



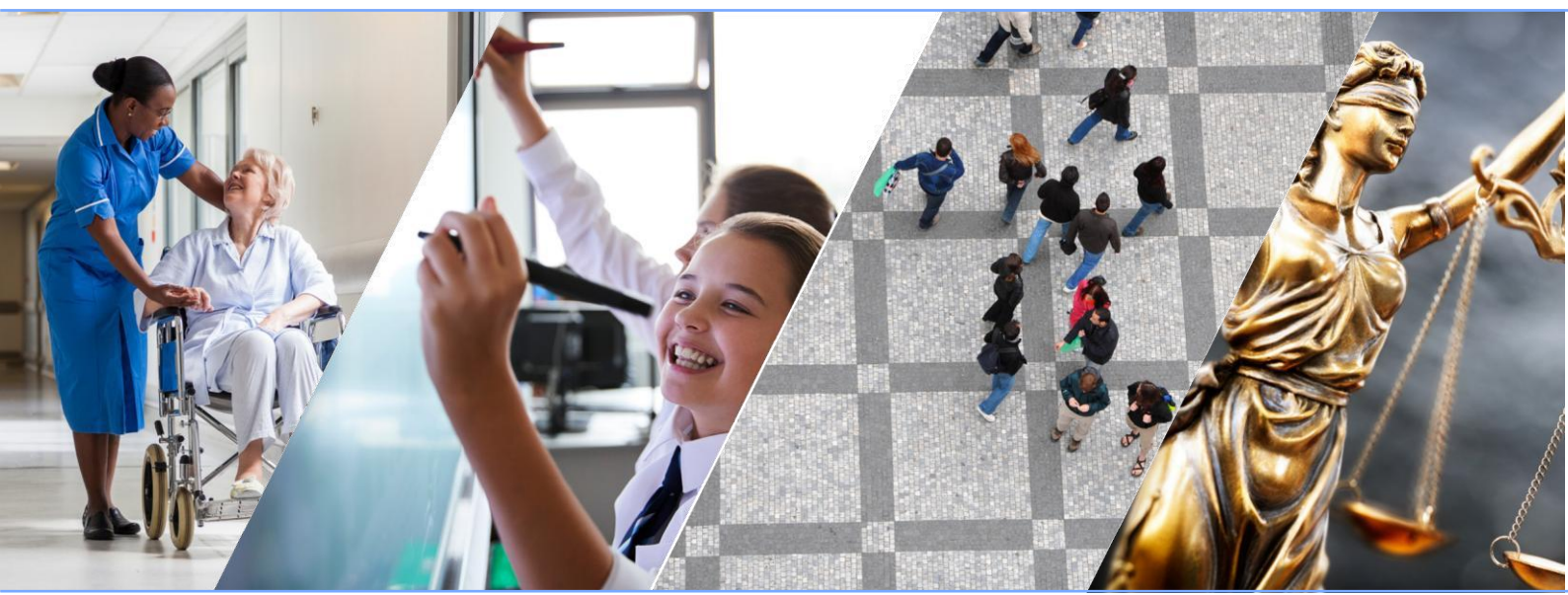
IBM Apptio – IT Financial Management

G-Cloud 15 Pricing Document

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IBM Apptio is the world's leading IT Financial Management solution consolidating financial and operational data into a single platform. IBM Apptio cloud services enable users to analyse, optimise and plan their technology investments and use the insights provided to



rationalise applications and services, optimise costs, shape demand, benchmark against peers and finally automate the chargeback process.

IBM Apptio cloud services consists of the following:

- **IBM Apptio Costing Essentials** combines financial and organizational data associated with IT spend in a unified model, automatically classifying and allocating key spend drivers for visibility and transparency for organizations. IBM Apptio Costing Essentials provides the opportunity for more efficient utilization of resources, cost optimization, improved business alignment and the ability to capitalize on shifting market conditions and opportunities more quickly. Areas of coverage and focus include labor, vendor, projects, cloud and contracts while providing views into applications, services, and business units. IBM Apptio Costing Essentials uses a simplified cost model to allow users to allocate IT costs to the business units, services, or applications based on headcount or other similar (non-consumptive type) allocation strategies. This information can be made available as part of a showback strategy to increase awareness of IT costs and expose the levers available to the business to change their cost structure.
- **IBM Apptio Costing Standard** expands upon the foundational capabilities of IBM Apptio Costing Essentials. IBM Apptio Costing Standard incorporates additional data that aims to provide opportunities to drive more automated, granular, and consumptive allocations. The additional information provides opportunities to enable more advanced TBM use cases including application rationalization and application optimization; determining addressable and non-addressable spend from an application view; and providing consumption-based allocations to the organization. IBM Apptio Costing Standard also provides details on the infrastructure spend drivers of these applications. These uses cases are intended to help communicate the cost and value of the products and services delivered and to potentially influence technology investment and operational spending decisions.
- **IBM Apptio Costing & Planning Standard** (Costing Standard & Planning Standard noted above as a bundle) combines financial and operational data associated with IT spend in a unified model to enable faster analysis and planning. Areas of coverage and focus include financials, labor, fixed assets, vendors, infrastructure and cloud, and projects.
- **IBM Apptio Planning Essentials** automates expense budgeting, forecasting, and variance analysis across a multi-year time horizon.
- Specific capabilities include:
 - Consolidate OpEx and CapEx budgets to gain a holistic view of IT spend, improve budget transparency, and increase budget accountability.

- Automate the forecast process, perform “what if” analysis, and makes decisions based on real-time cost trends.
 - Create plans for key areas such as labor, assets, and contracts. Translate costs into IT-relevant categories and identify and manage variances against the plan.
- IBM Apptio Costing Essentials or IBM Apptio Costing Standard are a prerequisite for this optional Cloud Service.
- **IBM Apptio Planning Standard** builds upon the core features of IBM Apptio Planning Essentials, offering enhanced capabilities for resource optimization, project financial management, and cloud financial planning. This solution enables integrated planning across traditional IT and cloud financial domains, supporting project owners in managing project capital, resources, and operating costs throughout the lifecycle of investment projects.
- Specific capabilities include:
 - Enable multi-year planning for project and investment expenses across their entire lifecycle.
 - Provide a unified collaborative platform for project owners, program managers, departmental heads, and IT Finance to plan, budget, and monitor expenses.
 - A comprehensive portfolio view that distinguishes between change and run expenses across projects, products, and value streams.
 - Support cloud financial planning by integrating cloud forecasts with IT financial plans to enable consistent budgeting and forecasting across cloud and traditional IT environments.
- IBM Apptio Costing Essentials, IBM Apptio Costing Standard, or IBM Apptio EBM Costing are a prerequisite for this optional Cloud Service.
- **IBM Apptio Billing Essentials** communicates the total cost of ownership of the billable solutions consumed by business consumers. Generate and send bill invoices with a simple billing methodology.
- Specific capabilities include:
 - Facilitate and automate the chargeback process by generating and automatically sending monthly bills to business consumers for the services they consume.
 - Simple billing methodology based on the price of each unit and the quantity of units consumed, rates may be priced for recovery or adjusted to incentivize behavior.
 - Reconcile and adjust bill invoices by changing services or volumes based on business consumer feedback.
 - Export chargeback journal entries for the financial system of record.
- IBM Apptio Costing Essentials is a prerequisite for this optional Cloud Service

- **IBM Apptio Billing Standard** includes Apptio Billing Essentials capabilities and enables an IT chargeback process by allowing users to customize the allocation and billing methodologies including rate based, cost pass through, cost allocation, and/or budget. Apptio Billing Standard also includes allocation what-if scenario planning to forecast demand of services based on various rates and service levels. Apptio Billing Standard supports legal entity reporting, transfer pricing and taxation, and other regulatory compliance reporting.
- IBM Apptio Costing Standard or IBM Apptio Costing & Planning Standard are a prerequisite for this optional Cloud Service.
- **IBM Apptio Benchmarking** enables users to track actual IT spend calculated in IBM Apptio Costing against peer benchmarks on an ongoing basis. IBM Apptio Benchmarking offers an integrated long-term approach to benchmarking where cost and performance metrics are provided side-by-side with peer benchmarks. Users have access to benchmark data and can self-select the comparative sample that best aligns with their organization. Benchmark data is gathered from hundreds of companies across more than twenty major industry segments and is updated once per year. IBM Apptio Benchmarking spans high-level industry benchmarks, granular infrastructure unit cost metrics, and benchmarks by IT function and type.
- IBM Apptio Costing Standard or IBM Apptio Costing & Planning Standard are a prerequisite for this optional Cloud Service
- **IBM Apptio Essentials** combines all the functionality of the following Cloud Services as described herein:
 - IBM Apptio Costing Essentials
 - IBM Apptio Planning Essentials
 - IBM Apptio Billing Essentials
- **IBM Apptio Standard** includes all the functionality of the following Cloud Services as described herein:
 - IBM Apptio Costing Standard
 - IBM Apptio Planning Standard
 - IBM Apptio Billing Standard
 - IBM Apptio Benchmarking
- **IBM Apptio Mainframe TCO** is a purpose-built solution that delivers a clear, defensible view of Mainframe costs only. This solution is built on IBM Apptio's Costing Standard and IBM Apptio Billing Standard capabilities and provides Mainframe cost transparency, usage-based cost allocation to business applications, showback/chargeback to consuming organizations; and usage insights, through pre-built dashboards and reports. Specific capabilities include:

- Mainframe TCO - comprehensive view of total cost and consumption by combining costs, GCP/zIIP MSUs, and calculated unit costs in one screen
- Mainframe Analysis – view mainframe costs and consumption in a flexible table format using filters and optional dimensions, metrics, and time for ad hoc reporting and/or downloading.
- Mainframe Usage – view MSU consumption trends by workload category, helping users track usage across different types of processing.
- Model View - visualize cost flow from beginning to end in the cost model. Trace the underlying cost drivers feeding into the mainframe processor including direct costs from the General Ledger (e.g., depreciation) as well as labor and vendor costs.
- This solution is only available to organizations that do not have existing entitlements to any of the IBM Apptio Cloud Services in this SD, and solely focuses on collecting and modelling Mainframe (and related) data and costs.
- **IBM Apptio AI TCO & Usage** is a purpose-built solution for tracking the full lifecycle of Client's AI investments only. This solution is built on IBM Apptio's Costing Standard capabilities and provides defensible transparency into ongoing AI costs and usage across AI models and AI solutions, helping to drive smarter AI scaling decisions by assessing Unit Economics and enabling responsible AI consumption and showback across Client's organization through pre-built dashboards and reports. Specific capabilities include:
 - AI Cost Transparency & Allocation – Establish AI TCO visibility and get continuous tracking and allocation of AI spend across cloud, labor, infrastructure, vendor and application layers.
 - Track & Evaluate AI Usage – Understand and track AI usage, such as Input & Output Token Consumption, to avoid bill shock and predict future usage
 - Enable Responsible AI Adoption - Identify inefficiencies between spend and usage to adjust investments to minimize areas of underutilization or waste, where spend and usage do not align.
- This solution is only available to organizations that do not have existing entitlements to any of the existing IBM Apptio Cloud Services in this SD, and solely focuses on collecting and modelling AI (and related) data and costs.
- **IBM Apptio Enterprise Business Management (EBM) Costing** is a SaaS solution for aligning and allocating technology and non-technology costs to provide a total cost view of a business process, product or service. Apptio EBM Costing enables Clients to build allocation models for non-IT enterprise spend in order to drive cost transparency over shared services (i.e., enterprise spend on shared resources such as legal, facilities, communications, human resources, etc.) and shared services costs mapped to business products (i.e., average cost per customer for a shared service).

- **IBM Apptio EBM Billing** expands on IBM Apptio EBM Costing for the billing of legal entities and business divisions from Shared Services including transfer pricing. Apptio EBM Billing delivers a summarized report to the business unit or division that illustrates the cost, quality, and value of the Shared Services each business unit consumes.
- **IBM Technology Emissions Management (TEM)** is designed to help organizations examine their IT Carbon Estate (Cloud & On-Premise) to meet internal sustainability needs and support reporting requirements.
- Key Capabilities:
 - Understand Carbon emissions for IT: IBM Technology Emissions Management onboards data through the Datalink feature. Automated business rules help map transformed data to fields and objects in a data model (schema) purpose-built for IT business analysis. Incremental data sets are incorporated into the model to identify and categorize the organization's carbon impact.
 - Review IT Carbon emissions with the Business: The model is created from a pre-built set of rules that map and allocate costs from general ledger journal entries, support, maintenance, QA, and testing labor, infrastructure, and other costs into categories of direct (owned) emissions, indirect (purchased) emissions, and other indirect (purchased) emissions. This information can be made available monthly as part of a carbon emissions set of reports and made available to internal and external stakeholders for the business.
 - Reporting: IBM Technology Emissions Management includes pre-built reports that leverage slicers and other features that help the Client communicate important facts and better collaborate on decisions. End users are also able to create reports leveraging the self-service reporting feature.
- IBM Cloudability Standard or IBM Cloudability Premium is a prerequisite for this Cloud Service.
- All cloud data will be taken from Cloudability.
- This Cloud Service takes data from the following sources (as supplied by the Client) that IBM will map into the master datasets:
 - Applications
 - Business Services
 - Compute
 - Database
 - End User Devices
 - Storage

The IBM Apptio cloud services pricing is based on the amount of “IT spend under management” with the fee linked to the IT spend amount or “Enterprise SUM” with the fee linked to the non-IT spend amount (see tables below for more details). IBM Apptio has a discounted pricing model for UK Public Sector and once we know an organisation’s spend, we can quickly provide pricing. Detailed below is an explanation of the IBM Apptio pricing model for each part.

IBM Apptio Costing Essentials

Pricing	Based on Annual IT Spend under management
Scope Type Definition	“Annual IT Spend Under Management” or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client’s internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	None

IBM Apptio Costing Standard

Pricing	Based on Annual IT Spend under management
Scope Type Definition	“Annual IT Spend Under Management” or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client’s internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	None

IBM Apptio Costing & Planning Standard

Pricing	Based on Annual IT Spend under management
Scope Type Definition	“Annual IT Spend Under Management” or "IT SUM" is the total annual Operating

	Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client's internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	None

IBM Apptio Planning Essentials

Pricing	Based on Annual IT Spend under management
Scope Type Definition	"Annual IT Spend Under Management" or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client's internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	IBM Apptio Costing Essentials or IBM Apptio Costing Standard are a prerequisite for this optional Cloud Service.

IBM Apptio Planning Standard

Pricing	Based on Annual IT Spend under management
Scope Type Definition	"Annual IT Spend Under Management" or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client's internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	IBM Apptio Costing Essentials, IBM Apptio Costing Standard, or IBM Apptio EBM Costing are a prerequisite for this optional Cloud Service.

IBM Apptio Billing Essentials

Pricing	Based on Annual IT Spend under management
Scope Type Definition	“Annual IT Spend Under Management” or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client’s internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	IBM Apptio Costing Essentials is a prerequisite for this optional Cloud Service.

IBM Apptio Billing Standard

Pricing	Based on Annual IT Spend under management
Scope Type Definition	“Annual IT Spend Under Management” or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client’s internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	IBM Apptio Costing Standard or IBM Apptio Costing & Planning Standard are a prerequisite for this optional Cloud Service.

IBM Apptio Benchmarking

Pricing	Based on Annual IT Spend under management
Scope Type Definition	“Annual IT Spend Under Management” or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to

	manage Client's internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	IBM Apptio Costing Standard or IBM Apptio Costing & Planning Standard are a prerequisite for this optional Cloud Service.

IBM Apptio Essentials

Pricing	Based on Annual IT Spend under management
Scope Type Definition	"Annual IT Spend Under Management" or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client's internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	None

IBM Apptio Standard

Pricing	Based on Annual IT Spend under management
Scope Type Definition	"Annual IT Spend Under Management" or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client's internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	None

IBM Apptio Mainframe TCO

Pricing	Based on Annual IT Spend under management
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Scope Type Definition	“Annual IT Spend Under Management” or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client’s internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	This solution is only available to organizations that do not have existing entitlements to any of the IBM Apptio Cloud Services in this SD, and solely focuses on collecting and modelling Mainframe (and related) data and costs

IBM AI TCO & Usage

Pricing	Based on Annual IT Spend under management
Scope Type Definition	“Annual IT Spend Under Management” or "IT SUM" is the total annual Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client’s internal IT only unless otherwise provided. Each IT SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	This solution is only available to organizations that do not have existing entitlements to any of the IBM Apptio Cloud Services in this SD, and solely focuses on collecting and modelling AI (and related) data and costs

IBM Apptio Enterprise Business Management

Pricing	Based on Annual Non-IT Spend under management
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Scope Type Definition	“Annual Enterprise Spend Under Management” or “Enterprise SUM” is the total annual non-IT Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client’s non-IT enterprise spend on shared services (i.e. enterprise spend on shared resources such as legal, facilities, communications, human resources, etc.). Each Enterprise SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	None

IBM Apptio EBM Billing

Pricing	Based on Annual Non-IT Spend under management
Scope Type Definition	“Annual Enterprise Spend Under Management” or “Enterprise SUM” is the total annual non-IT Operating Expenses managed by the Cloud Service during the applicable twelve (12) month period. The Cloud Service may be used to manage Client’s non-IT enterprise spend on shared services (i.e. enterprise spend on shared resources such as legal, facilities, communications, human resources, etc.). Each Enterprise SUM entitlement is equal to \$1 million US Dollars.
Exceptions	None
Dependencies	None

IBM Apptio Technology Emissions Management (TEM)

Pricing	Organizations will be charged a flat fee per instance
Scope Type Definition	Fee will be charged for the Carbon IT Carbon Estate costs managed by the Cloud Service

	during the applicable twelve (12) month period.
Exceptions	None
Dependencies	• IBM Cloudability Standard or IBM Cloudability Premium is a prerequisite for this Cloud Service. • All cloud data will be taken from Cloudability

Deployment services can be fixed price or time & materials and we can provide firm pricing once we know the project scope and can provide a SOW to support this. Most support services are included in the annual SaaS fee but there are some additional value-added service packages that are chargeable.

For more information please refer to IBM Terms
[\(https://www.ibm.com/support/customer/csol/terms/\)](https://www.ibm.com/support/customer/csol/terms/)

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