

Innovate2011

The Premier Software and Product Delivery Event



Harnessing the power of software-driven innovation

**Neeraj Chandra, Vice-President Worldwide Strategy
IBM Software, Rational
11 August 2011**



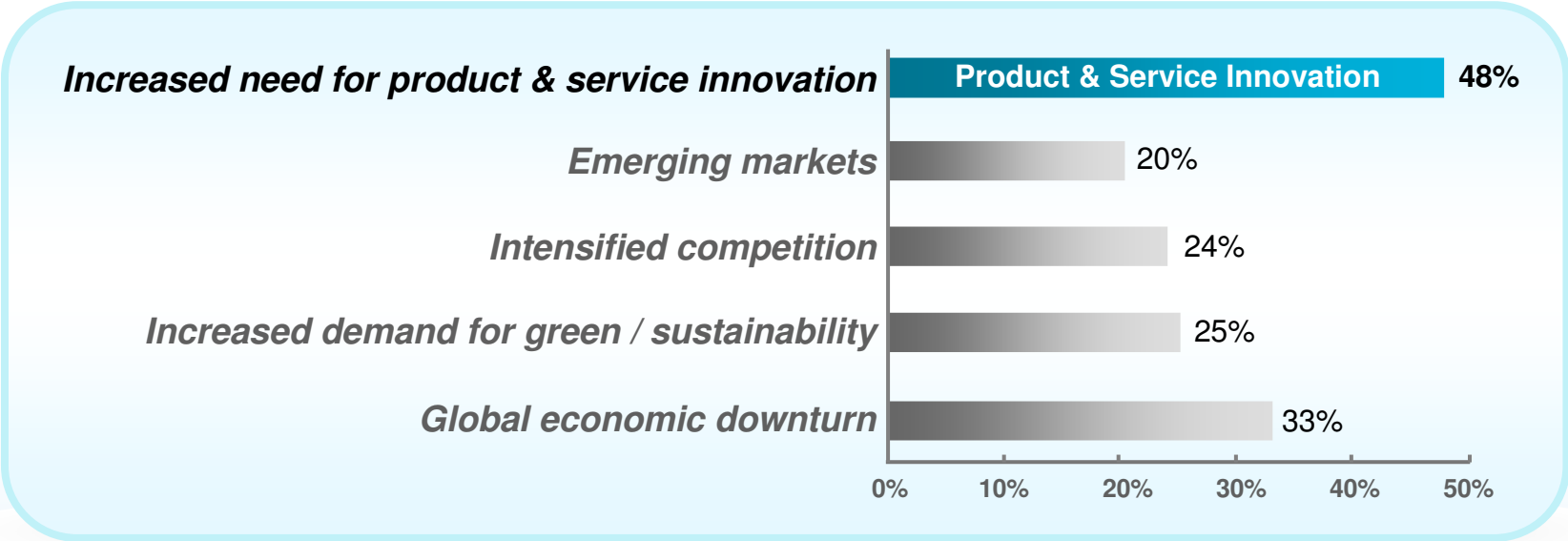
Businesses are prioritizing cost-conscious innovation for growth



- 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.

Innovation is increasingly delivered through 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.

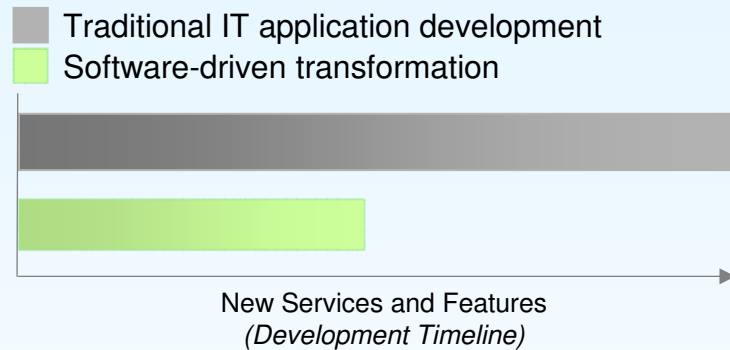
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 **Software. Everywhere.**

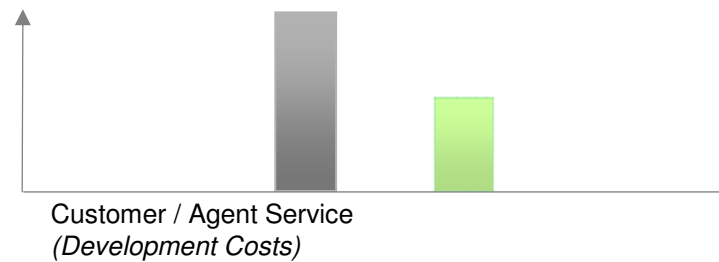
Software and systems delivery transformation brings dramatic business results



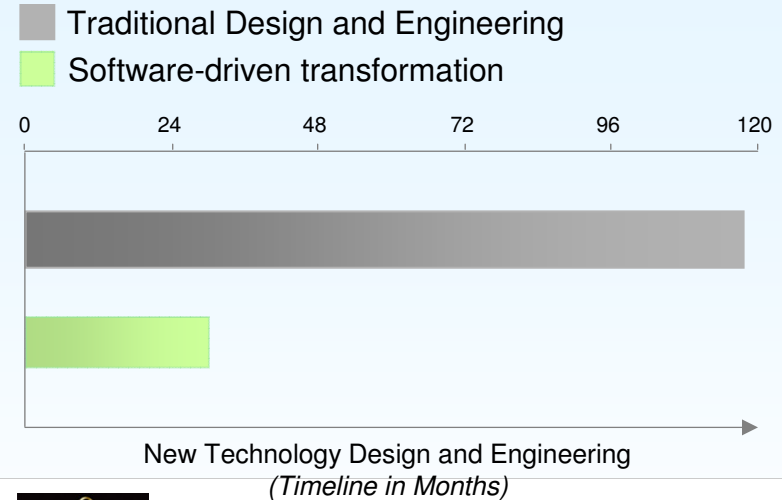
Reliance reduced development time by 50%



Reliance reduced development costs by 50%

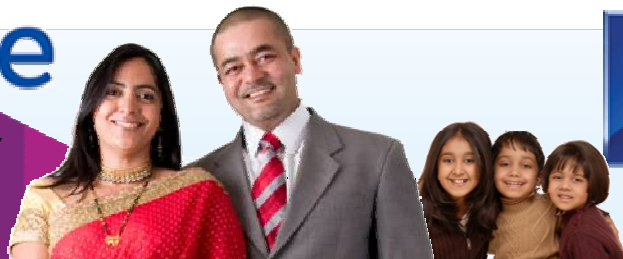


Volt was designed and engineered in 29 months!



RELIANCE

Reliance Life Insurance
 A Reliance Capital Company



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

What do software development teams need to be successful?

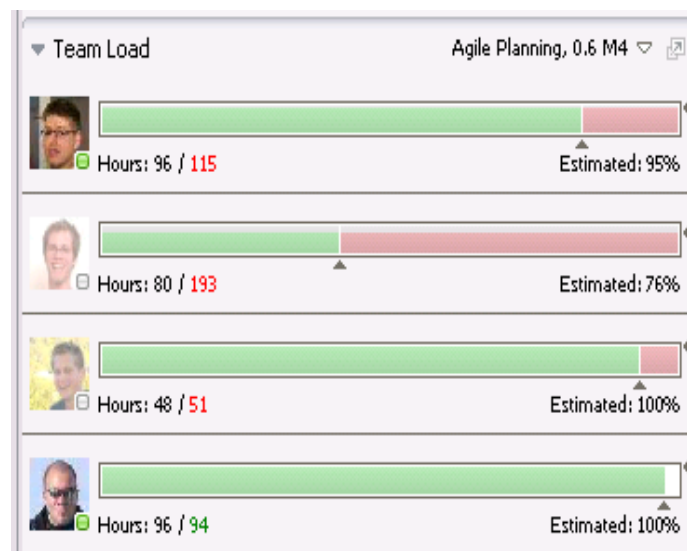
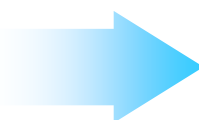
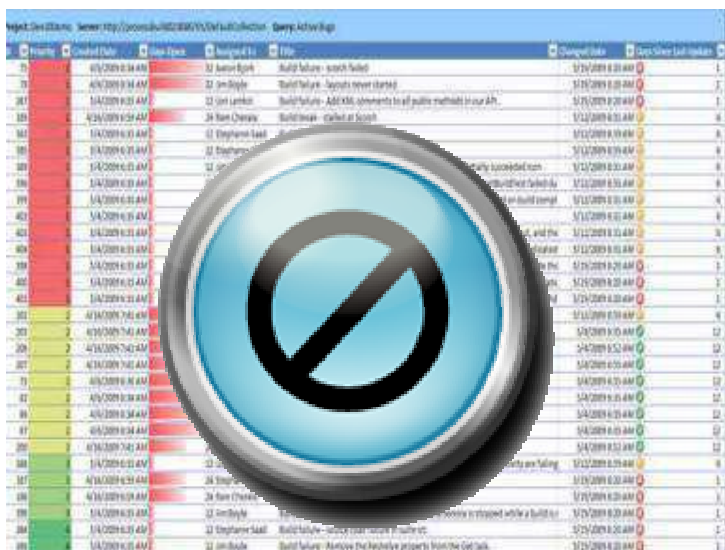


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Imperative 1: Real-Time Planning



- Plans live outside of ALM environment
- Manual, error-prone updates
- Disconnected from metrics of past team experiences

- Plans fully integrated with execution
- Instantly see the impact of changes to delivery dates
- Continuous planning through project dashboards

Imperative 2: Lifecycle Traceability

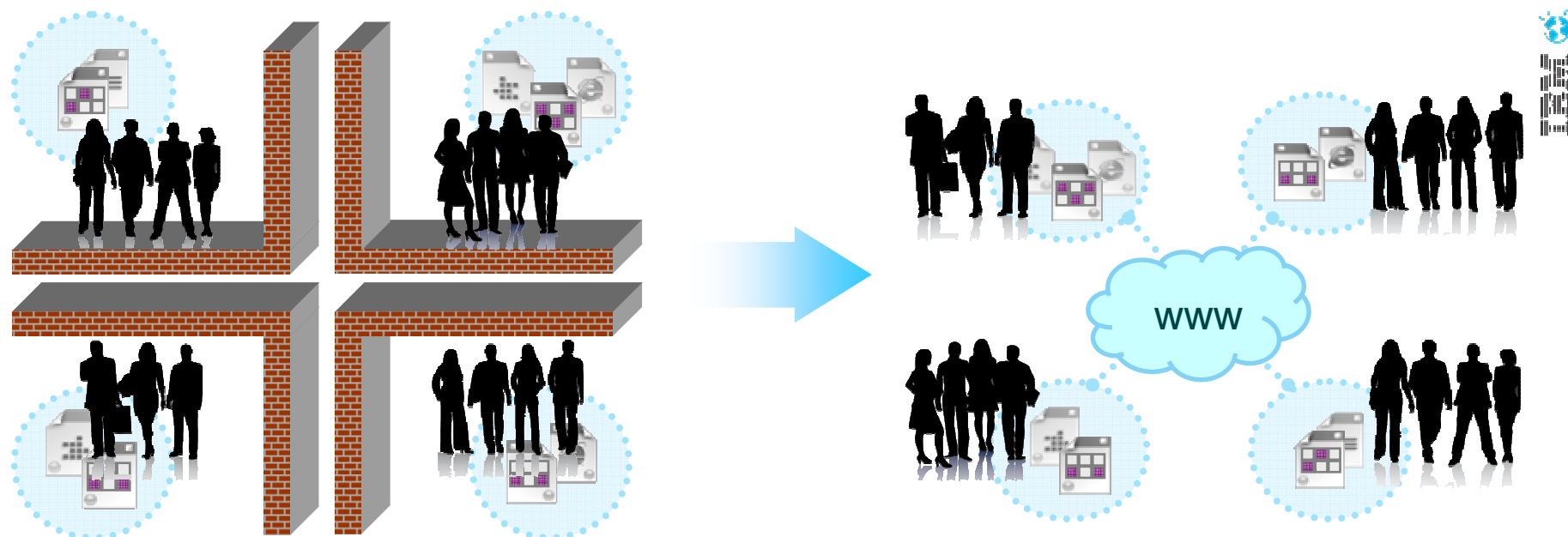


Instant access to details from any point in the development process





Imperative 3: In-Context Collaboration

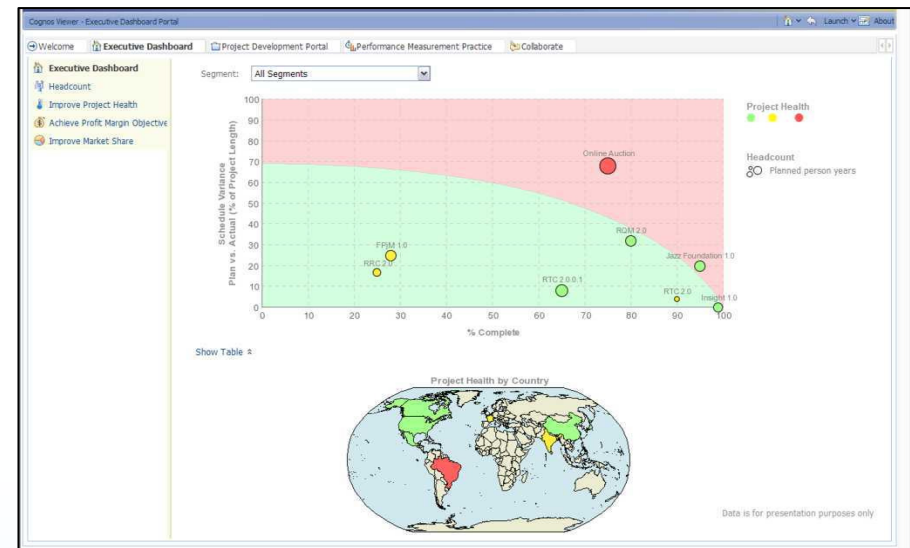
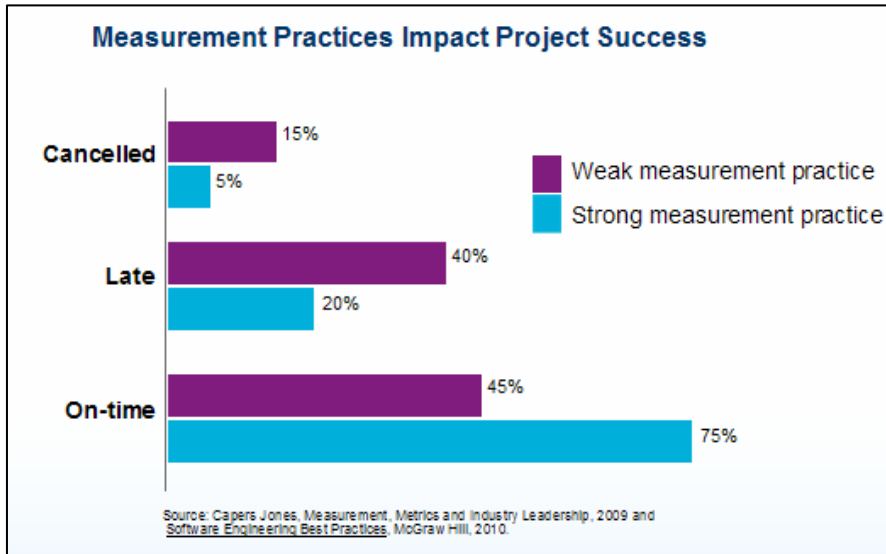


- Important discussions are lost to email and chat archives—project records are missing the “real reason” for decisions

- Unified team shares linked data
- Chat and discussion threads integrated with project history
- ALM environment becomes essential for understanding the context speeding enhancements

Imperative 4: Development Intelligence

Measurement: Project-by-project, team-by-team



Imperative 5: Continuous Improvement



Step 1 Customize

Variant #1

Scrum

Variant #2

Iterative

Variant #3

Waterfall

Step 2 Enact

Project A
Agile

- Product owner
- Scrum master
- Team member

Project B
Iterative

- Analyst
- Developer
- Quality Professional
- Release Engineer

Project C
Waterfall

- Analyst
- Developer
- Quality Professional
- Release Engineer

Deb
Closed Items: 1 | Open Items: 4

Story	Open
Frequency of dividend transfer	Implement - Frequency of dividend transfer
Requests sent in form of email	Implement - Requests sent in form of email

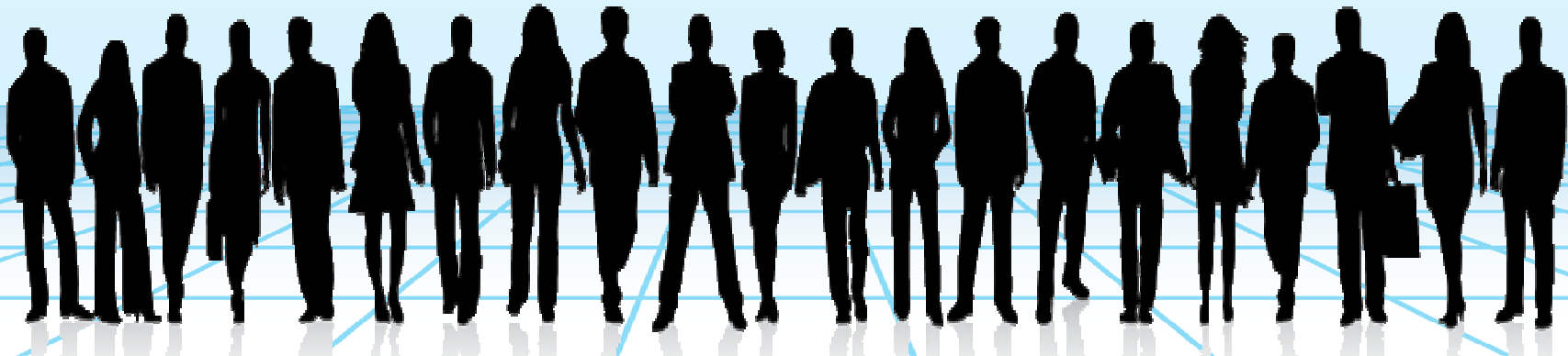
Work Items | Plans | Source Control | Build

- Welcome to Work Items
- Queries
 - My Queries
 - Shared Queries
- Create Query
 - New Query
- Create Work Item
 - Defect
 - Task
 - Story
 - Epic
 - Track Build Item
 - Impediment
 - Adoption Item
 - Retrospective
- Create Work Item Set
 - Create from Template



The Five Imperatives of Application Lifecycle Management

1. Improve **time to delivery** with real-time planning
2. Improve **quality** with lifecycle traceability
3. Improve **time to value** with in-context collaboration
4. Improve **predictability** with development intelligence
5. Reduce **costs** with continuous improvement



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Foundations for Software-driven Innovation



Integrate

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

Collaborate

Unifying teams
Projects, and
organizational cultures

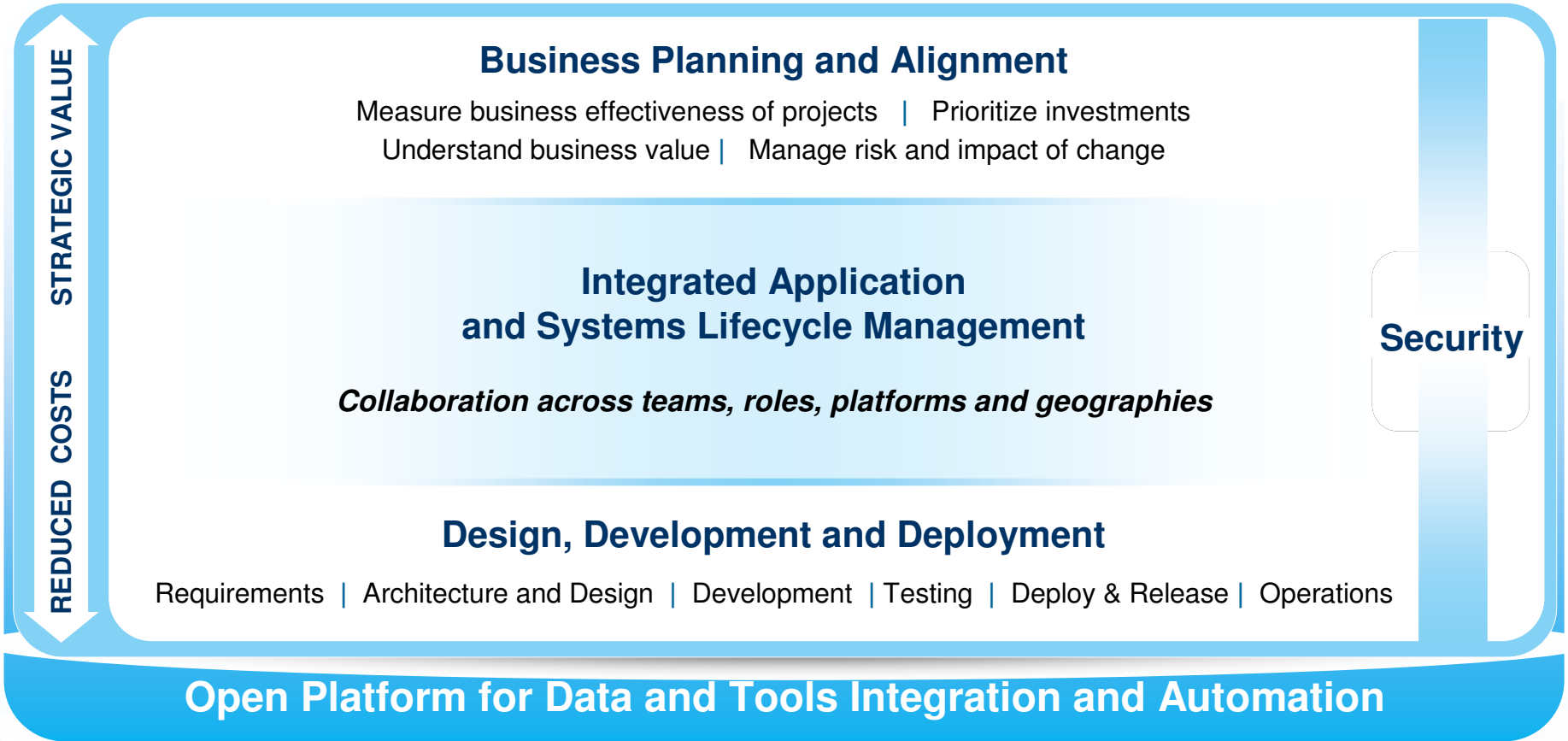
Optimize

Simplifying governance
Plans, scope,
and measures



Software-driven innovation with IBM Rational

Addressing IT, systems, and enterprise modernization



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IBM announces ...

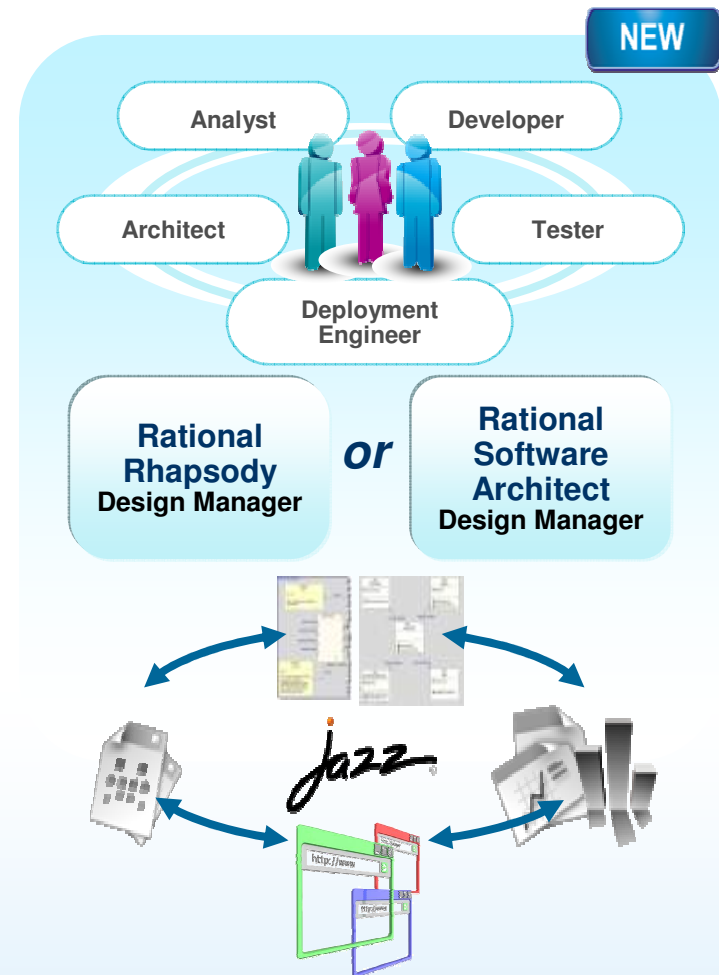


Rational Collaborative Design Management

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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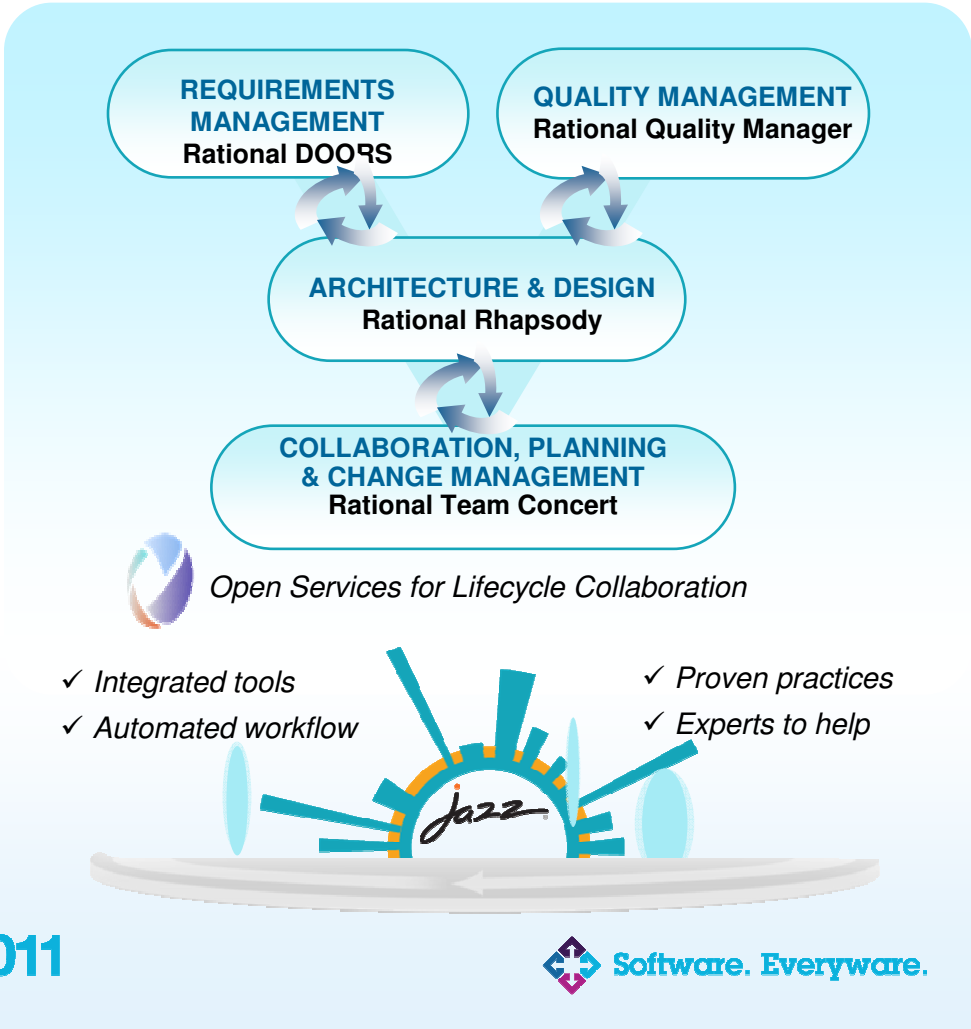
Rational Systems and Software Engineering

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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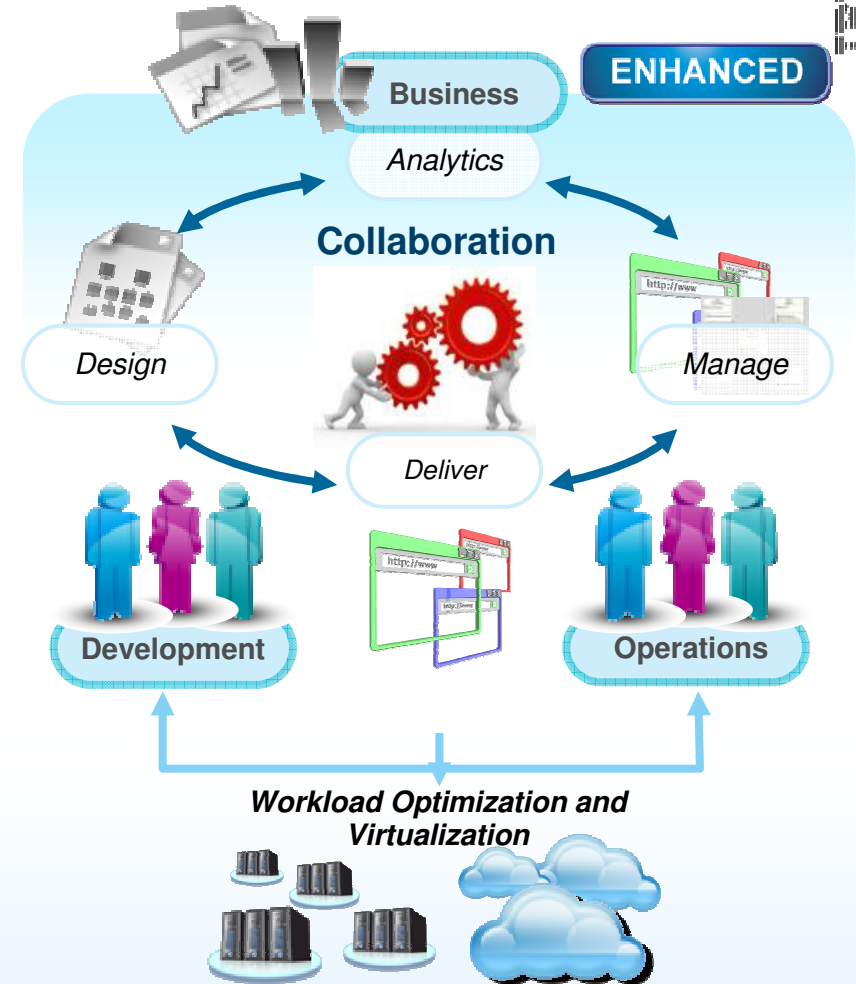
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IBM Collaborative Development and Operations

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

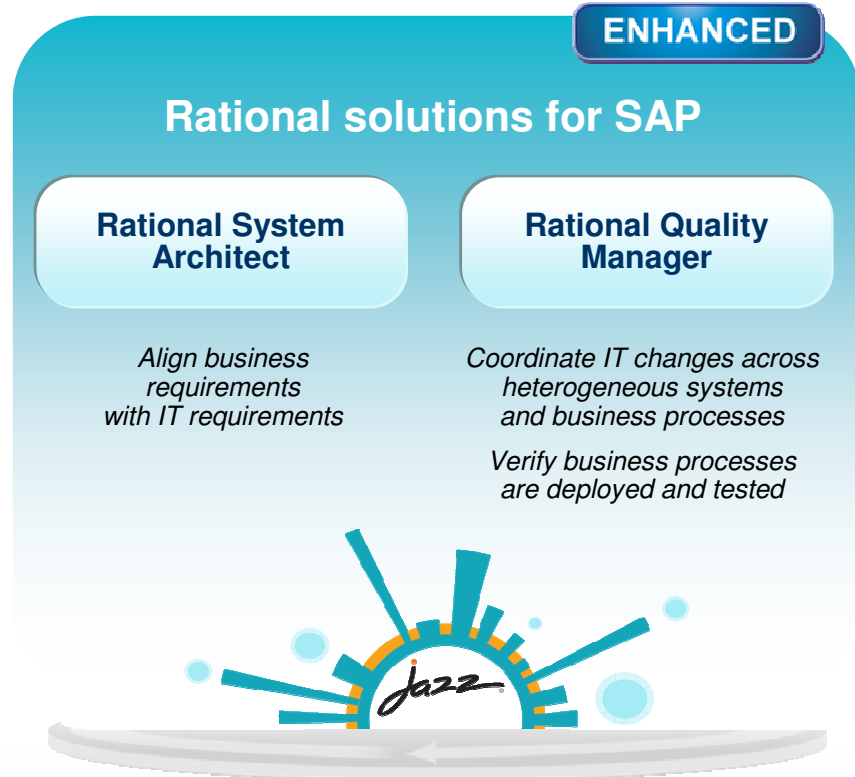
Manage SAP and non-SAP projects in a unified way



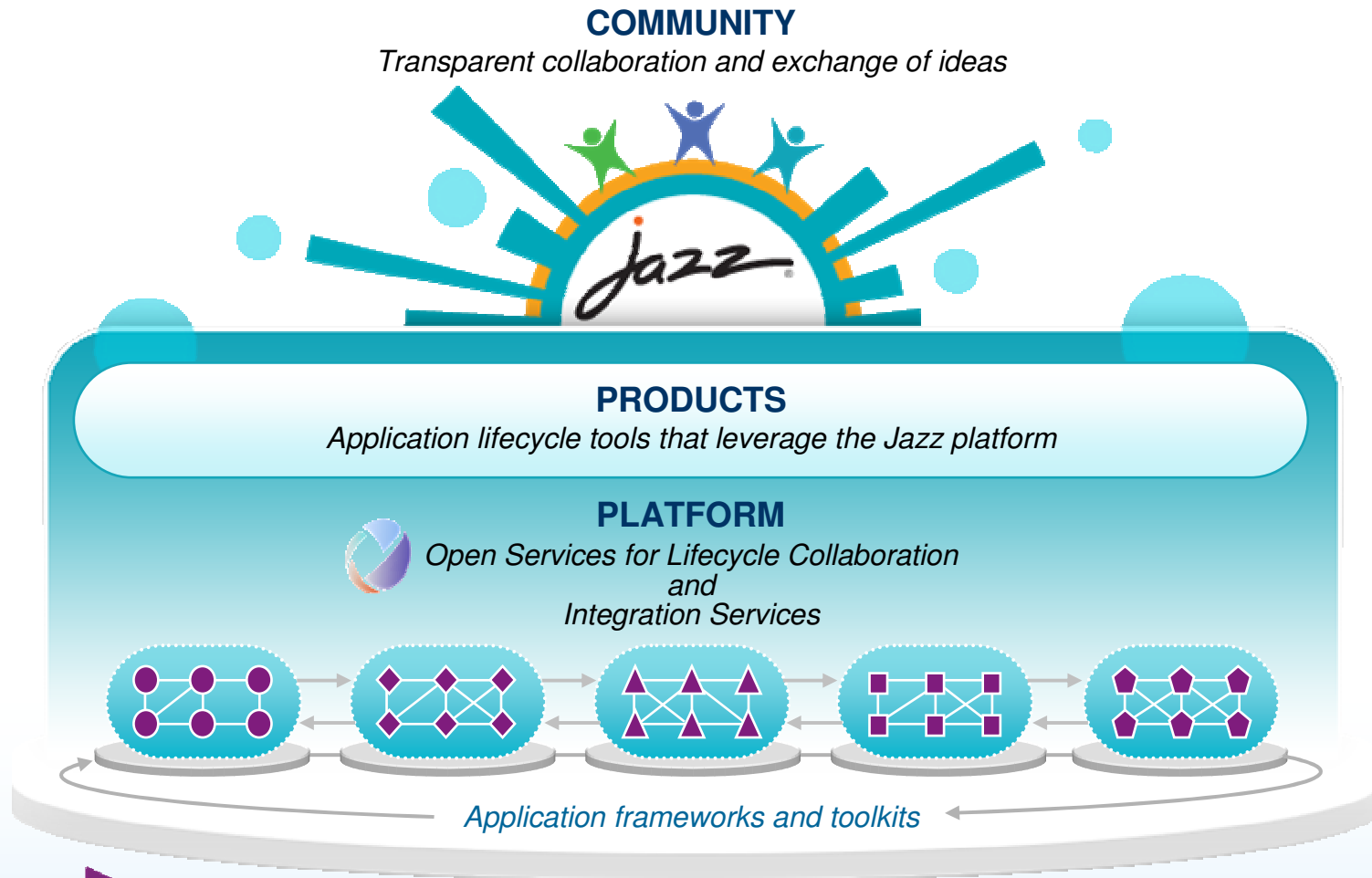
Analyze and plan business transformation using SAP

- 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

Leverage Innovate 2011



Network with your Colleagues

- Visit the Solutions Centers

Talk with Experts

- IBM experts, Business Partners and your peers

Attend Track Sessions

- Collaborative Application Lifecycle Management
- Systems Engineering
- Modeling Architecture & Construction

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www.ibm.com/software/rational

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