

## Identifying your Technology Business Management Analyst (TBMA)

### *The Apptio “power user”*

This guide is designed to help describe competencies and aid in identifying the TBMA or Apptio “Power User” within your organization. It is recommended at least one TBMA be identified within the organization although the best case scenario is one primary TBMA power user and two candidates that are trained by Apptio as additional backup TBMA’s in preparation of unforeseen events. (*career transition, illness, leave of absence, etc.*)

The descriptions outlined in this document are suggestions that depict the best scenario for identifying a qualified TBMA candidate. For those situations where a TBMA candidate does not exist in the organization, Apptio is able to provide alternatives to your organizations. A high level summary of our offerings are outlined for your convenience. For further information please contact your engagement or account manager.

“Apptio focused” training programs go above and beyond our standard educational service offerings. Apptio TBMA operations services that provide expert reoccurring Services. TBMA operations expert services reach beyond the initial configuration with three levels of task related operational support.

TBMAs typically have five years or more technology experience in a business or technical analyst role for medium to large scale business software implementation projects. In searching for a candidate it’s ideal to identify individuals that possess four year degrees in computer science, finance, engineering, MIS, or another science and/or math focused equivalent.

## What is the “TBMA” role?

The primary TBMA resource will have deep knowledge of the Apptio solution and how it has been configured for use within your company. The TBMA not only understands how Apptio works but is also capable of presenting and understanding the following:

- Full understanding of the process for uploading customer data to Apptio. (*ie. GL data*)
- Understands how the Apptio application manages and views the raw data your company provides.
- Is able to help design and configure reports on their own within the Apptio application.
- Can complete troubleshooting of data issues and understands how data feeds impact the application.
- Is the technical contact for the company when communicating to the Apptio Operations and/or Engagement Management teams.
- Is able to gather finance, reporting, or other non-technical functional requirements and interpret the requirements into technical deliverables within Apptio.
- Knowledge and ability to validate dashboards and reports.

### Selection criteria for the “TBMA” in your company:

Proper identification of the TBMA at your company is one of the single most important steps you can take to help guarantee a successful implementation and ongoing operations thereafter reaping the full value of the Apptio solution. Your candidate selection process should look at the following skills as a baseline for selecting the best person to fill the TBMA role.

#### *Essential Skills*

- Strong to expert level skills and experience in formulaic logic
  - Examples: MS Excel: if statements, vlookup, hlookup, pivot tables, macros, etc.
- A rich history of analytical and problem solving skills and accomplishments.
- Analytical and detail oriented individual that enjoys working with data solutions.
- Strong to expert skills in data manipulation with tools like MS Excel, Access, BI tools, etc
- Ability to quickly comprehend complex spreadsheets/data
- Good communication and presentation skills to executive management audiences
- Experienced packaged application software user.
- Knowledge of company IT organization, business, and technical environments.

#### *Business domain knowledge*

- Knowledge of company IT services and financial management processes and practices such as budgeting, cost allocations, capital & operating expense handling, program portfolio management, and application / infrastructure support.
- Understanding of company IT infrastructure domains including data centers, network / communications, server utilization, virtual environments, storage, and application development & maintenance.

#### *Technical domain knowledge*

- Knowledge and application of relational database concepts.
- Skilled at working with large data sets in Excel, quickly resolving data-related issues.
- Skilled at communicating and managing issues with technical teams in a production environment

#### *Beneficial*

- Skilled at completing technical design via iterative mockups.
- Basic programming skills, e.g. HTML, SQL.
- Clean lines of communication to Executive Sponsor and Leadership with experience translating executive vision into technical requirements.

*\*\*Customer feedback: Customers have informed us that one of the most important key's to choosing the correct TBMA individual is finding the contact that is interested in the role and has come forward with an interest and inquiry about the role. Just assigning a random individual to be a TBMA does not always yield satisfactory results based on the feedback our customers have candidly provided during their selection process.*