APPTIO®

Apptio Technology Business Management for ServiceNow

COST TRANSPARENCY PRIMER FOR SERVICENOW CUSTOMERS

Why Technology Business Management?

To manage the cost, quality, and value of IT, you need a solution that's flexible enough to incorporate data from across the organization, yet simple enough to allow easy adoption and a short learning curve. Apptio lets analysts focus on finding answers that accelerate the business through better cost visibility, as well as tools to better analyze those costs in the context of IT operations.

Powering the Apptio Technology Business Management (TBM) suite of applications is the Apptio Platform, a collection of capabilities for taming data, managing models, and producing analytics so you can run IT like a business. At the core of the platform are three key capabilities: Adaptive Data Management, Visual Cost Modeling, and Self Service Analytics.

These capabilities are built on top of Apptio's world-class SaaS architecture, offering enterprise-integrated security, sophisticated role-based access control, and Apptio's unique in-memory calculation engine. Apptio's platform provides real-time analysis of information without the resource-intensive work required by traditional business intelligence solutions.

How to Achieve Cost Transparency

Companies can begin immediately realizing the value of an IT Cost Transparency initiative by applying Apptio solutions in a number of different scenarios. Several of those are accelerated via the use of an Apptio transparency template which encapsulates best practices around cost drivers, allocation relationships, key metric reports, and "what if" analysis for each scenario.

Apptio Cost Transparency is a SaaS application that automates the process of translating raw data from corporate and IT systems into monthly analysis of IT financial performance against plan and cost drivers. Unlike consulting engagements that take many months to produce a one-time snapshot of IT costs, Apptio's Cost Transparency Foundation can be delivered in weeks, then drive monthly interactive reporting for trended views and operationalized review processes. Unlike tools with fixed data models that require pre-processed data to produce a limited set of static reports, Apptio automates the process of transforming raw source data into interactive reports, lets you to create new ad hoc reports in minutes, and gracefully adapts to changes in your reporting needs and source data over time.

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TECHNOLOGY BUSINESS MANAGEMENT
Managing IT as a business and helping communicate the cost, quality, and value of IT services.
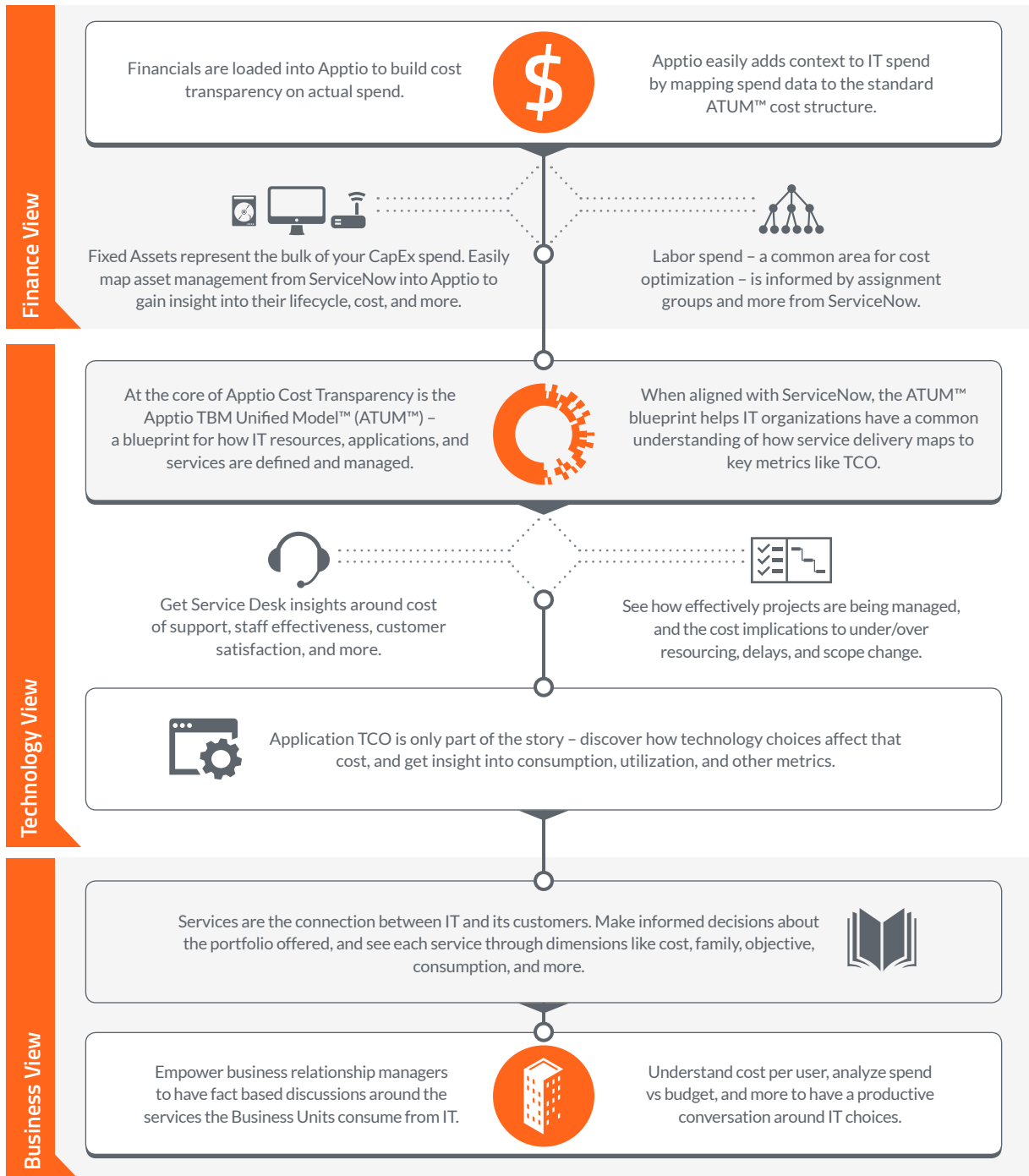
servicenow

SERVICE RELATIONSHIP MANAGEMENT
Transforming IT by automating and standardizing business processes and consolidating IT across the global enterprise.

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Apptio Cost Transparency & ServiceNow

GETTING STARTED IS EASY

Apptio starts by looking at coarse financial data, and assigning that spend through an industry standard IT cost model backed by data from applications like those in ServiceNow – resulting in an accurate understanding of cost across applications, services, and business units.

Finance View

Financials are loaded into Apptio to build cost transparency on actual spend.

Apptio easily adds context to IT spend by mapping spend data to the standard ATUM™ cost structure.

Fixed Assets represent the bulk of your CapEx spend. Easily map asset management from ServiceNow into Apptio to gain insight into their lifecycle, cost, and more.

Labor spend – a common area for cost optimization – is informed by assignment groups and more from ServiceNow.

At the core of Apptio Cost Transparency is the Apptio TBM Unified Model™ (ATUM™) – a blueprint for how IT resources, applications, and services are defined and managed.

When aligned with ServiceNow, the ATUM™ blueprint helps IT organizations have a common understanding of how service delivery maps to key metrics like TCO.

Technology View

Get Service Desk insights around cost of support, staff effectiveness, customer satisfaction, and more.

See how effectively projects are being managed, and the cost implications to under/over resourcing, delays, and scope change.

Application TCO is only part of the story – discover how technology choices affect that cost, and get insight into consumption, utilization, and other metrics.

Business View

Services are the connection between IT and its customers. Make informed decisions about the portfolio offered, and see each service through dimensions like cost, family, objective, consumption, and more.

Empower business relationship managers to have fact based discussions around the services the Business Units consume from IT.

Understand cost per user, analyze spend vs budget, and more to have a productive conversation around IT choices.

http://www.apptio.com

Data is the Lifeblood of TBM

IT organizations that automate their TBM processes using Apptio recognize that timely access to consistent data is crucial for disciplined TBM adoption. That data resides in multiple systems maintained by different people, and there may not be a single person who understands how to link related data in these various systems. If your organization has standardized on ServiceNow for IT operations and service management, much of the hard work has been done – most of the data needed to successfully implement cost transparency with Apptio can be found in ServiceNow. To ensure fresh, accurate data, customers can take advantage of Apptio DataLink to automate the data ingestion process.

Automating Data Ingestion

Most analytic systems require an ETL (Extract, Transform, Load) process before data is loaded. This means the data owner must enrich their data (validate, cleanse, fill gaps, perform lookups to change data formats, etc.) prior to uploading into the TBM system, which can be costly and time consuming.

EXTRACT-LOAD-TRANSFORM

Apptio takes a different approach by moving the Transform step after the Load step. All Transform functions are performed by the Apptio platform after the raw data has been extracted and uploaded. This avoids expensive custom ETL solutions to cleanse data, and it enables reporting against raw data where appropriate.

DATALINK

Apptio DataLink automates the Extract and Load steps. DataLink provides a flexible, automated solution for data ingestion that includes connectors for the various systems in your IT department. You can use these connectors to load data into Apptio from any compatible source, either within or outside of your firewall. You can schedule data retrieval and upload to occur automatically.

Certified for ServiceNow

Apptio DataLink includes out of the box support for connecting to ServiceNow. Any ServiceNow data that can be included in a report can be easily brought into Apptio for advanced analysis. Integrating applications like Fixed Asset, CMDB, Incident, Problem, Request, Service Catalog, and more can be facilitated by configuring a one-time, or recurring task to import application data into Apptio.

Leveraging a secure, SSL-based encrypted connection between ServiceNow and Apptio infrastructure, data is protected at each step of the process. One of the first certified integrations for ServiceNow, Apptio supports all current ServiceNow software versions.

In addition to ServiceNow, Apptio DataLink also includes automated connectors for many other source data systems, including flat files, database connectors (ODBC/JDBC), Amazon Web Services and VMware vCenter.

Apptio is the leading independent provider of on-demand Technology Business Management (TBM) applications for managing the business of IT. For more information, visit the Apptio website or the Apptio blog at www.apptio.com.

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