2025 TBM Council Award Categories with Questions

TBM Quick Starter

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.

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?

TBM Pioneer (one winner per region)

This award celebrates high maturity organizations that are driving breakthrough results through either deep penetration of TBM across its operation or advanced TBM use-cases. It honors those that have leveraged TBM to deliver transformative outcomes in areas such as the ROI of AI, sustainability initiatives, risk management, enterprise business management, and other advanced topics. Submissions should focus on how TBM has been applied in innovative ways to generate strategic business insights, optimize IT financial governance, and realize tangible returns from emerging technologies. It recognizes organizations that have pioneered innovative TBM applications that extend beyond traditional cost transparency, pushing the boundaries of TBM adoption through advanced analytics, automation, and creative implementations across multiple innovation topics.

Note: For the TBM Pioneer Award, there will be a total of three winners. One winner will be selected from each of the following three regions: the Americas ("AMS"); Europe, Middle East, and Africa ("EMEA"); and Asia-Pacific ("APAC"). If you choose to apply for this award, the location of the business unit or operation that accomplished the result you're highlighting is the region you would apply for.

Application Questions:
1. What opportunities did your organization identify that led you to explore an innovative use of TBM?
2. What specific actions did your organization take, using TBM, to address each opportunity?
3. What was the outcome of these actions?
4. What technical modifications or enhancements were made to your TBM model to support this innovation?

Financial Impact

This award honors organizations that have leveraged TBM to optimize technology financials, fuel innovation investment, and drive overall business value. It recognizes those that have demonstrated superior IT financial stewardship through cost optimization, transparency, and strategic investment in innovation. Submissions should focus on how TBM has been used to enhance accountability for financial and/or strategic impact, optimize spending, and enable data-driven investment decisions that fuel innovation and deliver measurable business outcomes.

Application Questions:
1. What financial management and value realization challenges did your organization face 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 tech modifications or enhancements were made to your TBM model to help solve these challenges?

Portfolio and Product Excellence

This award recognizes organizations that have leveraged TBM, strategic portfolio management (SPM), and Agile delivery at scale to continuously plan and deliver business value. It is designed to highlight organizations that have successfully applied TBM insights to enable robust SPM guardrails, conduct scenario planning, and perform product-based TCO analyses that incorporate P and L, revenue, Agile value streams, and labor. Submissions should focus on how TBM was used to drive more effective decision-making, align portfolio and product roadmaps with corporate strategy, and deliver measurable outcomes that accelerate business value.

Application Questions:
1. What challenges did your organization face in implementing strategic portfolio management, scaling Agile delivery, or achieving product-based financial transparency before using 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 SPM guardrails, scenario planning, product-based TCO, or Agile scaling?

Cloud Value Creation

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.

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?

TBM Public Sector Excellence

This award recognizes public sector leaders – across federal, state, local, and international government organizations – who have leveraged TBM to optimize mission delivery, maximize stakeholder impacts, and enhance operational excellence. It recognizes organizations that have leveraged TBM to improve IT cost transparency, enhance public services, and optimize taxpayer-funded technology investments. Submissions should focus on how TBM has been used to increase financial accountability, improve IT resource allocation, and drive more efficient technology decision-making that directly supports mission-critical outcomes. This category is exclusive to government entities and recognizes those that have successfully implemented TBM despite the unique regulatory, budgetary, and governance challenges of public sector environments.

Application Questions:
1. What financial, operational, or transparency challenges did your government organization face before implementing TBM?
2. What specific actions did your government 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 public sector financial transparency, budget management, or regulatory compliance?

TBM Professional of the Year

This award honors a standout TBM professional and advocate who has significantly advanced the visibility, adoption, and impact of TBM throughout their organization and the industry at large. The nominee has played a pivotal role in driving TBM success by championing TBM principles, mentoring peers, and contributing impactful thought leadership that elevates TBM both internally and across the broader industry.

This award recognizes individual excellence rather than organizational success and is open to TBM professionals from any industry. Employees of the following organizations are not eligible to apply for an award: IBM, TBM Council, any TBM software or service provider, any partner or sponsor of TBM Council or TBM Conference.

Nominees may self-nominate or be nominated by a colleague, peer, or industry leader. The judging process will consider the nominee's specific contributions to TBM over the past year, a nominating statement describing their impact, and their engagement in the TBM community, including participation in TBM Connect, publications, and knowledge-sharing activities.

Application Questions:
1. Why does this individual deserve to be recognized as TBM Professional of the Year?
   (This is your nominating statement)
2. What are the nominee's specific achievements in TBM over the past year?
3. How has this individual contributed to the broader TBM community?
4. Provide examples where applicable and describe the nominee's role in fostering TBM adoption and knowledge-sharing at an industry level.
5. TBM Community Participation [optional]