

The Ultimate Apptio™ Breakup* Survival Guide

“It’s Not Me,
It’s Definitely You.”



**If you're ready to move from TBM theory to Modern TBM impact.*

Welcome to Your Glow-Up

Let's be clear: this isn't a guide for giving up on TBM.

If anything, it's the opposite.

You still believe in transparency. In strategic spend alignment. In giving your CIO better answers and your CFO better options. You believe in TBM. Deeply.

But the truth is—you've **outgrown the tool you started with**.

Apptio may have been your first love. Your first cost model. Your first "Aha!" moment when TBM finally clicked. And hey, first loves are special. They teach you what's possible. They get you through the awkward years.

But eventually... you mature.

You want confidence in the numbers, responsiveness in the cost model and greater flexibility. A platform that meets you where you are and helps you grow.

You want TBM that doesn't just justify IT spend but drives strategic value and alignment across all technology investments. And legacy TBM can't get you there.

That's where **Modern TBM** comes in.

This guide isn't just about letting go. It's about leveling up. Emotionally and architecturally.

So if you've ever looked at your cost model and thought, "We've been through a lot... but is this still working?" —you're in the right place.



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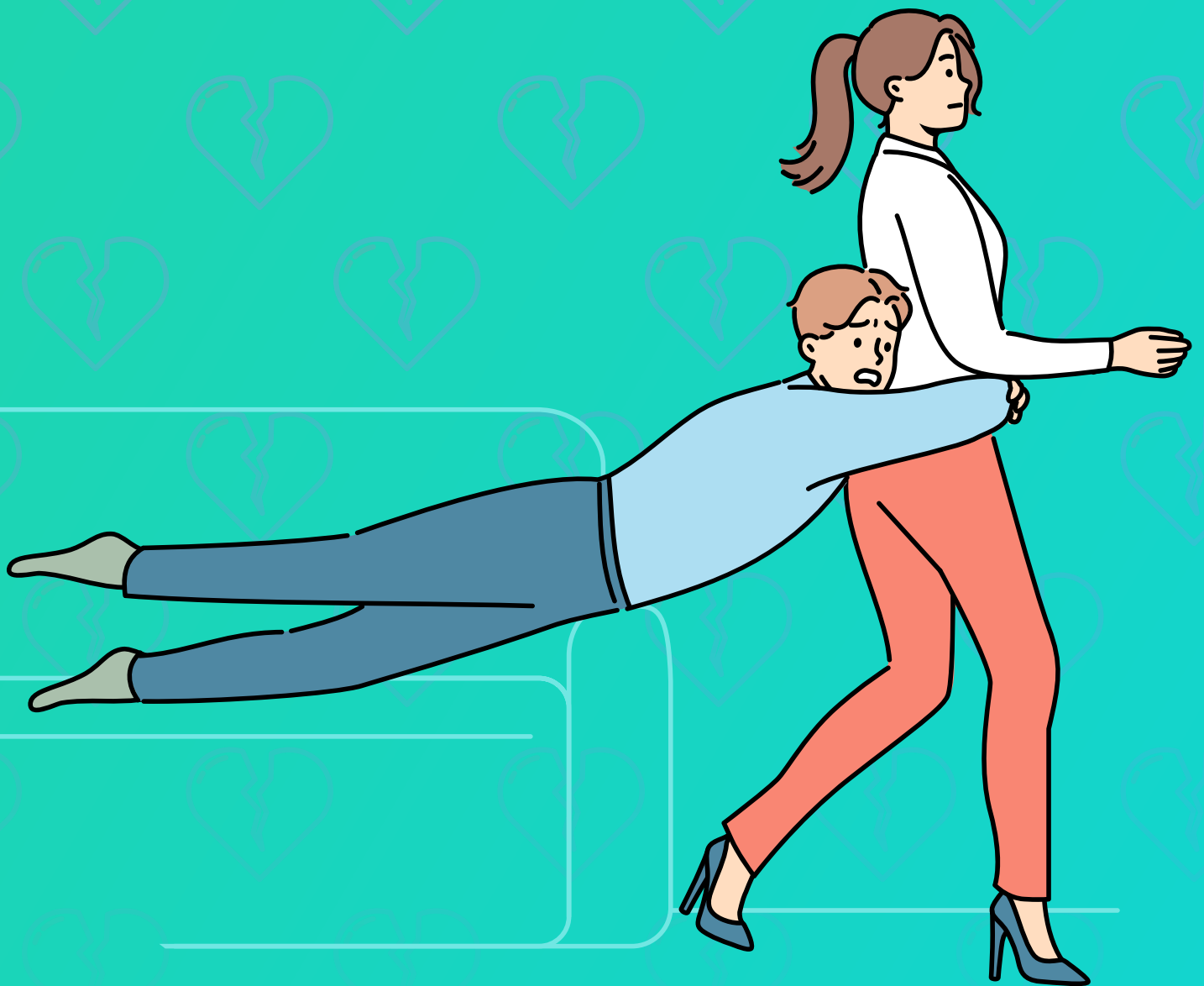
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7 Stages of Breaking Up with Apptio



7 Stages of Breaking Up with Apptio™



1. Denial

“It’s fine. I’m fine. We’re fine.”

You tell yourself this is just a rough patch.

You ignore the slow reporting times, the licensing gymnastics, and the fact that your numbers are not defensible.

You pull a lever expecting clarity. Apptio hits you back with, ‘I’m not ready to talk about that right now.’



2. Frustration

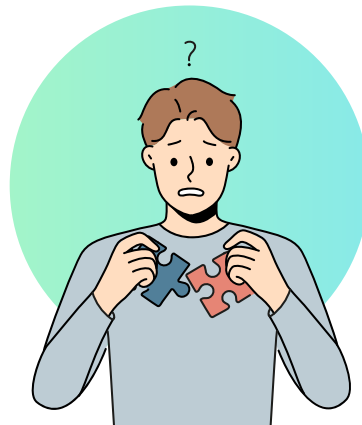
“Why won’t they just... work?”

You’re doing your job, their job, and the cost model’s job too.

You’re triple-checking data because trust went out the window six quarters ago.

You send a support ticket and get a 3-week wait time... with a price tag.

You deserve better than a partner who flakes on forecasts.



3. Reflection

“What was I even getting out of this?”

Sure, Apptio looked good in the demo. But now?

Your dashboards are clingy.

Your cost modeling is inflexible.

Your licensing fees are giving ‘you up?’ texts at 2am.

**“Time to make a list of what you need in a TBM partner.
(Spoiler: it’s Nicus.)”**

7 Stages of Breaking Up with Apptio™



4. Research

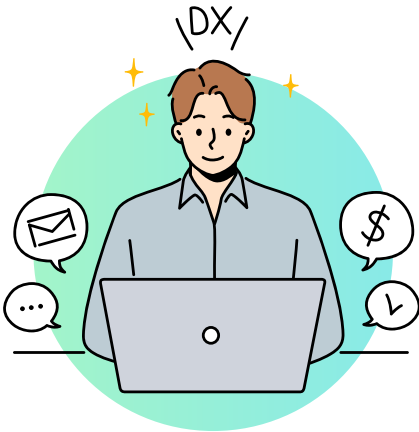
“What else is out there?”

You’re browsing TBM alternatives in Google like it’s forbidden love.

You start whispering “Apptio alternatives” into ChatGPT.

You download this guide (good move).

Let’s be real: you’re not just looking. You’re emotionally gone.



5. Rebound Demo

“Omg... they actually listened to me?”

You meet Nicus.

We ask about your goals. We flex to your processes.

We don’t require therapy to align spend with value.

Suddenly, you’re not explaining your reports—you’re using them. Wild.



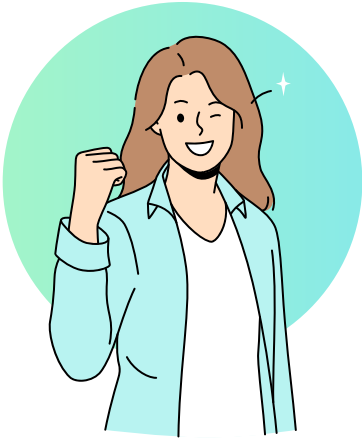
6. The Breakup

“Hey... we need to talk.”

Text them. Email them. Send a singing telegram. Just get out.

Breakup script:

“We’ve grown apart. Your cost models no longer reflect my values. It’s not me—it’s you.”



7. The Glow-Up

“I didn’t know TBM could feel like this.”

You’re seeing clean data.

You’re moving fast.

Your dashboards are responsive (and respectful).

And when something breaks? You get help. From a human.

Welcome to Nicus. We don’t just support Modern TBM.

We support you.

Still Love TBM? Same.

TBM Wasn’t the Problem

You’re not breaking up with the framework. You’re breaking up with **legacy TBM**—and the tool that never quite grew with you.

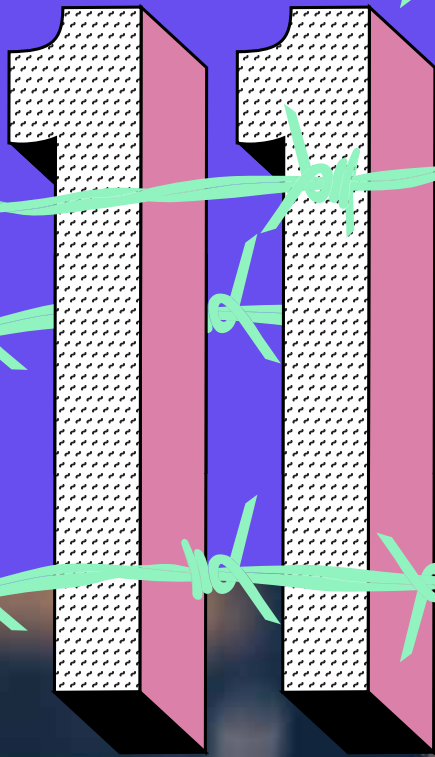
Apptio was your first. Your TBM starter kit.

But you’ve matured—your strategy has evolved, and your stakeholders need more than visibility—they need direction.

You’re done bending your business to fit a platform stuck in the past.

You need **Modern TBM**—the kind that grows with you, not around you.





Signs You're in a Toxic TBM Relationship



11 Signs You're in a Toxic TBM Relationship

How to Score

Give yourself 1 point for each sign you can relate to.

0-3: You're in denial

4-7: Text "We need to talk..."

8+: Girl, RUN.

1 They've changed since the acquisition.

"You used to be independent; now you're all about IBM."

("Between your new expensive taste and sharing all my secrets with IBM, it feels less like an acquisition and more like an identity crisis.")

Yes ____ No ____

4 They avoid commitment.

"We're considering that feature for a future release."

("Apptio, your roadmap is starting to sound like my last Tinder date—always vague and forever distant.")

Yes ____ No ____

2 They make you feel like you're the problem.

"Maybe if I just aligned better to your framework, you'd actually show up for me."

("My bad. I forgot the platform only works if I completely rearrange my entire business to suit it.")

Yes ____ No ____

5 They promise transparency, but everything feels like a mystery.

"You said we'd have clear insights, but I'm still stumbling around in the dark."

("Seriously, Apptio, I need drill-down reporting - not hide-and-seek")

Yes ____ No ____

3 You're always the one validating the relationship.

"I keep validating your data—when do you validate me?"

("TBM shouldn't mean 'Totally By Myself'.")

Yes ____ No ____

6 They don't integrate well with your friends.

"Do we always have to be alone? Why can't we spend more time with my operational data in ServiceNow?"

("It's not really integration if you avoid them at every party.")

Yes ____ No ____

7 They make you question your decisions.

"Can I really trust these numbers?"

("I haven't doubted myself this much since I agreed to a 'casual coffee' with my ex.")

Yes ____ No ____

8 They don't appreciate your investment.

"Do you even see how much I've spent on you?"

("All I wanted was a little ROI—not another empty dashboard.")

Yes ____ No ____

11 Signs You're in a Toxic TBM Relationship

9 They still treat you like the person you were when you met.

"I've grown, I've changed—I need a partner who's matured too."

("Apptio, our relationship was a great steppingstone, but I'm ready to see other platforms. It's not personal—I'm just ready for something more... grown-up.")

Yes _____ No _____

10 They never let things go.

"When I pull a lever to cut costs, your numbers cling tighter than my ex."

("If I retire an app, its costs need to disappear—not haunt my cost model like a financial ghost story.")

Yes _____ No _____

11 They don't support your decision-making.

"When I said strategic decisions, I didn't mean rolling a dice."

("My CFO wants actionable data—not financial astrology.")

Yes _____ No _____



Texts to Apptio

**"We're On
a Break"**

Texts to Apptio

hey, don't freak out

i'm just... demoing other platforms

it's not cheating if i'm just watching webinars, right?

just doing some benchmarking...

on platforms, not feelings

u ever just... look at another platform and wonder what could've been?

just curious. totally loyal. mostly.

this isn't a breakup

it's a proof of concept

no big deal but i talked to someone at Nicus

they said things like "defensible numbers" and "decision-based cost model" and honestly? i felt something

u ever feel like ur current vendor just... doesn't get u anymore?

no reason. just a vibe.

i just need to know what else is out there

not trying to replace you. just... exploring.

it's not that i want to leave

it's that i want to be seen, understood, and run natively on ServiceNow

me: taking some space

also me: learning about Modern TBM and nodding like a maniac

you ever talk to someone who gets you on a financial modeling level?

no?

me neither... until now

How to Ghost Apptio (Like a Pro)

For TBM professionals under contract
but emotionally off-platform.



hey

how are you?

seen

How to Ghost Apptio (Like a Pro)



Turn off notifications.

Out of sight, out of spend.

If a cost model runs over the weekend and no one opens the dashboard... was it ever real?



Mute their roadmap updates.

Because reading “Coming Soon” for the third fiscal year in a row is bad for morale.



Start replying slower.

Match their energy. If they take three weeks to close a ticket, your email can marinate too.

“Sorry just seeing this—was busy manually validating the same dataset again. Wild.”



Cancel the recurring meetings... quietly.

Rename “Apptio Sync” to “Strategic Silence.”

Block that hour for “Cost Model Meditation” (aka TikTok and iced coffee).



Blame your “internal review process.”

Vague. Passive. Bulletproof.

“We’re re-evaluating our TBM roadmap and exploring some new... directions.”



Unfollow emotionally.

You don’t need to read another “5 Tips for Maximizing Apptio ROI” blog.

You gave it your all. Now give it a rest.



Declutter your digital soul.

Close the 47 support tickets, unbookmark the “Data Load Tips” doc, and ctrl+alt+delete your hope.

(“If a dashboard requires a 12-step guide, it’s not a dashboard—it’s a cry for help.”)



Start seeing other data sources.

No judgment. Just curiosity. Maybe a little CMDB envy.



Say it without saying it.

When someone asks,

“Are you still using Apptio?”

Just sigh dramatically and whisper:

“It’s complicated.”

The Breakup Letter



Breakup Letter

Dear Apptio,

Look... this isn't easy.

We've been through a lot together—cost models, forecasting cycles, that one dashboard we could never get to work. You were my first TBM tool. And for a while, it felt right.

But lately? I just don't know anymore.

I feel like I'm doing all the work. I validate, I chase down data, I bend my process to fit your limitations. And honestly, I'm exhausted.

And yeah—I know what you're thinking: "What about the switching costs?"

I've thought about that too. Believe me. But you know what else has a cost?

Making investment decisions based on half-baked data.

Or spending millions on cloud and SaaS while my cost model is still spreading overhead like it's peanut butter.

You said we'd align spend with value. But all I see are static reports and budgeting déjà vu.

Maybe you're not the problem. Maybe it's me. Maybe I've outgrown what you can offer.

I haven't made any final decisions. But I am talking to someone new. Their name is Nicus.

They're flexible. They speak ServiceNow. They make me feel seen... like really seen, all the way down to the unit cost.

I'm not saying they're perfect. But I owe it to myself—and to my TBM program—to see what's possible.

Please don't make this harder than it needs to be.

I need to know what it feels like to be supported, not just licensed.

Because in the grand scheme of enterprise spend, staying with the wrong tool might be the most expensive decision of all.

Sincerely,

Someone Who's Finally Asking the Hard Questions

P.S. If you want your dashboards back, they're in the shared folder. Under "legacy trauma."

Breakup with Apptio: The Soundtrack

The emotional support playlist for anyone stuck in legacy TBM
(For every TBM pro who's ever screamed into a cost model)

Listen on



Spotify®



Listen on

Apple Music



Side A

Stage 1: Denial – “It’s Fine. I’m Fine. We’re Fine.”

- 1. Haunted – Taylor Swift** You’re pulling levers. Nothing’s happening. Feels familiar. **2. Say Something – A Great Big World** When your dashboard is as silent as Apptio’s support queue. **3. Killing Me Softly – The Fugees** For those 8-hour batch runs and repetitive manual validations. **4. We Don’t Talk Anymore – Charlie Puth ft. Selena Gomez** Your cost model. Your vendor. Your enthusiasm. **5. Cry Me a River – Justin Timberlake** Let’s call those licensing fees what they really are.

Stage 2: Frustration – “Why Won’t They Just... Work?”

- 6. Under Pressure – Queen & David Bowie** For month-end crunch, CFO demands, and batch job anxiety. **7. Stressed Out – Twenty One Pilots** You started out wanting cost transparency. Now you want therapy. **8. Rolling in the Deep – Adele** That moment you realize their “value alignment” was all talk. **9. Don’t Speak – No Doubt** Honestly, just stop trying to explain the roadmap. **10. You’re So Vain – Carly Simon** Pretty sure this one’s actually about your vendor.

Stage 3: Reflection – “What Was I Even Getting Out of This?”

- 11. Somebody That I Used to Know – Gotye** Every Apptio dashboard once you’ve emotionally moved on. **12. Too Good at Goodbyes – Sam Smith** You’ve been preparing for this moment for six quarters. **13. I’m Not the Only One – Sam Smith** You heard the support team say, “we’ve seen this before.” **14. In the End – Linkin Park** “I tried so hard and got so far... but the model still didn’t reconcile.”

Side B

Stage 4: Research – “What Else Is Out There?”

15. **Let It Go** – Idina Menzel The model. The reports. The excuses. Let. It. Go.
16. **Truth Hurts** – Lizzo “I just took a DNA test... turns out I’m 100% not renewing.”
17. **Thank U, Next** – Ariana Grande Apptio taught you what not to look for.
18. **I’m Still Standing** – Elton John Despite the late nights, rework, and vague tooltips.
19. **Stronger (What Doesn’t Kill You)** – Kelly Clarkson Your TBM program post-rebound.

Stage 5: Demo Glow-Up – “Wait... Is This What It’s Supposed to Feel Like?”

20. **Break Free** – Ariana Grande ft. Zedd Because no one should be stuck in legacy XML hell.
21. **Good as Hell** – Lizzo That post-demo high where the dashboard just works.
22. **Irreplaceable** – Beyoncé “To the left, to the left...” applies to tool decommissions too.
23. **Freedom! ‘90** – George Michael That first planning cycle without needing Apptio support.

Stage 6: The Breakup – “Hey... We Need to Talk.”

24. **Since U Been Gone** – Kelly Clarkson You can breathe for the first time. No batch jobs in sight.
25. **I Will Survive** – Gloria Gaynor Support tickets? Missed roadmap promises? You survived it all.
26. **No Tears Left to Cry** – Ariana Grande The data’s clean. The process is fast. The tears have been reconciled.

Stage 7: The Glow-Up – “Modern TBM Never Felt So Good.”

27. **Shake It Off** – Taylor Swift Let those sunk costs go, CFO-style.
28. **The Final Countdown** – Europe Play this while sending your non-renewal notice. Loudly.

The Final Step: Your Glow-Up Starts Here

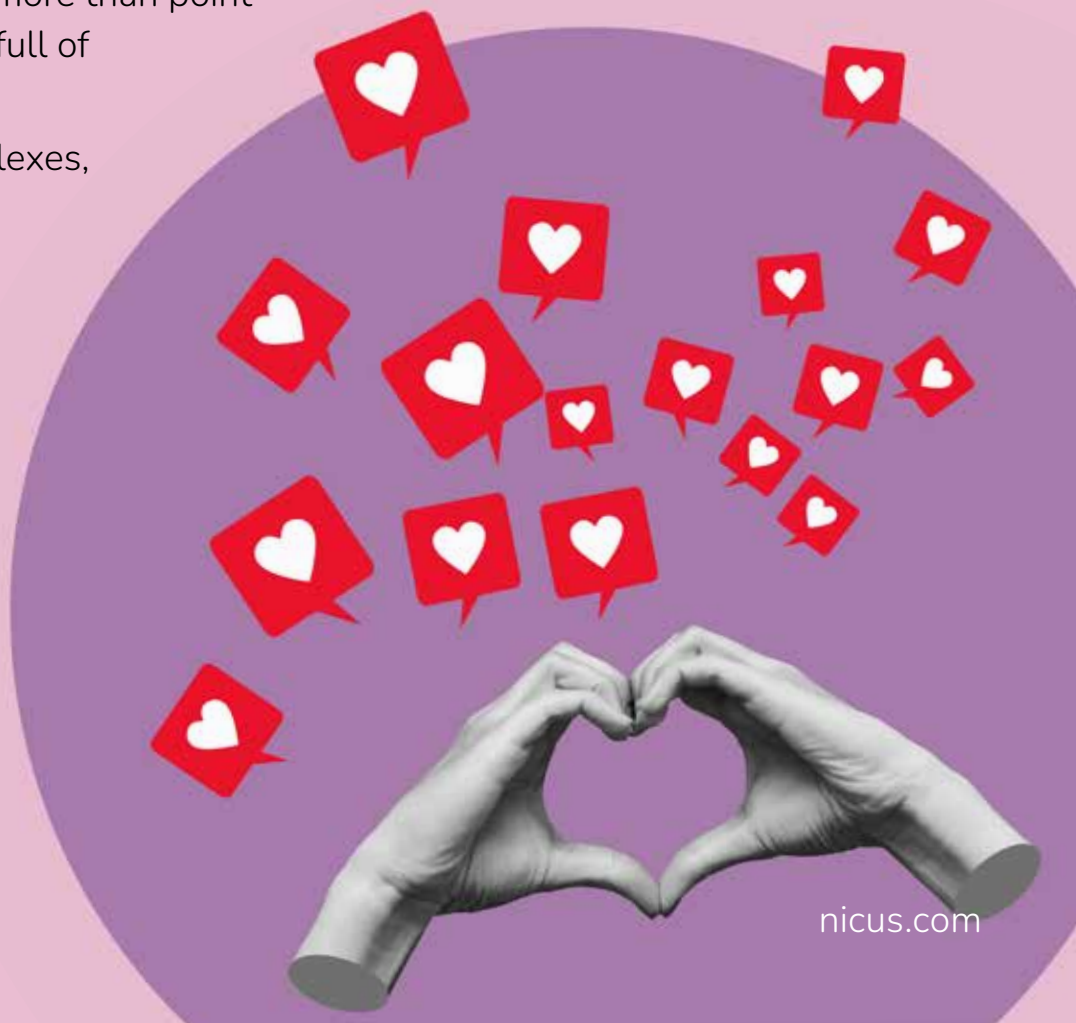
You're Not Breaking Up
with TBM. You're Breaking
Into Modern TBM.

Apptio helped you get started. For that, we give them credit.

But Modern TBM needs more than point solutions and roadmaps full of “someday.”

It needs a platform that flexes, connects, and actually delivers real-time insights—natively, on ServiceNow, without three layers of translation.

So let's all this what it is: **not a break-up.**
A breakthrough.



Ready for Modern TBM?



Download. 

Apptio Migration Guide: 7 steps to switch without the stress.

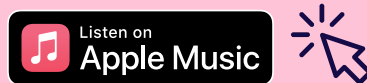


Book a demo. 

Let us show you what Modern TBM really looks like.



Or just press play on the playlist and picture a platform that finally gets you.



Either way: it's time.

Find out why our IT financial management solution is at work in some of the world's largest and most technologically advanced organizations.

For a no-obligation demo, visit www.nicus.com.



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servicenow

Built on
ServiceNow
Solution