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Agenda

- 
- 1 The defining challenge
 - 2 ALM imperatives
 - 3 IBM Rational and Collaborative Lifecycle Management

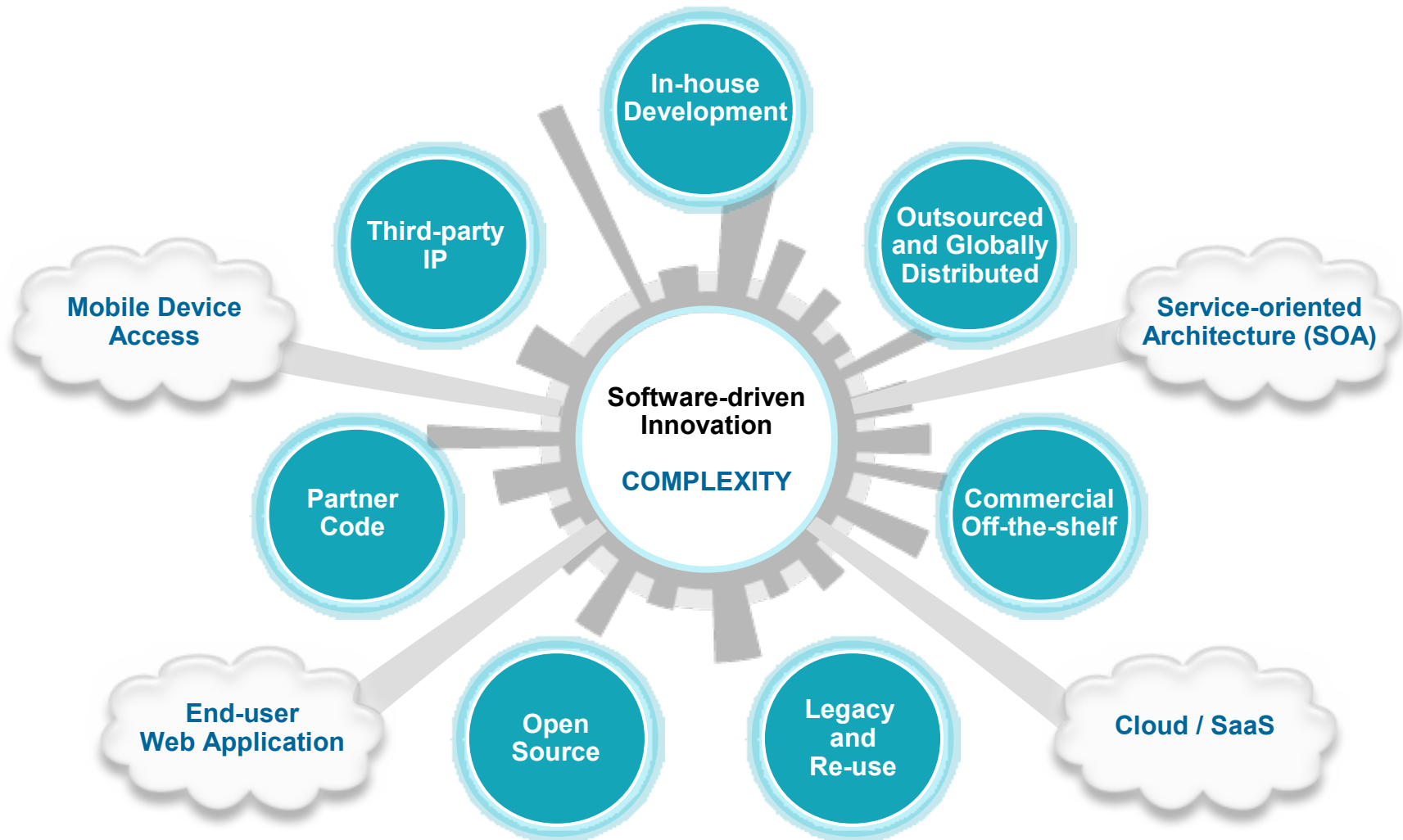
Software drives today's innovation for a smarter planet

Transforming the way we live, work, and play



The defining challenge: Managing “systems of systems”

From back-end software to customer facing portals, systems of systems drive your relationships with customers, suppliers and business partners



Silos create barriers to effective software delivery



ALM is about connecting the disciplines

Project/Planning

- Business Drivers
- Iterations
- Sign-off
- Contract
- Risk Assess
- User Involvement

Requirements

- Use Cases
- Nonfunctional
- Sign-off
- Contract
- Risk Assess
- Threat Model
- Test Requirements

Development

- TDD
- Build Management
- Static Analysis
- BVT
- Source Management
- Pair Programming/
Code Review

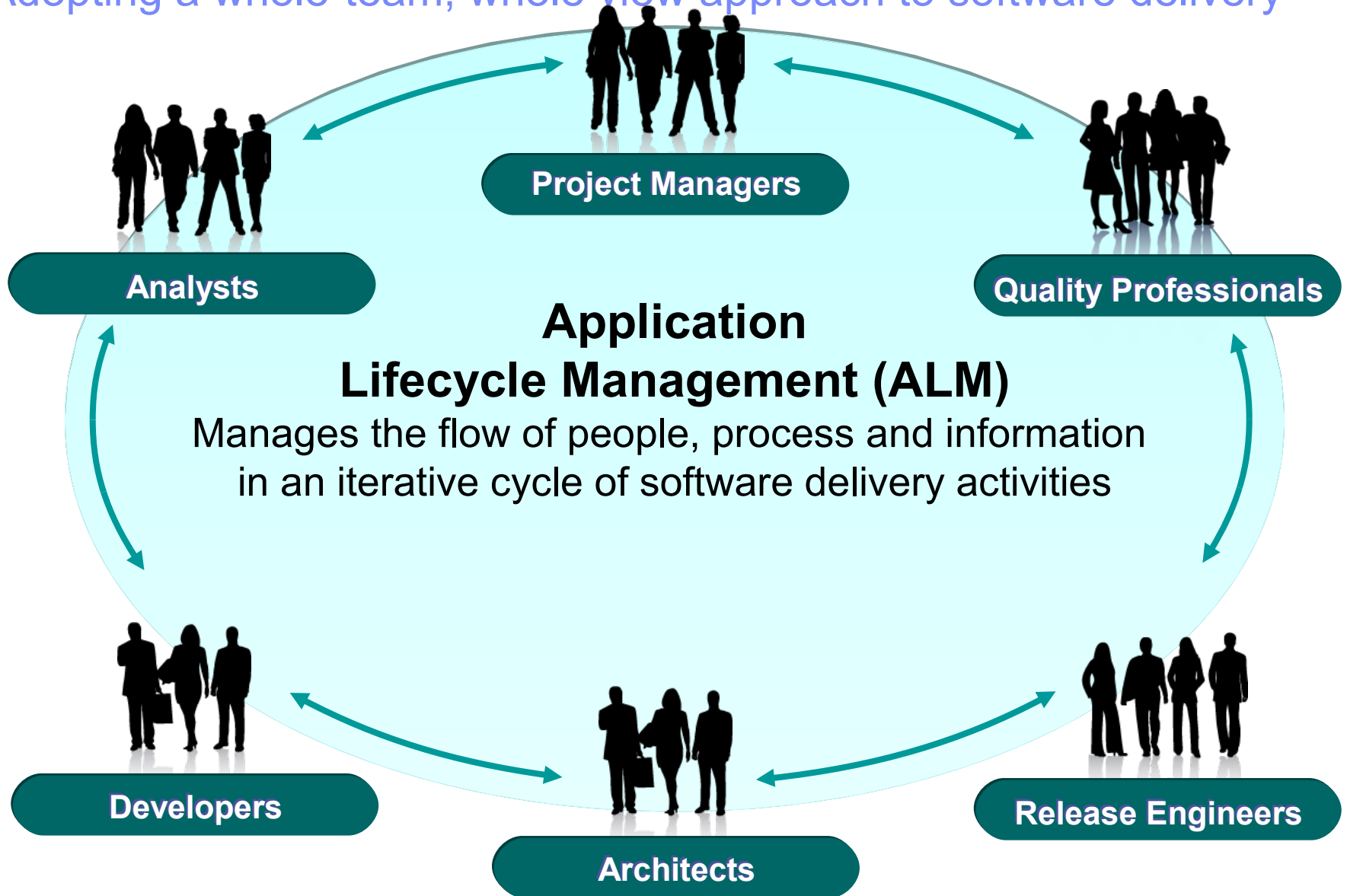
Testing

- Scenario-Driven Automation
- Exploratory Test
- User Involvement
- Contract Validation



Continuous Learning and Feedback


Adopting a whole-team, whole view approach to software delivery



Principal benefits of ALM

What do you get from ALM implementations?	
Agility	Through the collaboration and application of “just enough” processes
Predictability	Through better estimation, better communication and more repeatable processes
Auditability	Traceability of work back to a business need,
Quality	Through more-effective management of requirements, design and quality processes
Productivity	Through the continuous improvement of processes and practices, and more effective utilization of resources

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What is required to deliver end-to-end visibility across teams, tools and projects?



Criteria for effective lifecycle management: ALM imperatives

1. Real-time planning
2. Lifecycle traceability
3. In-Context collaboration
4. Development intelligence
5. Continuous process improvement



Imperative 1: Real-time planning

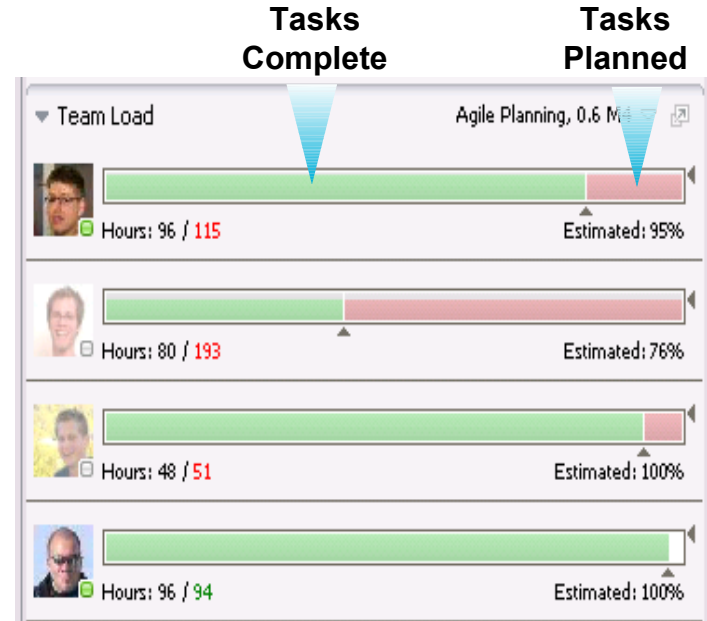


Don't

Have plans that live outside of ALM environment where requirements, development and test plans are disconnected and managed separately, or not at all.

Rely on manual, error-prone updates.

Have plans that are separate from team activities and assignments.



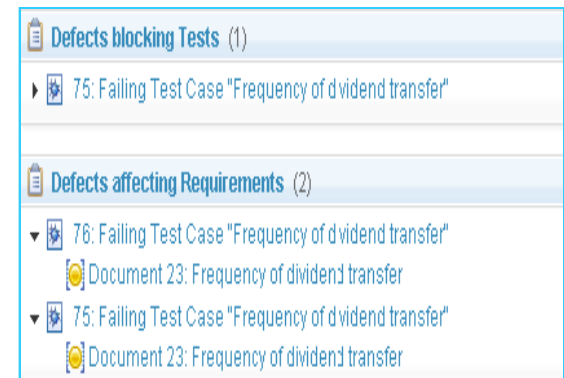
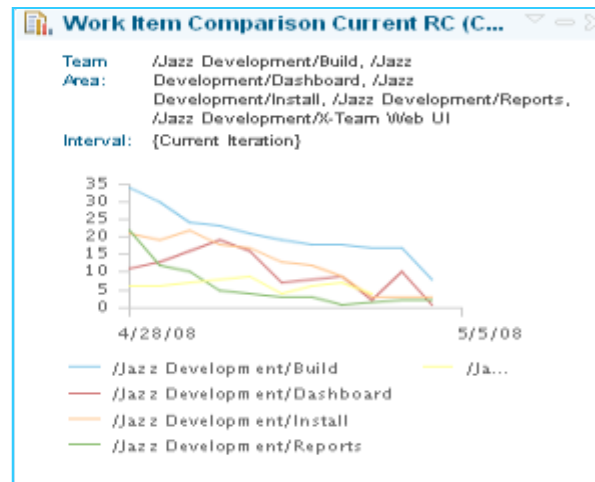
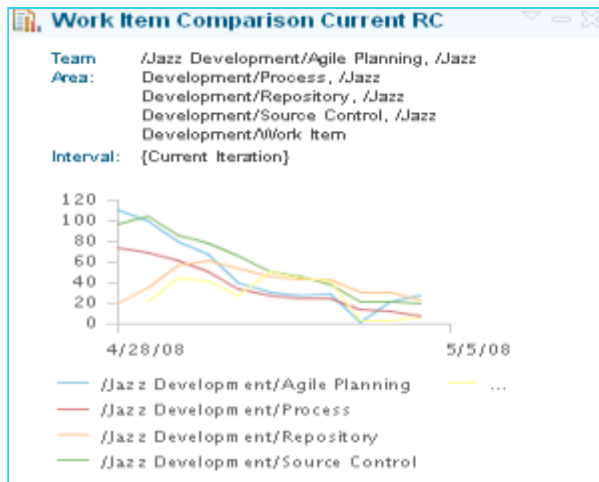
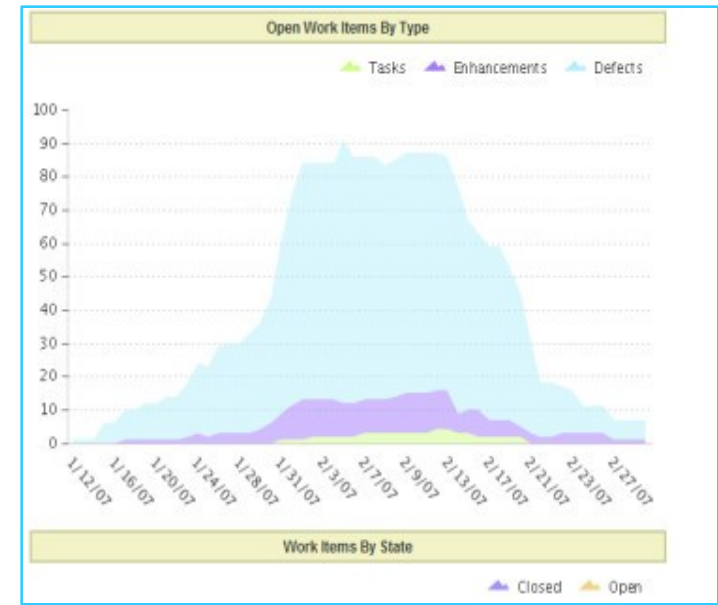
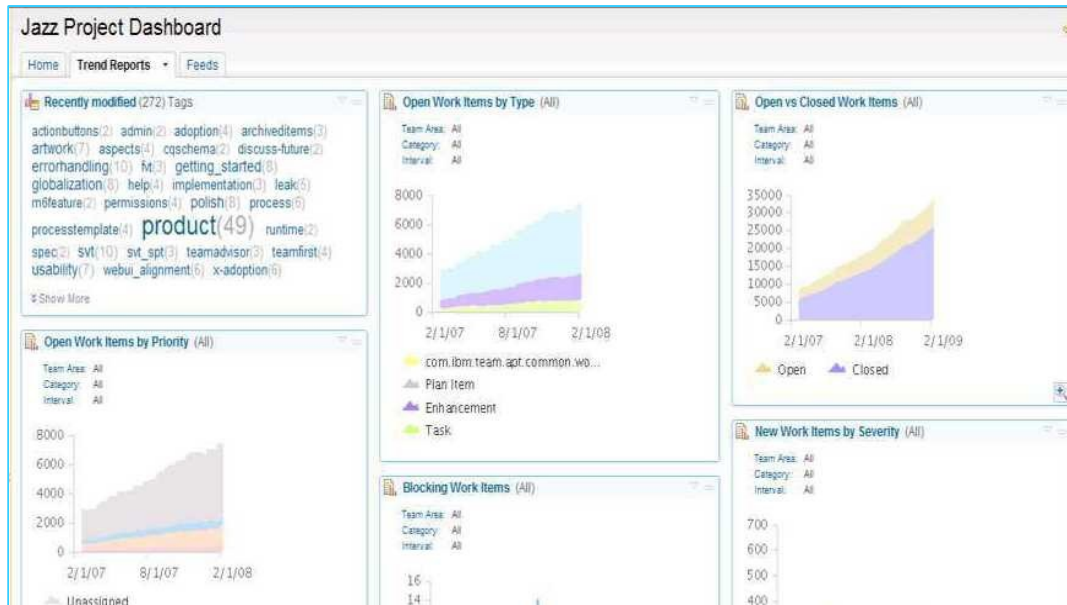
Do

Plan across the entire team, not silos, by linking and populating development and test plans from requirements.

Practice continuous planning using lifecycle queries and project dashboards to respond to changing events.

Use plans that are fully integrated with execution where updating time spent directly from the work item makes easy to keep accurate plans.

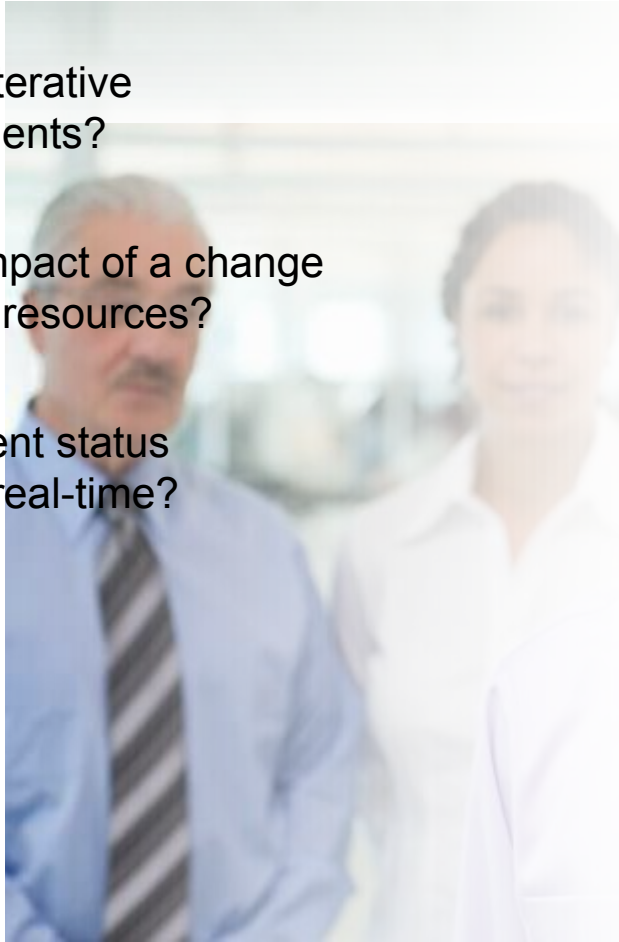
A continuous planning approach



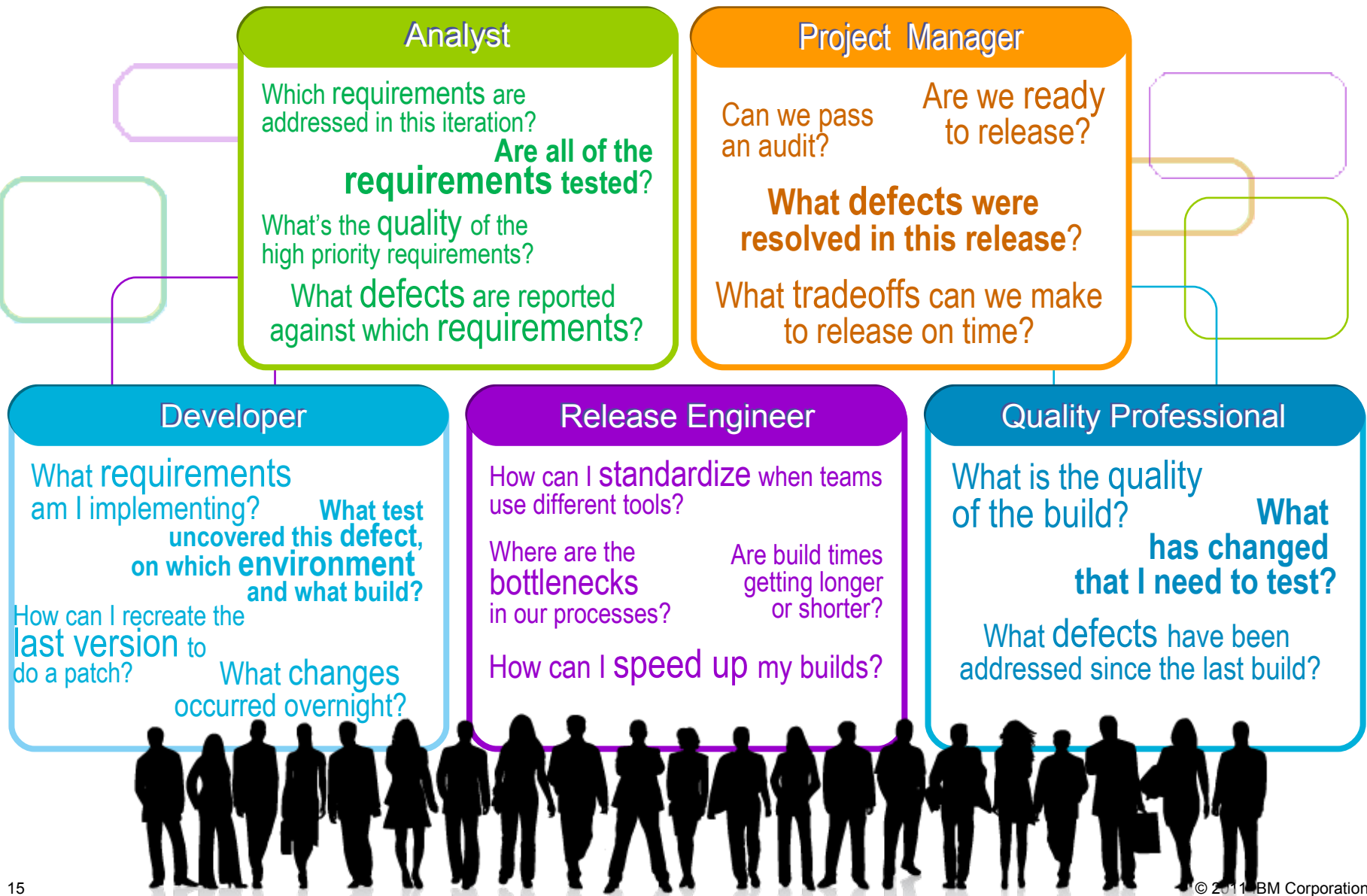
Test your real-time planning capabilities

Can your team...

- Integrate planning with execution?
- Plan for waterfall, iterative and agile environments?
- Instantly see the impact of a change in project scope or resources?
- Report on the current status of your projects in real-time?



Imperative 2: Lifecycle traceability



Providing a clear line-of-sight from requirement through release

JKE Banking (Change Management) JTSAdmin

Project Dashboards ▾ Work Items ▾ Plans ▾ Source Control ▾ Builds ▾ Reports ▾

Search Work Items

BRM Sprint 2 (1.0) Plan * ?

26 items: 23 open, 3 closed | Ends in: 10 days

Plan Details [Edit](#)

Planned Items ? Links Snapshots Dashboard Notes

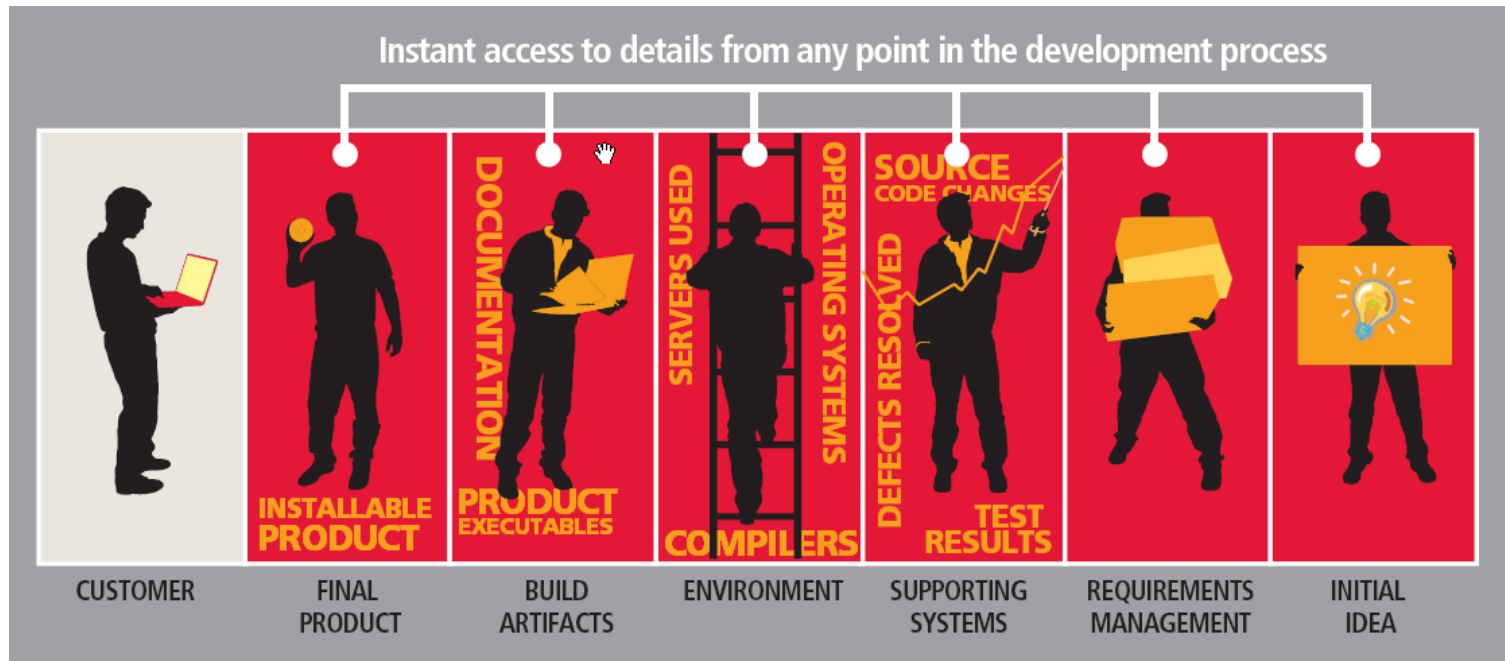
View As: Traceability (17 items filtered) [Add Work Item](#)

Actions	Summary	Implements Requirement	Tested By Test Case	Affected by Defect
Issue	Donor Dividend Allocation Criteria	Donor Dividend Allocation Criteria	Donor dividend allocation conforms to st	-39: Failing Test Ca
	Frequency of dividend transfer	Frequency of dividend transfer	Verify dividend transfer frequency	--
Incomplete	Requests sent in form of email	Requests sent in form of email	--	--
	Organization must identify how much money is de	--	--	--
Complete	Organizations may apply with an initial request	Organizations may apply with an initial request	Organizations may apply with an initial re	--
	Customers can Nominate an Organization	Customers can nominate an organization for th	Customers can Nominate an Organizatio	--
	Organization must provide justification for why fun	Organization must provide justification for why f	Organization must provide justification fo	Links (2): 1, 2
	Organizations can Apply	Organizations can apply	--	--
	JKE Charity Coordinator will respond to request in	JKE Charity Coordinator will respond to request	JKE Charity Coordinator responds to onl	--

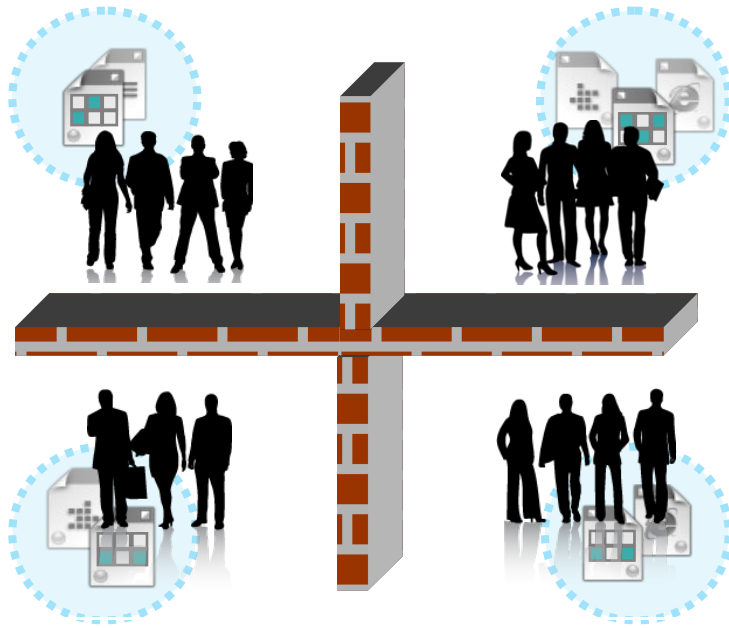
Test your traceability capabilities

Can your team...

- Easily link related assets, such as requirements, code, test assets and builds?
- Answer questions that span multiple roles and/or repositories?



Imperative 3: In-Context collaboration

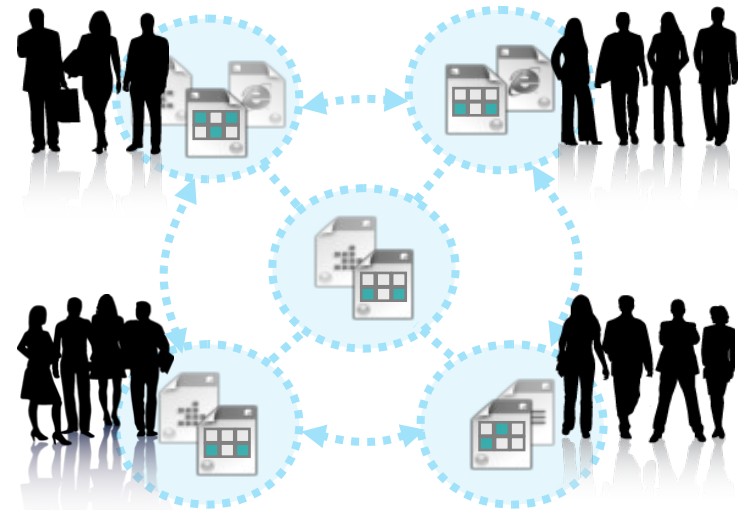


Don't

Create an environment of silo'd teams and disconnected data that is hard to access by other members of the team.

Manually collect status reports

Rely on email discussions.



Do

Unified teams share linked data. Use lifecycle queries to answer more meaningful questions such as “Which requirements are affected by defects?”

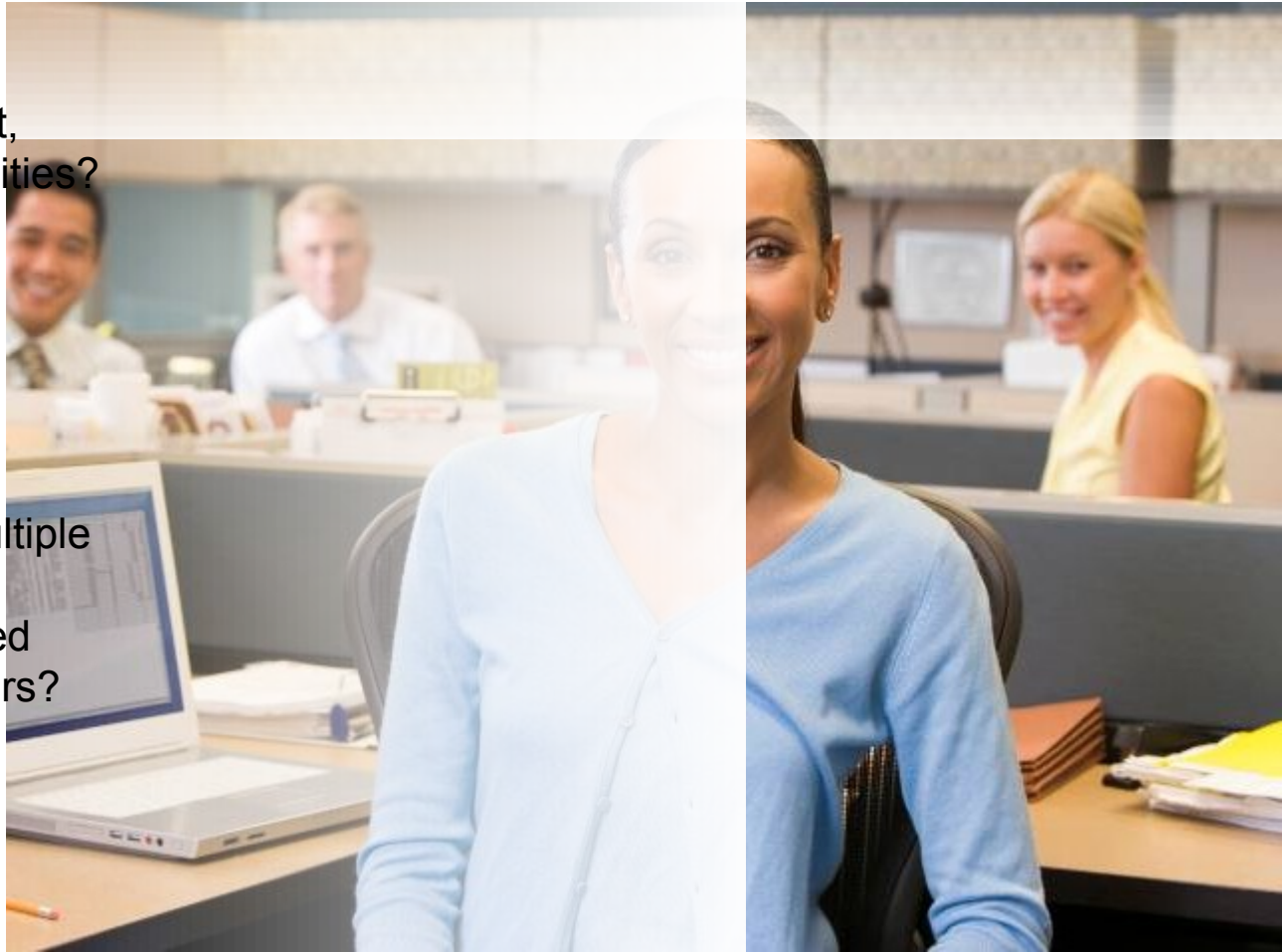
Collaboration is also about knowing what is going on without having to ask. Dashboards and lifecycle queries provide real-time status of the team's progress.

All discussions in work items integrated on the plan.

Test your collaboration capabilities

Can your team...

- Easily access the “single source of the truth”?
- Quickly grasp the “who, what, when and why” of team activities?
- Bring new team members up-to-speed quickly?
- Overcome the barriers of multiple languages and time zones when working with outsourced and distributed team members?



Imperative 4: Development intelligence

If measurement is so important, we must be doing it a lot, right?

Fortune 500 firms with:

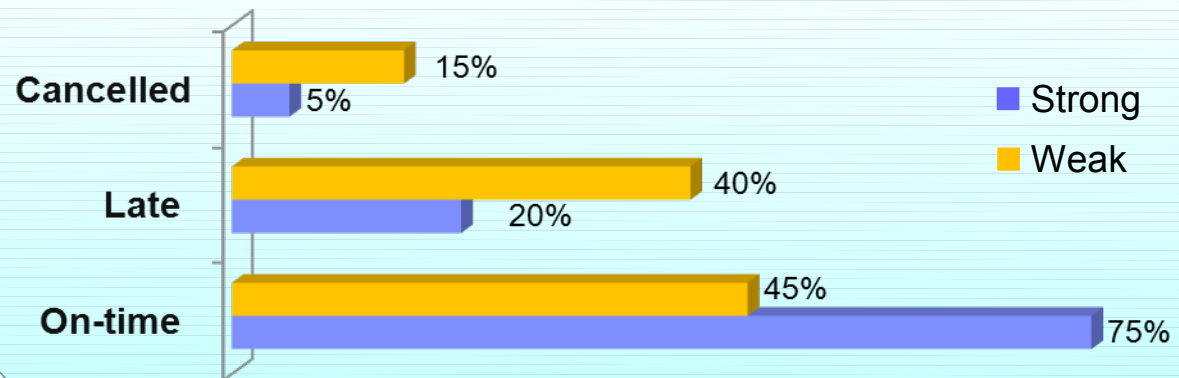
Quality measures: 45%

Productivity measures 30%

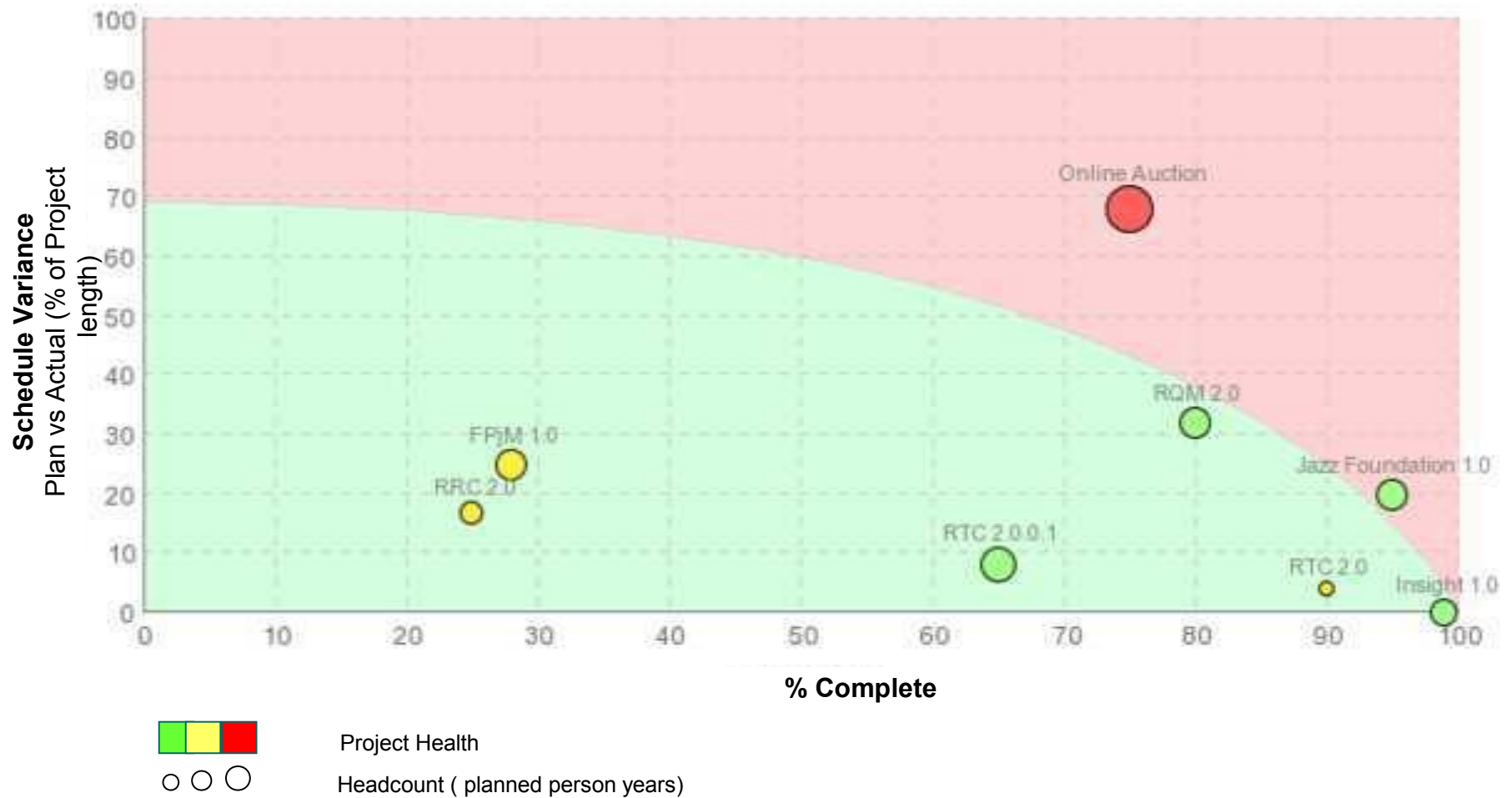
Complete measures: 15%

*Impact
of not measuring*

Projects with strong versus weak measurement practices



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



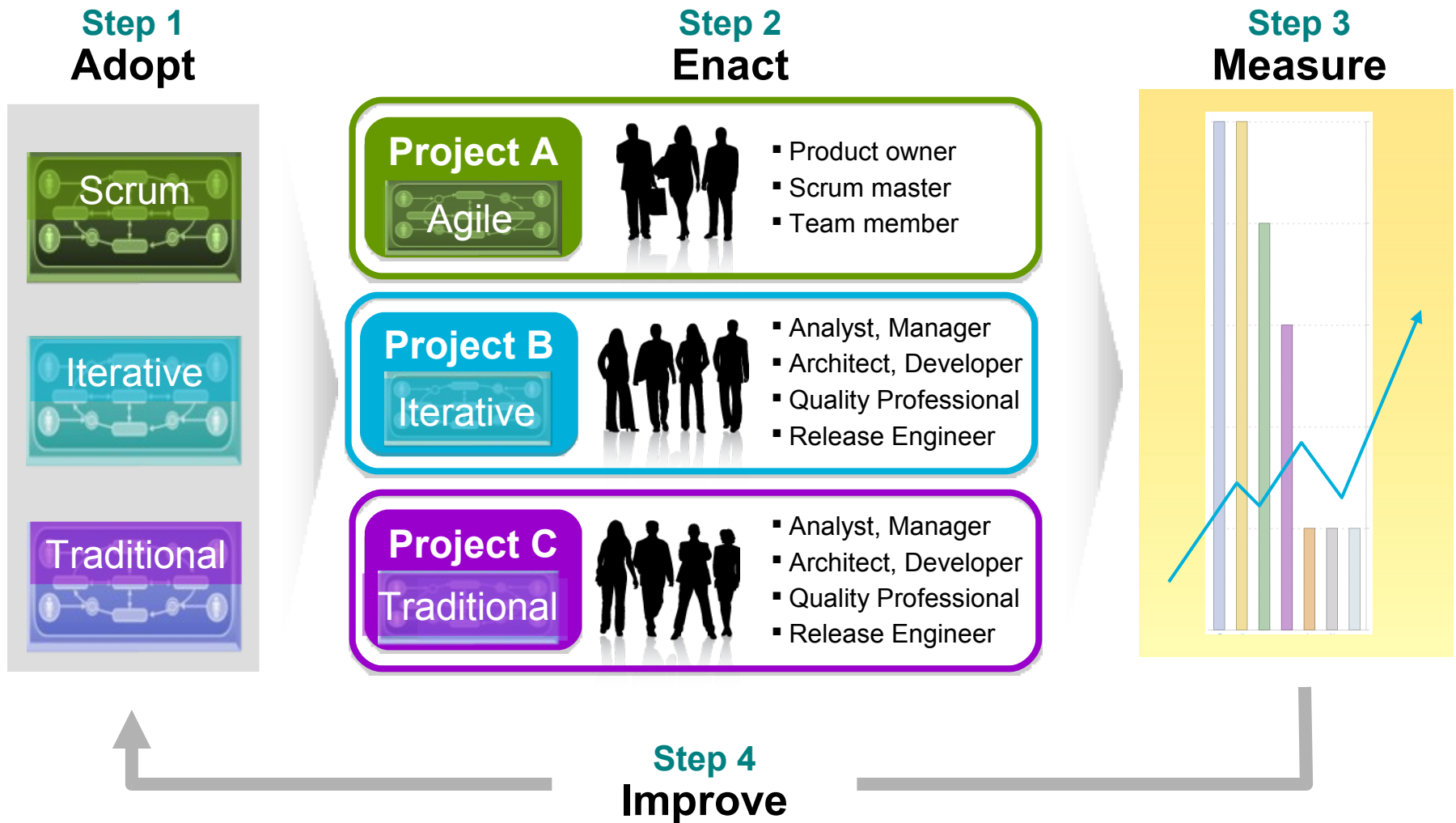
Test your development intelligence

Can your team...

- Minimize administrative overhead by relying on your environment to capture metrics?
- Keep all stakeholders advised at the right level of detail?
- Keep team members focused with reporting at the individual, team and project level?



Imperative 5: Continuous process improvement




Test your process improvement capabilities

Can your team...

- Leverage out-of-the-box process templates for traditional and agile workflows?
- Change process “on the fly” as part of a continuous feedback loop?
- Allow team leads to determine how strict or lax the “rules of the road” should be?
- Modify process enforcement over the life of a project, to encourage early-stage experimentation and end-game stability?

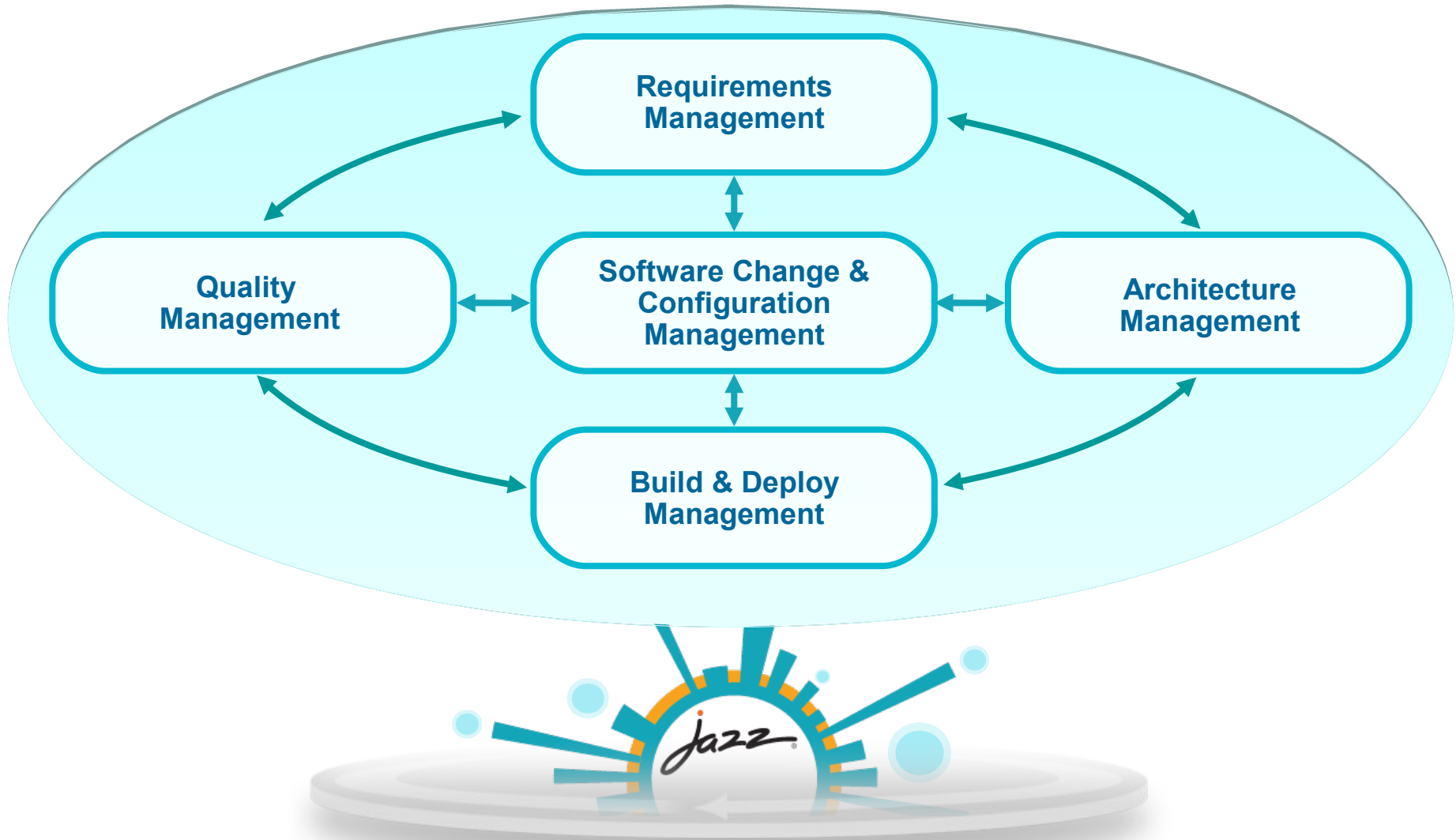


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Rational Application Lifecycle Management (ALM)

Modular, open and extensible



Gartner MarketScope for Application Life Cycle Management

IBM Rational earns “Strong Positive” – the highest possible rating

Gartner.

Efficient coordination and automation of the delivery process **requires new, collaborative approaches** to the planning, measurement, execution, control and reporting of activities.

These **new approaches are what differentiate current application life cycle management (ALM)** tools, and what make ALM processes vital to leading-edge development activities.

ALM is what **enables sustainable agile practices**. ALM creates a management framework providing consistent, auditable records of the decisions and activities of agile teams.

IBM earns “Strong Positive” the highest possible rating

	RATING				
	Strong Negative	Caution	Promising	Positive	Strong Positive
AccuRev			x		
Aldon			x		
Atlassian				x	
CollabNet				x	
Digite			x		
HP				x	
IBM					x
Kovair			x		
Micro Focus			x		
Microsoft				x	
MKS				x	
Parasoft			x		
Polarian Software			x		
Rally Software				x	
Seapine Software			x		
Serena Software				x	
SmartBear Software			x		
TechExcel			x		
ThoughtWorks			x		
VersionOne				x	

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Jazz provides open collaboration across the software and systems lifecycle



What customers are saying...

“The Jazz platform is a game changer... Very quickly, the developers came to the conclusion themselves that we would really **raise the bar** with Rational Team Concert, that we are able to do things that we couldn’t possibly do in any of the other toolsets.”

– Bob Aiello, CM Crossroads

[→ Link to video](#)



“We are seeing an amazing sort of collaborative effect that you know of course the experts say that’s what happens, but it’s kind of remarkable to see it happen in real life ... we have seen a reduction in the effort spent on requirements from about 21% of our overall effort in development down to 9%.”

– Mia McCroskey, Emerging Health IT

[→ Link to video](#)

“What’s important for us that these tools are communicating. The Jazz based tools are well fitting to the whole portfolio so

we can protect our investments.”

– Daniel Pfeffer, DHL

[→ Link to video](#)



“The integration, the collaboration, the openness of the platform: It’s no secret what’s going on into Jazz. That **makes our company capable of doing things with customers that was not possible just a couple of years ago.**”

– Peer Eeland, Tieto

[→ Link to video](#)

What analysts are saying...

Liz Barnett, Ez-Insight

“With the Jazz project, Rational has developed **breakthrough technology** and is **poised to set the standard for collaborative ALM...** Given the current business climate of ‘deliver more with less much sooner,’ organizations have no choice but to rethink the ways that they deliver software solutions. The Jazz project will help teams achieve that goal.”

Paul Herzlich, Ovum

“IBM has taken the opportunity to exploit the Jazz platform’s power inventively. Its ‘living’ test plan is a **masterpiece of applying new technology to a familiar problem...** What is being delivered will demonstrate convincingly that IBM is raising the standard for a test management product.”

Julie Craig, EMA

“Rational’s differentiators are **difficult for competitors to equal**, and the new Jazz platform foundation may well turn out to be one of the best investments the Rational team has made.”

Simon Jacobson, AMR

“Frankly I wish folks who sold quality management solutions took this approach. **Most of the folks I speak to talk about the lifecycle, but they are selling you a mass transit system, but only really provide the train station.**”

Dave West, Forrester

“What collaborative application lifecycle management is going to provide us with as an industry is the idea that these people have to work together on a platform to support them...I think that’s really exciting.”

Bola Rotibi, Creative Intellect Consulting

“Jazz’s intuitiveness and simplicity – for configuration, management, and implementation – is allowing IBM Rational to extend beyond its traditional enterprise audience and appeal to smaller and more agile teams and organizations... IBM Rational has embarked on a grand vision for the Jazz platform that is starting to pay off.”

Next steps: Resources

- **Jazz Revolution Demo**

Explore the Rational ALM solution at work from the perspective of a typical Agile project team.

→ [Link](#)

- **ALM Buyer's Guide**

Explore objective criteria you can use to evaluate ALM solutions.

→ [Link](#)

- **ALM Value Estimator**

In just five minutes, determine how much money you can save your organization with Rational ALM solutions.

→ [Link](#)

- **ALM Everywhere eKit**

Download the Gartner MarketScope on ALM and get a wealth of resources for improving team productivity.

→ [Link](#)



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- 4 High-energy Exhibit Hall and IBM Solution Center featuring Innovation Labs and Business Partner Solutions
- 5 Networking and innovating with 4,000 peers!



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