

IBM.

Rational. software



【2009 IBM開發者大會】

開發，不只玩**真**的！

「 Real Teams. Real Insights.
Real Results. ● REC 」

IBM.

Rational. software

【2009 IBM開發者大會】

開發，不只玩**真**的！

Kristian Persson

Product Sales Specialist – PPM



Real Teams. Real Insights.
Real Results. ● REC

IBM.

Rational. software

【2009 IBM開發者大會】

開發，不只玩**真**的！

Value driven development using Focal Point and DOORS



Real Teams. Real Insights.
Real Results. ● REC

Not Good News

“A quarter of projects fail to meet their budgets, and 31% are delivered late”

Computerworld UK – May 2008

“Less than 5% of project deliver the trifecta of on-time, on-budget and delivery of planned scope”

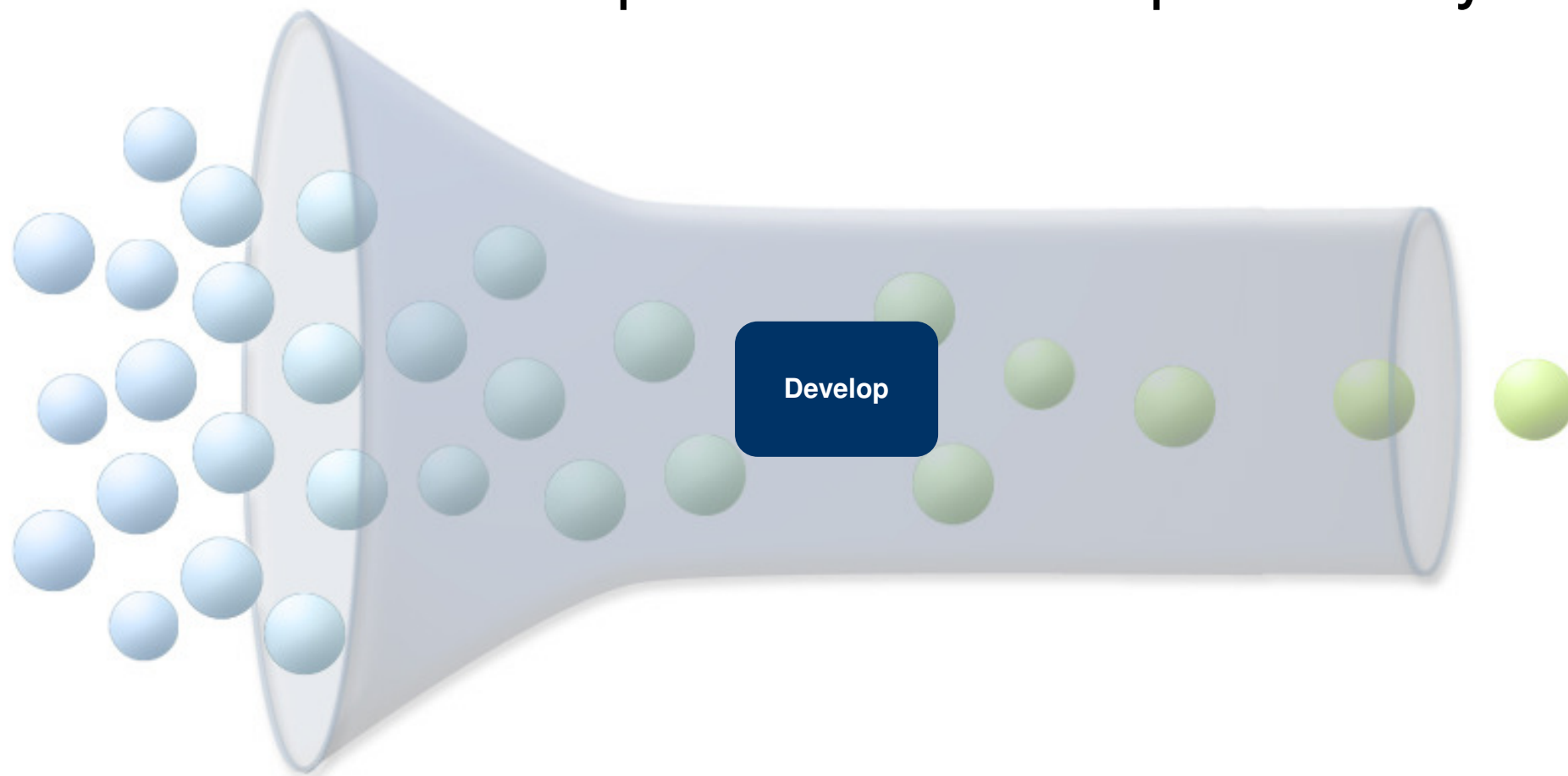
CIO Magazine
– Jan 2008



【2009 IBM開發者大會】

開發，不只玩**真的**！

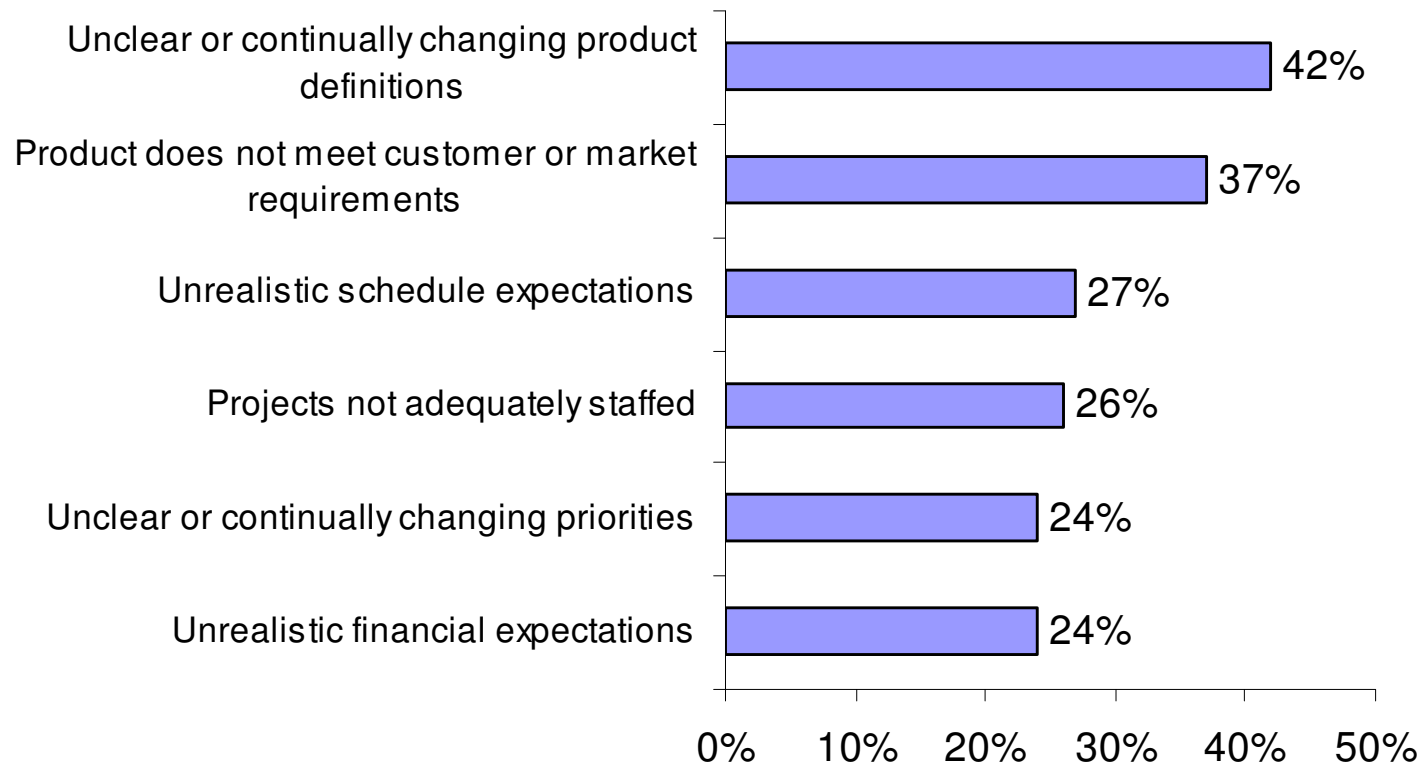
Product Development - The Simple Theory



【2009 IBM開發者大會】

開發，不只玩**真**的！

Why do products fail?



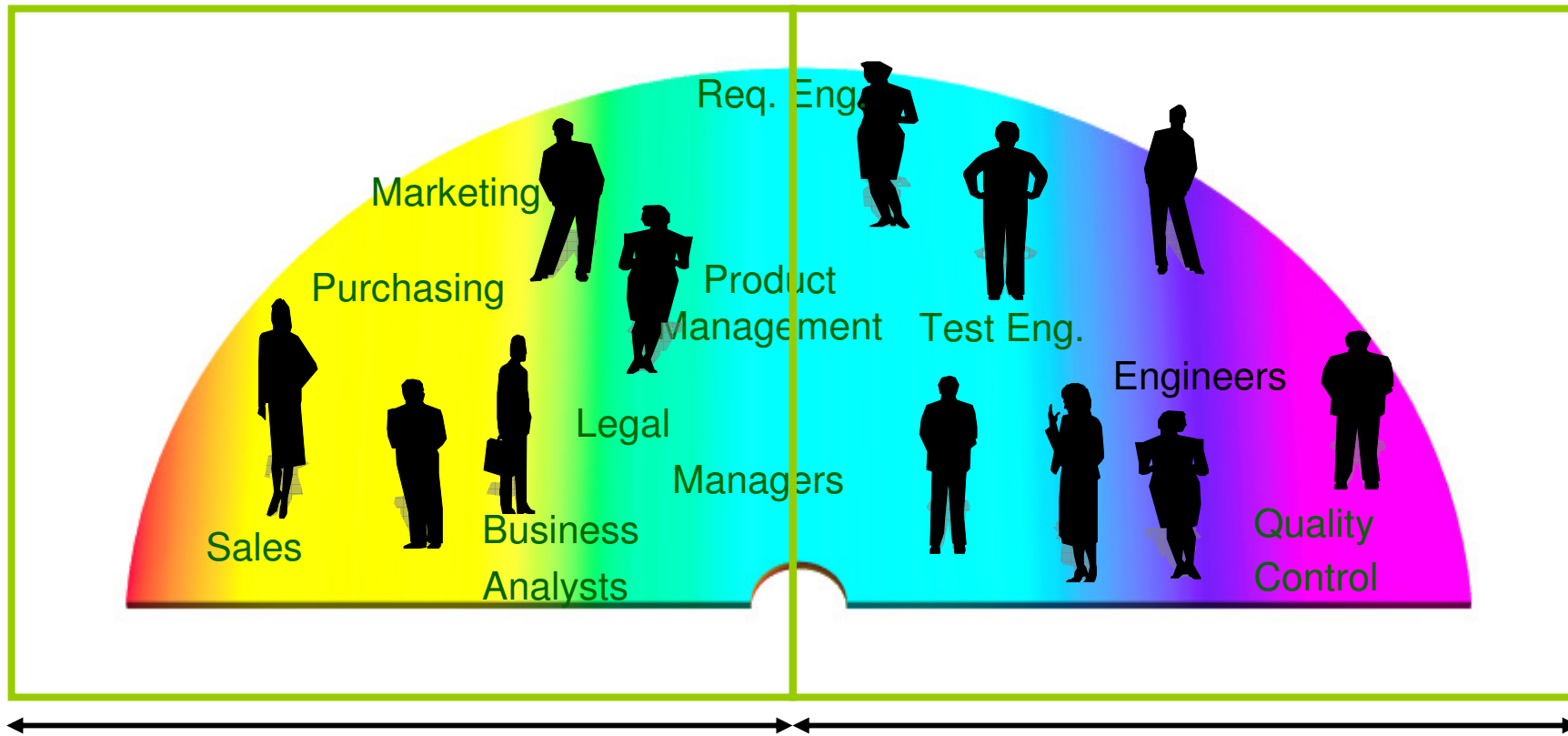
Source: [Aberdeen Group](#), August 2006

Most products fail due to self-inflicted problems

【2009 IBM開發者大會】

開發，不只玩真的！

Who We Are Determines Our Needs



What we should do

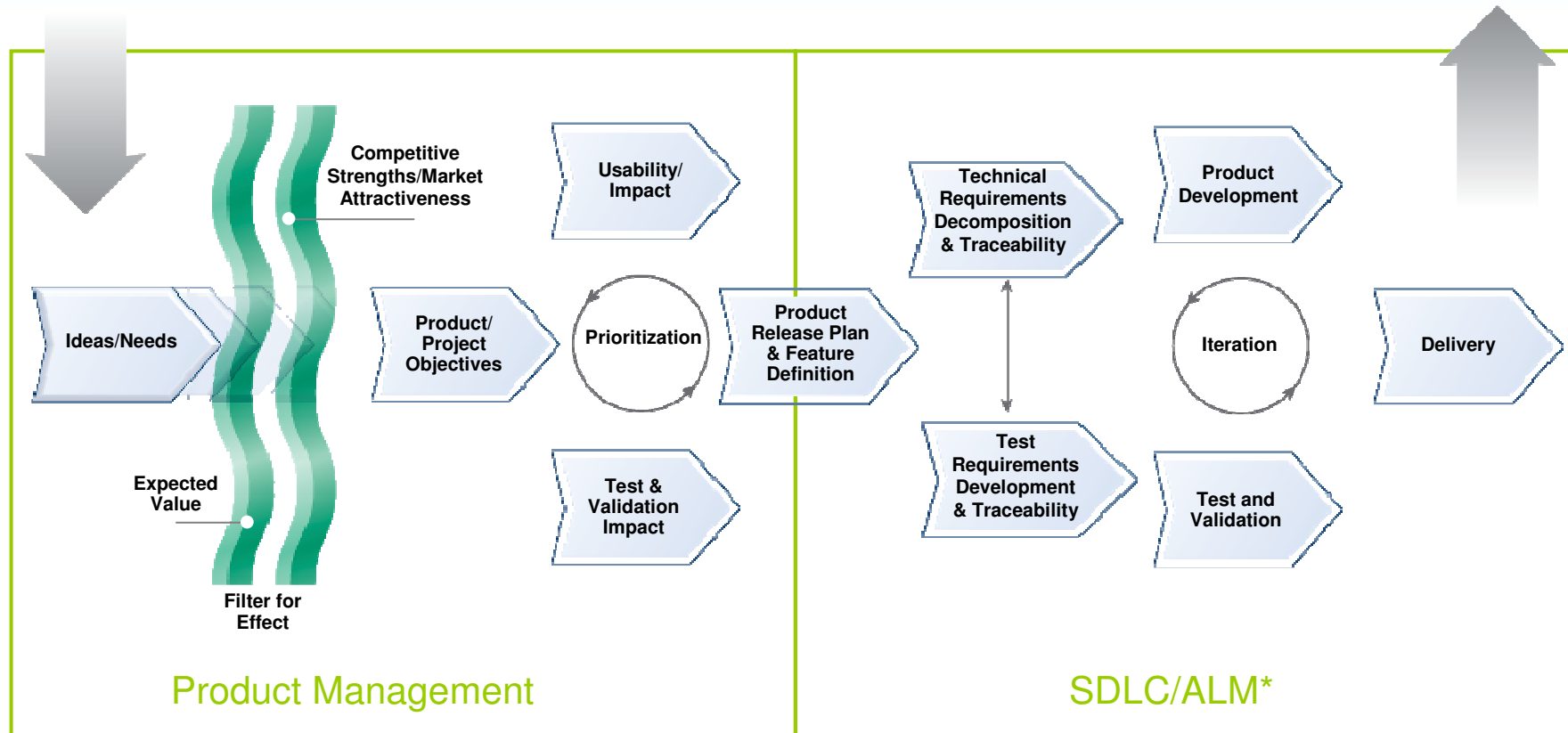
How we should do it

【2009 IBM開發者大會】

開發，不只玩真的！

Business/Development Alignment

Delivering Maximum Value with High Quality



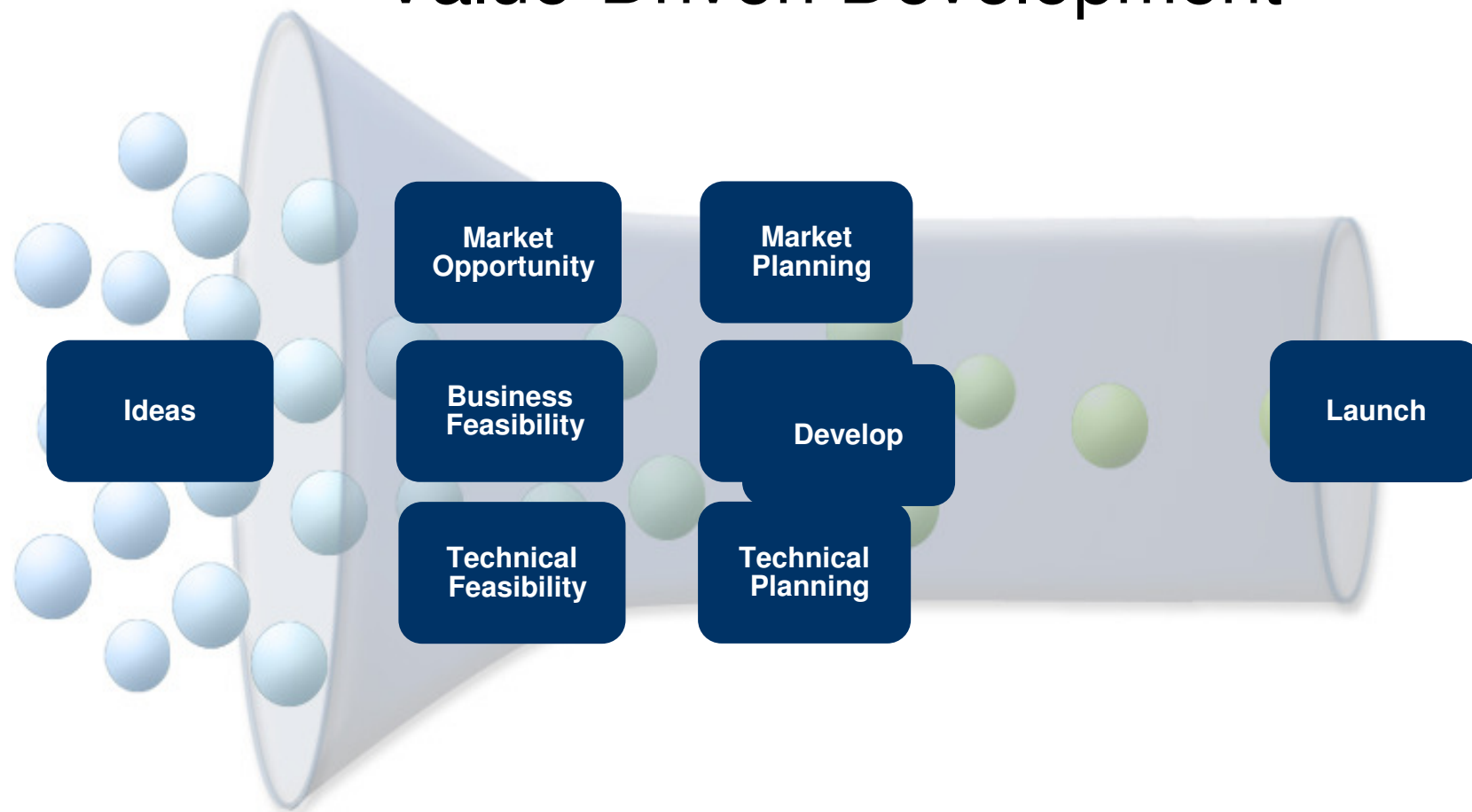
← What We Should Do | How We Do It →

*SDLC/ALM: System/Software Development Life Cycle/Application Lifecycle Management

【2009 IBM開發者大會】

開發，不只玩真的！

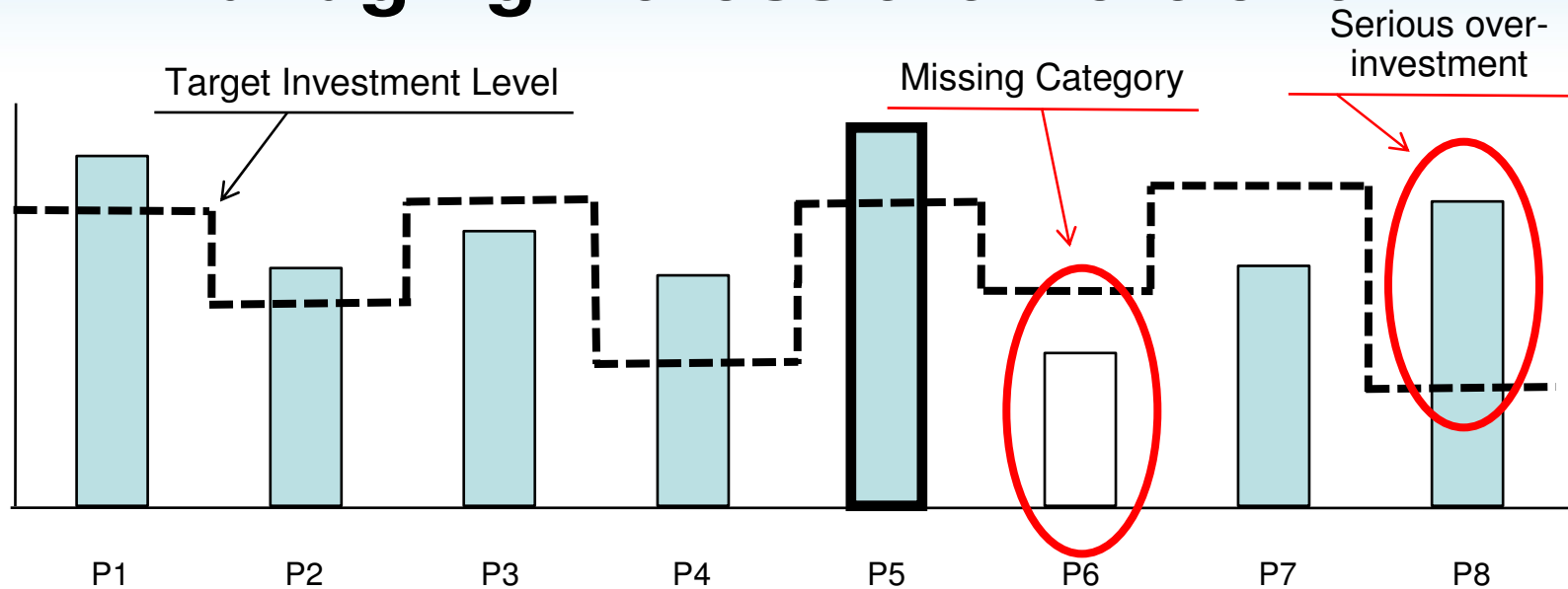
Value-Driven Development



【2009 IBM開發者大會】

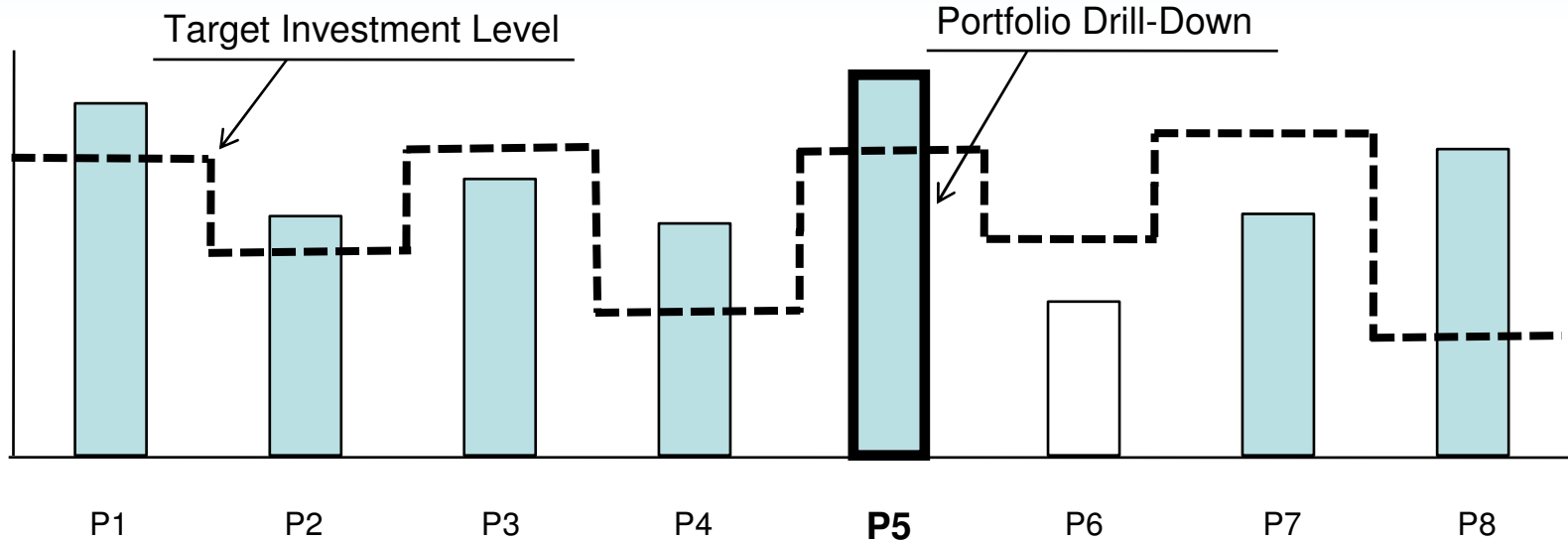
開發，不只玩**真**的！

Managing Across the Portfolio

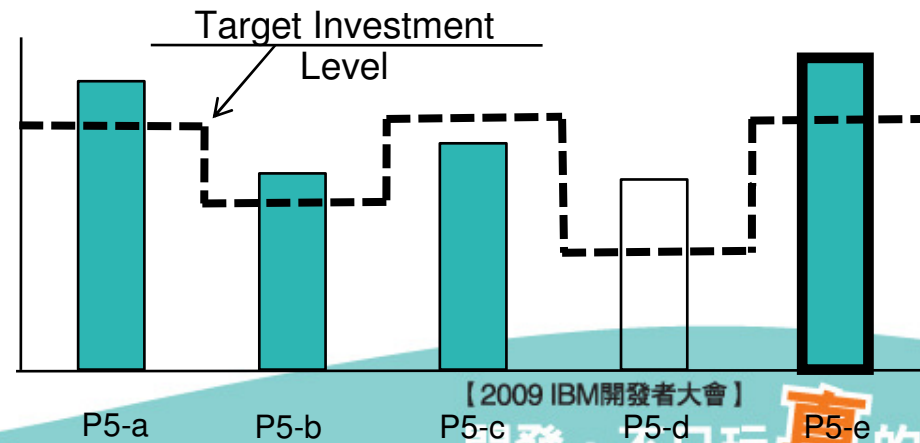


- Achieve balanced investment across the portfolio
- Assure that the portfolio covers the marketscape → note missing category
- Target investment level for each portfolio element is a function of:
 - Strategic alignment
 - Customer and market demand, competitive positioning
 - Investment, returns, ROI, etc.

Drill Down into Product Line Sub-Portfolio



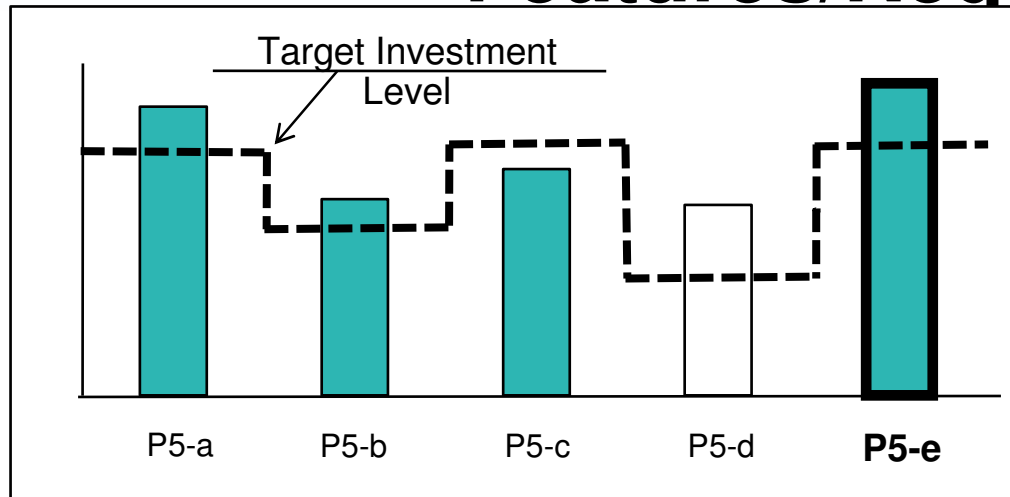
Drill down into product line P5, and consider investment into the individual products/offerings that comprise the product line and again balance investment against similar drivers.



【2009 IBM開發者大會】

開發，不只玩真的！

Drill Down into Specific Product Features/Requirements



Drill down into Product P5-e and prioritize features and requirements within products, again applying business drivers.

RESULT:
 Consistent process that scales from portfolio, to product line, to product, to product features

Workspaces | Home | Preferences | Search | Help | Logout

- Cost (estimate) 100% (786600)
- Executive Class - Benefit (estimate) 100% (2015511)
- Mid-Range - Benefit (estimate) 100% (5673461)
- Economy Class - Benefit (estimate) 100% (1664314)

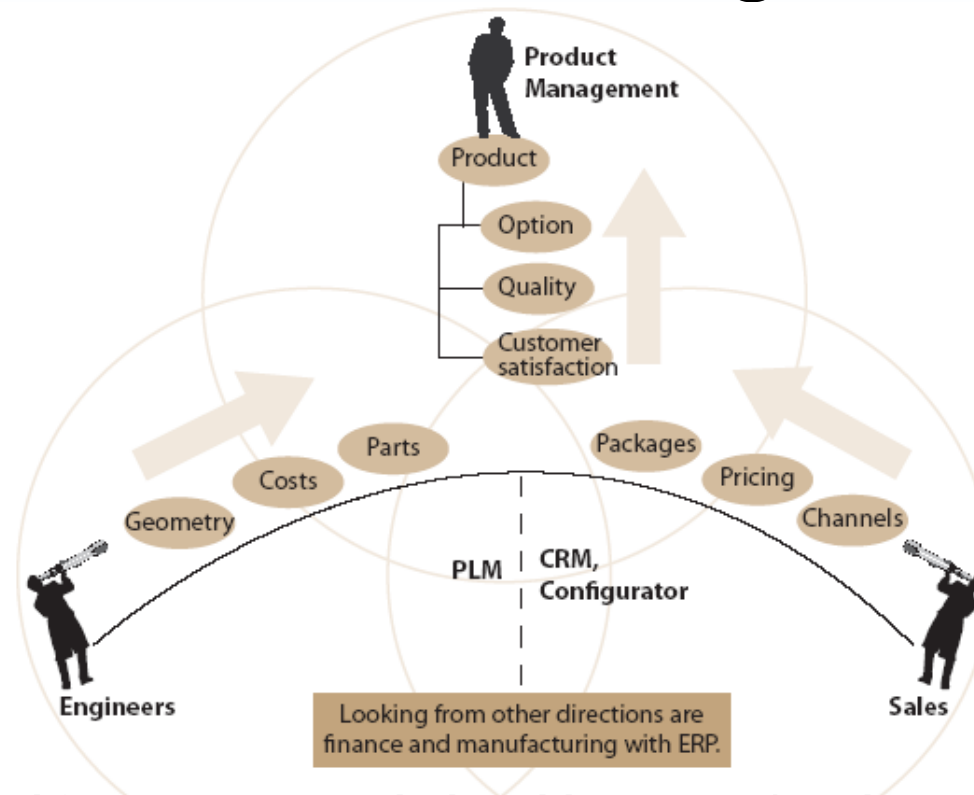
The triangles indicate the total score (Positive - Negative)

- 4.0030: Text messaging support
- 4.0035: Voice mails as emails
- 4.0011: Increase Battery Life, Talk Time to 10 Hours
- 4.0034: Close up feature
- 4.0020: Wireless download of pictures
- 4.0039: Smoother corners
- 4.0005: Bell lip
- 4.0021: Ergonomic design
- 4.0042: Wireless keyboard access
- 4.0006: Increase Battery Life, Standby Time to >= 100 hours
- 4.0043: 3-way conferencing
- 4.0025: Configure to display high priority emails on top
- 4.0047: Add USB port
- 4.0056: Internet access support
- 4.0059: Add up to 6 preset radio stations
- 4.0013: Voice activated volume control
- 4.0054: Weight Less Than 2 oz
- 4.0058: AM Radio
- 4.0052: Polarizing filter option to lens
- 4.0009: Increase Internal RAM to 512 KB
- 4.0048: Undo
- 4.0041: Reduce menu selections by 50%

Refresh

開發，不只玩真的！

Why Are Product Managers Critical?



“Yet we’ve found from our research that this person (product manager) is largely disconnected from the product development process.”

Source: AMR Research, 2007

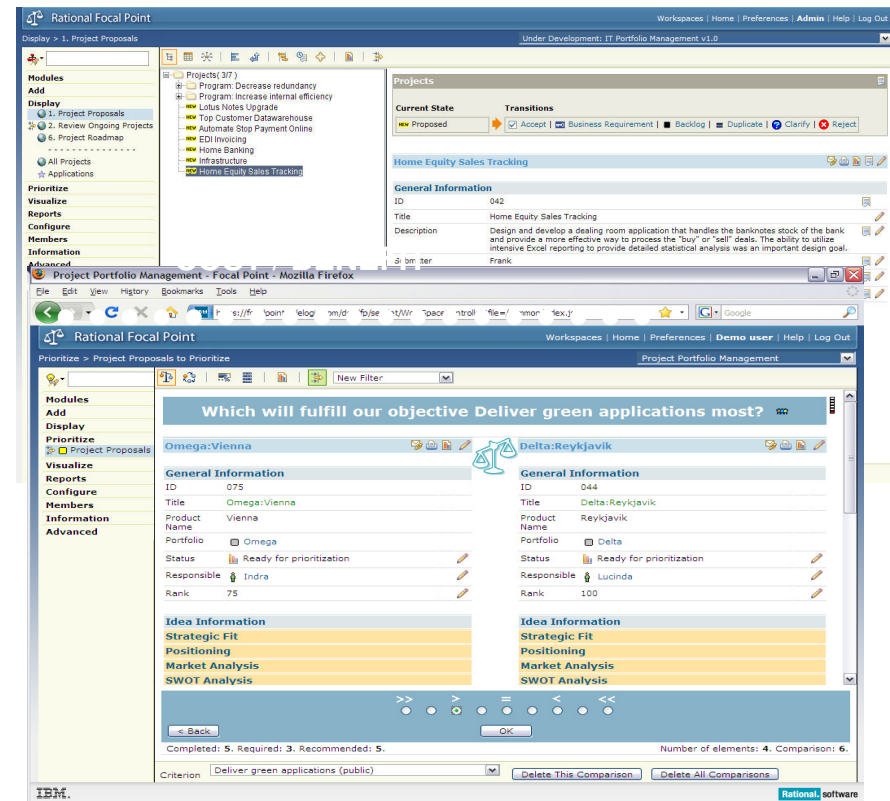
【2009 IBM開發者大會】

開發，不只玩真的！

Focal Point for Product Management

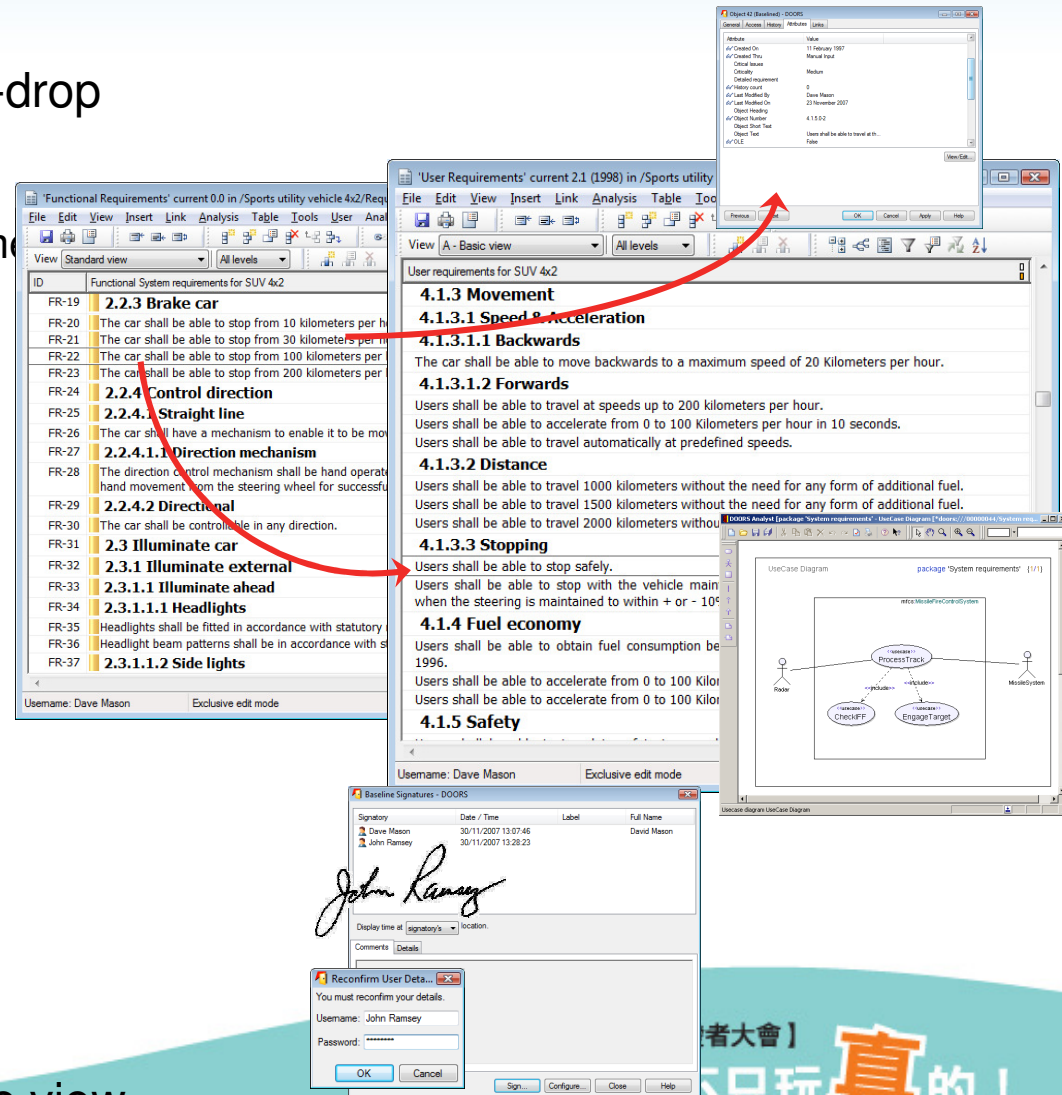
Improve predictability of product success

- Organize work around value; identify and sequence activities and deliverables
 - Perform cost/benefit and trade-off analysis to make informed investment decisions
 - Pair wise comparison to streamline force ranking of competing products and features
 - Quickly align and adjust roadmaps to changing market needs and business value
 - Decision-making based on objective information for strategic and agile roadmaps
- Analyze stakeholder needs to drive scope and objectives
 - Understand the market needs that will return value to the business
 - Information captured at all levels of the organization via a collaborative web environment



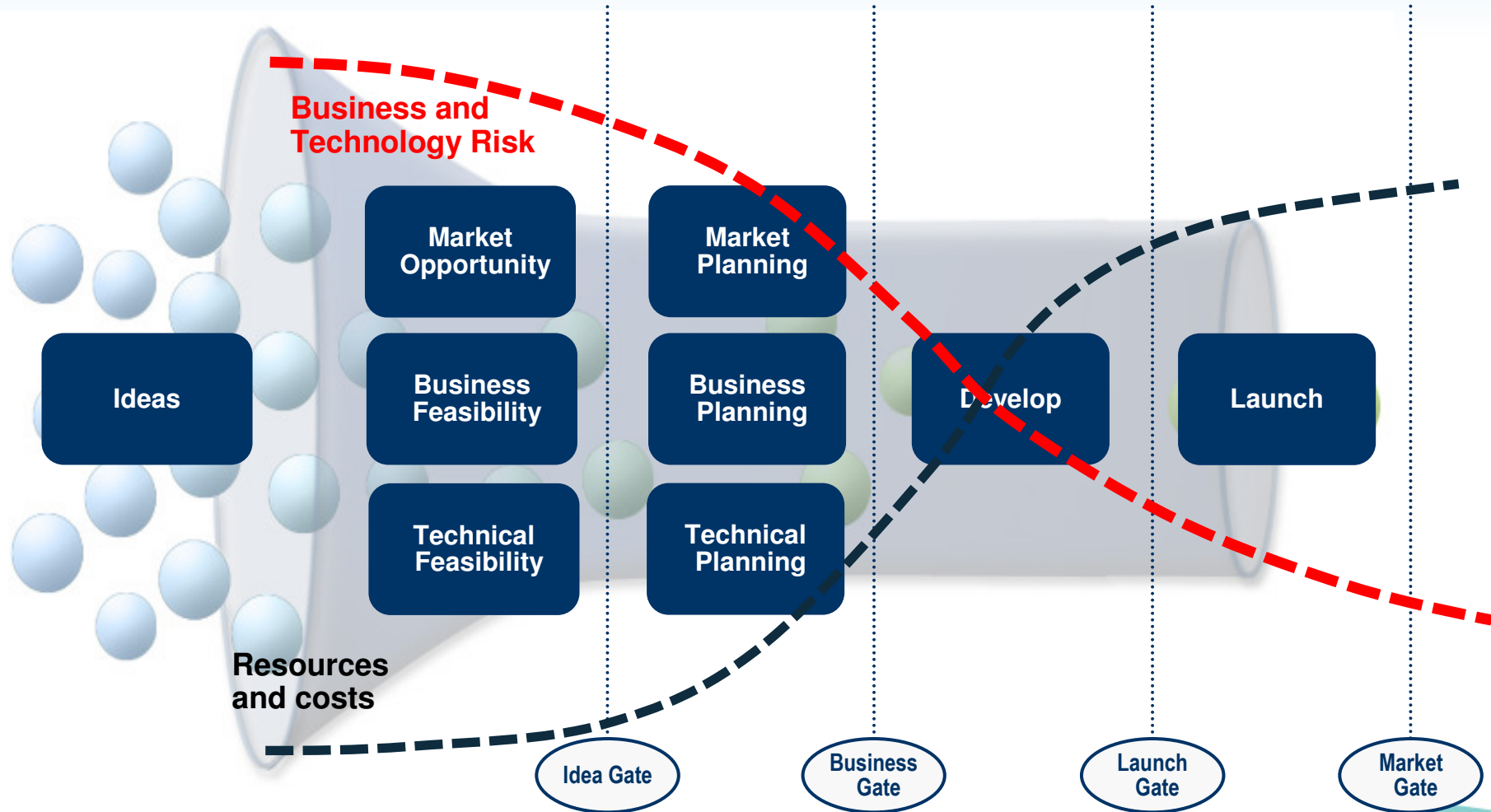
Rational DOORS for Requirements Management

- Traceability through drag-and-drop linking
 - Link from document to document or within a document
 - Automatic “linking” for top down traceability from requirements to code
- Scalable for large projects with many users
- DOORS Discussions space enabling review processes
- Electronic signature
- Virtually unlimited number of attributes in a spreadsheet-like view



【者大會】
不只玩真的！

Value-Driven Development



【2009 IBM開發者大會】

開發，不只玩真的！

Summary

- Product Failures are self-inflicted
- Connecting Decisions from Product Line → Product → Project improve the quality of projects and products
- Collect all ideas and evaluate the same
- Review and analyze for business, technical and market feasibility
- Connect product management
- Focus decision-making on creating/preserving value

Questions



Thank You

© Copyright IBM Corporation 2009. All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, these materials. Nothing contained in these materials is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software. References in these materials to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. IBM, the IBM logo, Rational, the Rational logo, Telelogic, the Telelogic logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.