



## TBM Quick Starter Award

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### Category Description

This award recognizes early adopters of TBM who rapidly create measurable business value. It is designed to highlight organizations that have begun their TBM journey within the past 24 months and have effectively established TBM practices, driving business value, improving transparency, and optimizing tech investments in a short timeframe. Submissions should demonstrate the establishment of a comprehensive TBM practice and robust TBM model across a broad stakeholder base – not merely a narrow deployment focused on isolated or single-function cost controlling or cost management initiatives that do not encompass full TBM practices.

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### Application Questions

1. What specific challenges led your organization to adopt TBM?
  2. What aspects of your TBM practice have been most critical to achieving rapid adoption and value realization?
  3. What actions were taken to drive TBM adoption within your organization?
  4. What measurable value has TBM delivered in your organization in the first 24 months of adoption?
  5. How has your TBM model, data, and associated processes developed since launch, and how have you used it to solve challenges?
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### Question #1 Guidance & Scoring Criteria

*What specific challenges led your organization to adopt TBM?*

**Expert Guidance:** Clearly describe the primary / historic reasons your organization decided to adopt TBM addressing financial, operational, or strategic challenges. These could include difficulties in IT cost transparency, a lack of financial accountability, inefficiencies in resource allocation, or an inability to align technology spending with business objectives. Challenge should be well-defined and provide insight into why TBM was necessary for your organization. Avoid vague statements.

#### Judging Criteria

- **Exceptional:** Clearly articulated challenges with strong relevance to TBM. The response provides specific examples of financial, operational, or strategic barriers, 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, lack direct relevance to operational or strategic challenges, or are not well supported by evidence. Weak connection to TBM principles.
  - **Weak:** Vague or missing response that does not effectively communicate comprehensive TBM-related challenges or business impact. Submissions addressing only isolated cost management practices – such as those focused solely on a narrow cost management initiative – reflect an insufficient scope.
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## Question #2 Guidance & Scoring Criteria

*What aspects of your TBM practice have been most critical to achieving rapid adoption and value realization?*

**Expert Guidance:** Describe the key principles, practices, and methodologies that have been most instrumental in your organization's successful TBM adoption. Explain what differentiates your approach to TBM and why your organization has been able to gain traction quickly.

For example, did you focus on early executive buy-in, strategic automation, rapid implementation of a TBM model, or integration with existing financial practices? Provide examples of how these aspects have contributed to measurable success.

### Judging Criteria

- **Exceptional:** Clearly defined aspects of TBM adoption that drove success, with strong, relevant examples. The response demonstrates strategic foresight, innovative application of TBM principles, and clear business impact.
  - **Strong:** Well-described aspects of TBM adoption but missing some depth or clear examples. The link to rapid adoption is present but could be further developed.
  - **Moderate:** Some elements of TBM practice are mentioned, but they are general, weakly connected to rapid adoption, or lack supporting examples.
  - **Weak:** No clear aspects of TBM adoption described; vague or missing response.
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## Question #3 Guidance & Scoring Criteria

*What actions were taken to drive TBM adoption within your organization?*

**Expert Guidance:** Describe the specific actions your organization took to implement TBM rapidly and successfully. Link each action to a key milestone in the adoption process, such as establishing a TBM office, integrating TBM with financial planning, launching transparency initiatives, or conducting executive training programs. Be specific about how these actions contributed to organization-wide adoption and engagement.

### Judging Criteria

- **Exceptional:** Clear, structured description of actions taken with strong execution details and examples. Demonstrates a well-planned and well-executed adoption strategy.
  - **Strong:** Well-defined actions but missing some depth or supporting details.
  - **Moderate:** Actions are described but lack strong justification or clarity on how they spurred TBM adoption.
  - **Weak:** Poorly explained or missing actions; lacks evidence of a structured approach to TBM adoption.
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### Question #4 Guidance & Scoring Criteria

*What measurable value has TBM delivered in your organization in the first 24 months of adoption?*

**Expert Guidance:** Describe the specific business, financial, or operational improvements your organization has achieved as a direct result of adopting TBM. Clearly link each outcome to an aspect of TBM adoption, such as increased cost transparency, better financial decision-making, faster budgeting cycles, improved collaboration between IT and Finance, or optimized resource allocation. Use quantitative data wherever possible (e.g., percentage reductions in IT costs, increased budget forecasting accuracy, or stakeholder engagement improvements). If quantitative data is not available, provide strong qualitative evidence.

#### Judging Criteria

- **Exceptional:** Strong, measurable results with evidence and clear linkage to TBM adoption efforts. The response includes specific metrics, dollar savings, and examples.
  - **Strong:** Good outcomes but lacking full quantification or missing some details on direct impact.
  - **Moderate:** Some improvements mentioned, but they are anecdotal or weakly tied to adoption of TBM.
  - **Weak:** No clear outcomes presented; vague or unsupported success claims.
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### Question #5 Guidance & Scoring Criteria

*How has your TBM model, data, and associated processes developed since launch, and how have you used it to solve challenges?*

**Expert Guidance:** Describe the process of building and refining your TBM model since its inception. Focus on how you established a comprehensive model that addresses key challenges within your organization. Provide specific examples of how you developed your cost model, employed the TBM Taxonomy (including taxonomy extensions), reporting structures, or automation tools, and how you adapted these elements during the early stages of your TBM program. Explain any technical improvements implemented during the model's creation and initial adaptation, such as enhancements to cost allocation accuracy, improved data integration with other financial systems, or the automation of core TBM processes. Submissions should demonstrate the establishment of a robust TBM practice rather than a narrow focus on isolated cost management initiatives.

#### Judging Criteria

- **Exceptional:** The response clearly details the creation and early adaptation of a comprehensive TBM model, with specific examples of improvements that addressed key challenges and resulted in measurable business impact.
  - **Strong:** The response provides a clear description of how the model was created and adapted, with reasonable evidence of effectiveness, though it may lack some depth in implementation details or quantifiable outcomes.
  - **Moderate:** The response mentions aspects of the model's creation and adaptation, but the connection to addressing key challenges or demonstrating broad TBM value is weak or insufficiently detailed.
  - **Weak:** The response is vague or incomplete, offering little insight into the establishment or evolution of the TBM model; submissions that focus solely on isolated cost management practices without a comprehensive TBM model will be rated at this level.
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