

# Innovate2011

The Premier Software and Product Delivery Event



## Integrations that Matter

**Harish Grama**

Vice President, Rational Development, Delivery,  
and Customer Support



# Improving Software-driven Innovation



## Integrate

*Connecting process  
and information*  
Software, data, and tools

## Collaborate

*Unifying teams*  
Projects, and  
organizational cultures

## Optimize

*Simplifying governance*  
Plans, scope,  
and measures

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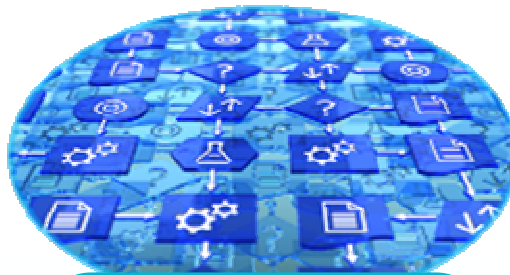
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# Realities Often Stall Software-driven Innovation



**Cost**



**Complexity**



**Geography**



**Silos**



**Change**



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**Consumer**  
*Motorcycle Rider*



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# Who is Involved?

1. Accident claim is filed to Insurance Agent



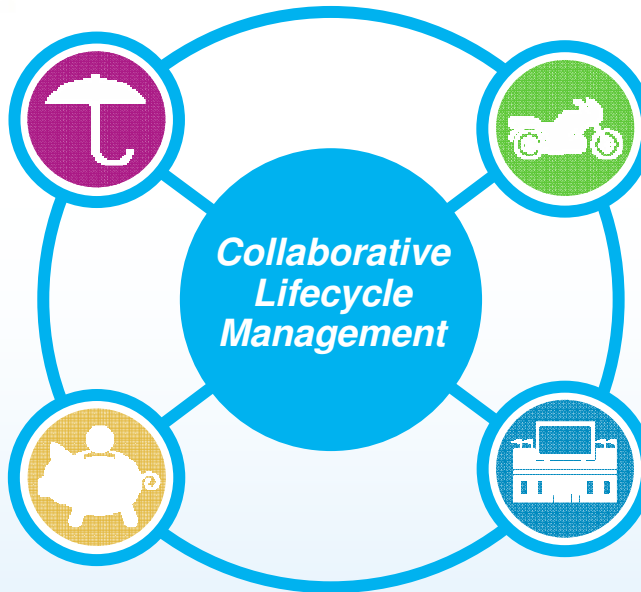
**Insurance Company**  
Insurance Agent

2. Insurance mainframe application runs "make and model" analysis



**Bank**  
Automated Deposit Coordinator

3. Insurance company submits claim reimbursement into my bank account



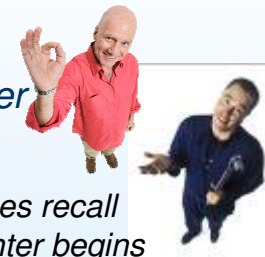
**Manufacturer**  
Systems Engineer  
Product Manager

4. Dealership's Service Center submits sensor change request to manufacturer

5. Manufacturer identifies defective sensor and notifies Dealership a mandatory recall is needed

**Dealership**  
Service Manager  
Mechanic

6. Dealership issues recall and service center begins replacement process



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## How Rational Tools Enable Integration, Collaboration and Optimization

Ashish Mathur, Bhumika Balani, Mehul Mehta, Saurabh Singh &  
Vandana Shenoy

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## Enhanced Collaboration

Ashish Mathur as “Bob”

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# Enhanced Collaboration

## *Key Takeaways*

- Time no longer spent waiting for email or looking for spreadsheets
- In-context collaboration for the task at hand

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**Having a unified view through requirements,  
design, development and test artifacts is key**  
**Saurabh Singh as “AI”**

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# Unified Lifecycle View

## *Key Takeaways*

- Architecture models are part of lifecycle
- Using a web browser interface enables more stakeholder participation in design reviews and markups
- Design collaboration throughout application and systems engineering lifecycles



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## Risk Reduction

Mehul Mehta as “Marco”

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# Risk Reduction

## *Key Takeaways*

- Improve quality with integrated design reviews at all stages of development
- Keep extended teams informed of how their work relates to architecture and design
- Gain traceability across the lifecycle by linking designs to lifecycle resources such as requirements, change requests, and quality plans

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# Integrated Development

Mehul Mehta

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## Establish lifecycle traceability

Vandana Shenoy as "Patchanee"

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## Integrated development across distributed and mainframe environments

**Bhumika Balani as “Deb”**

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# Integrated Development

## *Key Takeaways*

- Modernized development IDE for mainframe / distributed
  - Allows common tooling and process across development infrastructure
- Common administration, reporting and deployment of core ALM means less training overhead and quick on-boarding
- Common process means quicker return on investment



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# Early deployment planning and automation to minimize production roll backs

**Mehul Mehta**

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# Deployment, Planning and Automation

## *Key Takeaways*

- Enhance governance and control in the deployment process reducing business cost and risk through automation
- Reduce re-work using validated assets decreasing costs associated to design, development, and deployment of products, services and systems
- Improve collaboration between development and operations for faster resolution of issues through automated workflow and notification

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# Asset Re-Use

Vandana Shenoy

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# Asset Re-Use

## *Key Takeaways*

- Test artifact re-use improves overall productivity
- Quality built in throughout the application lifecycle



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# Business Intelligence for Software Delivery

Ashish Mathur

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# Business Intelligence

## *Key Takeaways*

- Business intelligence for software and systems engineering
- Identify impact across multiple areas of the business



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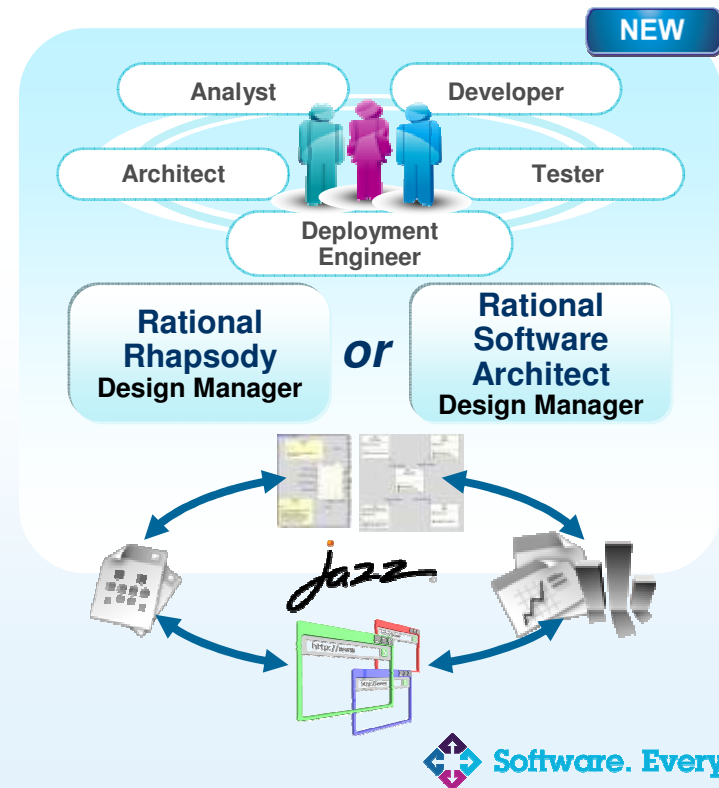
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# Rational Collaborative Design Management

*Enhance Cross-team Collaboration On Software And Systems Design*

- Reduce cycle time by engaging all stakeholders and accelerating design review process
- Reduce complexity and increase flexibility with impact analysis and automated reporting



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# Rational Collaborative Lifecycle Management

*Improve productivity across organizations, languages and platforms*

- Real-time planning
- Lifecycle traceability
- In-context collaboration
- Development intelligence
- Continuous improvement
- Single install
- Robust educational content
- Best practice templates



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# Rational Systems and Software Engineering

*Use an end-to-end approach to build and validate complex products, systems and the software that powers them*

- Practice library on demand
- Tool mentors
- Process execution templates
- Solution support to meet industry specific standards



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# IBM Collaborative Development and Operations

*Transform your development-operations process*



- Image management
- Workload optimization
- End-to-end lifecycle automation
- Federated asset repositories
- Deployment planning and automation
- Collaborative incident management



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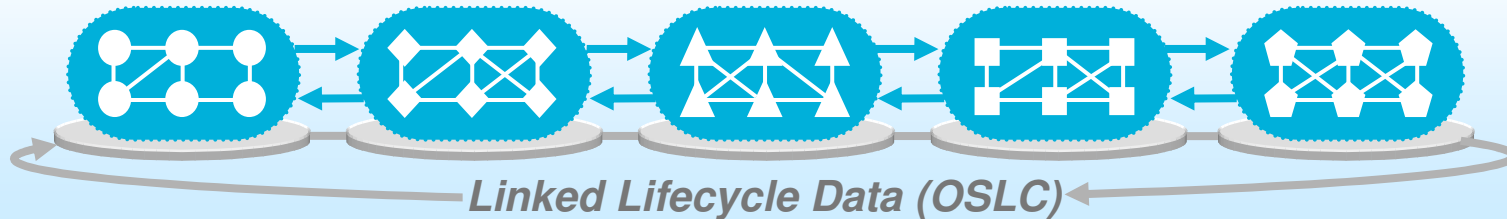


# The Enabler for Integration

## Open Services for Lifecycle Collaboration (OSLC)

- Inspired and implemented with Internet principals and technologies
- Minimalist, defining no more than necessary for exchange of resources
- Loosely coupled: Resources linked together with URLs
- Openly published specifications
- Technology neutral
- New OSLC SDK to enable OSLC adoption

*If the entire Internet can connect like this, why won't the same idea work for ALM?*



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### Learn

Open Services for Lifecycle Collaboration (also known as OSLC or Open Services) is an open community dedicated to breaking down the barriers between the tools in the product and application lifecycle by making it easier to use lifecycle tools in combination.

Keep in touch!



### Adopt



### Participate

Follow @oscllews - 132 followers

Like 15 likes. Sign Up to see what your friends like.

### What's new?








June 02, 2011: OSLC SDK project proposal made at Eclipse! See the Eclipse Lyo proposal [www.eclipse.org](http://www.eclipse.org).

June 02, 2011: Check out OSLC at [Innovate 2011](#).



**THANK YOU to the Key Contributors  
to Open Services for Lifecycle Collaboration!!!**



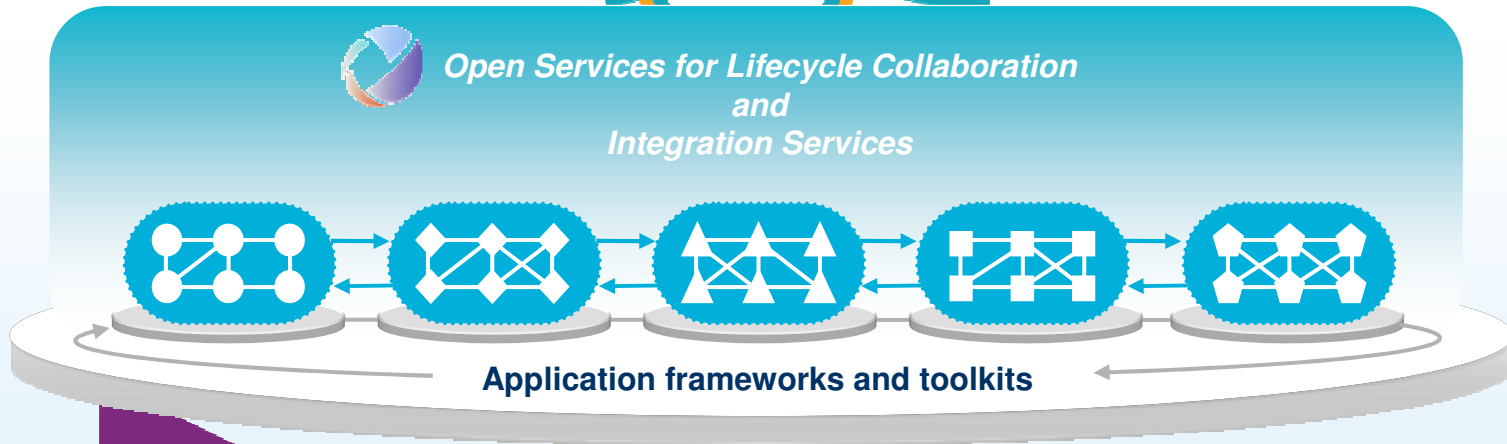
	<ul style="list-style-type: none"> <li>• Mik Kersten</li> <li>• Robert Elves</li> </ul>		<ul style="list-style-type: none"> <li>• Olivier Berger</li> </ul>
	<ul style="list-style-type: none"> <li>• Mike Loeffler</li> </ul>		<ul style="list-style-type: none"> <li>• Ingrid Jorgensen</li> </ul>
	<ul style="list-style-type: none"> <li>• Rainer Ersch</li> </ul>		<ul style="list-style-type: none"> <li>• David Johnson</li> <li>• Steve Speicher</li> <li>• John Arwe</li> </ul>
	<ul style="list-style-type: none"> <li>• Denis Tyrell</li> </ul>		





# IBM's Jazz Platform Leveraging OSLC

*Provides open collaboration across the software and systems lifecycle*



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# The JazzHub



- Rational Team Concert in the Cloud
- Enabling the academic community to develop directly on Jazz.net



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