




# 2025 Class Descriptions

 Wyndham Grand Bonnet Creek  
14651 Chelonia Parkway, Orlando, FL

 March 10 - March 12, 2025





# Functional

Name	Description	Duration (minutes)
<b>The Art of the Possible with Editable Tables</b>	Discover the benefits and functionality of Editable Tables in Apptio and how they can be leveraged to simplify and streamline Technology Business Management (TBM) processes. This session will delve into the new features and capabilities of Editable Tables, demonstrating unique methods for making your TBM experience more efficient and manageable. Expand your knowledge and master the art of Editable Tables and Reports in Apptio.	50-60 minutes
<b>Non-Traditional IBM Apptio Use Cases to Increase Engagement and Sponsorship</b>	IBM Apptio Costing & Planning can be used for so much more than App TCO and Service Costing! Explore valuable, non-traditional use cases you might want to consider exploring. These use cases can increase your usage and the value you get out of IBM Apptio.	50-60 minutes
<b>What's New in Apptio for 2024</b>	In this session, we will explore the latest enhancements and features introduced to Apptio over the past year, highlighting the most significant updates that can benefit you or have a substantial impact on your experience.	50-60 minutes
<b>Getting started with Apptio BI</b>	Learn how Apptio BI, an intuitive ad-hoc reporting solution, serves as a one-stop-shop for custom data needs, saving time and energy for TBMA's. This hands-on session will guide you through setting up Apptio BI, discuss best practices for deployment, and demonstrate how it unifies the best aspects of ApptioOne and Cloudability for a holistic understanding of IT spend. Master the fundamentals of creating an Apptio BI dashboard and optimize your IT financial management experience.	50-60 minutes
<b>Apptio Reporting Excellence: Strategies for Engaging Stakeholders</b>	Reporting is often the only interaction executives and stakeholders have with Apptio, making it critical to ensure your reports are impactful, intuitive, and visually engaging. In this session, we'll explore Apptio's reporting options and showcase examples that demonstrate best practices. Learn how to tailor your reporting strategy to different audiences, highlight key insights effectively, and inspire strategic decision-making.	50-60 minutes
<b>Apptio IT Planning Best Practices &amp; Latest Features</b>	Set yourself up for success in IT planning by learning the ins and outs of Apptio's ITP. We will cover tips and tricks, best practices, new features you should be taking advantage of, and ways to use ITP to push your organization to the next level.	50-60 minutes
<b>Automating and Streamlining your TBM processes</b>	Streamlining TBM processes is crucial for maximizing efficiency and minimizing manual effort. In this session we'll explore the integration options available with Apptio, when to invest in automation versus manual efforts by evaluating costs and benefits, and understand how automated integrations can drive greater accuracy, consistency, and scalability. This session is ideal for decision-makers looking to enhance their TBM programs through smarter automation and integration strategies.	50-60 minutes



# Functional

Name	Description	Duration (minutes)
<b>Seamless Integration: Leveraging Apptio and ServiceNow Together Effectively</b>	This session showcases the power of integrating Apptio's Application and Service TCO with ServiceNow's Enterprise Architecture (EA) and Digital Portfolio Management (DPM) solutions. Discover how bi-directional data sharing through Apptio's Datalink connector streamlines processes, providing real-time financial transparency and operational insights. Learn to create TCO reports, align financial data with operational goals, and empower decision-makers with enriched dashboards that bridge gaps between finance, IT, and business teams. Whether it's application rationalization or service optimization, this integration is a game-changer for your organization.	50-60 minutes
<b>From Budgets to Insights: Leveraging Planning and Costing Together Effectively</b>	Take your financial management to the next level by combining the strengths of Apptio Planning and Costing. In this session, we'll dive into the best practices for using Planning and Costing together effectively from both a process and tool standpoint. We'll look at integration options like ADM and RegoSync, offering practical tips to keep your data in sync and eliminate manual effort. Learn how to automate workflows, align planning with costing data, and optimize your financial reporting for better decision-making.	50-60 minutes
<b>Rationalizing Applications: Best Practices with Apptio</b>	Streamline your IT portfolio by leveraging Apptio to rationalize applications effectively. This session will cover best practices for identifying redundant, underutilized, or high-cost applications and aligning them with business priorities. Learn how to use Apptio's tools to quantify application costs, evaluate business value, and support decision-making. Gain actionable insights into creating a leaner, more efficient application portfolio that drives cost savings and supports organizational goals.	50-60 minutes
<b>Searching for "Cost Takeout" and "Insights" in Your Reports</b>	We will delve into various examples of how to use Apptio reports to identify cost-saving opportunities within your organization and how to quantify them for leadership. We will cover specific areas such as databases, migrating servers to the cloud, rationalizing applications with high unit costs, replacing or decommissioning obsolete servers, and managing unassigned end-user devices.	50-60 minutes





# Strategic

Name	Description	Duration (minutes)
<b>Maturing TBM: Apptio Adoption and Engagement Best Practices</b>	Are you struggling with Apptio user engagement and adoption? Do you struggle to get stakeholders to provide data or executives to log in to Apptio? If you've spent time, energy, and funding to develop a great TBM program but are not seeing the engagement you want, this session is for you. We will show you how to drive Apptio adoption and improve stakeholder engagement.	50-60 minutes
<b>Strategic Alignment for TBM Success: Connecting Your TBMO to Organizational Goals</b>	Ensuring your TBM Office is strategically aligned with your organization is key to driving meaningful outcomes. In this session, we'll explore the essential steps for achieving this alignment, including showcasing past accomplishments to build credibility, mapping TBM goals to overarching business objectives, and clearly defining deliverables and measurable outcomes. Participants will also learn how to create an effective communication map to ensure consistent messaging and stakeholder engagement. Leave this session equipped with actionable insights to align TBM initiatives with your organization's strategic goals and maximize value delivery.	50-60 minutes
<b>Operationalizing the TBM Office: Creating a Well-Governed Office for Long-Term Success</b>	In this session, we'll explore how to successfully operationalize your TBM Office by building strong governance structures and sustainable processes. We'll dive into actionable strategies for addressing key challenges such as adoption, executive sponsorship, training, and education. Learn how to navigate the obstacles TBM offices face and set your organization up for enduring success with a well-governed, efficient TBM framework.	50-60 minutes
<b>5 Step TBM Journey Map</b>	Struggling to get leadership buy-in for your TBM journey? This session will help tackle one of the most common challenges to IT transformation - CULTURE. Tim Pietro, a TBM Council Standards Committee Member, will discuss: <ul style="list-style-type: none"> <li>* how to navigate governance &amp; change leadership</li> <li>* solutions to common challenges</li> <li>* best practices for a successful TBM implementation</li> <li>* common talking points for building a TBM Business Case for Executives</li> </ul>	50-60 minutes
<b>Understanding and Positioning the Value of TBM</b>	What is your elevator speech for continually selling the value of TBM? Reacquaint yourself with key value proposals for TBM and why TBM matters to your organization.	50-60 minutes
<b>Driving Change: Organizational Change Management for TBM Success</b>	Effective organizational change management is critical for achieving TBM success. This session will explore strategies for overcoming resistance, fostering stakeholder buy-in, and building a culture that supports TBM initiatives. Learn practical techniques for aligning teams, communicating effectively, and sustaining long-term adoption. Whether you're starting your TBM journey or looking to improve engagement, this session provides actionable steps to drive meaningful change in your organization.	50-60 minutes



# Strategic

Name	Description	Duration (minutes)
<b>From Vision to Action: Creating a Prioritized TBM Roadmap</b>	A clear and actionable roadmap is essential for TBM success. In this session, we'll explore how to translate your TBM vision into a structured plan that prioritizes initiatives, balances resources, and aligns with business objectives. Discover techniques for identifying key milestones, addressing dependencies, and adapting to changing priorities. Whether you're building a new roadmap or refining an existing one, this session will provide the strategies you need to drive results.	50-60 minutes
<b>The Path to Cost Accountability: from Showback to Chargeback</b>	Transitioning from showback to chargeback is a critical step toward achieving cost accountability in your organization. This session will guide you through the foundational principles of showback, the process of introducing chargeback models, and the benefits they bring. Learn how to leverage Apptio to create transparent cost allocation frameworks, communicate value to stakeholders, and drive accountability across business units. Whether you're just starting or looking to enhance your current practices, this session offers practical strategies for success.	50-60 minutes



# Technical

Name	Description	Duration (minutes)
<b>Best Practices for Complex Apptio Architectures</b>	Discover best practices for managing complex Apptio architectures, including custom use cases, key decision points for working within CT projects or creating custom projects, and the importance of focusing on the data layer and model. Gain insights from valuable lessons learned and develop a robust production release strategy that encompasses calculation times, check-ins, rollbacks, and automation. This session will equip you with the knowledge and skills to optimize your Apptio environment and navigate complex architectures with confidence.	50-60 minutes
<b>Apptio Environment Performance and Optimization</b>	Discover the secrets to fine-tuning your ApptioOne model's performance by learning about common issues and their resolutions. This session covers model reviews to ensure accurate cost representation, optimization strategies for your ApptioOne environment, and how to effectively utilize the Apptio Performance Component. Enhance your skills and improve your model's overall efficiency with the valuable insights shared in this session.	50-60 minutes
<b>Building Seamless Apptio Integrations: Technical Best Practices</b>	Dive deep into the technical aspects of integrating Apptio with other systems to streamline TBM processes. This session will provide detailed guidance on using tools like Datalink, Datalink Classic, Datadrop, and APIs to automate data processing. Learn best practices for which integration option to use, setting up integrations, ensuring data consistency, troubleshooting common issues, and optimizing workflows for month-end processing.	50-60 minutes
<b>Data Visibility and Access Controls in ApptioOne</b>	Explore the various levels of visibility and access controls in ApptioOne, delving into users and roles, application and project settings, report collections, and report components. Learn how to implement row-level security for data displayed in reports and gain insights from real-world examples. Enhance your skills in managing data visibility and access to ensure a secure and optimized ApptioOne environment.	50-60 minutes
<b>Why are My Costs Changing? Analyzing Cost Drivers</b>	Have you ever reviewed costs with your stakeholders and suddenly noticed an unexpected change? This class will teach you all the techniques you need to trace down the cause of the discrepancies in the model. We will cover advanced troubleshooting techniques like Metric view for tracing up/down the model and how to leverage model summary reports.	50-60 minutes
<b>Data Management in Apptio Best Practices</b>	Learn how to develop and implement a strategic data management plan to streamline your data handling process. This session will cover various data loading techniques, transforming and cleaning data using common formulas, creating a master data set, and generating reports based on transform tables. Enhance your skills in data management and optimize your Apptio experience with these best practices.	50-60 minutes
<b>Unlocking Apptio's Reporting Potential: Tips and Tricks for Power Users</b>	Take your reporting skills to the next level with this technical deep dive into Apptio's advanced features and tools. This session will cover conditional highlighting, HTML components, custom layouts, report scheduling, and other techniques to enhance your reports' functionality and aesthetics. We'll also discuss troubleshooting common issues and optimizing report performance for large datasets. Whether you're an experienced TBMA or looking to expand your technical expertise, this session will equip you with the tools to make your reports stand out.	50-60 minutes



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<b>Unlocking Apptio's Reporting Potential: Tips and Tricks for Power Users</b>	Take your reporting skills to the next level with this technical deep dive into Apptio's advanced features and tools. This session will cover conditional highlighting, HTML components, custom layouts, report scheduling, and other techniques to enhance your reports' functionality and aesthetics. We'll also discuss troubleshooting common issues and optimizing report performance for large datasets. Whether you're an experienced TBMA or looking to expand your technical expertise, this session will equip you with the tools to make your reports stand out.	50-60 minutes
<b>Documenting your TBM Model</b>	There are abundant ways to document information within Apptio. Learn how to document, export and use this vital information for audit, run books and management presentations.	50-60 minutes
<b>Advanced Studio Project Administration: Mastering Calc Explorer and Lineage</b>	This session dives into key tools and techniques for mastering Studio project administration, including Calc Explorer for navigating and understanding calculations, and Lineage for tracing data flows. You'll learn how to troubleshoot effectively, optimize project performance, and maintain clear documentation.	50-60 minutes
<b>Improving the User Experience of your Apptio Stakeholders</b>	This Tool adoption can struggle if the user experience is too complex or confusing. In this session, we will explore ways to set up your Apptio space to best suit your user base. Learn how to optimize each user's experience with Apptio through security, customizations, and reporting.	50-60 minutes
<b>Editable Tables Unlocked: Expert-Level Tips and Tricks</b>	Take your Editable Table skills to the next level in this expert-level session. Dive into advanced functionalities such as ApptioScript for custom automation, enriched Editable Tables for data transformation, and features like Auto Flow and Auto Promote to simplify data workflows. Explore best practices for publishing and managing Editable Tables in complex TBM environments. This session is tailored for professionals seeking to optimize their Editable Tables for maximum efficiency and impact.	50-60 minutes
<b>Beyond the Basics: Advanced Apptio BI Features and Functions</b>	Unlock the full potential of Apptio BI by exploring its advanced capabilities. This session will guide you through creating custom reports, using multiple pages and calculated metrics, and building actionable insights and plans. You'll also learn to configure filters, export data, and work with interactive visualizations like treemaps, KPIs, and trend charts.	50-60 minutes
<b>Mastering ApptioScript: From Basics to Advanced Applications</b>	Discover the full potential of ApptioScript, the scripting language that powers interactive business applications on the Apptio Platform. In this session, learn how to use ApptioScript to automate workflows, edit tables dynamically, and manage variables and subprocedures. Gain hands-on insights into scripting for Editable Tables, sending emails, and creating dynamic workflows triggered by user actions.	50-60 minutes

Name	Description	Duration (minutes)
<b>Financial Best Practices for Enterprise Agile</b>	This session offers practical solutions to financial challenges faced in enterprise agile environments. Participants will learn best practices for budgeting, forecasting, capitalization, and labor cost allocation, as well as both short-term tactical advice and longer-term strategic insights. The session covers topics such as participatory budgeting, flipping the iron triangle, and funding teams, products, and capabilities instead of projects.	50-60 minutes
<b>Unified Agile Execution and Financial Insight: Leveraging Targetprocess &amp; Apptio Together</b>	Discover how ApptioOne and Targetprocess seamlessly integrate to combine financial and agile processes, creating a unified approach to managing your organization's technology investments. This session will explore the benefits of leveraging both tools to optimize financial management and enhance agile project delivery. Learn how to harness the power of ApptioOne and Targetprocess together to drive efficiency and achieve your organization's goals.	50-60 minutes
<b>Leveraging Targetprocess to Transition from Project to Product</b>	Organizations undergoing Agile transformations often struggle to balance new ways of working with traditional methods, while many are also exploring the shift from Projects to Products—a transition that impacts work definitions, team structures, and financial management. In this session, we will show how Targetprocess supports both Agile transformations and the move to a Product-centric approach. Learn to address common misconceptions, reevaluate tooling needs, and prepare for the mindset changes required for success. By the end of this session, you will: Understand differences between project and product funding models, Learn misconceptions about shifting to a Product-centric model, and Discover steps to transition successfully to Product-based work.	50-60 minutes



Name	Description	Duration (minutes)
<b>Cloudability and Apptio: A Unified Approach to Cloud Cost Optimization</b>	Discover how to effectively integrate Apptio and Cloudability tools to enhance TBM and FinOps collaboration. This session will cover practical approaches to aligning these platforms for data sharing, reporting, and cloud cost optimization. Gain insights into leveraging the unique strengths of each tool to achieve transparency, drive accountability, and optimize cloud investments within your organization.	50-60 minutes
<b>TBM Meets FinOps: Building Strategic Collaboration for Better Outcomes</b>	Explore the intersection of the TBM framework and the FinOps methodology, focusing on how TBM Offices and Cloud Centers of Excellence can collaborate effectively. This session dives into the principles and strategies for aligning TBM and FinOps teams to achieve shared objectives. Learn how to foster synergy between financial management and cloud optimization initiatives, building a unified approach to managing technology investments.	50-60 minutes
<b>Optimizing Cloud Budgets: Financial Planning with Cloudability</b>	Dive into Cloudability Financial Planning and discover how to take control of your cloud budgets. This session will explore advanced capabilities such as multi-dimensional planning, forecast updates, and budget variance analysis. Gain insights into using Cloudability Financial Planning to streamline workflows and automate budget management. Learn to set clear targets, track variances, and ensure financial accountability across your cloud operations while maximizing cost efficiency and value	50-60 minutes

Name	Description	Duration (minutes)
<b>Optimizing IT Efficiency: Integrating Turbonomic with Apptio and Cloudability</b>	Discover the power of integrating IBM Turbonomic with Apptio and Cloudability to transform your IT cost and performance management. In this session, you'll learn what Turbonomic is, how it integrates with Apptio and Cloudability, and the advantages this integration brings to managing both on-prem and cloud costs. Explore how this integration enables continuous resource optimization, aligns recommendations with the TBM framework, and bridges finance and operations teams to advance your TBM initiatives. Gain actionable insights into quantifying potential savings, tracking realized value, and driving automation to ensure cost efficiency without compromising performance.	50-60 minutes



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