

Bronze Sponsor



# Searching for “Cost Takeout” & “Insights” in Your Reports

**Your Guides:**  
Eric Self & Hollie Potts

# Part I: Introduction



# Your Guides



## Hollie Potts

- Principal Strategic Advisor
- 14+ years of TBM/Apptio Experience



## Eric Self:

- Principal Apptio Consultant
- 12+ years of TBM Experience

# Agenda

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- Introductions
- Common Reasons for Cost Take Out Requests
- Understanding the Request
- Getting Starting: Apptio's Value Explorer
- Using Apptio's Value Explorer
- Additional Discussion

# Introductions

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- Take 5 Minutes
- Turn to a Person Near You
- Introduce Yourself
- Business Cards

# Common Reasons for Cost Takeout Quests

- We were asked to use Apptio find an X% reduction opportunity
- We're in the midst of a merger/acquisition and need to find savings "opportunities"
- Apptio was marketed to our management as an "Insights" tool.
- Rationalization, and all of its forms:
  - App Rationalization
  - Infrastructure Rationalization
  - Vendor Rationalization
- On Prem vs Cloud

# Discussion

- Any of these requests sound familiar?
- Any others you've experienced?
- What questions do you hope to get answers to in this session?



# Understanding the Request

- Understand what is driving the Cost Takeout/Insights question
  - Prove Apptio's value?
  - Supplement ongoing activities by Finance?
  - Top-down request from a C-level sponsor
- Are you going to Apptio with a specific idea to explore, or are you looking for Apptio to tell you where you might focus



# Using Apptio's Value Explorer

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Apptio Value Explorer

Home

Apptio Value Explorer

Data Advisor

All Data Sets

TBM Taxonomy



## Increase your Apptio Expertise

Realize the full value of Apptio using Apptio Value Explorer and Data Advisor. Review the icons below for more details.



### Apptio Value Explorer >

Explore the value that Apptio offers you with the Apptio Value Explorer. Choose a Persona, Outcome, Capability or Application and identify how Apptio can benefit you.




### Data Advisor >


Data Advisor provides details on the required, recommended, and optional fields in the standard schema, along with guidance on how to source the data and questions to consider as you gather it. Use the printable views when you need to provide a data owner with a reference list.

# Using Apptio's Value Explorer

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 Data Advisor ▾ Apptio Value Explorer ▾ Chris

Apptio Value Explorer Home Apptio Value Explorer Data Advisor All Data Sets TBM Taxonomy


 Apptio Value Explorer 

Product Solution Hierarchy  
No Filter Applied ▾

Product Hierarchy  
No Filter Applied ▾

User Persona  
No Filter Applied ▾

Capability  
No Filter Applied ▾



### Apptio Value Explorer Use Cases

☐ Product ☐ Module ☐ In Product

TBM Category ▲	Use Case	Description	Outcome	Capability	Report	Data Requirements
Apps & Services	Aggregate application TCO	Analyze application TCO broken out by labor, hardware, software, outside services and facilities.	Prioritize OpEx and CapEx investments	Control	App Portfolio	CT Apps-Applications
Apps & Services	Analyze application costs by fixed/variable classification	Analyze fixed and variable components of application TCO to identify cost impacts to the current fiscal year.	Reduce run costs for the current fiscal year	Control	App List	CT Apps-Applications
Apps & Services	Analyze application run costs by cost pool	Analyze the underlying costs that make up the application TCO including labor, hardware, software, outside services and facilities.	Identify cost efficiencies for largest cost drivers	Control	App List	CT Apps-Applications
Apps & Services	Analyze business unit consumption by application	For each application, track the usage by business unit.	Confirm value and continued need for the app; defend cost allocations to consumers	Control	App Portfolio	CT Apps-Applications
Apps & Services	Identify and maintain the IT owner and business owner for each application	Maintain the primary IT and business contacts for each application.	Drive accountability for spend and quality	Control	App List	CT Apps-Applications
Apps & Services	Monitor application users and per user	Track the number of users using an application and	Verify value of applications with high costs per user;	Control	App Review	CT Apps-

# Part 2: Apptio Value Explorer Demo

# Discussion

- Have you used Apptio's Value Explorer?
- Successes/Disappointments?
- Success Stories with Finding Insights
- Success Stories with Cost Take Outs





# Questions?





# Surveys

Please take a few moments to fill out the class survey.  
Your feedback is extremely important for future events.



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- Date Started = **Today's Date**
- Date Completed = **Today's Date**
- Hours Completed = **1 PDU per hour of class time**
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Let us know how we can improve!  
Don't forget to fill out the class survey.



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