

Innovate2011

The Premier Software and Product Delivery Event



Haciendo posible la innovación en productos y servicios

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Innovation is increasingly being driven by software



Mobile banking will be the most widely used banking channel by 2020, if not sooner

The average 2010 automobile contains more lines of software code than a fighter jet

Source: *Mobile banking: A catalyst for improving bank performance*, Deloitte, 2010; and *This Car Runs on Code*, Robert Charette, IEEE Spectrum, 2009.

Realities can stall software-driven innovation

Complexities in software delivery compounded by market pressures



Complex, Multi-platform Systems and Applications

62% of companies have agile projects requiring integration with legacy systems

Increasing Mandates

2010 Spending in U.S. on governance, risk and compliance was **\$29.8 billion**

Globally Distributed Software and Product Supply Chains

50% of outsourced projects are expected to under perform

Cost Reduction

70% budget locked in maintenance and **37%** of projects go over budget

Unpredictability in Software Delivery

62% of projects fail to meet intended schedule

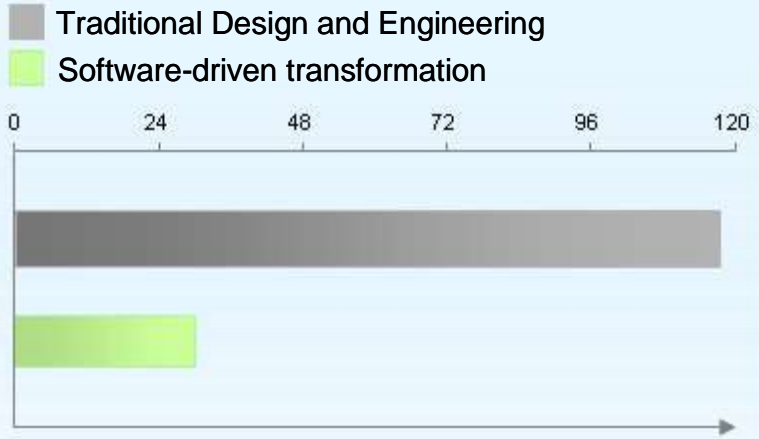
Changing Requirements and Time to Market

30% of project costs are due to rework and poor execution of requirements

Transforming software and systems delivery brings about dramatic business results



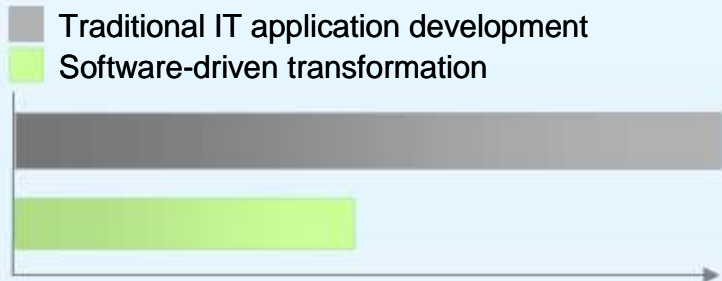
Volt was designed and engineered in 29 months!



New Technology Design and Engineering (Timeline in Months)

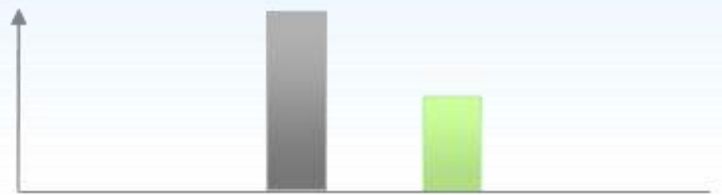


Reliance reduced development time by 50%



New Services and Features (Development Timeline)

Reliance reduced development costs by 50%



Customer / Agent Service (Development Costs)



Three key actions of transforming software and systems delivery



Integrate

***Connecting process
and information***

Software, data, and tools

Collaborate

Unifying teams

Projects, and
organizational cultures

Optimize

Simplifying governance

Plans, scope,
and measures



Realized benefits:

- Improved quality and time to market
- Reduced risk and cost
- Tighter alignment to business priorities



Software-driven innovation with IBM Rational

Addressing IT, systems, and enterprise modernization

↑ STRATEGIC VALUE
↓ REDUCED COSTS

Business Planning and Alignment

Measure business effectiveness of projects | Prioritize investments
Understand business value | Manage risk and impact of change

Integrated Application and Systems Lifecycle Management

Collaboration across teams, roles, platforms and geographies

Security

Design, Development and Deployment

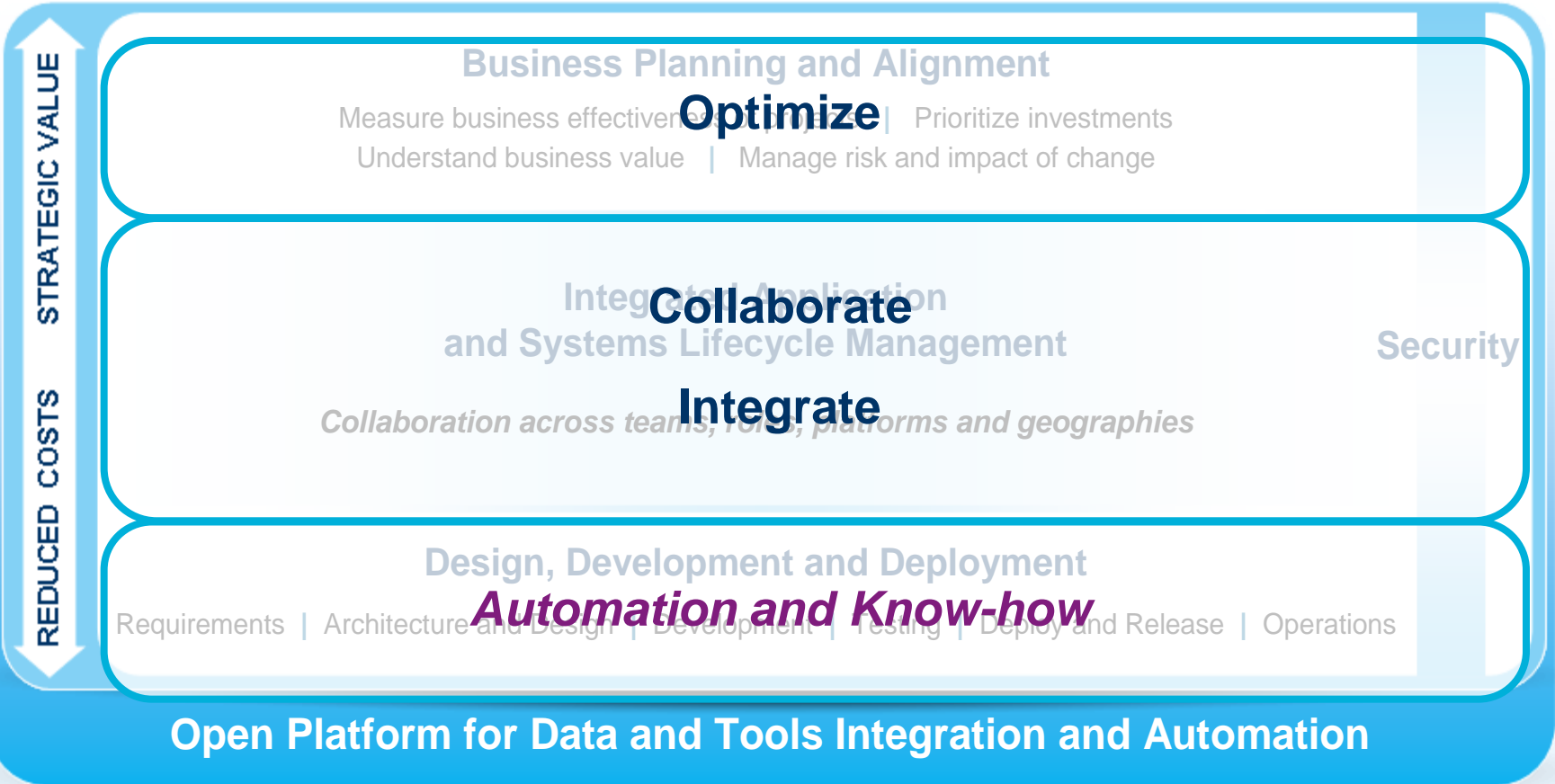
Requirements | Architecture and Design | Development | Testing | Deploy and Release | Operations

Open Platform for Data and Tools Integration and Automation



Software-driven innovation with IBM Rational

Addressing IT, systems, and enterprise modernization



Achieve break through benefits with IBM



IBM solution

- Years of experience with client implementations built into our solutions and approach
- Open, standards-based platform to enabled cross-vendor integration
- Able to improve linkage between business priorities and objectives to outcomes
- Consulting and services to accelerate value and implement best practices, if needed

Advantages over other approaches

▪ OpenSource and point vendors	▪ IBM provides an integrated lifecycle solution that enables cross-vendor integration unlike the vendors in this category
▪ Vendors that integrate aspects of design, development and deployment, but not the whole lifecycle	▪ IBM enables the integration and transparency needed across the full lifecycle unlike other vendors in this category
▪ Vendors promoting comprehensive application and systems lifecycle solutions	▪ IBM offers an open, standards-based platform unlike vendors in this category. IBM also enables business planning and alignment

Jazz provides open collaboration across the software and systems lifecycle



COMMUNITY

Transparent collaboration and exchange of ideas



PRODUCTS

Application lifecycle tools that leverage the Jazz platform

PLATFORM



*Open Services for Lifecycle Collaboration
and
Integration Services*



Application frameworks and toolkits

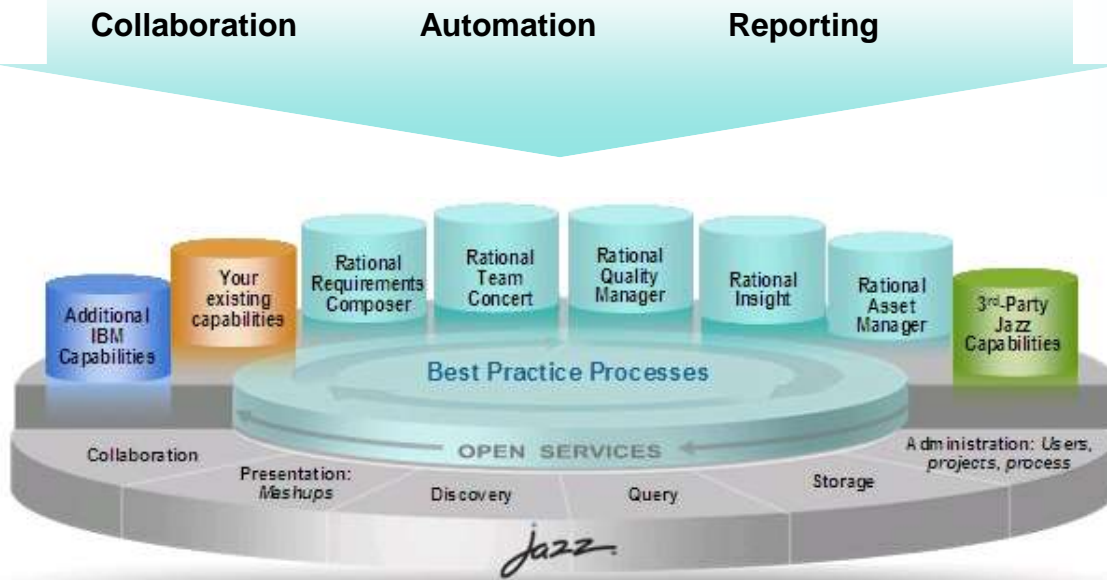
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 Software. Everywhere.



Jazz is Something Different

An Open and Extensible Software Development Platform Supporting Collaborative ALM

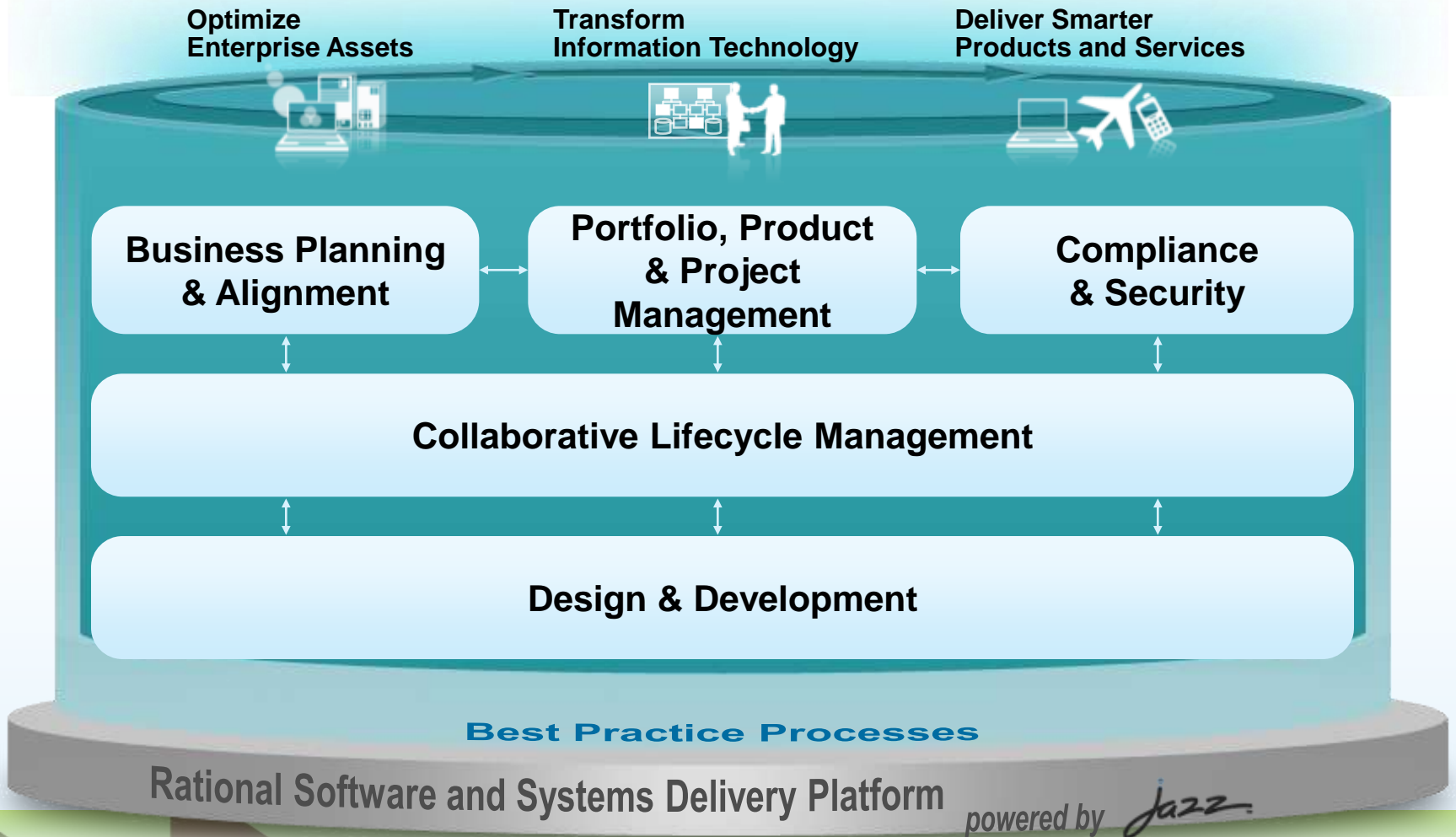


Provides

- A scalable, extensible team *collaboration* platform
- End-to-end, artifact traceability
- Flexible and configurable team-specific process
- Integrated collaboration around the lifecycle artifacts
- Access to real time information for decision making

Jazz is a project & software delivery platform for *transforming how people work together* to deliver greater value & performance from software investments

Enabled by the Rational's delivery platform & ecosystem

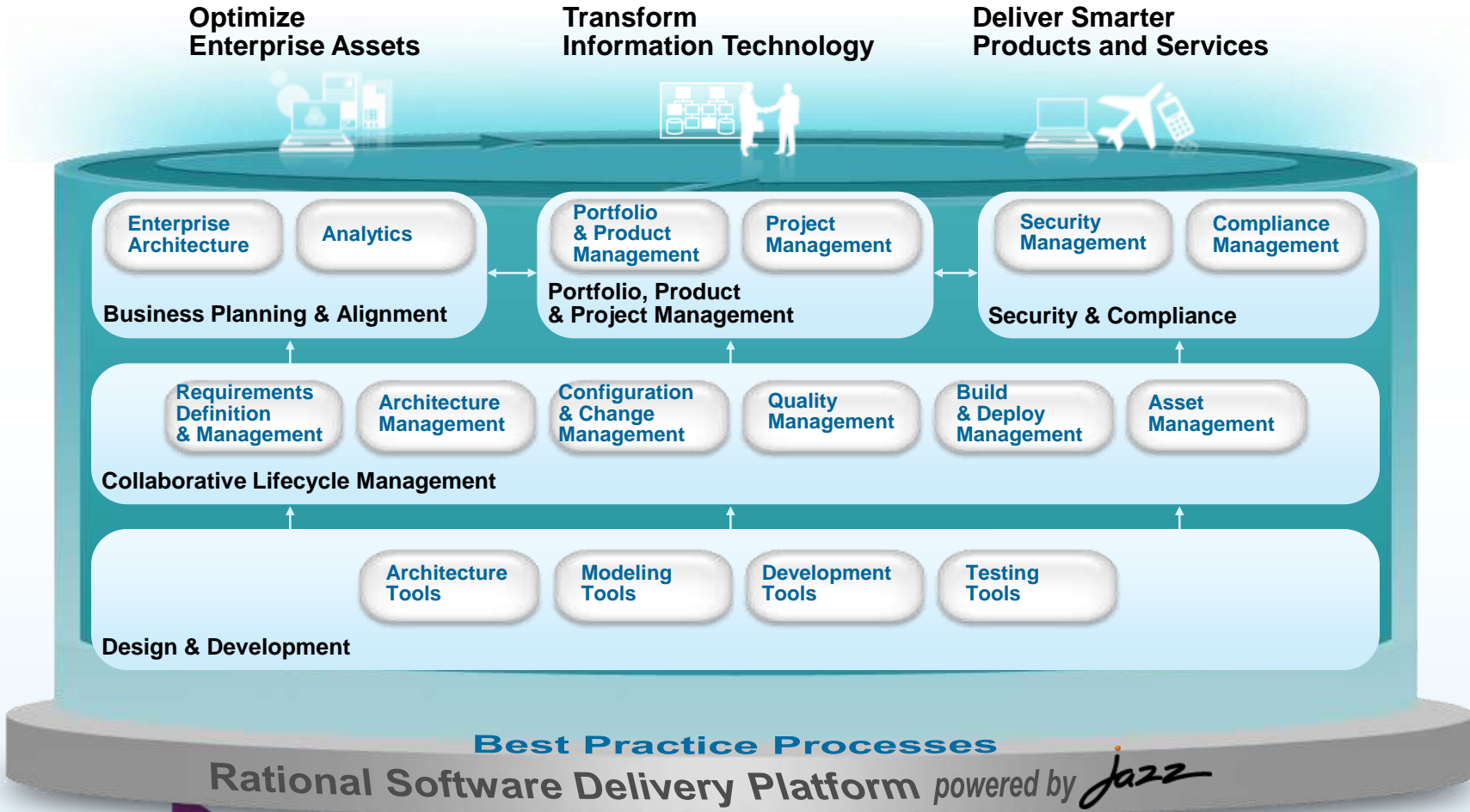


IBM and Business Partner Ecosystem

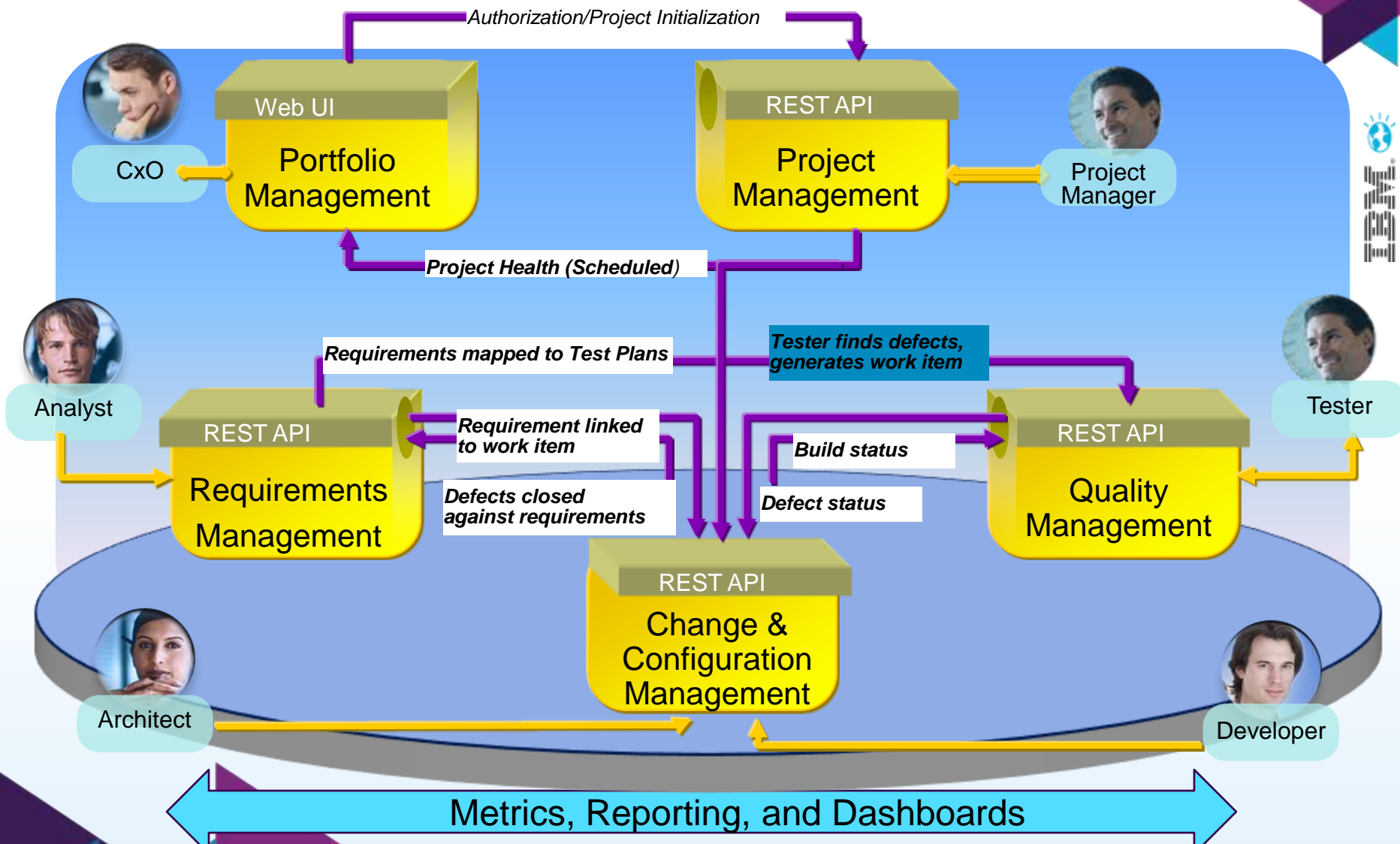
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 **Software. Everyware.**

Delivered through a rich set of capabilities



Integration in Action



IBM has set the bar for software and systems engineering platforms



“Rational has the best current offering... and continues to raise the bar on building a complete development and delivery platform.”

2010 Forrester Wave, *Agile Development Management Tools Report*



“GM’s use of the Rational platform will deliver business results in efficiency, time-to-market, quality, and overall customer satisfaction.”

Eric Gassenfeit, Global Director, Electrical, Controls and Software Development, General Motors



“For the 5th time in 6 years, Rational has achieved the top overall ranking in our 2010 Users’ Choice Survey on Software Development Platforms.”

Users Choice Survey, *Software Development Platforms*, Evans Data Corporation



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