



Tailoring the TBM Framework and Outcomes to your organization

Your Guides:



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Agenda

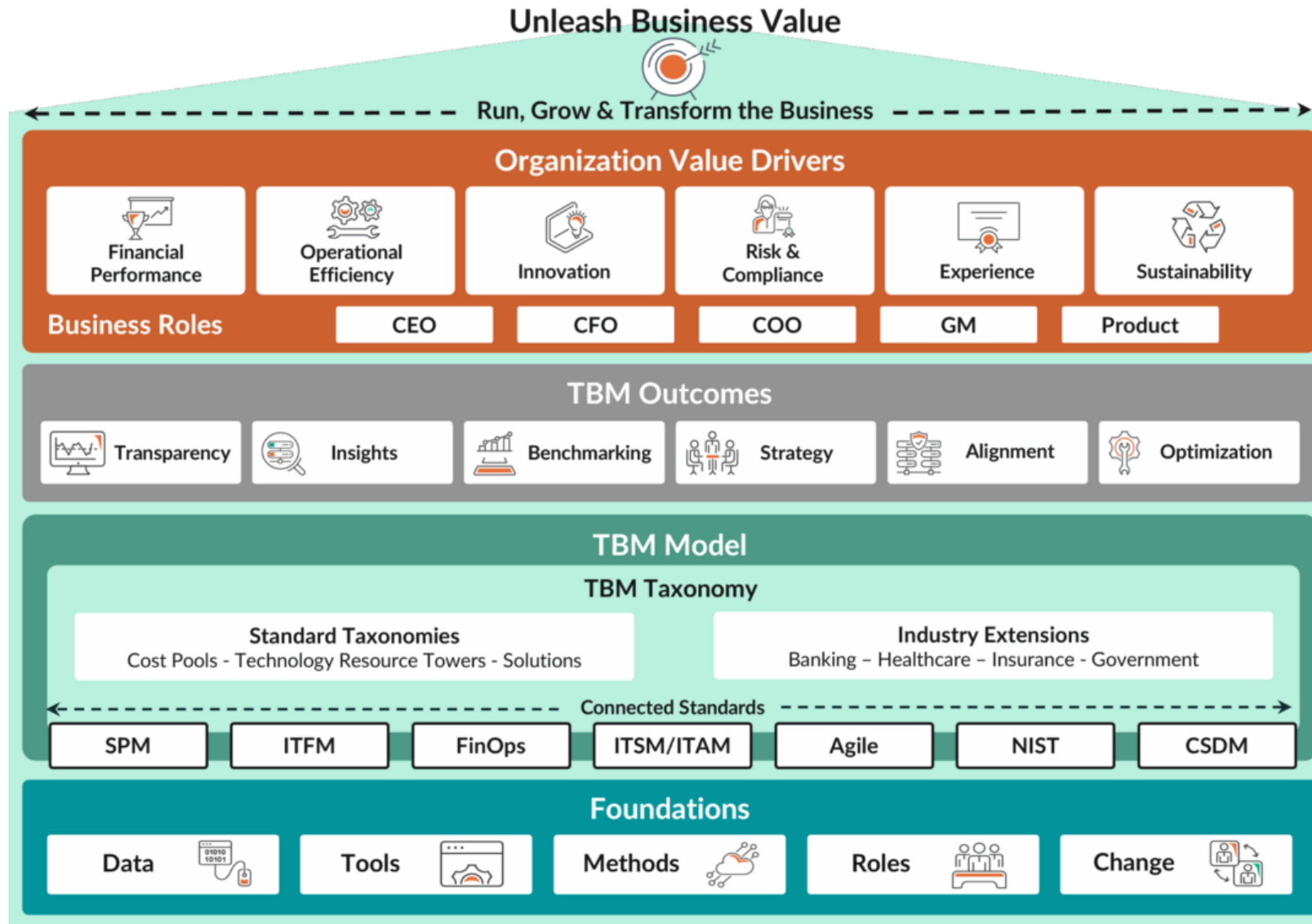
This session discusses how to balance standardization with flexibility to ensure TBM delivers meaningful, actionable insights.

-  **TBM Framework** – How to align with your organization’s unique goals, objectives, and decision-making needs.
-  **TBM Model** - How to customize while preserving consistency and comparability.
-  **TBM Outcomes** - The connective tissue between your goals & model.

TBM Framework

How to align with your organization's unique goals, objectives,
and decision-making needs.

TBM Framework



TBM is a strategic enabler of enterprise value & business outcomes.

Results achieved from a TBM Practice.

TBM models cost, consumption & performance to assess cost & value of Tech in alignment with organization goals.

Core components of a TBM Practice

Discussion: What does TBM mean to you?

1. A strategic discipline for managing the value of technology across the enterprise.
2. A structured framework to connect technology resources to business outcomes.
3. An operating model to run IT like a business.
4. A Cost Model where we use industry standard taxonomies.
5. A fancier way to say IT Financial Management (ITFM).
6. A term people use at my organization when they mean “Apptio”.
7. A Tunnel Boring Machine.



Key Takeaway: Words and context matter. The first step in applying the TBM framework is agreeing on the definition.

Identify the Value Drivers that matter



We need to implement 10% cuts across all budgets.

We need our resources to do more with less.

We need to fund new projects like AI.

We need to minimize risks and increase compliance.

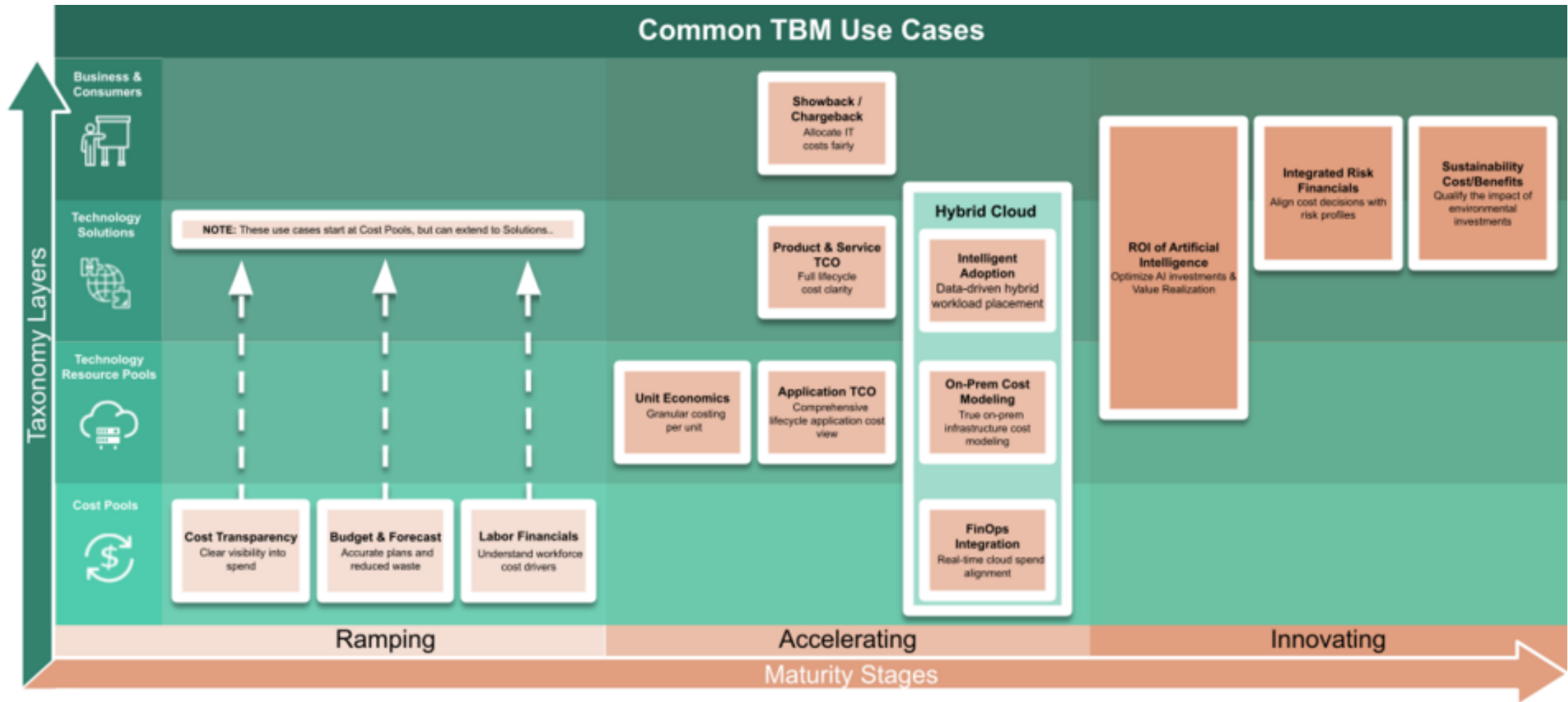
We need to improve the experience for our staff and external customers

We need to reduce our environment impact.



Key Takeaway: It is imperative for a TBM practice to solve a relevant problem. Leadership and users don't care about "cool data", they care about "what's in it for them".

Connect Use Cases to Value Drivers



Key takeaway: Select a use-case that supports your organization goals & objectives.

Recap: 3 steps to tailoring TBM to your org

1

Agree on the definition of TBM. This level sets expectations and ensures your org is speaking the same language.

2

It is imperative for a TBM practice to solve a relevant problem. Leadership and users don't care about "cool data", they care about "what's in it for them".

3

Select a use-case that supports your organization goals & objectives. Set targets and show progress towards goals.

What action can I takeaway?



If this is where you are today...

We are a bottom-up implementation of TBM. We know TBM will solve so many problem at our organization, but we don't know where to begin.

We have funding for a TBM program and have built our initial models. We have great data and insights, but we cannot seem to entice end users to get into the system and use it.

We have strong executive support and leadership. There's always room for continuous improvement but we're doing pretty good.



Work on this tomorrow...

Identify an immediate problem TBM can solve. Build a business case around a use-case that solves that problem. Highlight the TBM outcomes that will be delivered and value driver it supports.

Validate your program's purpose with leadership. Direct your focus on delivering that use-case and measuring results. Work on socialization & build training material tailored to those users.

Intentionally solve the problems you were tasked with. Track and measure results so leadership grow from sponsors to champions. Proactively provide insights and expand partnerships across your organization.

TBM Model

How to customize while preserving consistency and comparability.



Taxonomy Benefits

Benefits of the Standard TBM Taxonomy:



Consistent – Developed and governed by the **TBM Council**; globally accepted open, standard classification system for categorizing technology costs, resources, services, and consumption.

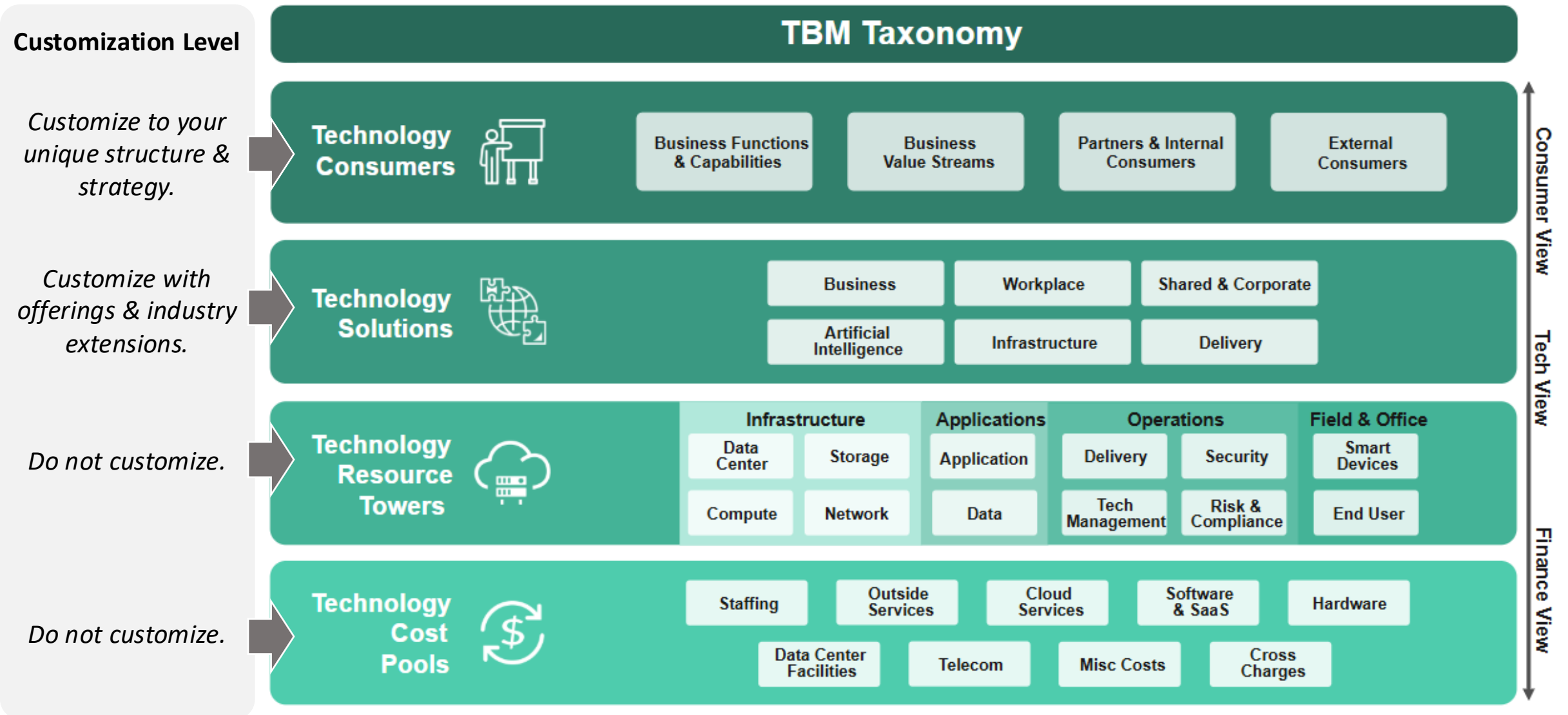


Comparable – Benchmarking internally, against peers, or industry.



Repeatable – Known by TBMA professionals, supported by TBM Council & ecosystem partners, library of resources and support.

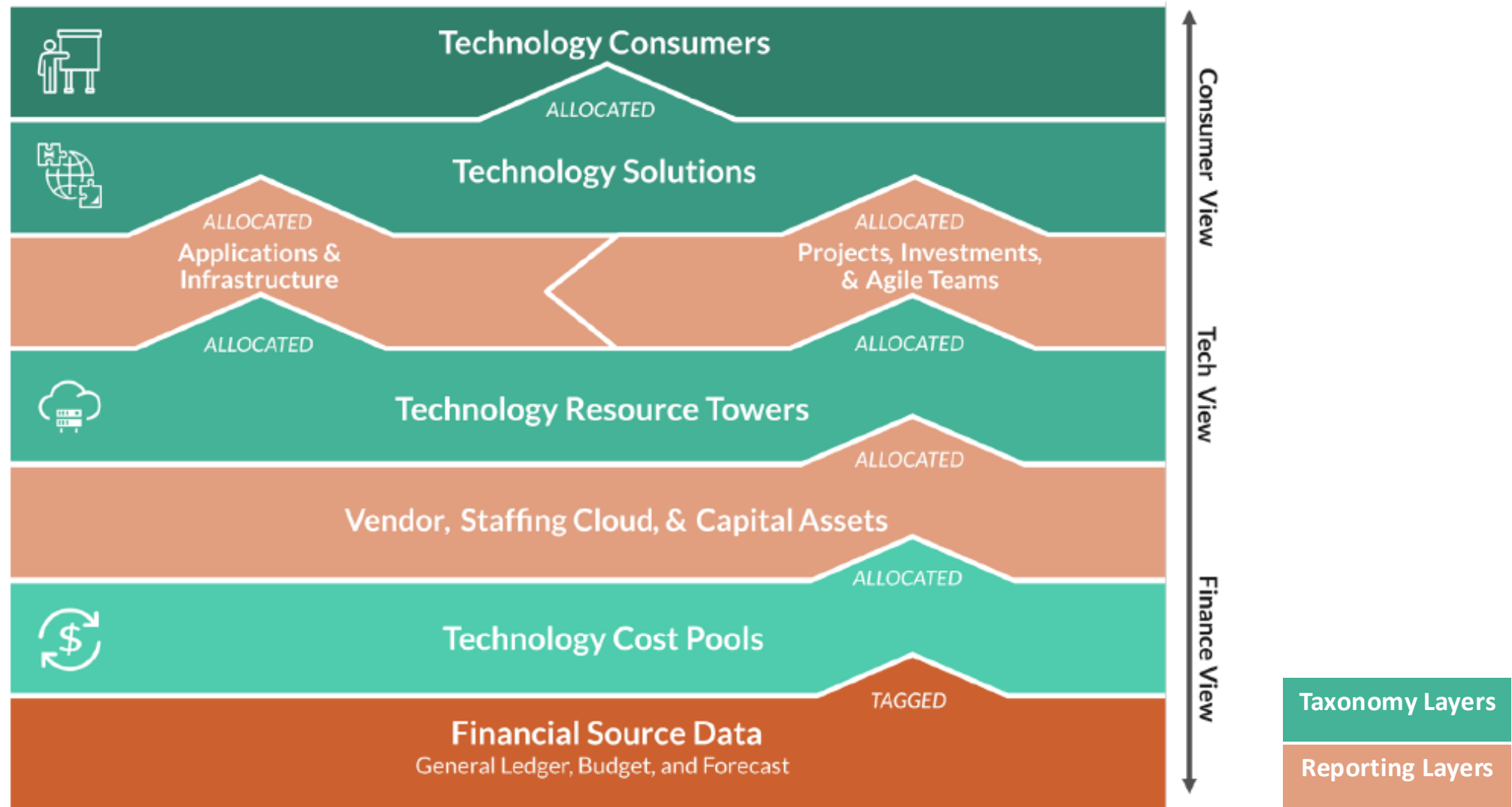
TBM Taxonomy Version 5



Conceptual Model

A common mis-step comes from not understanding the conceptual model. Trying to leap-frog over layers only to later realize you need more depth and you build a Frankenstein.

This most commonly happens at Towers / Solutions.

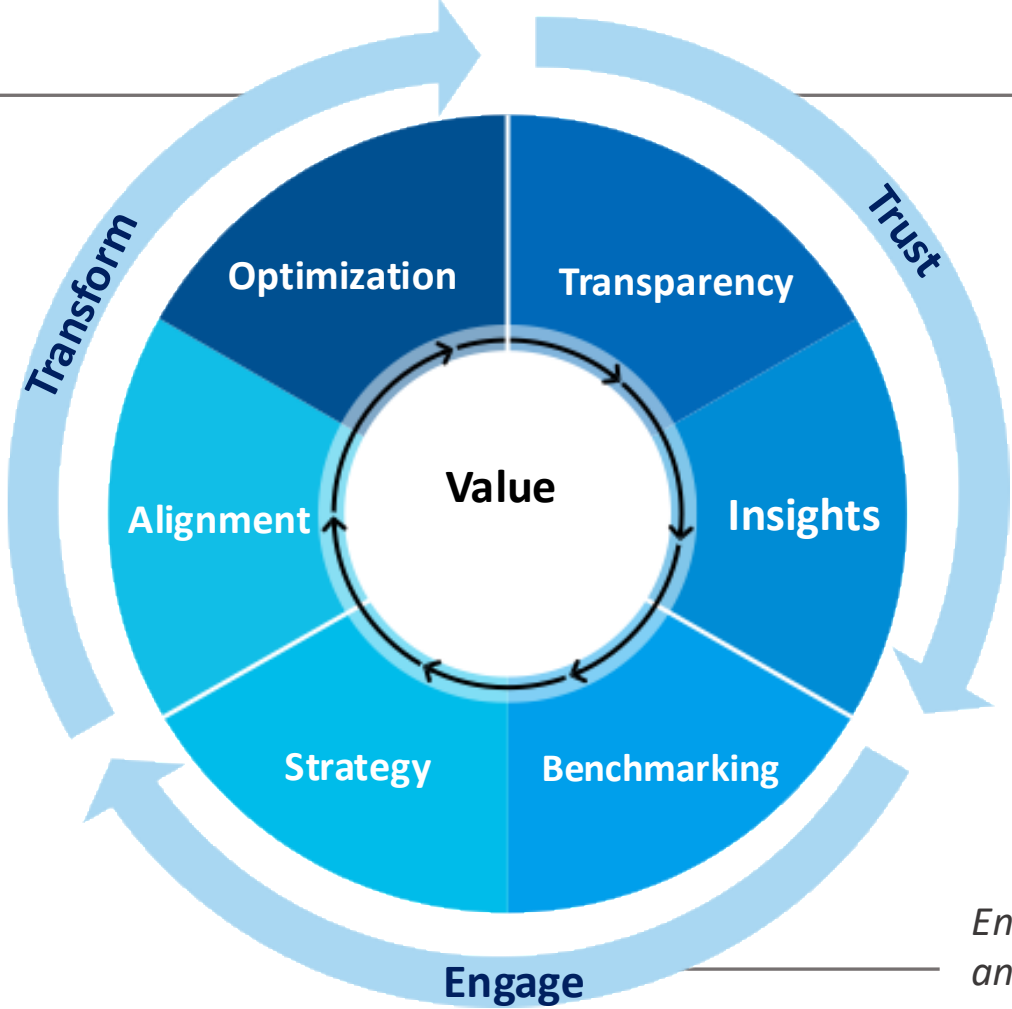


TBM Outcomes

The connective tissue between your Value Drivers & TBM Model.

TBM is a Continuous cycle

Transform the business by **Aligning** to business priorities and **Optimizing** value.



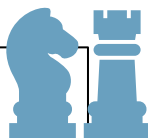
Build Trust by provide **Transparency** & meaningful **Insights**.

Engage with Stakeholders on **Benchmarking** analysis and setting collaborative **Strategic** targets.



Big TBM vs little tbm

Big TBM



Chapter 1: The Business Revolution in IT

Technology Business Management (TBM) is a value-management framework instituted by CIOs, CTOs, and other technology leaders. Founded on transparency of costs, consumption, and performance, TBM gives technology leaders and their business partners the facts they need to collaborate on business-aligned decisions. Those decisions span supply and demand to enable the financial and performance tradeoffs that are necessary to optimize run-the-business spending and accelerate business change. The framework is backed by a community of CIOs, CTOs, and other business leaders on the Technology Business Management Council.

[Technology Business Management: The Four Value Conversations CIOs Must Have With Their Businesses - Todd Tucker](#)

Little TBM



Influencing Without Authority

TBM teams often operate laterally—without direct authority over budget holders, infrastructure teams, or service owners. In these situations, influence comes from delivering value, not directives. Analysts and administrators should:

- Offer to help interpret data for team planning or QBRs
- Tailor dashboards to stakeholder needs
- Be responsive and curious rather than prescriptive
- Follow through consistently and respect feedback

The most successful TBM leaders are seen as enablers, not auditors. This mindset builds stronger relationships, which lead to deeper adoption.

[TBM Council: TBM Adoption page](#)

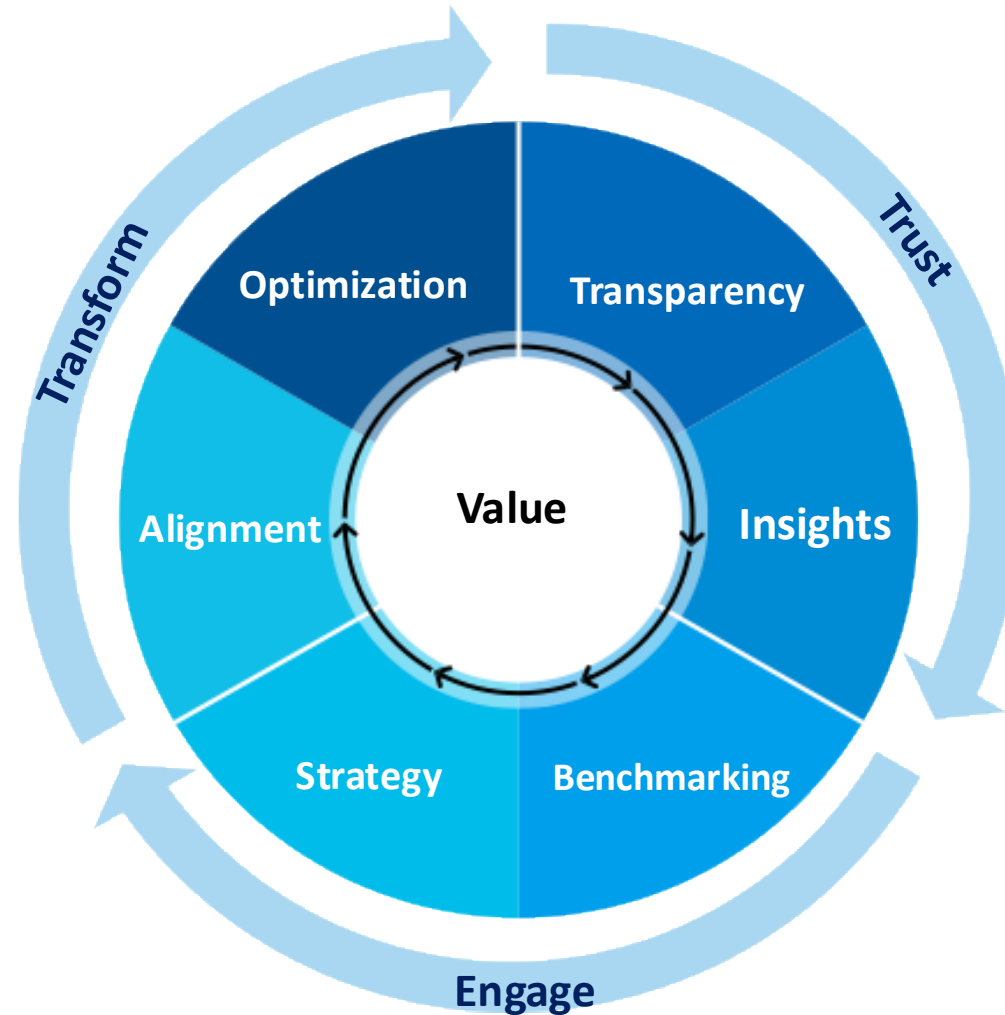
Key Takeaway: These should be an “and” not an “or”.



TBM is a Continuous cycle

Big TBM

Our organization has adopted TBM as a mindset. We collaborate across groups and leverage inter-related disciplines to set strategy, align resources and optimize.



Little TBM

Our TBM Office provides transparency, insights and benchmarking data. We influence without authority by enabling decision makers to make data-driven and informed decisions.

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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