

Digital Fuel Customer FAQ

Why did Apptio acquire Digital Fuel?

- Apptio is the market leader in Technology Business Management (TBM). We offer our customers cloud-based applications that serve as the IT leader's business management system of record. We have more than 440 customers, 800 employees and serve organizations of all sizes (\$10M - \$20B in technology spending) across all vertical industries. Apptio is a public company listed on NASDAQ under APTI.
- Digital Fuel is one of the leading providers of IT Financial Management/IT Business Management solutions with both a direct sales model and a strong channel relationship with cloud infrastructure leader, VMware.
- This acquisition allows these two market leaders, Apptio and Digital Fuel, to combine customer bases, product development efforts and support resources to accelerate innovation and deliver increased value to customers.

What does this mean to me as an existing customer? Are there any benefits?

- For existing customers, your Digital Fuel product, customer support team and account manager will continue to stay the same. Digital Fuel will continue to run and operate as an independent business unit within Apptio.
- We are invested in ensuring that every customer gets great ongoing support and value, so we plan to leverage Apptio's broader team to offer new innovation and increased customer support to the Digital Fuel base.
- Apptio is also the founder and Technical Advisor to the TBM Council, a nonprofit organization run by the world's leading CIOs. Through our relationship with the Council, Apptio works to develop industry standards (like ATUM, a services taxonomy and cost model for hybrid IT), opportunities for collaboration, and professional education. All Digital Fuel customers will benefit from this powerful relationship.
- One of Apptio's core values is our commitment to making each and every customer wildly successful, which now includes you. We will go above and beyond to ensure your TBM deployment exceeds your expectations.

Will I need to migrate to the Apptio platform?

- No, we will continue to maintain your existing Digital Fuel solution to best meet your needs.
- You'll now also have access to Apptio's full suite of applications should you be interested in leveraging any of our unique capabilities. Some of Apptio's additional product offerings include IT planning, benchmarking, vendor management, and cloud costing applications.

What if I just recently purchased Digital Fuel but haven't been implemented yet? What should I expect?

- Digital Fuel will continue to operate as a discrete business unit within Apptio so that its customers can receive the highest level of dedicated support possible. We anticipate proceeding as you have planned, however, you can expect us to contact you to discuss your options for the deployment of an Apptio equivalent module. We will work to ensure that all of your needs are being met.

Will I have the option of not implementing Digital Fuel and implementing Apptio?

- At this time, each case will be evaluated individually but the plan is to implement customers who signed an agreement with Digital Fuel on the products they contracted for. You can expect us to contact you in the very near future to discuss all of your options and the paths forward.

Will there be integration between Apptio and Digital Fuel platforms?

- Yes, we do plan to integrate the platforms so existing Digital Fuel customers can leverage Apptio's entire suite of TBM applications.
- Additional details on this integration will be provided in the future.

What is the product roadmap for Digital Fuel moving forward, including new innovations like IT Planning?

- Digital Fuel's existing product and engineering organization will be joining Apptio and will maintain their current mission and mandate to provide customers with the best possible software to meet their needs.

I purchased the Digital Fuel product from VMware. VMware is a strategic partner for our business; how will this impact our relationship?

- It won't. Digital Fuel's relationship with VMware will remain intact as they join the Apptio team.
- VMware continues to be an important partner and they are as committed as Apptio to making sure customers continue to receive great service.
- Apptio and VMware have a longstanding relationship and both organizations are dedicated to ensuring the success of all Digital Fuel customers. Apptio has been in VMware's partner program for more than five years and the two companies have a strong foundation.

How will Digital Fuel's partner relationships be handled?

- Digital Fuel's existing partner relationships will remain intact, with no changes expected. Our goal is to continuously build and grow the TBM ecosystem, so we welcome any partners who are on that mission with us.

What if I have more questions, who can I ask?

- Feel free to reach out to your Digital Fuel account representative or get in touch with Apptio directly by contacting us here: <https://apptio.com/about/contact>

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