



# Moving Beyond IT Optimization

## IBM® Solutions for Business/IT Alignment

### The Changing Face of IT

Change is the only constant within the IT department; yet again, the role of IT in business is undergoing transformation. Today's IT departments are now asked to find a means for using information technology as a differentiator, not simply as an enabler, for solutions to business challenges including just-in-time customization, real-time supply chain management, and intelligent data mining. In fact, according to Gartner Group, 70 percent of IT organizations will shift roles and responsibilities to better align IT with the business by the end of 2006.<sup>1</sup>

Meeting the fickle needs of markets, customers and competitive differentiation is a tall order. CIOs must puzzle through how best to ensure their IT organizations deliver high value technology with speed and efficiency. This requires careful work with the various elements inherent to business process automation, arguing for the automation of IT itself if they can ever hope to keep up.

Complicating matters are certain non-negotiable business necessities that have increased in prominence and now crowd business opportunity:

- Audit readiness
- Standards compliance
- Global sourcing
- Mergers and acquisitions
- Information security

If IT organizations are not careful, their efforts to meet these requirements can cause an inadvertent decline into old, inefficient business application delivery habits.

IBM has studied this altered IT climate, using its extensive experience helping organizations govern, build, run, and manage both home-grown and packaged business applications. As a result, IBM has devised a unique approach that couples innovation with discipline, speed with quality, and growth with control.

### IT Lifecycle Management

IBM's IT lifecycle solutions are designed to manage the entire IT lifecycle from conceiving a business need to realizing and delivering that capability through software. Organizations that can successfully manage this IT lifecycle can yield higher value results by knocking down commonly accepted walls that separate business, development, and IT operations stakeholders. The proof is in the continuing failure of organizations to avoid high maintenance costs—industry surveys indicate the average enterprise spends up to 80 percent of its IT budget on maintaining existing applications and infrastructure.<sup>2</sup>

The divide these walls establish restrains IT's ability to deliver the value that comes from the collaboration, cooperation, and alignment that top organizations can harness. Successful IT lifecycle management (ITLM) depends on the identification and removal of these walls without adversely changing the way a team

<sup>1</sup> "The Application Quality Ecosystem Market Introduced," 8 March 2005, Theresa Lanowitz, Gartner, Inc.

<sup>2</sup> Allyson Klein, "Optimizing Enterprise IT." From *Intelligent Enterprise*, Feb. 24, 2005: <http://www.intelligententerprise.com/showArticle.jhtml?articleID=60403261>

works. IBM's IT lifecycle solutions are designed to span the divide, bringing together business, development, and operations stakeholders in the name of increased effectiveness and predictability. These solutions help companies more effectively:

- Govern IT
- Ensure Functional Quality
- Accelerate Deployment
- Ensure System Performance

### IBM's IT Lifecycle Solutions

IBM, due to the breadth of its Software Group portfolio of products and services, can help organizations effectively execute every interrelated step of the IT lifecycle.

This union is crucial since no one step can compensate for the failure of others, particularly when teams neglect the early elimination of errors, a critical success factor. Numerous reports have indicated that the cost of error repair increases exponentially the later one addresses that error.

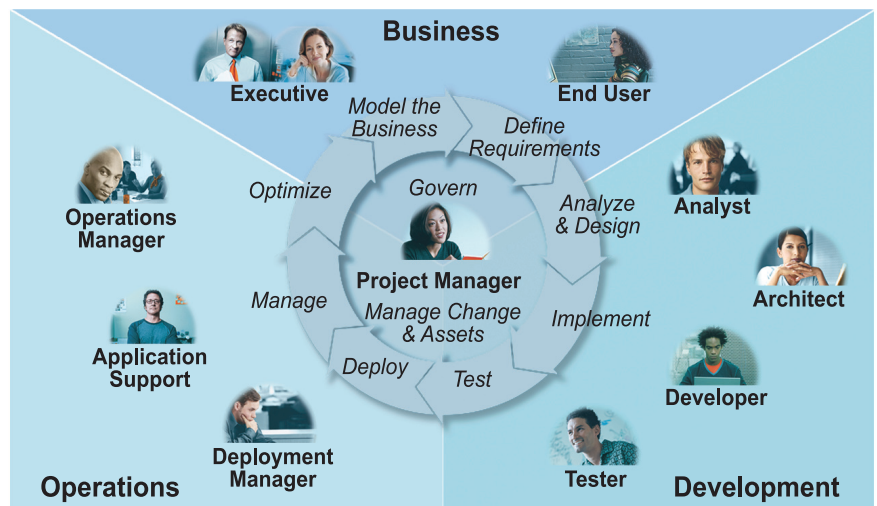
According to Gartner: "Organizations employing full end-to-end defect removal strategies will improve defect removal rates by more than 20 percent and will decrease defect removal costs by as much as two-thirds in the first year of any such effort."<sup>3</sup>

IBM's IT lifecycle solutions address key IT lifecycle imperatives—fundamental contributors of IT value that depend upon business, development, and IT operations cooperation.

### IBM's Govern IT solution is designed to help:

- CIOs gain visibility into portfolios, development projects, and operational activities to prevent unanticipated cost overruns and excess spending on non-priority projects.
- IT managers identify, prioritize and act upon IT service delivery problems before downtime leads to lost productivity or revenue.
- Developers access global views of project status to ensure their work stays on schedule.
- Project managers and senior decision makers keep projects on budget and on schedule using well-informed, real-time analyses.

### The IT lifecycle - connecting business, development and IT operations stakeholders.



<sup>3</sup> "The Economics of Defect Removal Revisited," April 2005, Matthew Hotle, Gartner Inc.

**This solution is comprised of IBM offerings that include:**

Rational® Portfolio Manager, Tivoli® Service Level Advisor, and Tivoli Business Systems Manager

**IBM's Ensure Functional Quality solution is designed to help:**

- Analysts and developers find and fix defects and design flaws early in the software development lifecycle.
- Testers focus on the end user rather than on unreliable code that should not have reached the QA department.
- QA managers reduce time to deployment through shorter test cycles.
- Systems managers reduce application rollback incidents.
- IT managers oversee significant reduction in rework costs.

**This solution is comprised of IBM offerings that include:**

WebSphere® Business Modeler, Rational Software Architect, Rational Functional Tester, Tivoli Monitoring and Tivoli OMEGAMON®.

**IBM's Accelerate Deployment solution is designed to help:**

- Project managers reduce IT labor costs and reallocate resources to more strategic initiatives by automating application deployment.
- Testers gain additional time for testing and validating application readiness by accelerating and automating test lab provisioning.
- Deployment managers increase speed and efficiency by automating and tracking release deployments.
- IT managers better satisfy service-level commitments for parameters such as availability and responsiveness by reducing application deployment errors.
- Project managers enhance their compliance strategy by implementing an auditable release promotion process to meet standards requirements.

**This solution is comprised of IBM offerings that include:**

Rational ClearCase®, Rational ClearQuest®, Tivoli Configuration Manager and Tivoli Provisioning Manager.

**IBM's Ensure System Performance solution is designed to help:**

- Architects and business analysts design performance into an application from the start of the IT lifecycle, potentially lowering rework costs.
- Testers identify performance concerns in the test lab or staging environments and provide detailed information that speeds diagnosis and repair.
- Developers access performance data directly from live production systems without installing high-overhead, low-reliability debugging tools on mission-critical production machines.
- Development managers and line-of-business executives leverage and integrate development and operations management processes to facilitate rapid problem resolution.

**This solution is comprised of IBM offerings that include:**

Rational RequisitePro®, Rational Application Developer for WebSphere Software, IBM Problem Resolution Toolkit, and Tivoli Monitoring for Transaction Performance.



Each solution is designed to give members of the business, development, and IT operations teams the tools they need to do their job more effectively—both through advanced capability within the various IBM products as well as through access to formerly inaccessible assets created by disparate project team members.

#### **Trusted Vendor**

IBM's broad, aligned portfolio of capabilities from the Rational, Tivoli, and WebSphere software brands uniquely lends itself to support the entire IT lifecycle. IBM's IT lifecycle solutions are supported by the latest in technological and process developments, including the broad adoption of open standards, the inclusion of self-managing autonomic computing technology, and a process expertise derived from years of customer support now distilled by IBM into the Rational Unified Process® and the Tivoli Unified Process.

Coupled with a comprehensive set of maturity assessment, quick start, and deep consultancy service options, IBM's IT lifecycle solutions help customers overcome the burdensome integration efforts required when working with multiple niche vendors. The marketplace has recognized the value of IBM's holistic approach:

***IBM ... is extremely well positioned to help companies tackle the whole [ITLM] problem, given its comprehensive product portfolio, extensive partner programs, and worldwide Global Services organization. —IDC, May 2005, Melissa Webster, Stephen Hendrick, Evan Quinn, "IT Life-Cycle Management: Will a Platform Emerge?"***

#### **For More Information**

To get started on the road to successful IT lifecycle management, contact your local IBM representative or visit the ITLM portal at **[ibm.com/software/itlifecycle](http://ibm.com/software/itlifecycle)**

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