



# IBM Executive Business Value Workshop for agile Software Delivery

## Agenda

The recommended workshop duration is four hours.

- A structured sequence of topics will be discussed, where each topic leads into the next with increased understanding and level of detail.
- Each topic proceeds with an overview of IBM Rational® software experience and insights, followed by discussions and interactive exercises.
- This increases participants' understanding of your current business context, goals, incentives for improvement, and operational objectives, as well as the current state of your software delivery capability and possible gaps, plus strategies that could fill those gaps.

## Emphasis on business value

This workshop fosters communication between your organisation and IBM® to jointly formulate measurable and optimised software delivery strategies to ensure maximum business value from your IT initiatives. Based on your expressed business objectives and values, and drawing from IBM consulting experience and development practices, the IBM Executive Business Value Workshop results in a set of recommendations and a high-level vision for measurable advancement, using a software delivery capability improvement framework and agile techniques.

## Highlights

The facilitated workshop discussions and exercises will be dynamically adjusted to your business needs and priorities. They may include discussions about the following topics:

- How to set up a control framework for the business process of software delivery to monitor the progress and to provide mechanisms for systematic improvements.
- How the contexts that you operate within impact the need for different development styles and improvement strategies, plus reasonable expectations of ROI and improvements in productivity, quality, and predictability.
- How lessons from the evolution of supply chains in other industries, including lean manufacturing, can help address the needs of your business.
- What development strategies you can adopt to improve business agility.
- Which strategies for enterprise modernisation help you strike a balance between protecting existing investments and still meeting the needs of your business.
- What governance is required for effective asset reuse, and which reuse strategies may apply in your operational context.
- How to improve collaboration across different locations, onshore and offshore teams, and outsourcing relationships.
- How to lead organisational change across large and diverse organisations.





## Review of the outcome

IBM consultants will develop and present a set of pri-oritised recommendations and discuss them with you. This follow-up might include a high-level view of a roadmap for adoption of appropriate agile and lean development strategies; next steps for establishing appropriate execution plans; or additional workshops from the Measured Capability Improvement Frame-work services to accelerate moving from strategy to implementation.

## Invitation to join

The outcome and benefit of this workshop depends on the seniority of the people in the room. Therefore, be sure to invite your executives, VPs, and other leaders who are evaluated on the success of your software and systems delivery capability.

## A sound investment

We offer a partnership, where you leverage our expe-rience in helping thousands of similar organisations over the last 25 years to take the first step into smarter software and systems delivery.

Additional information is available from your IBM Rational sales representative.

IBM, the IBM logo, ibm.com and Rational are trademarks of IBM Corporation, registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).

© Copyright IBM Australia Limited 2012.  
ABN 79 000 024 733.

© Copyright IBM New Zealand Limited 2012.

© Copyright IBM Corporation 2012.

All Rights Reserved.  
GL\_14201