



Dear Digital Fuel customers,

It is our pleasure to share that Apptio, Inc has just completed its acquisition of Digital Fuel! You can read the [press release announcing the news here](#).

This decision represents our commitment to your continued success with Digital Fuel's Technology Business Management (TBM), IT Financial Management and Service Level Management solutions and our continued investment in this space.

As the market leader in TBM, we pledge to support you and ensure your success with our new, combined team.

- Digital Fuel will operate as an independent business unit within Apptio, meaning that you'll continue to enjoy the same great products and support you've come to expect from Digital Fuel. We're planning on adding additional resources from the Apptio family to the Digital Fuel team to provide you with an even better product experience. We'll also continue to bring you future enhancements to your Digital Fuel product through Apptio.
- You'll now have access to the full suite of Apptio's TBM applications. As a leader in TBM, we offer customers five applications (14 modules) to best meet organizational needs. Whether its cloud cost management, benchmarking, project and service demand planning, chargeback or foundational cost transparency – we've got you covered.
- Apptio and VMware have a longstanding relationship (5+ years in VMware's partner program) and both organizations are dedicated to ensuring the success of all Digital Fuel customers. Additionally, the existing distribution, renewal and support relationship between VMware and Digital Fuel will continue under this new structure. We look forward

to working together in the future on new use-cases for hybrid IT business management.

- As a Digital Fuel customer, you'll now enjoy the benefits of the world's largest source of TBM best practices, support and information. Informed by more than a decade of customer success, Apptio provides a rich set of offerings (events, programs and expert guidance) to ensure your continued success.

Apptio was founded in 2007 and pioneered the TBM discipline. Today, we are the largest publicly traded company (NASDAQ: APTI) in the world 100% dedicated to TBM. We have almost 800 employees and 440 customers. We serve customers across every industry vertical and geography regardless of IT spend – our customers range anywhere from \$20B to \$10M in technology spending annually. We are dedicated to creating wildly successful customers, and we engage deeply with every one to help understand your unique challenges and provide swift a solution.

Our cloud-based software is delivered with a standard IT services taxonomy called ATUM (Apptio Technology Business Management Unified Model) that has been developed in partnership with the non-profit TBM Council. The Council and Apptio work together to develop industry standards, provide education, and host opportunities for collaboration among the Council's 4,500+ IT leader members.

Most importantly, we want to ensure that you feel supported throughout this transition. In the coming weeks, we'll be reaching out to schedule meetings with you and your executive teams directly to answer any questions you may have and provide more details on support of your Digital Fuel products.

For now, there is no change to how you contact support or the team you work with. Please continue to work with the Digital Fuel team, support and products you know. We've provided a more [comprehensive FAQ here](#), should you have any initial questions.

Every one of us at Apptio are thrilled to welcome Digital Fuel customers to the family and provide additional value to you. We look forward to sharing more with you in the coming weeks and months.

Thanks,

Dale Quayle, Digital Fuel CEO

Sunny Gupta, Apptio CEO

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Digital Fuel Customer

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