

創意無所不能 × 軟體無所不在

# Innovate2011

開發新勢力  
創意，才是RD驅動力



創意無所不能 × 軟體無所不在

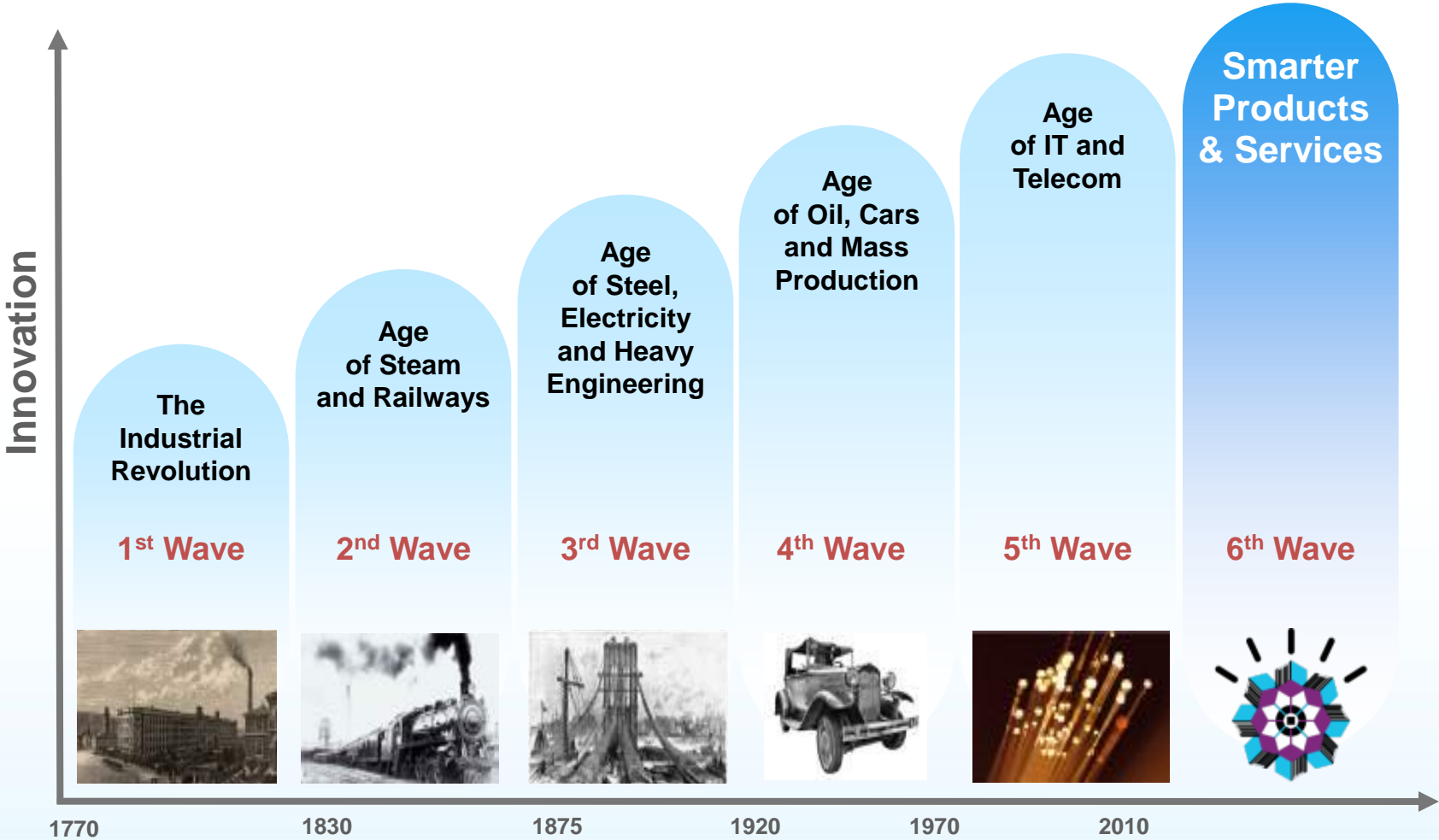
# Innovate2011

## Harnessing the power of software-driven innovation

Dr. Kristof Kloeckner, General Manager  
IBM Software, Rational



# We have entered a new wave of innovation



Source: "Next Generation Green: Tomorrow's Innovation Green Business Leaders", Business Week, Feb 4, 2008.

# 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**

Sources: *Robotic surgery*: USA Today, April 30th, 2008  
*Mobile banking: A catalyst for improving bank performance*, Deloitte, 2010  
*This Car Runs on Code*, Robert Charette, IEEE Spectrum, 2009

# Realities can stall software-driven innovation

*Complexities in software delivery are 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

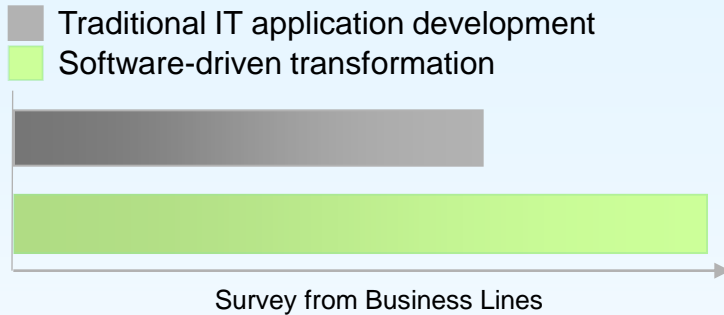
**62%** of projects fail to meet intended schedule

## Changing Requirements and Time to Market

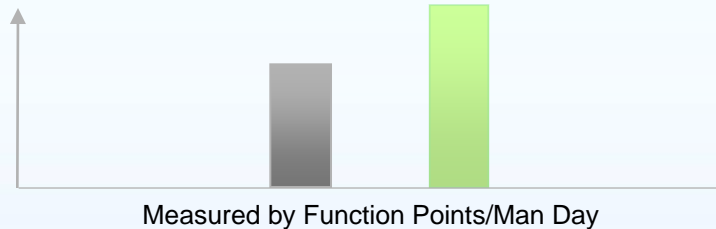
**30%** of project costs are due to rework and poor execution of requirements

# Software and systems delivery transformation brings dramatic business results

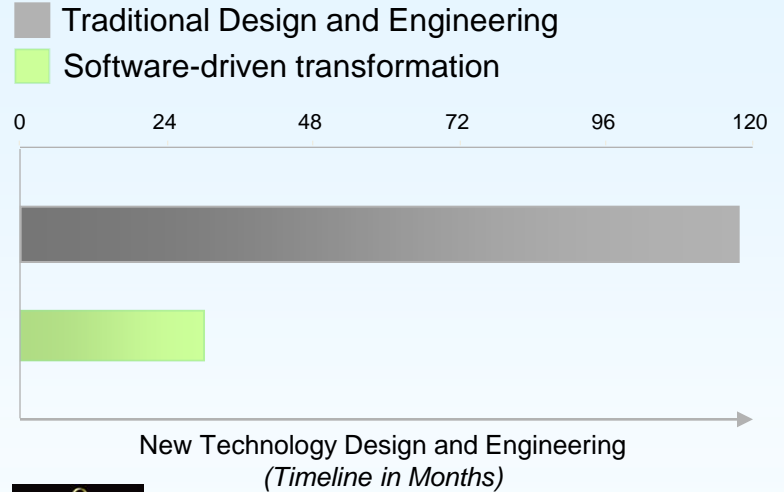
## Dramatically Improve Customer Satisfaction



## Dramatically Improve Development Productivity



## Volt was designed and engineered in 29 months!



中國銀行

BANK OF CHINA

# Three key actions of transforming 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

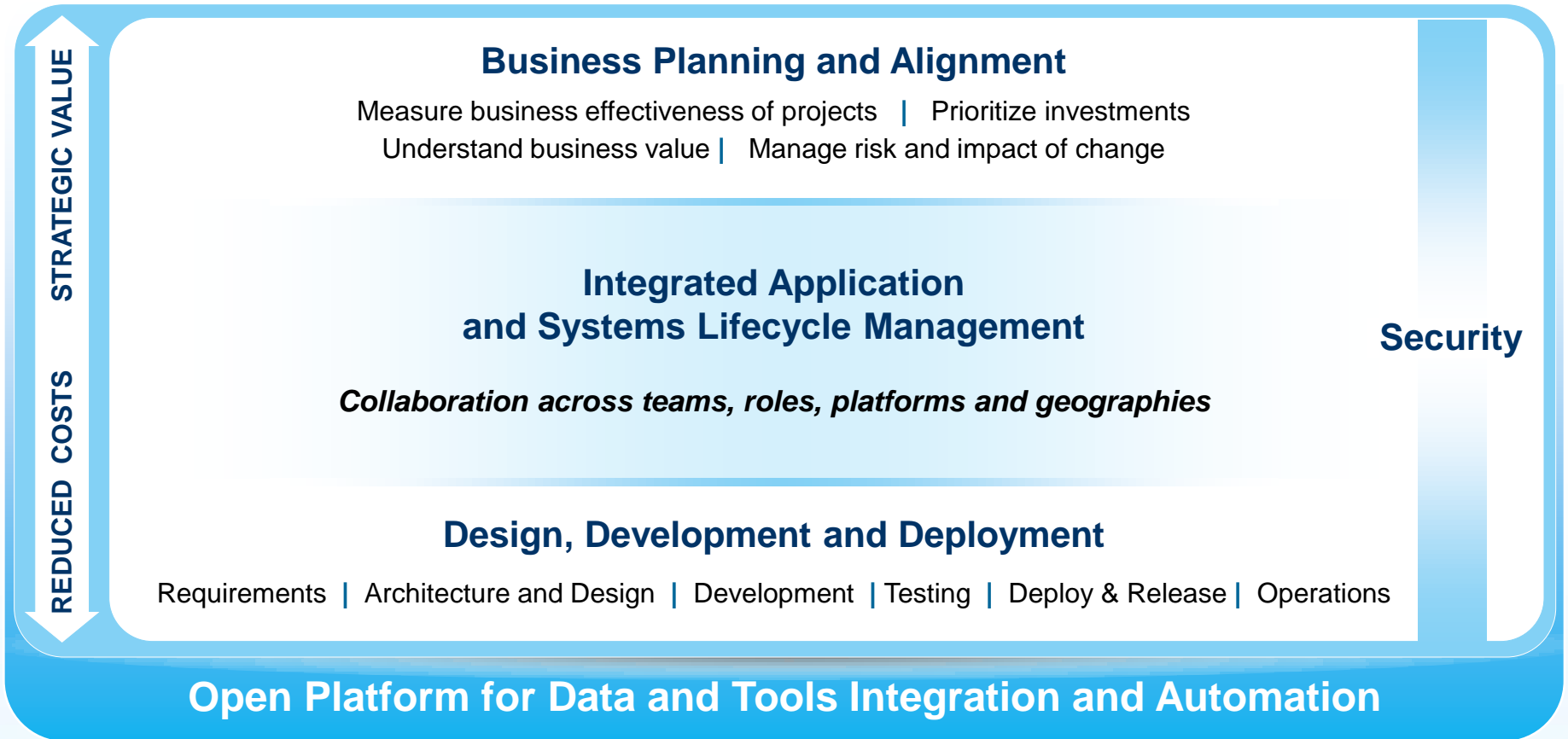


### Realized benefits:

- Improved quality and time to market
- Reduced risk and cost
- Tighter alignment to business priorities

# Software-driven innovation with IBM Rational

## *Addressing IT, systems, and enterprise modernization*





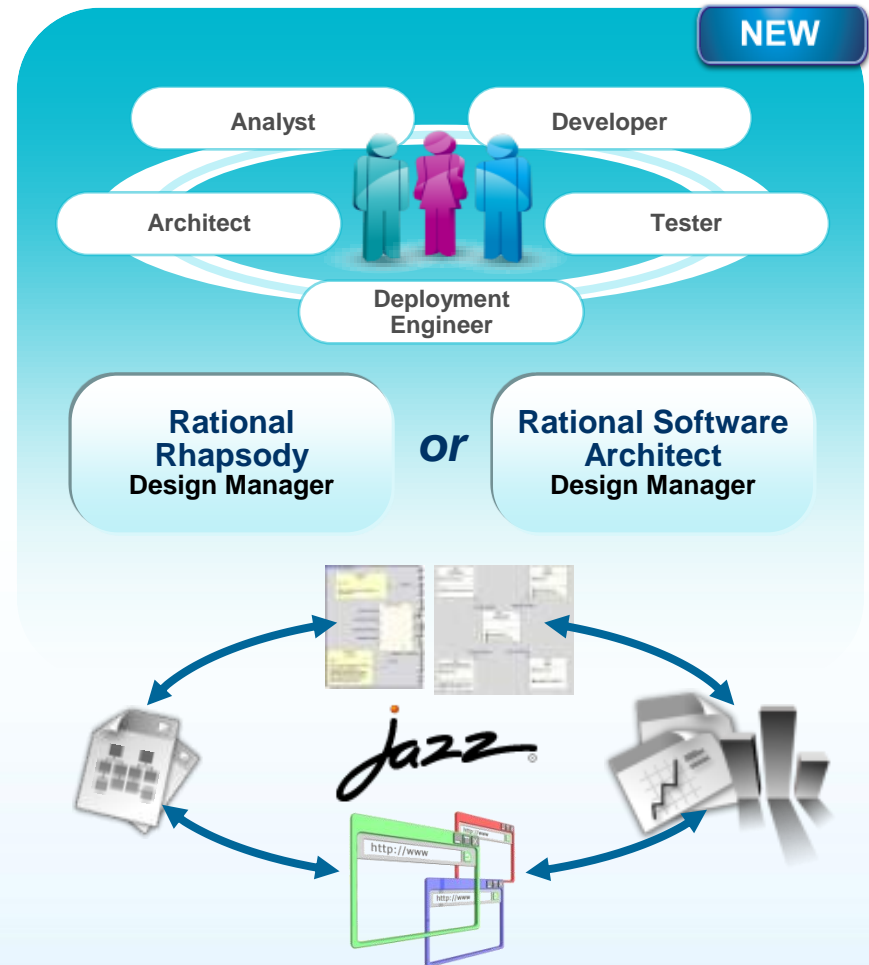
# IBM announces...



# 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



# 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



# Rational Systems and Software Engineering

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

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



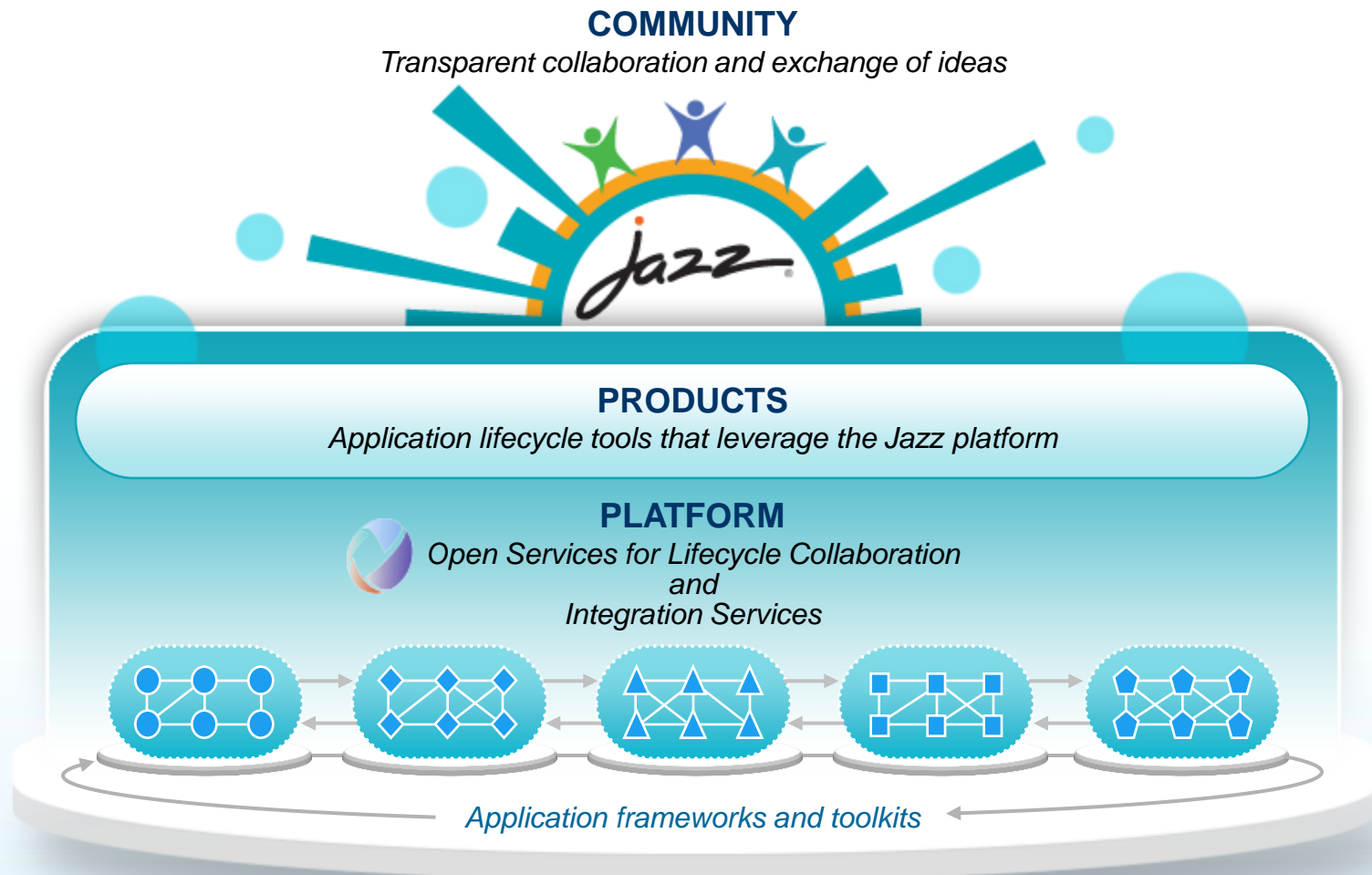
# IBM Collaborative Development and Operations

*Transform your development-operations process*

- Image management
- Workload optimization
- End-to-end lifecycle automation
- Federated asset repositories
- Deployment planning and automation
- Collaborative incident management



# Jazz provides open collaboration across the software and systems lifecycle

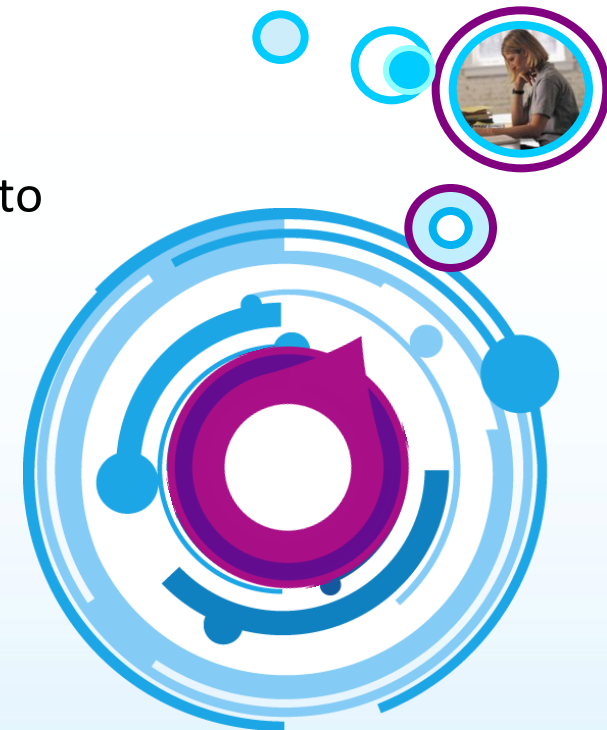
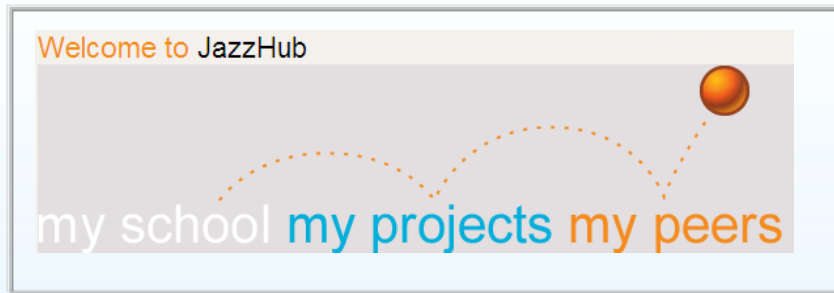


# Jazz Momentum



## Your World !

- **Jazz.net contributions & web impact**
  - Over 11,000 Jazz.net unique visitors from China
  - 7,355 registrants - in the lead of participating countries
  - 200,000 visitors driven through 3<sup>rd</sup> party pages
  - Increase in year to year downloads +36%
  - Cutting edge project – Tongji University first in China to use JazzHub



# Achieve break through benefits with IBM

## *IBM solutions bring advantages over other approaches*

- Years of experience with client implementations built into our solutions and approach
- Open, standards-based platform to enabled cross-vendor integration
- Able to improve linkage between business priorities and objectives to outcomes
- Consulting and services to accelerate value and implement best practices, if needed



# Leverage Innovate 2011

- **Network with your colleagues**

- Visit the demo booth on site, 7 hosted by BPs, 3 by IBMers (Rational team & China Development Lab)



- **Talk with Experts**

- IBM experts, business partners and your peers

- **Attend Track Sessions**

- Focus areas: Software & Systems Development, Cross-Region Collaboration Development, System Z development



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