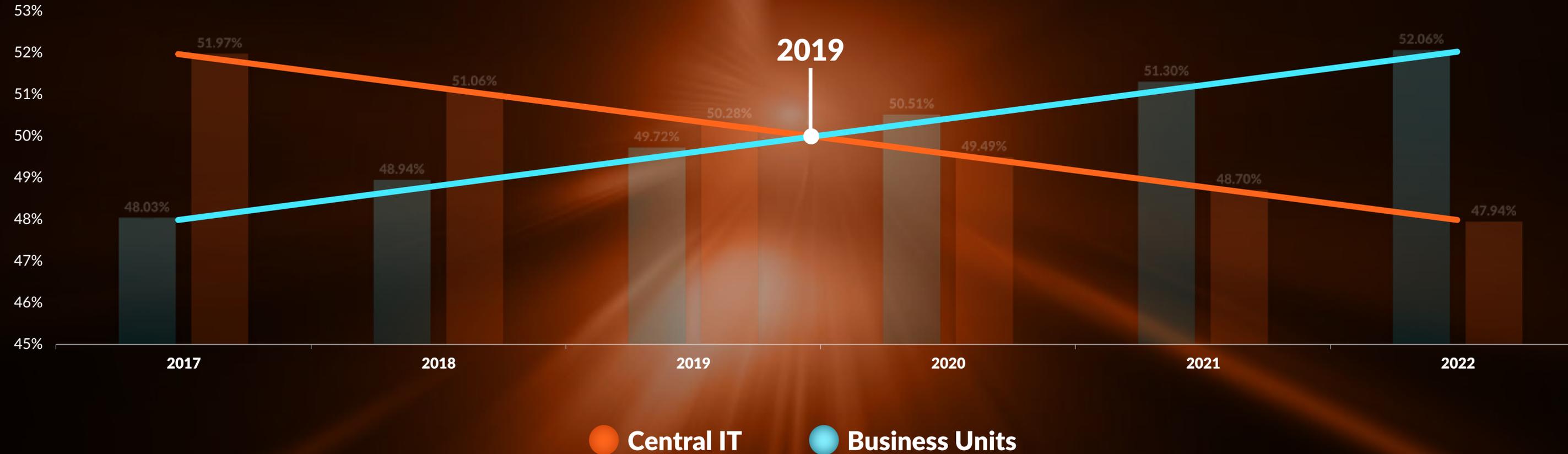
ARE SHIFTING RAPIDLY



*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**

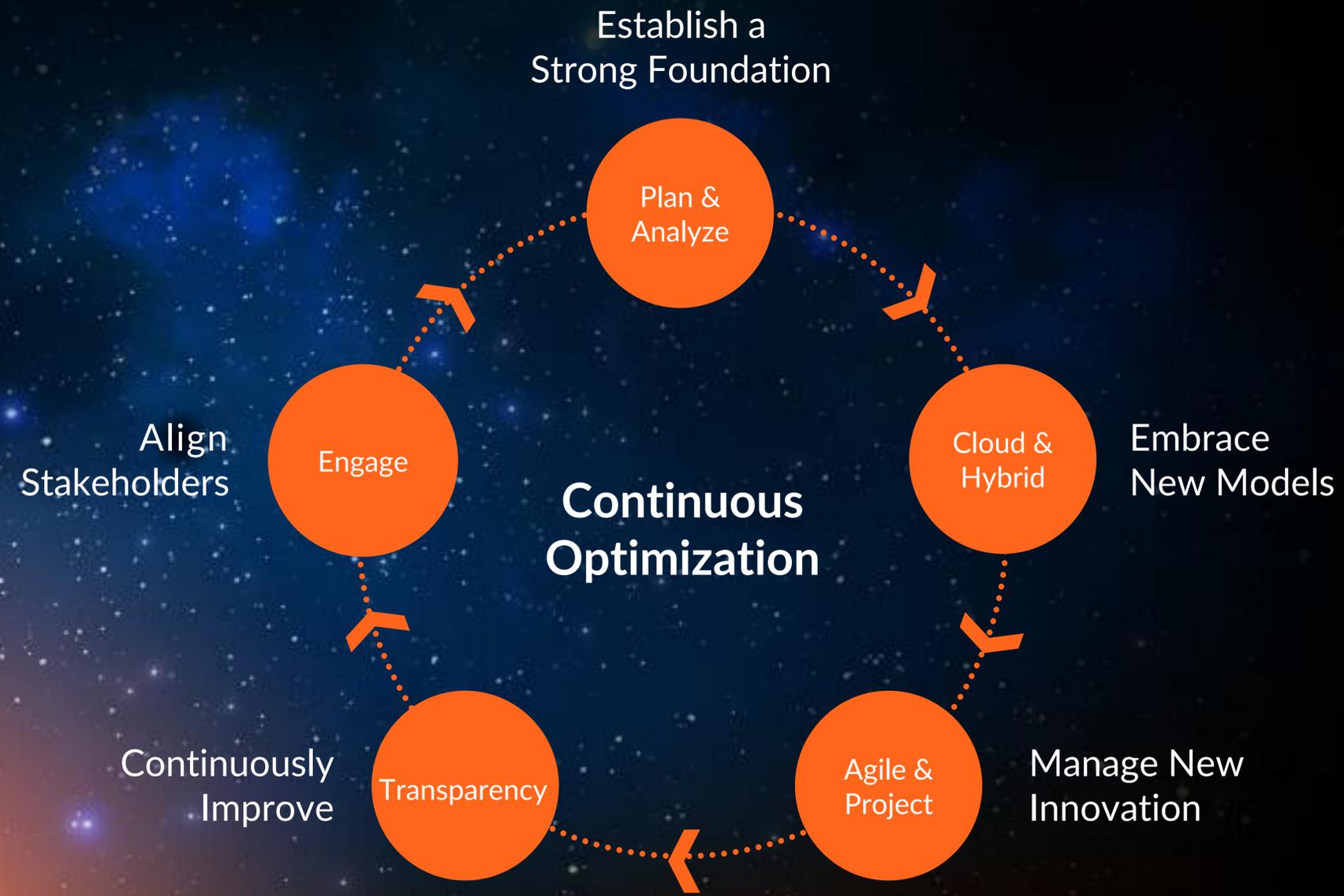
**Quality of
Decision-Making**

YOU NEED **MORE** THAN **SPREADSHEETS**

**Static Views
Lacking Collaboration**

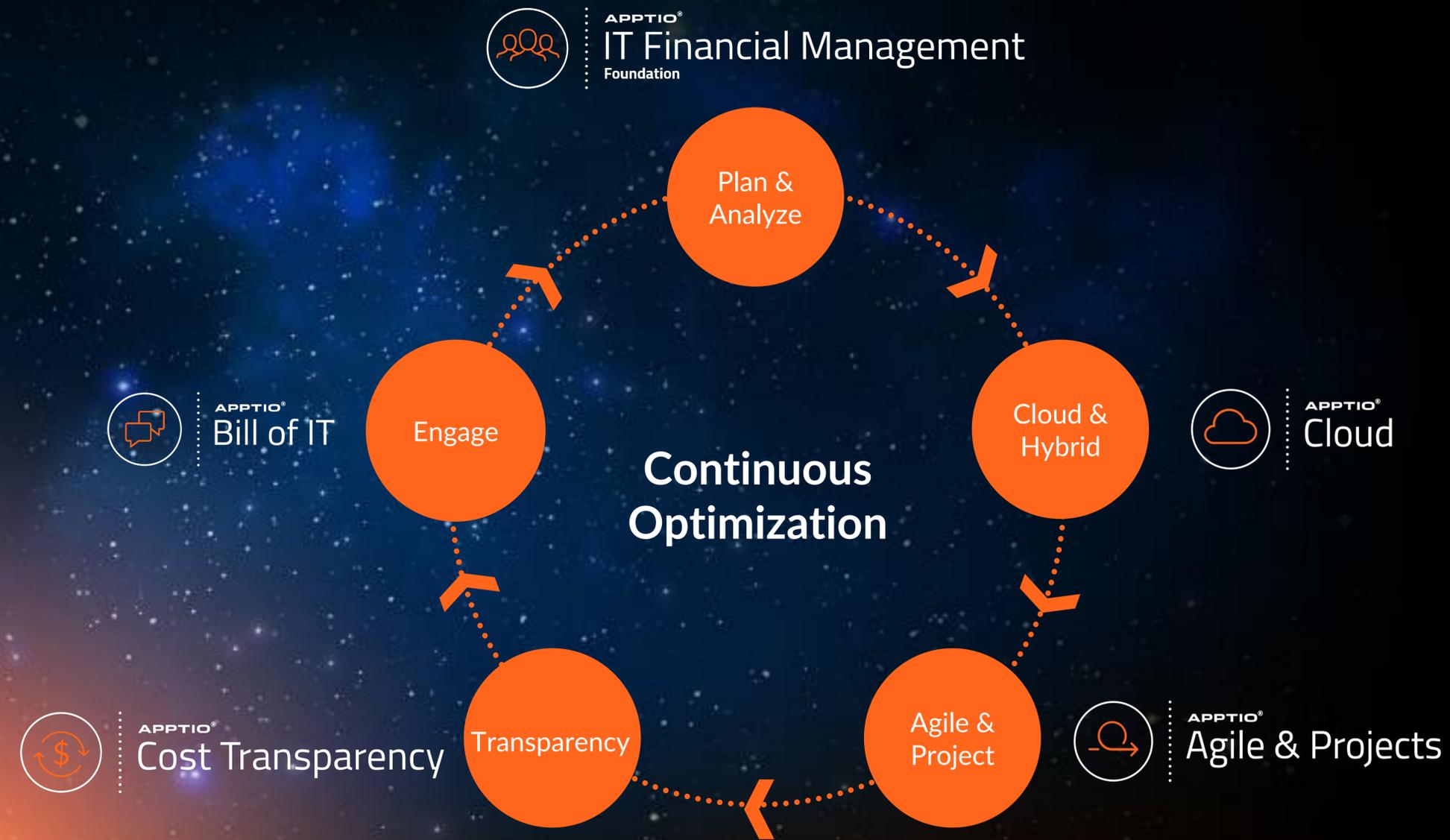
**Lack of
Standards**

APPTIO FOR EVERYONE



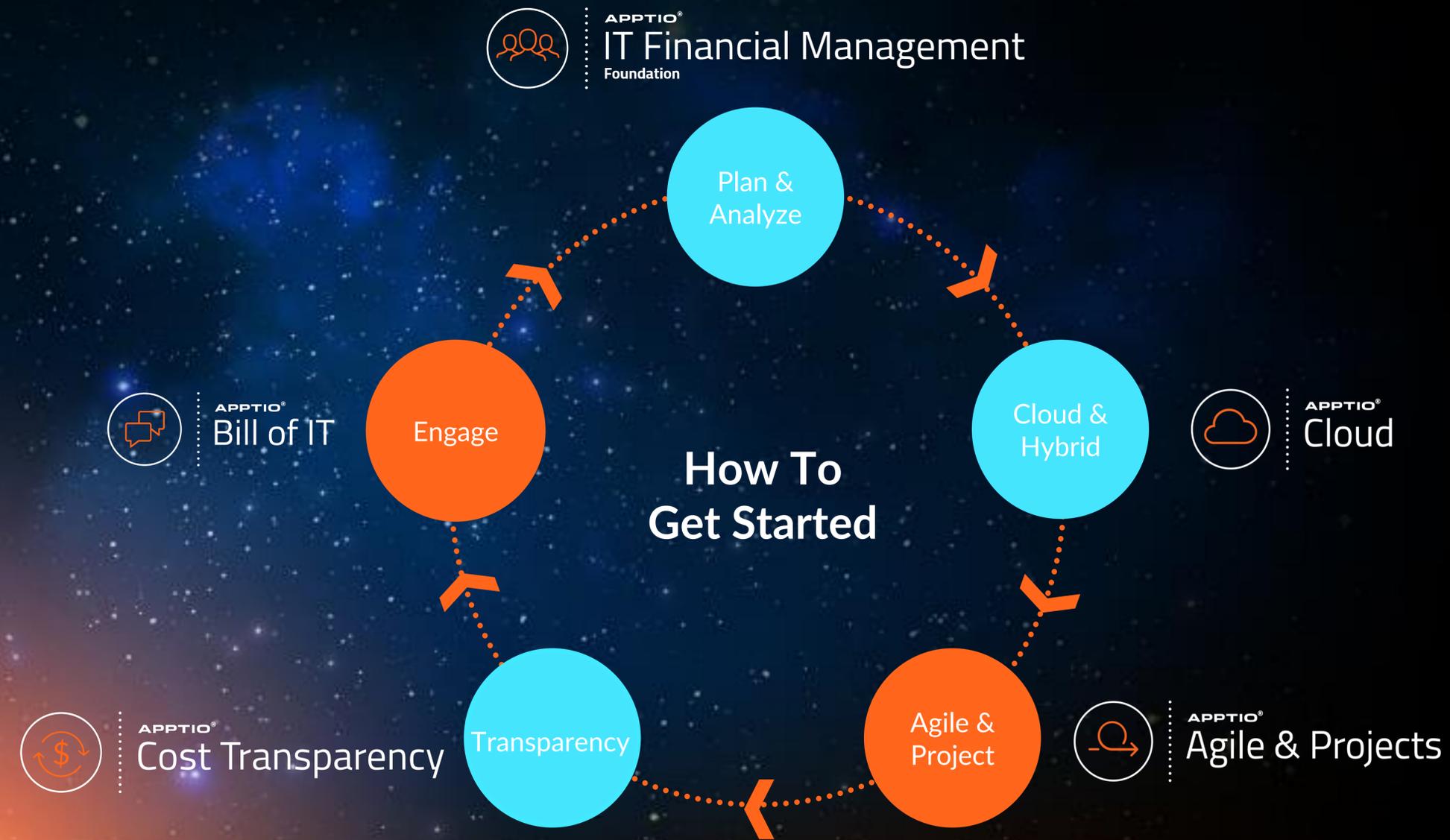


MATURITY MODEL

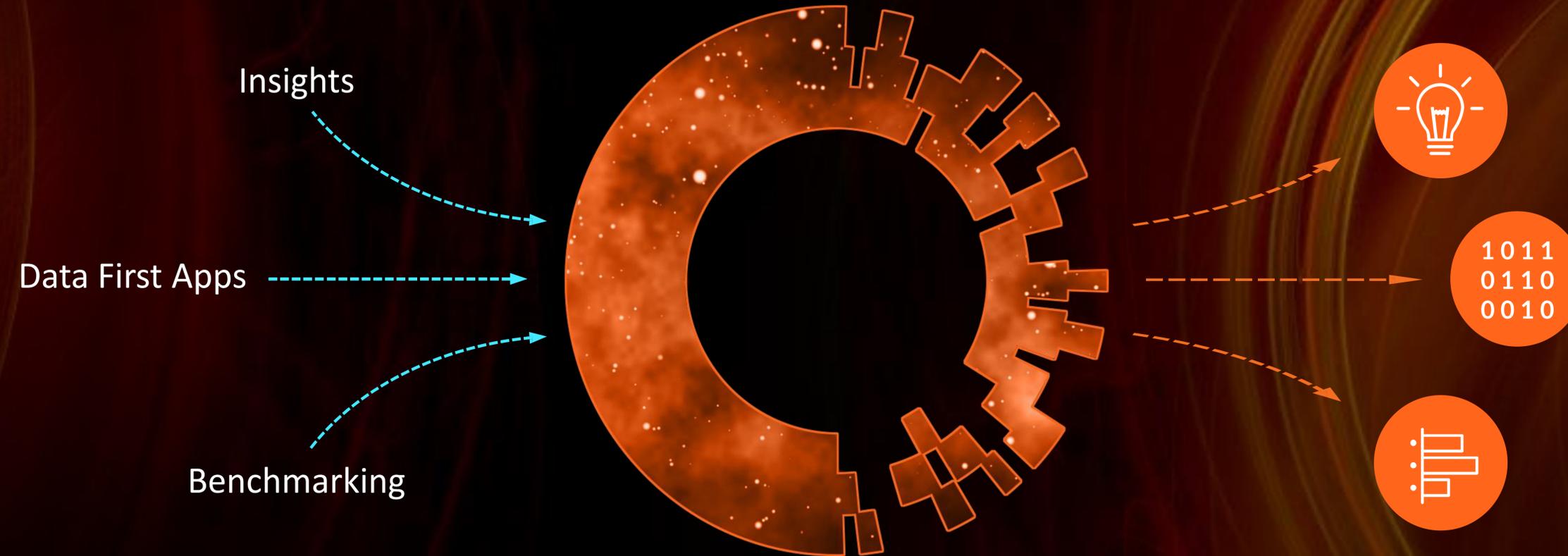




MATURITY MODEL



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**

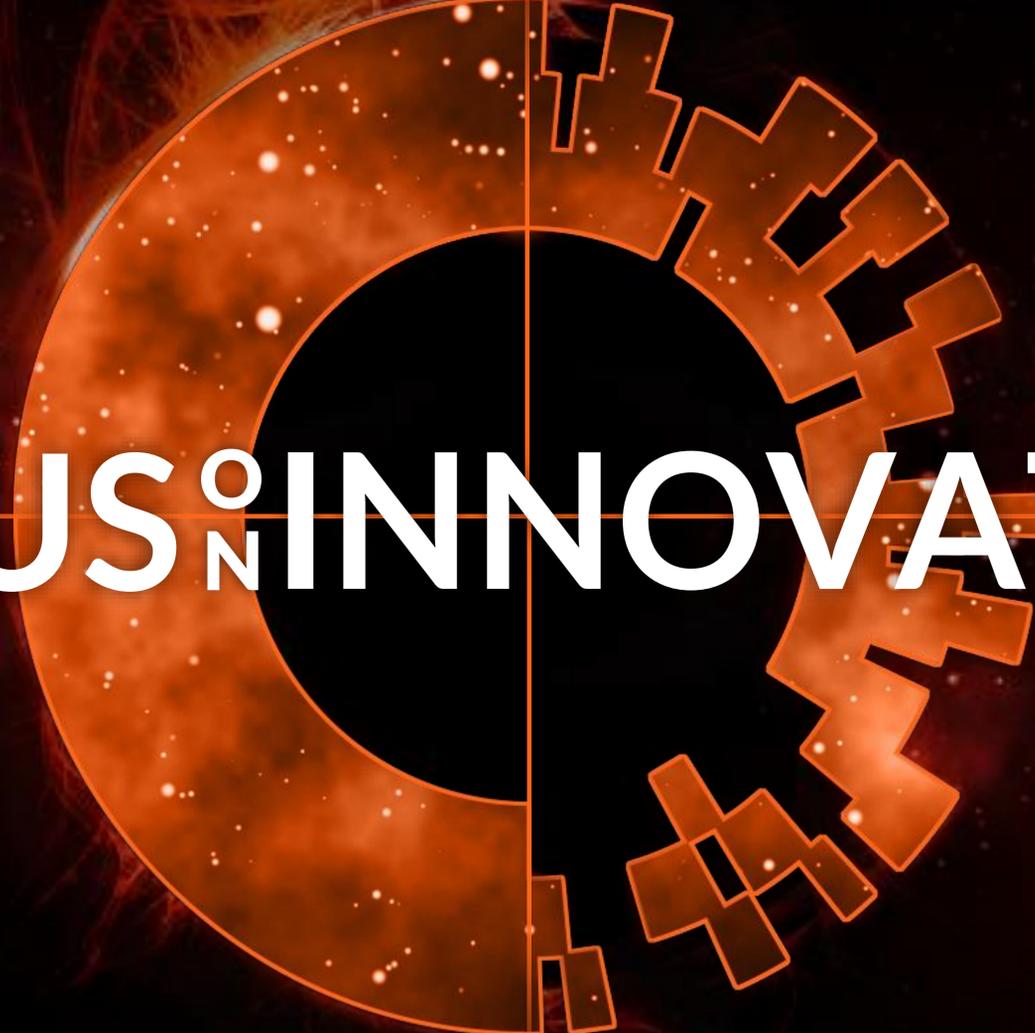


THEO BEACK

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

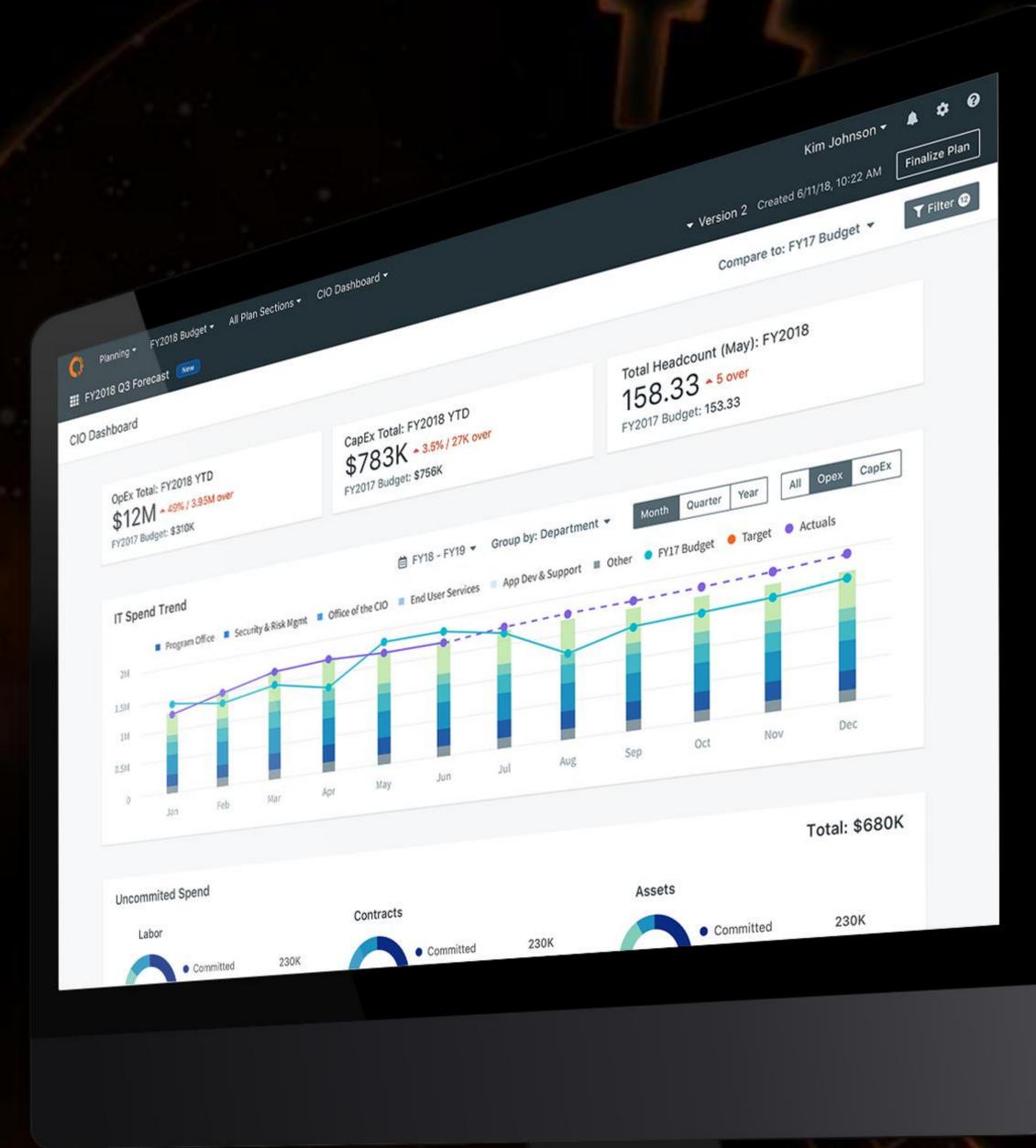
IT Financial Management

NOW AVAILABLE

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

FUTURE

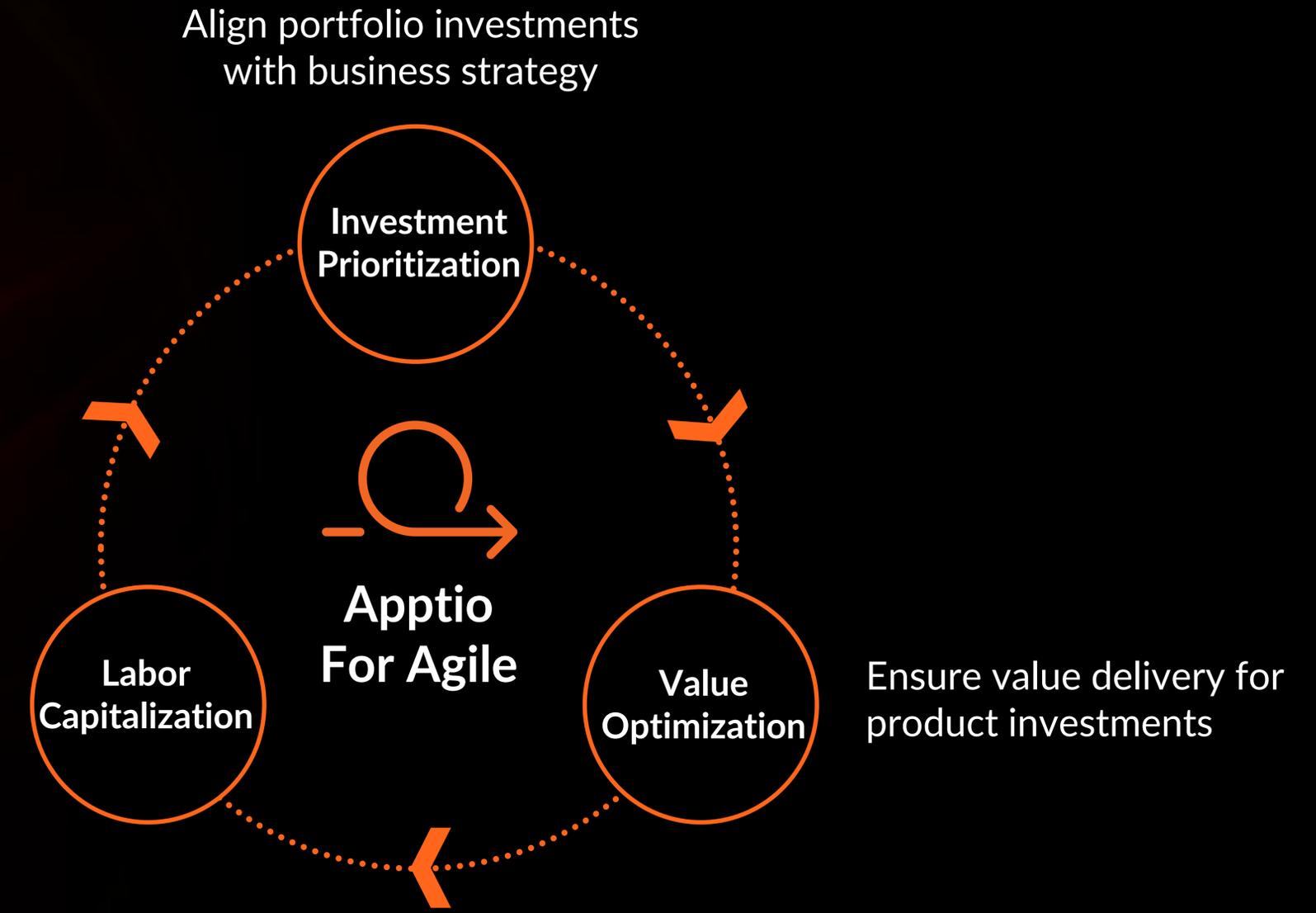
- Guided Process
- Cloud Planning
- Planning Benchmarks



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)



A bold new vision for the cloud



Resource Optimization

Identify underutilized resources through machine learning

Hybrid Insights

On-premise & private cloud infra insights

Unmatched visibility
Hybrid view
Business value focus



APPTIO[®]

+



FittedCloud

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



aws  competency



Dynamic resource sizing
Machine learning optimization
Anomaly detection

Enterprise Contracts



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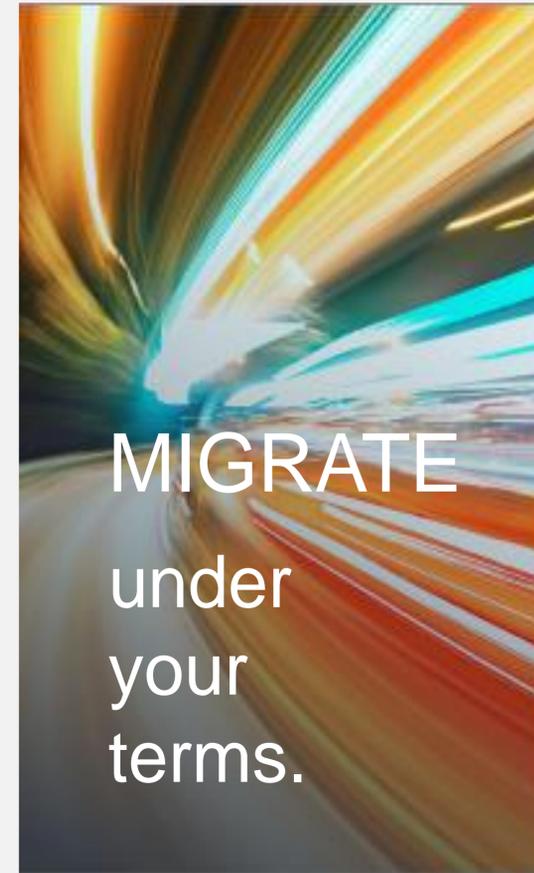
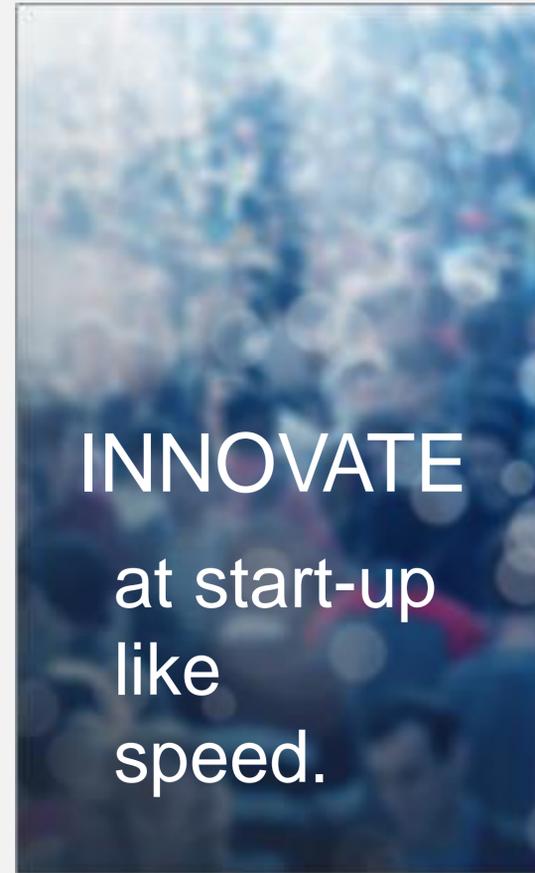
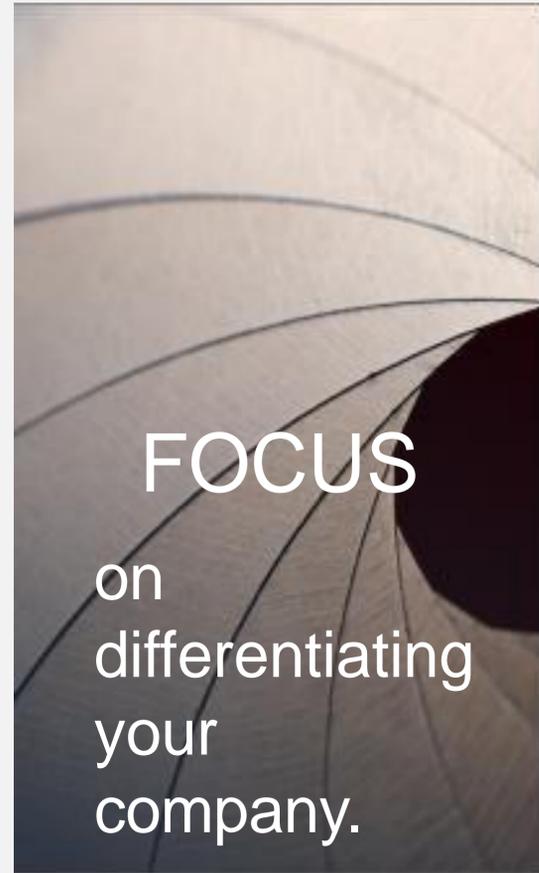
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AWS Marketplace

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

5

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

50

 aws marketplace

The long tail of **500+** vendors

500

 aws marketplace



NEW TODAY



NOW AVAILABLE

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

FUTURE

- Cloud Chargeback/Showback
- Cloud Planning





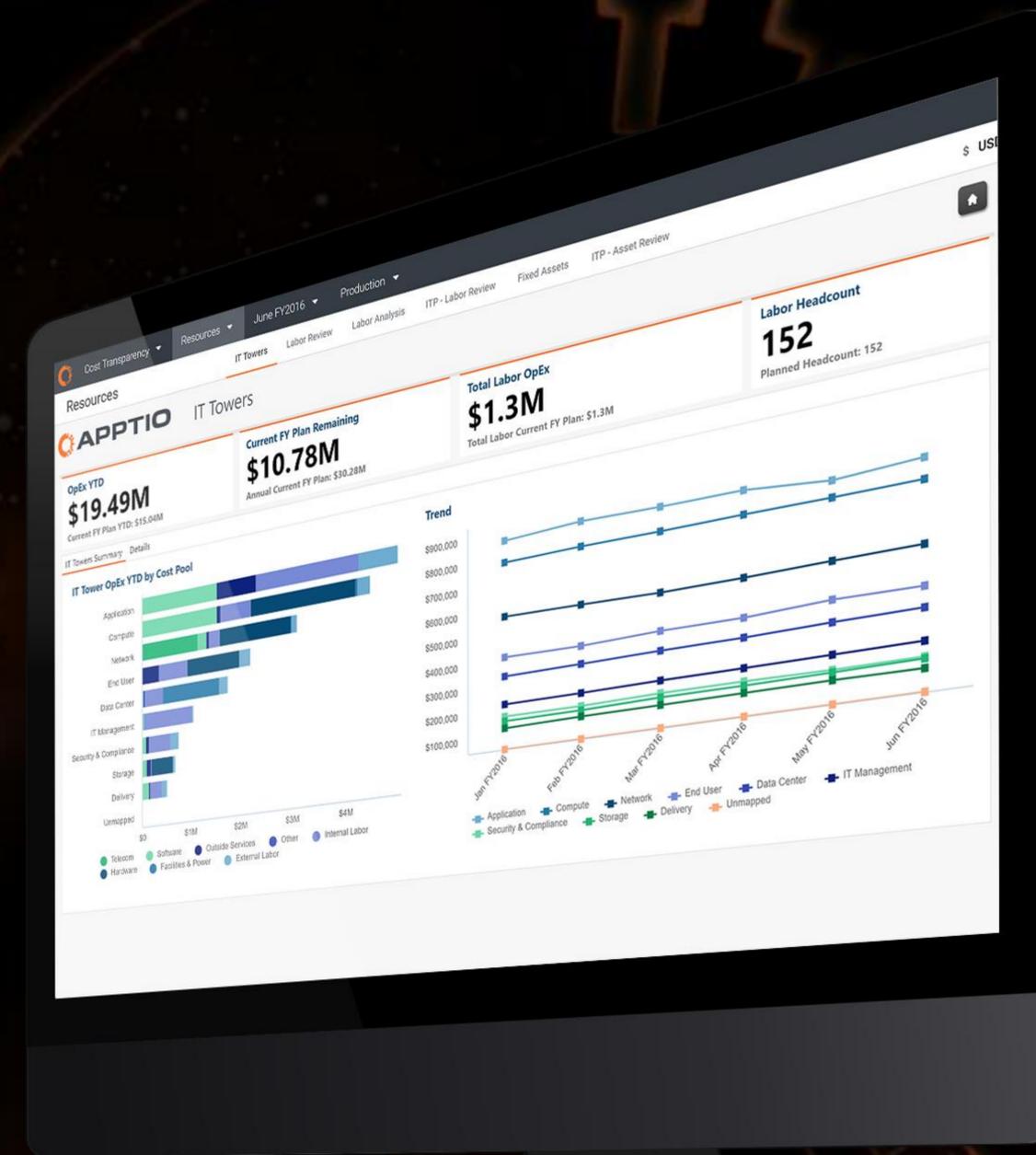
APPTIO® Cost Transparency

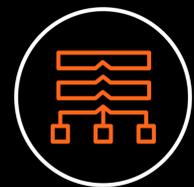
NOW AVAILABLE

- Machine Learning Data Mapping
- Public Sector-Specific App

FUTURE

- Social Collaboration
- Proactive Insights

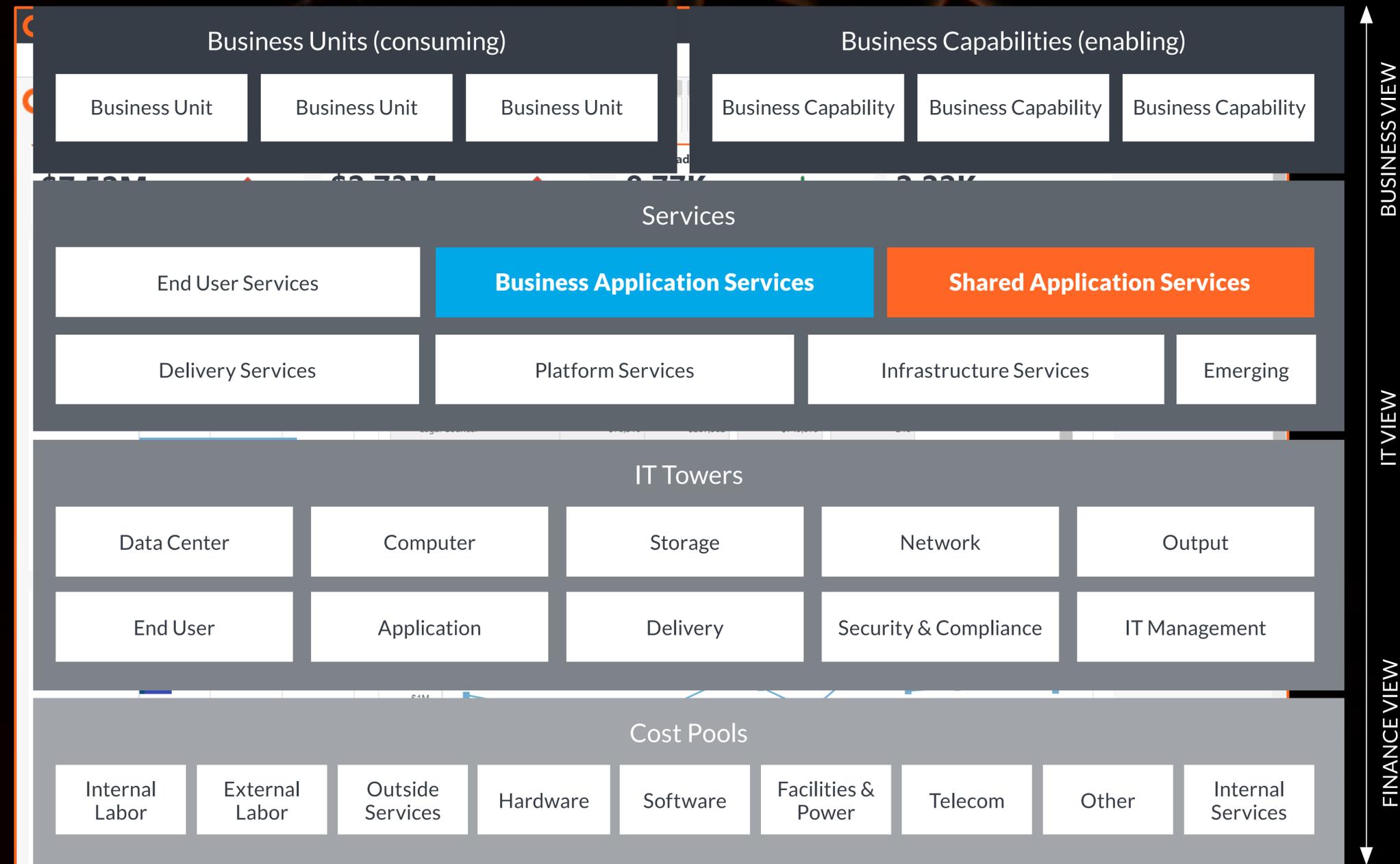




APPTIO®

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



IT Ops/Service Management

NUTANIX servicenow bmc



APPTIO



Corporate Performance Management

Adaptive Insights Anaplan ORACLE HYPERION

Enterprise Resource Planning

SAP NETSUITE ORACLE



Financial Decision Engine for Hybrid IT



Cloud/Hybrid IT

vmware Microsoft Azure aws Google Cloud

Vendor Management

SAP Ariba basware coupa



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