

# Innovate2011

The Premier Software and Product Delivery Event

 **Software. Everywhere.**



## Harnessing the power of software-driven innovation

**Dr. Kristof Kloeckner, General Manager  
IBM Software, Rational  
10 August 2011**

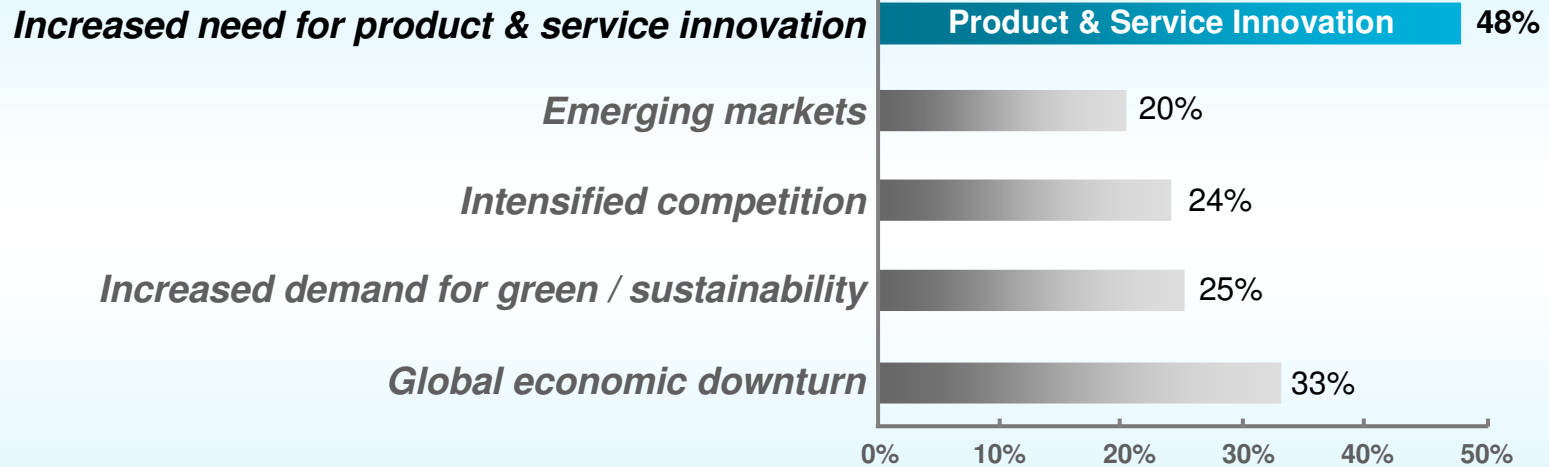


# Businesses are prioritizing cost-conscious innovation for growth

- High-growth CIOs are 94% more involved in driving business innovation than low-growth CIOs
- 55% of CIO time is spent on innovation



IBM



Source: IBM CIO Study, 2010; and *The Chairman's Series on Growth*, Frost & Sullivan, 2008.

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# Innovation is increasingly delivered through software



Robotic surgery has decreased the mortality rate of bypass surgery by more than sixfold



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 Regulatory Compliance Pressure

Driven by Safety and Compliance

## 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

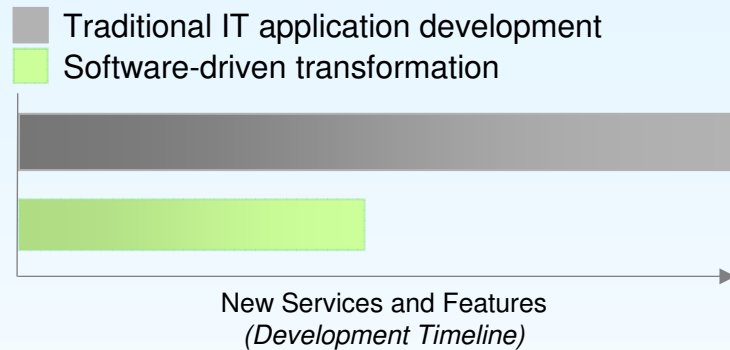
## Changing Requirements and Time to Market

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

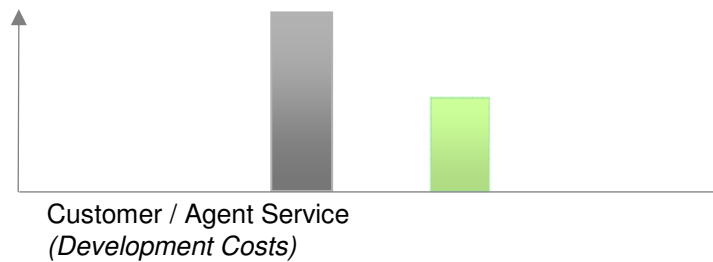
# Software and systems delivery transformation brings dramatic business results



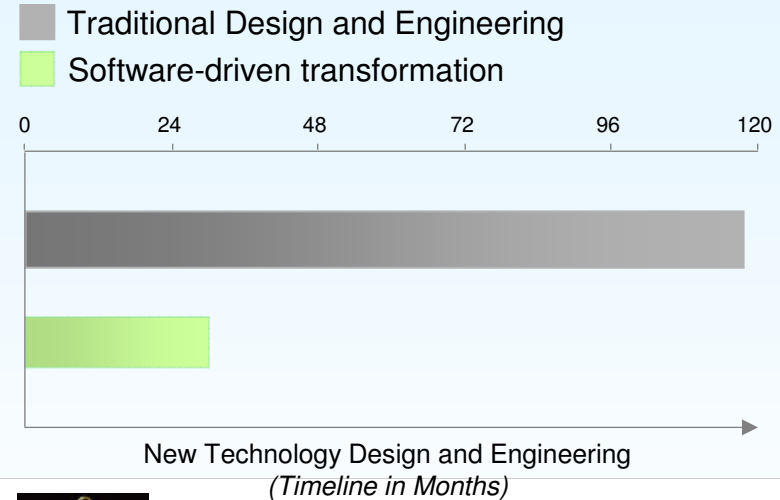
## Reliance reduced development time by 50%



## Reliance reduced development costs by 50%

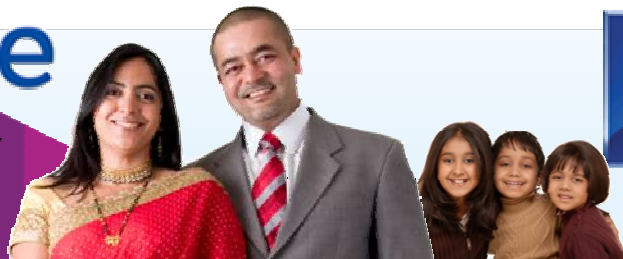


## Volt was designed and engineered in 29 months!



**Reliance**

Reliance Life Insurance  
A Reliance Capital Company



# Foundations for Software-driven Innovation



Software and systems delivery

## Integrate

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

## Collaborate

*Unifying teams*  
Projects, and  
organizational cultures

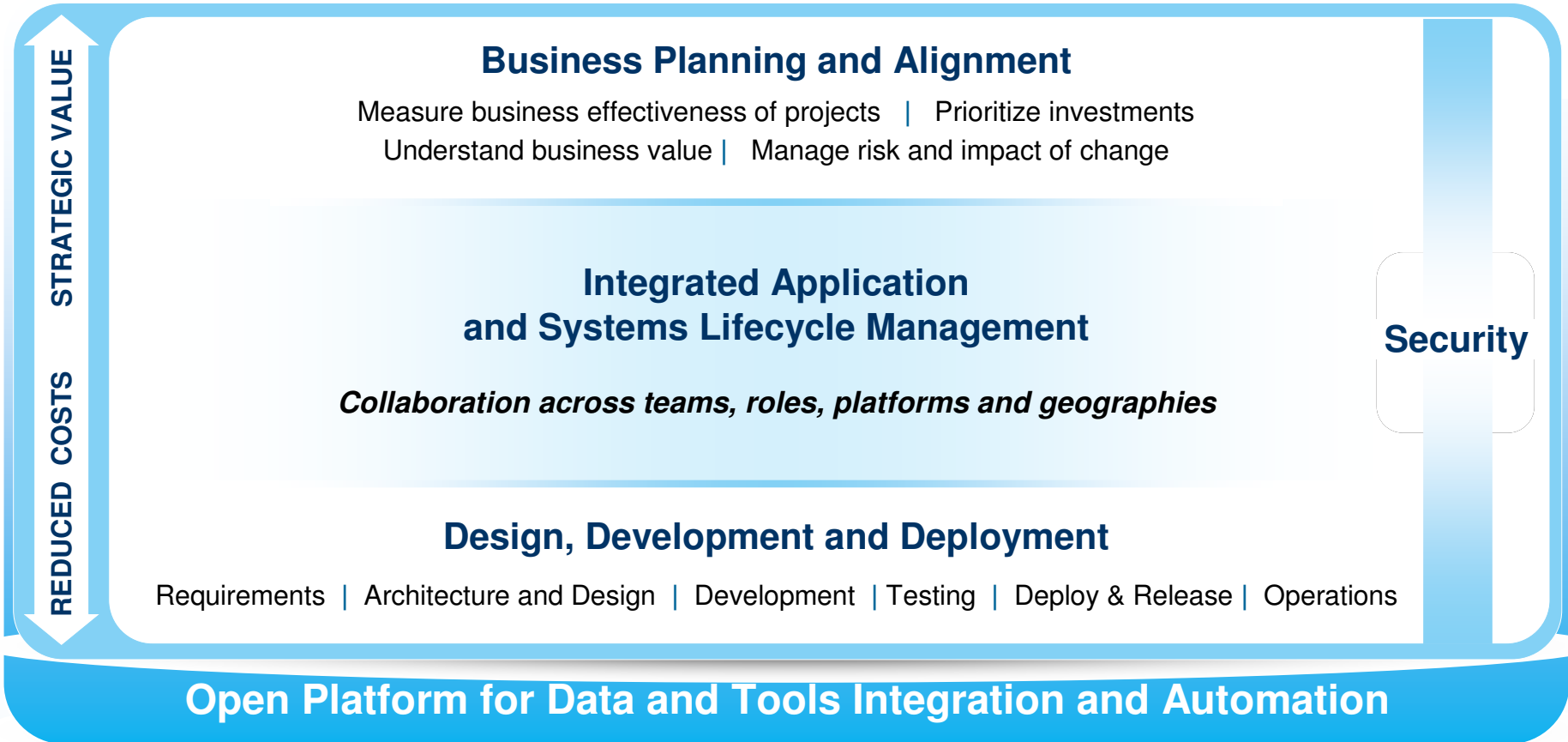
## Optimize

*Simplifying governance*  
Plans, scope,  
and measures



# Software-driven innovation with IBM Rational

*Addressing IT, systems, and enterprise modernization*





# IBM announces ...



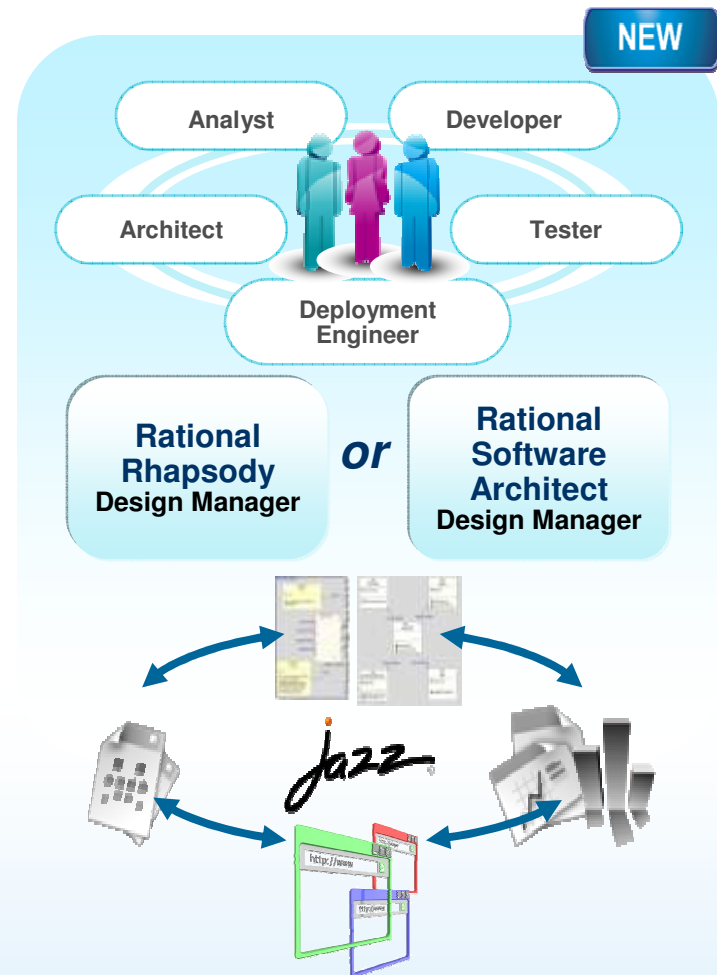


# Rational Collaborative Design Management

*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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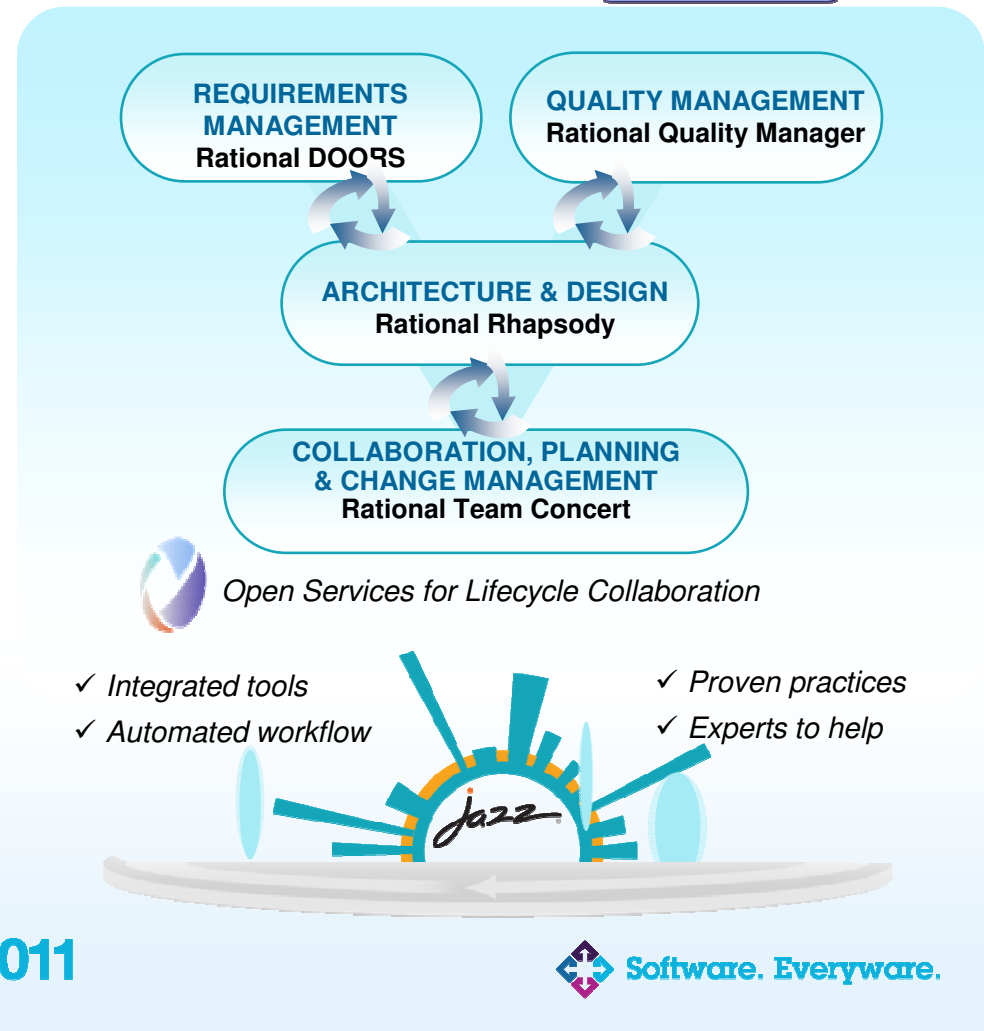
# Rational Systems and Software Engineering

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



**ENHANCED**

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



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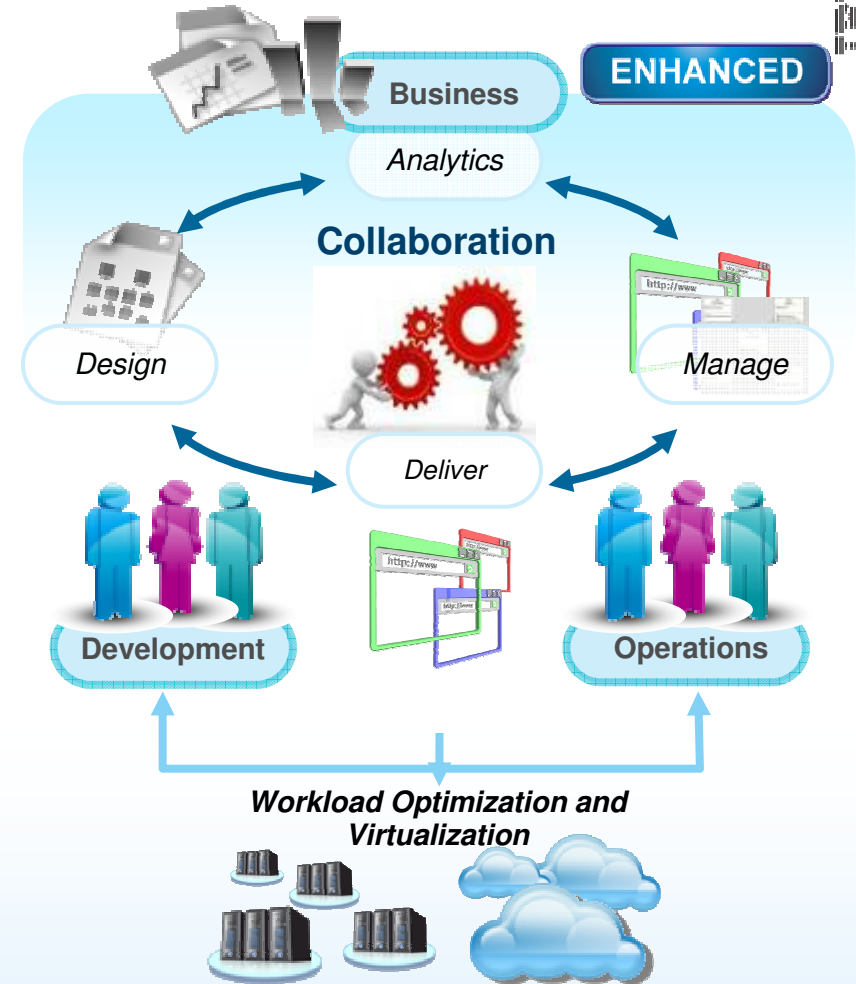


# IBM Collaborative Development and Operations

*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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# IBM Rational solutions for SAP

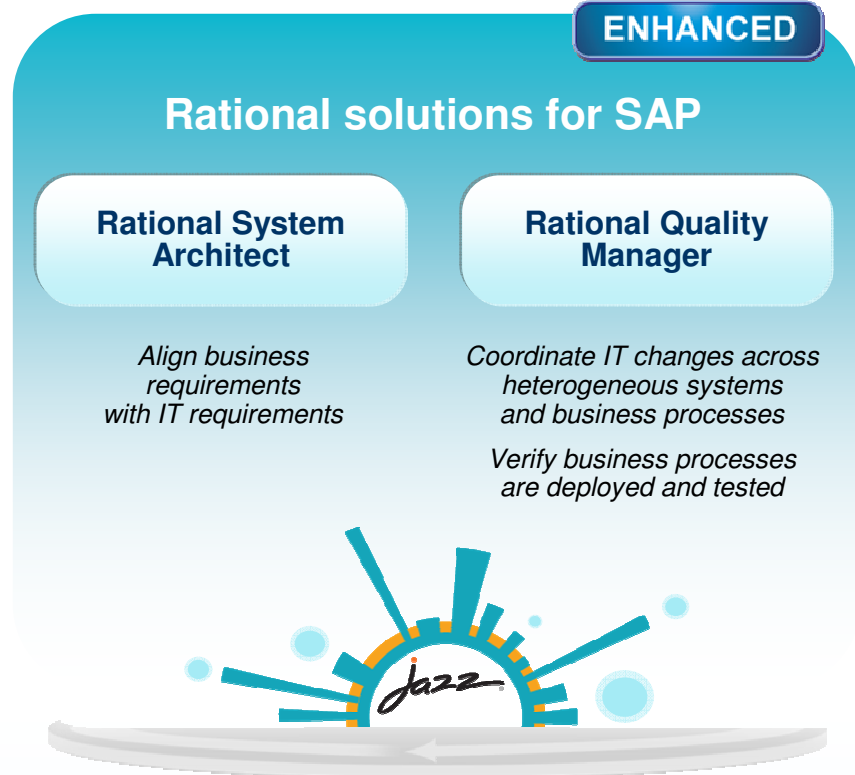
*Manage SAP and non-SAP projects in a unified way*



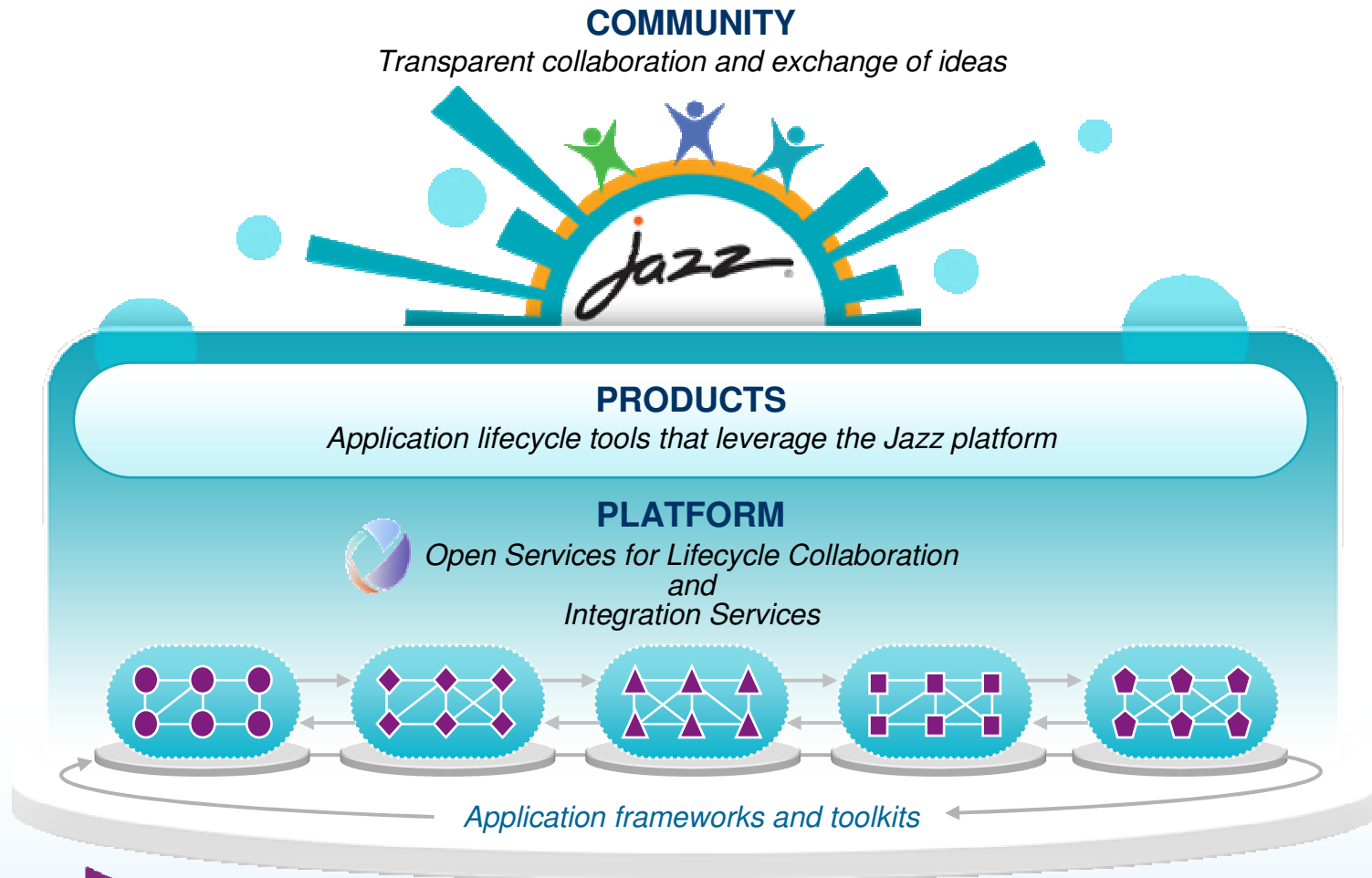
## Analyze and plan business transformation using SAP

- Ensure large SAP investments, implementations align with business priorities and strategy
- Save resources by preventing siloed and overlapping SAP implementations
- Maintain the impact of SAP deployments by transforming applications to keep pace with business change

## Implement a new SAP solution by adding Application Lifecycle Management to your existing SAP development environment



# Jazz provides open collaboration across the software and systems lifecycle



# Growing the Jazz Ecosystem



## Jazz.net now over 84,000 registrants, a 54% YtY increase

- Over 7500 Jazz.net users based in India
- India is second best represented country on Jazz.net – second only to US and ahead of China!
- More than 17,000 downloads from Jazz.net have come from India

## JazzHub (beta) -- Rational Team Concert hosted in the Cloud

- Announcing as an Academic offering
- Registered users can start a new project in under 60 seconds
- Complemented by new course modules and knowledge paths

## Teaming with Universities

- Software for a Cause (Launching Fall 2011)
  - Students develop applications for Non-Profits using Jazz tools!
  - Utilizes JazzHub as development platform
- Rational participation in the 'Great Minds Challenge' - India's largest technological contest for engineering students
  - Our goal in India is to reach 200,000 students from 3000 schools across the country

# Achieve break through benefits with IBM



## IBM solutions bring advantages over other approaches

- Years of experience with client implementations and large-scale internal use built into our solutions and methodologies
- Open, standards-based platform enabling cross-vendor integration and eco-system support
- Improved alignment of development with business priorities through end-to-end lifecycle integration
- Consulting and services to accelerate time to value and implementation of best practices





# Leverage Innovate 2011

## Network with your Colleagues

- Visit the Solutions Center

## Talk with Experts

- IBM experts, Business Partners and your peers

## Attend Track Sessions

- Focus areas: Agile, Cloud, Jazz Platform and OSLC, Power and System Z, Application Lifecycle Management, Systems Engineering, Application Security



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[www.ibm.com/software/rational](http://www.ibm.com/software/rational)

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