



## Cloud Value Creation Award

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### Category Description

This award honors organizations that have leveraged TBM to unlock value from complex hybrid cloud strategies. It recognizes those that have integrated intelligent cloud adoption, FinOps practices, and comprehensive modeling of both cloud and on-premises infrastructure costs to drive financial and operational excellence. Submissions should focus on how TBM has been used to enhance cost transparency, optimize resource allocation across cloud and on-premises environments, and improve governance to maximize overall business value.

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### Application Questions

1. What challenges did your organization face in managing cloud or infrastructure costs and performance before implementing TBM?
  2. What specific actions did your organization take, using TBM, to address each challenge?
  3. What was the outcome of these actions?
  4. What technical modifications or enhancements were made to your TBM model to support cloud and infrastructure cost optimization?
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### Question #1 Guidance & Scoring Criteria

*What challenges did your organization face in managing cloud or infrastructure costs and performance before implementing TBM?*

**Expert Guidance:** Clearly list and describe each distinct challenge your organization faces related to cloud or infrastructure cost management, operational efficiency, or governance. These may include lack of visibility into cloud costs, difficulty managing hybrid IT environments, inefficient resource allocation, overprovisioning of infrastructure, unexpected cloud expenses, or challenges in chargeback/show back implementation. Each challenge should be separately identified and explained in detail, including how it impacted financial efficiency, resource management, or infrastructure performance. Avoid broad statements – ensure each challenge is well-defined and specific to cloud and infrastructure financial optimization.

### Judging Criteria

- **Exceptional:** Challenges are clearly articulated, demonstrating a deep understanding of cloud and infrastructure financial optimization. The response provides specific examples of inefficiencies, cost issues, or governance gaps, with clear business impacts outlined.
  - **Strong:** Well-defined challenges with some depth but may lack specificity in business impact or detailed examples. Challenges are mapped to TBM principles but could be more clearly connected.
  - **Moderate:** Challenges are mentioned, but they are general, lack direct relevance to financial optimization, or are not well supported by evidence. Weak connection to TBM principles.
  - **Weak:** Vague or missing response; does not effectively communicate cloud/infrastructure challenges or business impact. No discernible link to TBM principles.
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## Question #2 Guidance & Scoring Criteria

*What specific actions did your organization take, using TBM, to address each challenge?*

**Expert Guidance:** For each challenge listed above, describe the specific actions taken to resolve it, ensuring that every action is directly linked to a challenge. Responses should focus on how TBM was applied to improve cloud and infrastructure financial management, optimize resource allocation, or enhance governance. Actions could include developing real-time cloud cost tracking, optimizing cloud resource consumption, refining hybrid infrastructure financial reporting, implementing FinOps-TBM integration, automating cost allocation for cloud workloads, or improving forecasting for infrastructure needs.

Additionally, describe any actions taken to integrate cost modeling across both cloud and on-premises environments to fully capture hybrid infrastructure dynamics. Avoid general statements – clearly explaining how each action was executed, what TBM tools or methodologies were used, and how these actions contributed to improved cloud or infrastructure cost efficiency.

### Judging Criteria

- **Exceptional:** Clearly defined actions that directly map to each challenge listed, demonstrating structured execution and strategic alignment. The response includes a detailed explanation of how TBM principles were applied, highlights innovative or best-practice approaches, and provides evidence of stakeholder engagement and execution effectiveness.
- **Strong:** Well-defined actions with a clear link to challenges but may lack some depth in execution details or innovation. Direct mapping to challenges is present but could be more thoroughly articulated.
- **Moderate:** Actions are mentioned, but they are loosely connected to TBM principles, lack execution detail, or are not well justified. Limited evidence of actions being directly mapped to challenges.
- **Weak:** No clear actions described; vague, missing, or weakly justified response. No clear link between actions and challenges.

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## Question #3 Guidance & Scoring Criteria

*What was the outcome of these actions?*

### Expert Guidance:

Describe the outcome that resulted from each action taken. Clearly link each outcome to the challenge it addressed to show direct cause-and-effect. Outcomes may include expected or unexpected results, improved cloud cost efficiency, better workload utilization, enhanced visibility into infrastructure expenses, increased forecasting accuracy, reduced unnecessary cloud consumption, or stronger cloud governance.

Additionally, outcomes may demonstrate integrated benefits across hybrid environments, such as unified cost management and improved alignment between cloud and on-premises spending. If quantitative data is available, such as percentage reductions in cloud costs, improved efficiency in hybrid infrastructure management, or better alignment of cloud costs to business units, include it, but this is not required. If the outcome was different from what was anticipated, explain why and how the organization adapted or learned from it. Avoid broad success statements – each outcome should be clearly tied to an action taken and should reflect real impacts, whether they were positive, negative, or a learning experience.

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### Judging Criteria

- **Exceptional:** Clearly articulated outcomes that directly tie to both the challenges and actions taken, demonstrating a structured approach with strong evidence, including quantitative data where applicable. The response provides compelling examples of improvements in cloud cost efficiency, workload optimization, governance enhancements, or operational effectiveness, with clear business impact.
- **Strong:** Good outcomes described with reasonable depth and some evidence of business impact but may lack comprehensive quantitative metrics or detailed cause-and-effect linkage. Direct mapping between challenges, actions, and outcomes is present but could be stronger.
- **Moderate:** Some outcomes mentioned, but they are general, anecdotal, or weakly connected to TBM practices. The response may lack clear business value demonstration. Direct mapping between challenges, actions, and outcomes is weak or inconsistent.
- **Weak:** No clear outcomes presented; vague or unsupported success claims, with little to no measurable impact. No discernible link between challenges, actions, and outcomes.

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### Question #4 Guidance & Scoring Criteria

*What technical modifications or enhancements were made to your TBM model to support cloud and infrastructure cost optimization?*

**Expert Guidance:** Describe any technical modifications, enhancements, or refinements made to your TBM model that directly supports cloud and infrastructure financial management. This may include changes in cloud cost allocation models, improvements in multi-cloud financial tracking, automation of chargeback/show back for infrastructure consumption, integration of TBM with cloud cost management tools, enhancements in forecasting for hybrid IT expenses, or improved visibility into infrastructure utilization. Emphasize any technical changes that enabled unified reporting or analysis across both cloud and on-premises environments, thereby supporting a comprehensive hybrid strategy. Clearly explain what modifications were made, why they were necessary, and how they helped to improve cloud or infrastructure cost efficiency and governance.

This question is focused solely on technical improvements to the TBM model itself – avoid general descriptions of process changes that may have been covered in previous questions. Be as specific as possible about technical execution and implementation details.

### Judging Criteria

- **Exceptional:** Well-documented technical modifications with clear examples of how they addressed cloud or infrastructure financial challenges. The response includes evidence of improvements in cost allocation, financial tracking, automation, or forecasting, along with demonstrable business impact.
  - **Strong:** Clear description of technical modifications with reasonable evidence of effectiveness but may lack depth in implementation details or quantifiable business impact. Modifications are linked to optimization efforts but could be better detailed.
  - **Moderate:** Some modifications mentioned, but they are loosely connected to TBM principles, lack execution detail, or do not demonstrate a clear improvement in financial management. Weak connection between modifications and optimization goals.
  - **Weak:** No clear description of how the TBM model was changed or leveraged for problem-solving; vague or missing response. No connection between modifications and cloud/infrastructure cost optimization.
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