

Technology Business Management Inspiration Session



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The Technology Business Management (TBM) Inspiration Session introduces Senior Executives to the Technology Business Management framework discipline that drives IT value conversations within your organization between IT and the Business.

In a changing world where IT has become very important for the company strategy and execution, the close cooperation between IT and Business is crucial. TBM is developed by many companies worldwide as the answer to realise that close cooperation.

In an interactive session we cover the following topics to introduce TBM and the potential value for your company:

- 1) Which possibilities does TBM open-up for the company?
- 2) What has been achieved by other companies that implemented TBM?
- 3) IT-Finance use cases like: cost transparency and optimization, data improvement and budget/reporting process automation;
- 4) IT-Business use cases, like: better understanding IT value, digitalization, charging transparency, revenue improvement and innovation support.

We discuss with Senior Leadership the present and desired future IT-Business situation of the company and align it with the TBM potential to see how TBM can support the realization of the desired future state.

We complete the dialogue with summarizing the short term steps that can be made to increase the value IT delivers for your organization.

The TBM Inspiration Session is a 2 hour interactive session.

The TBM Inspiration Session has been specifically designed to support those leaders responsible for managing the finances of the IT organization, such as CIOs, CFOs, CDOs, IT Finance VPs and their respective teams to improve their IT-Financial Management capabilities.

Peter van Loon will lead the session. Peter is Founder and CEO of It's Value and has over 20 years of experience in ITFM and TBM inside many companies.

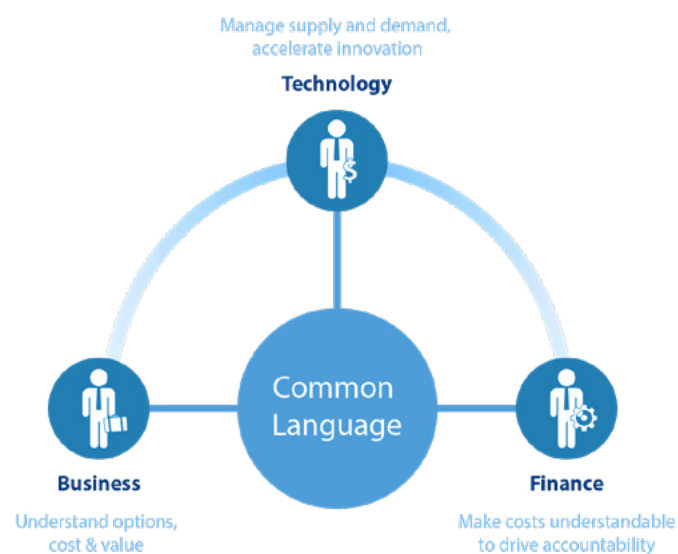
It's Value is the worldwide Education Partner of the TBM Council.

Technology Business Management – A short Introduction

What is TBM?

Technology Business Management (TBM) is a discipline that improves business outcomes by giving organizations a consistent way to translate technology investments to business value. It supports the development of the IT organization from being a 'traditional' IT organization to manage itself within its own metrics, connect to the business and subsequently become a strategic partner for the business in the digitalization journey.

Building a TBM Practice



How is TBM relevant for modern businesses today?

Finance and technology leaders need comprehensive visibility, planning, billing, benchmarking, and optimization of their technology investments regardless of technology stack, delivery, or development model.

Senior Executives manage the translation of investments, of resources, whether it is people or euro's, into technology outcomes. This is what it used to be, but now it is about business outcomes. TBM is a practice and a discipline into taking that step.

Technology today is about creating value. Whether your title is CIO, CDO, Chief Transformation Officer or something else, Technology today is about creating value, about enabling new business models, about business innovation, moreover, it is about being the business!

It is becoming more strategic how you manage your technology investments in those, whether it is for internal uses or for external.

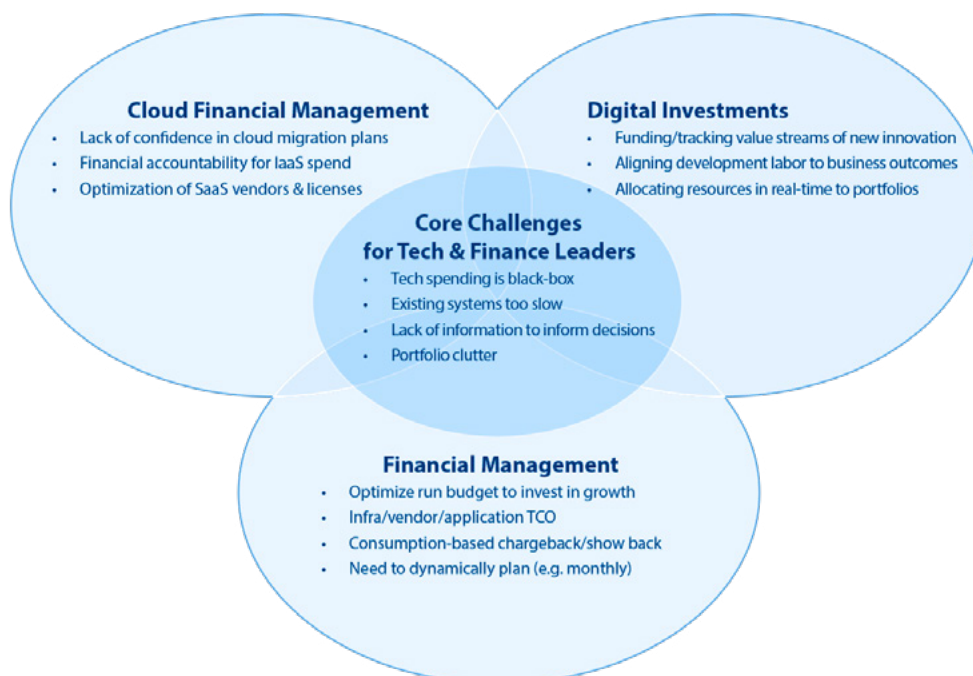
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And the pace is getting faster. To manage the speed at which technology is evolving, from Unified Data and Analytics Platform to Cloud to Agile to SaaS, there is a need to have a unified view of your investments (this is happening in real time for all of us). If you do not manage it collectively and holistically, you cannot make decisive strategic decisions.

The speed at which digital is changing business has dramatically increased. Only the top 10% of companies evaluate opportunities and reallocate budget on a monthly to weekly basis (McKinsey study 2021). And the speed of business is not getting any slower.

TBM enables Tech and Finance Leaders to work with the rest of the C-suite to make joint decisions and overcome the present-day challenges in IT-Financial Management, Cloud Financial Management and Digital Investments.

Challenge: Leaders lack a comprehensive, unified view into their technology spend and measurement of value of digital innovation





TBM was developed by the TBM Council. The TBM Council is a non-profit organization made up of corporate leaders that drive the discipline of TBM and the advancement of the standards and practices. Thousands of leading companies worldwide have implemented TBM, including 63 of the Fortune 100 companies. www.tbmcouncil.org

"Every dollar we invested in establishing a TBM discipline has more than paid for itself in terms of business agility."

- Greg Sly, Platforms & Infrastructure, Verizon



It's Value is the premier IT-Financial Management, TBM and FinOps Advisory & Implementation Partner for many leading organizations with global reach. In our practice we combine the expertise of Technology Business Management for on-premise IT financial management and of FinOps for Cloud financial management.

Combining the expertise in these two different but highly interconnected disciplines we are able to guide organizations with trade-off decisions between on-premise, hybrid and Cloud and optimize overall technology spend while delivering maximum value for the organization.

It's Value is the worldwide Education Partner of the TBM Council as well as certified FinOps training Partner.

*Book your TBM Inspiration Session
with one of our experts.*

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