

IBM Software Group

# Using IT to Stand Out in the Crowd

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**Rational.** software

→ Go to **IBM**

## Agenda

- First – we heard...
  - ▶ The world continues to get smarter
  - ▶ Effective software and systems delivery is becoming more challenging
  - ▶ A unified platform can dramatically improve the business process of software delivery
  - ▶ Collaboration, automation and reporting are key
  
- Then we saw...
  - ▶ The importance of improving “software economics”
  - ▶ How to achieve agility @ scale
  
- Now, let’s talk about...
  - ▶ **The platform that brings this all together**

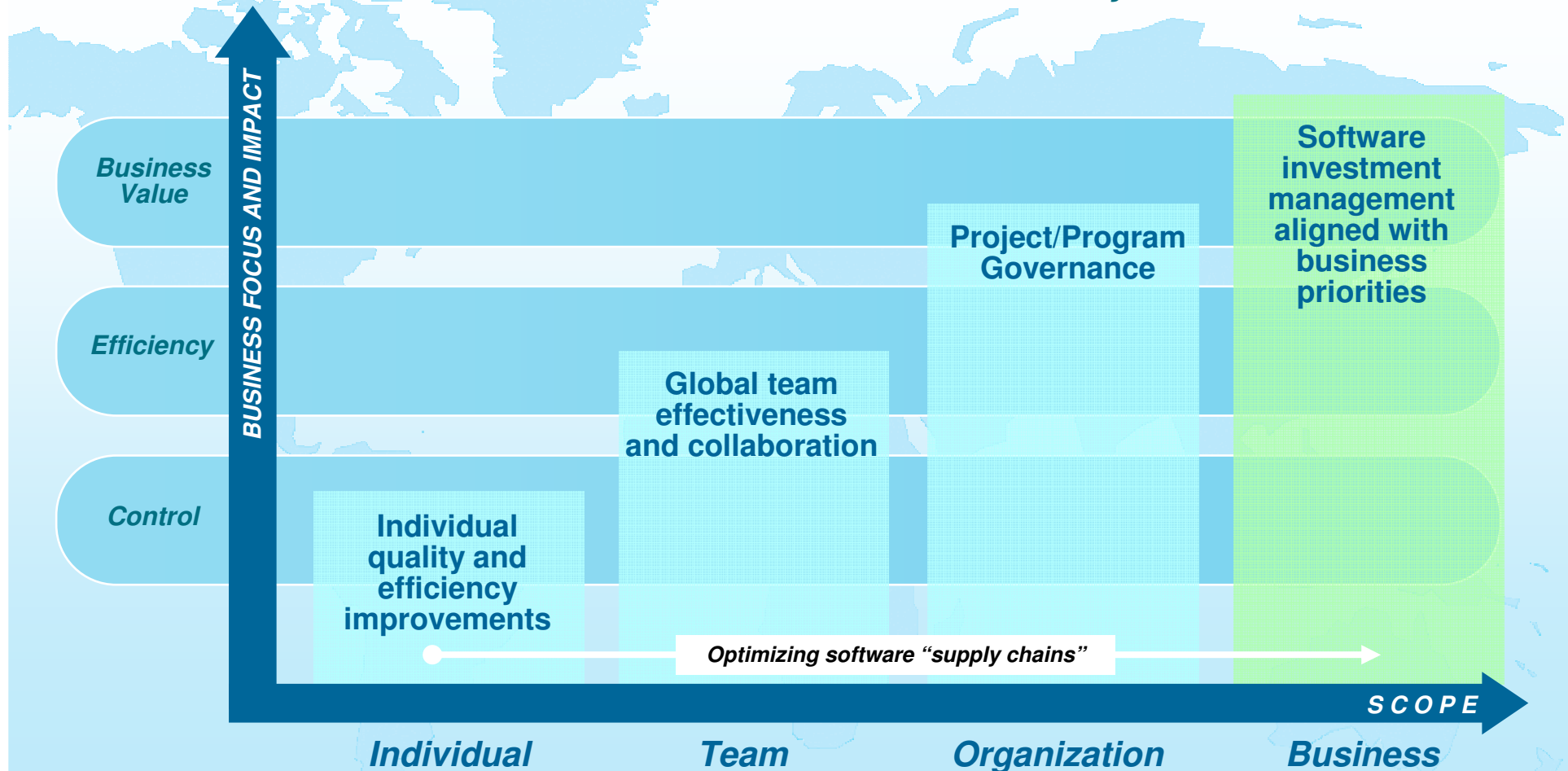


*Driving Business Differentiation*

# A focus on delivering business differentiation

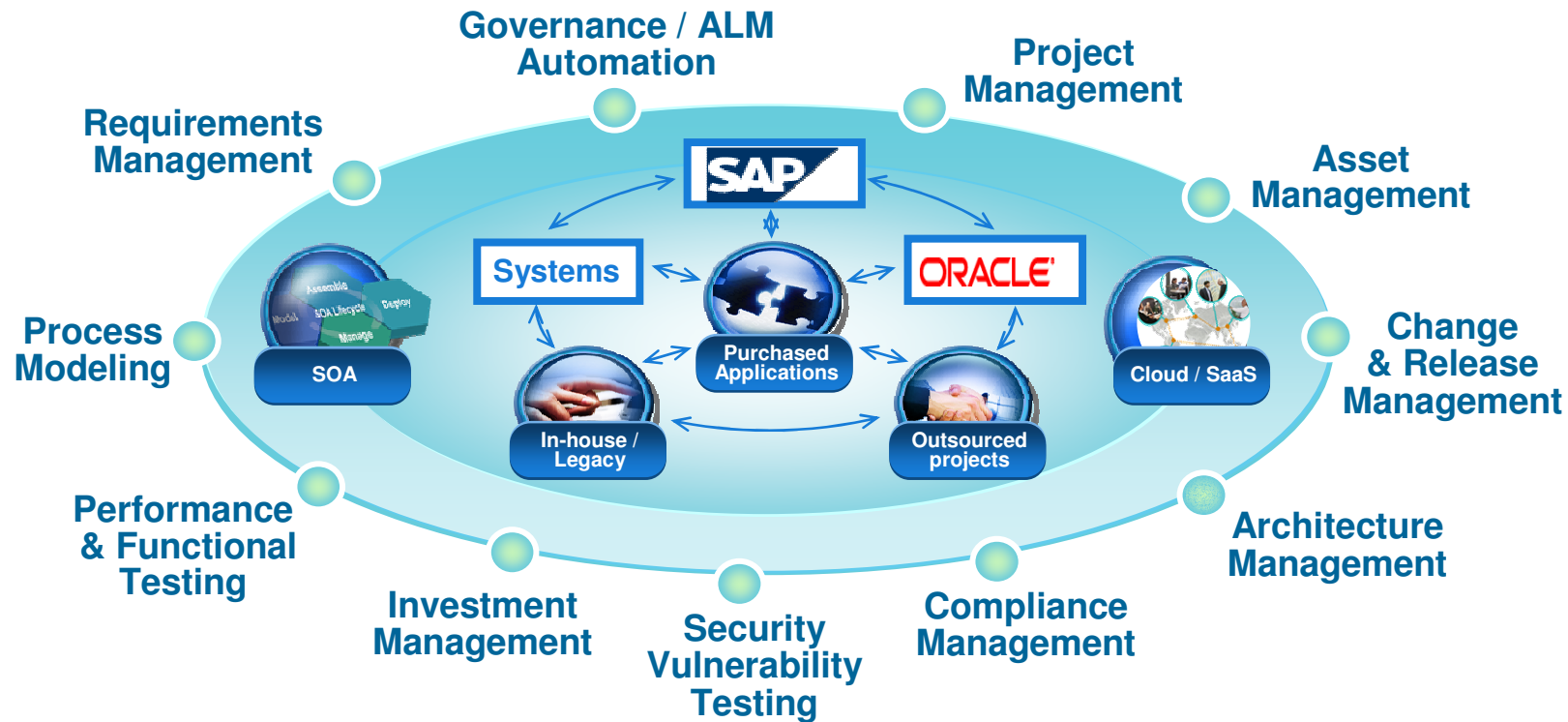
*Leveraging software as a strategic business asset*

The "Business Process" of Software Delivery...



# Optimizing value from investments across the ever-evolving software “supply chain”

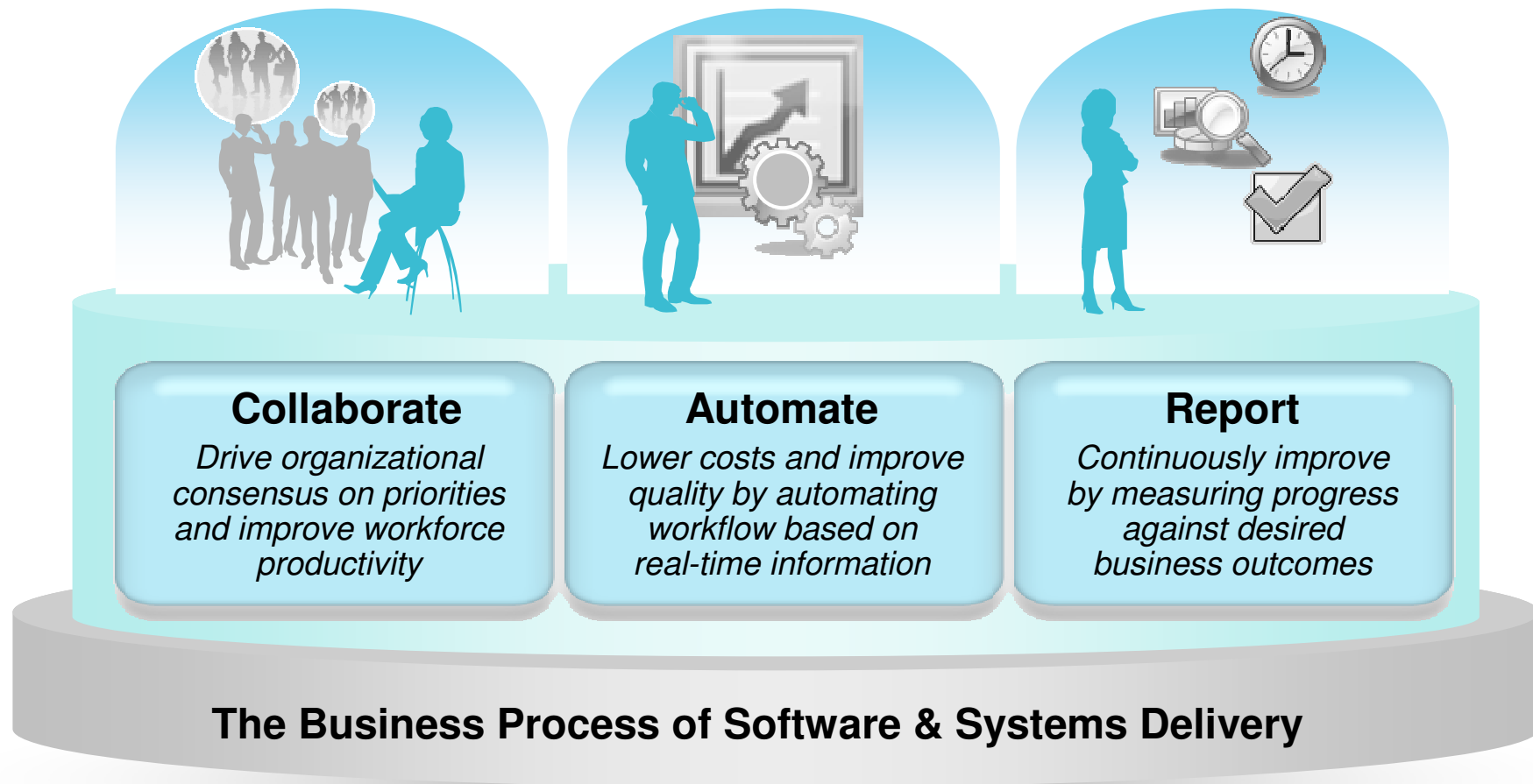
*Enterprise Resource Planning model for software development*



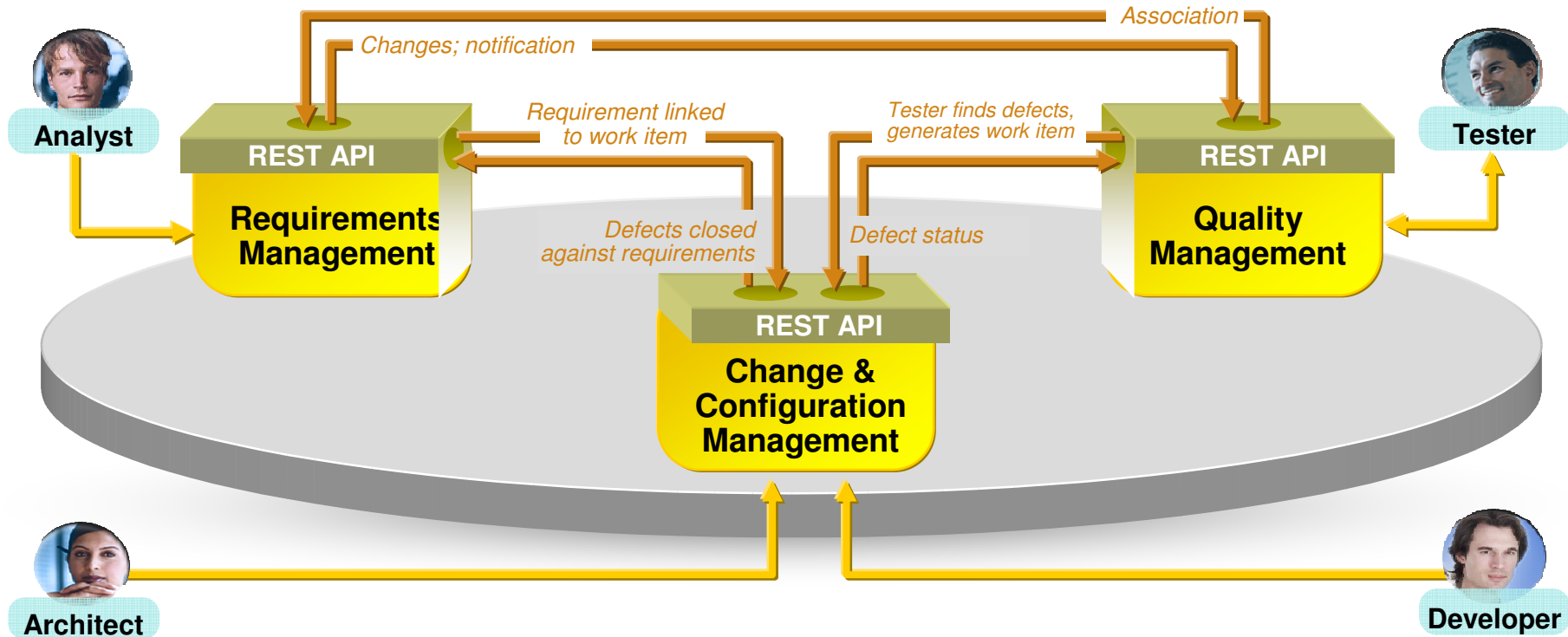
*Composed of purchased, outsourced and in-house built software assets which are ever-evolving and increasingly interdependent*



# A platform for the business process of software and systems delivery



# The benefits of a unified software delivery platform



- **Coordinate analysts, developers and testers**

- Collaborate in context and track status

- **Align teams on project plans**

- Which requirements are in the development plan?

- **Track builds and the impact of defects**

- What build is ready for test?
  - What defects are blocking test from proceeding?

- **Track status with C/ALM dashboard mashups**

- Transparency across teams and artifacts

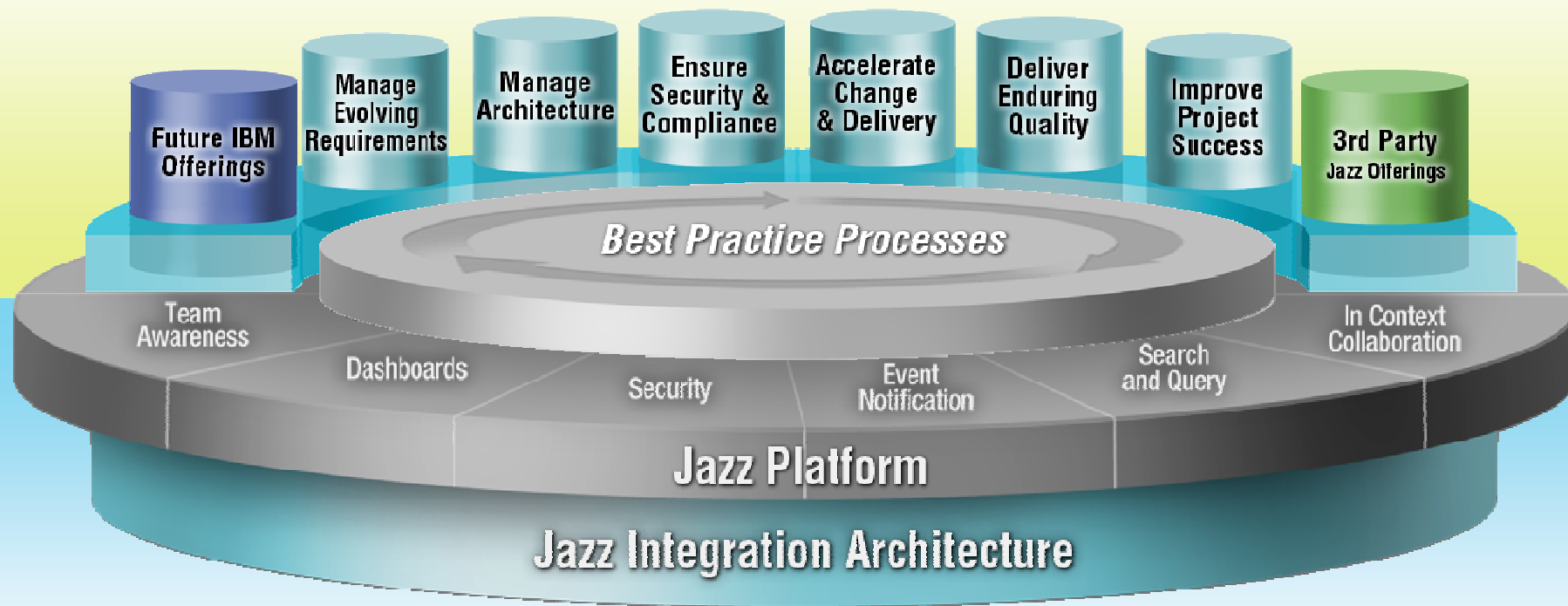


## The Software Delivery Platform – requirements for success

- **Learn from industry mistakes**
  - ▶ Assume integration around a repository
  - ▶ Design a data model for software engineering for the repository
  - ▶ Provide some sort of framework for tools to integrate around the repository
- **Take advantage of the Internet**
  - ▶ Amazingly scalable and extensible
  - ▶ Integrates information on a massive scale
  - ▶ Collaboration on unprecedented scale
- **Make it open and extensible**
  - ▶ Data specified independently of tools
  - ▶ Tools (multiple) access data through HTTP/APP
  - ▶ Search and query through “structured indexes”, independent



# The Jazz technology platform for collaborative software delivery

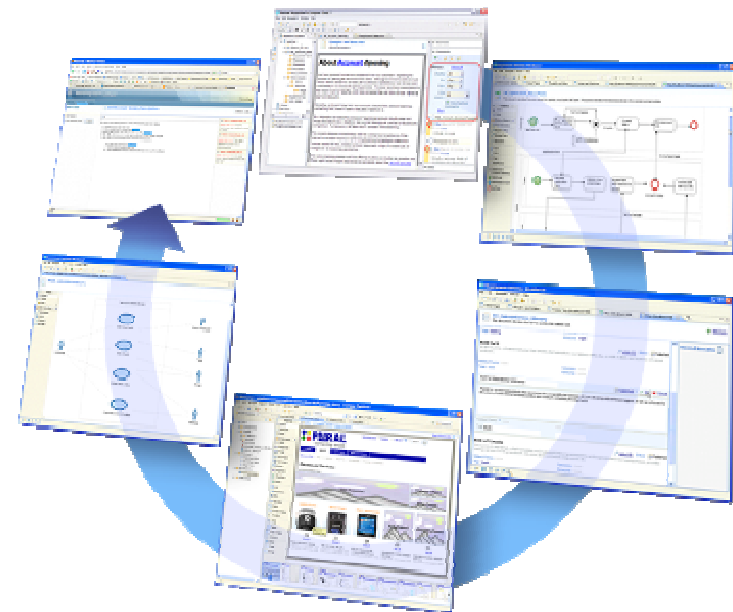
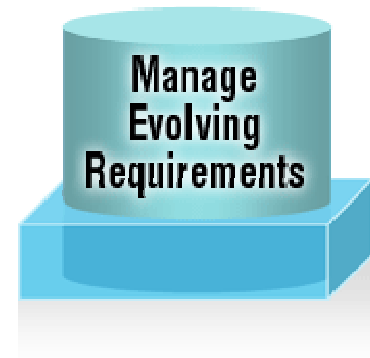




## Manage evolving requirements

*Define and manage requirements with traceability and improved alignment to business objectives*

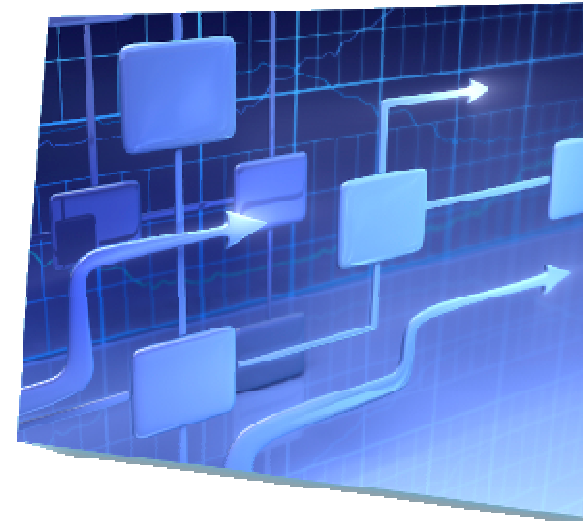
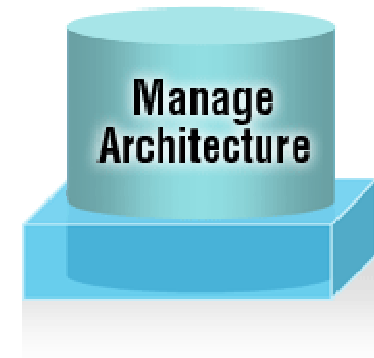
- Elicit, capture, elaborate, discuss and review requirements
- Create and manage software requirements and use cases
- Develop data and architectural models from business process models and software/systems requirements
- Use models and requirements to write code
- Use requirements and use cases to create test cases
- Link requirements with project plans, financials and status



## Manage architecture

*Model, design and rapidly build resilient architectures for SOA, systems and applications*

- Enable change against business goals – linking key stake holders (business, product development, IT)
- Simplify modeling with robust support for standards
- Integrate team planning and enable real-time team collaboration and project health
- Ensure visibility from business needs to solution deployment
- Build efficiency, consistency and repeatability of new service delivery
- Gain business intelligence for software assets and skills

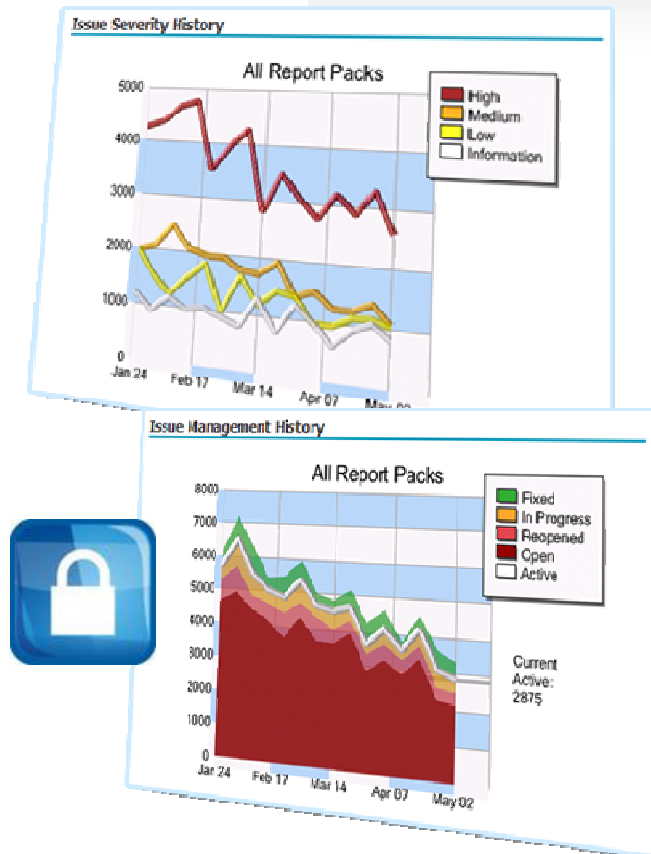


## Ensure security and compliance

*Protect data and meet regulatory and corporate compliance requirements*

- Drive application security to support regulatory compliance (PCI), complex applications, etc.
- Avoid costs and lack of protection coverage associated with manual security testing
- Execute thorough application security analysis – single-step security testing and emphasis on accuracy of locating issues and actionable results
- Ensure regulatory compliance by using templates based on proven best practices
- Identify and repair a software defect in products before they go live
- Remove barriers for development and QA to test for security

**Ensure Security & Compliance**



## Accelerate change and delivery

*Improve software delivery and lifecycle traceability from requirements through deployment*



- Reduce the total cost of ownership for globally distributed teams through the use of high-quality web interfaces
- Leverage a high-performing server-based deployment model
- Benefit from enhanced deployment management
- Increase developer and team productivity
- Use job process optimization to increase capabilities for managing dependencies
- Leverage project snapshots to improve consumability by enabling reuse and reproducibility
- Measure and report progress against project and business objectives across various products

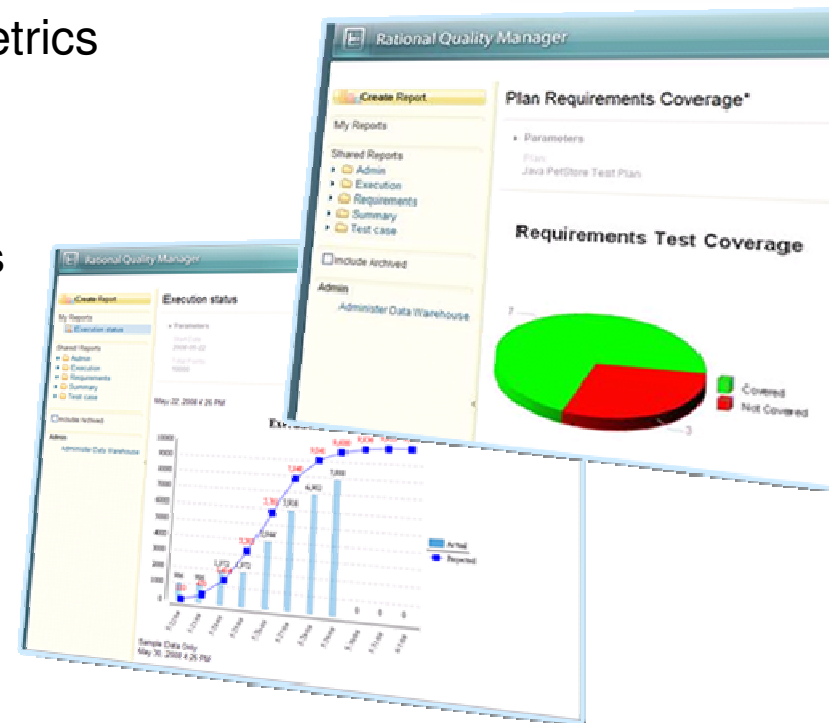


## Deliver enduring quality

*Ensure software functionality, reliability and performance in development and production*



- Collaborate across the test lifecycle to mitigate business risk
- Govern with immediate access to quality metrics
  - ▶ Traceability across test assets
  - ▶ Customized based on industry best practices
  - ▶ Automated data gathering and pattern analysis
- Automate labor-intensive test planning tasks based on prioritization and management of virtual and physical test lab assets
- Reuse existing test assets by employing an open, extensible test platform
- Improve manual testing with data assist and asset reuse via keywords



## Improve project success

*Align business goals, best practices and projects for improved productivity and predictability*

- Enable “real-time, in-context” collaboration for distributed program and project teams
- Make software delivery projects more automated, transparent and predictable
- Allow domain-specific processes, practices and components to support Software and Systems Delivery
- Integrate with other Jazz products and other products in the market
- Equip geographically distributed teams with an architecture to enable horizontal scalability and distributed deployment for thousands of users



## 3rd party Jazz offerings

*Extend the Jazz platform with powerful, integrated offerings from IBM Rational ISV's*



## Over 850 unique business partners are part of Rational's Jazz Ensemble

- **850 unique business partner companies spanning 80 countries and 20 different languages!**
- **200 partners worldwide have completed technical education and skills classes**
- **65 partners have completed technical masteries**
- **10 partners have written whitepapers and articles around Agile and Rational Team Concert**



**JAZZ**

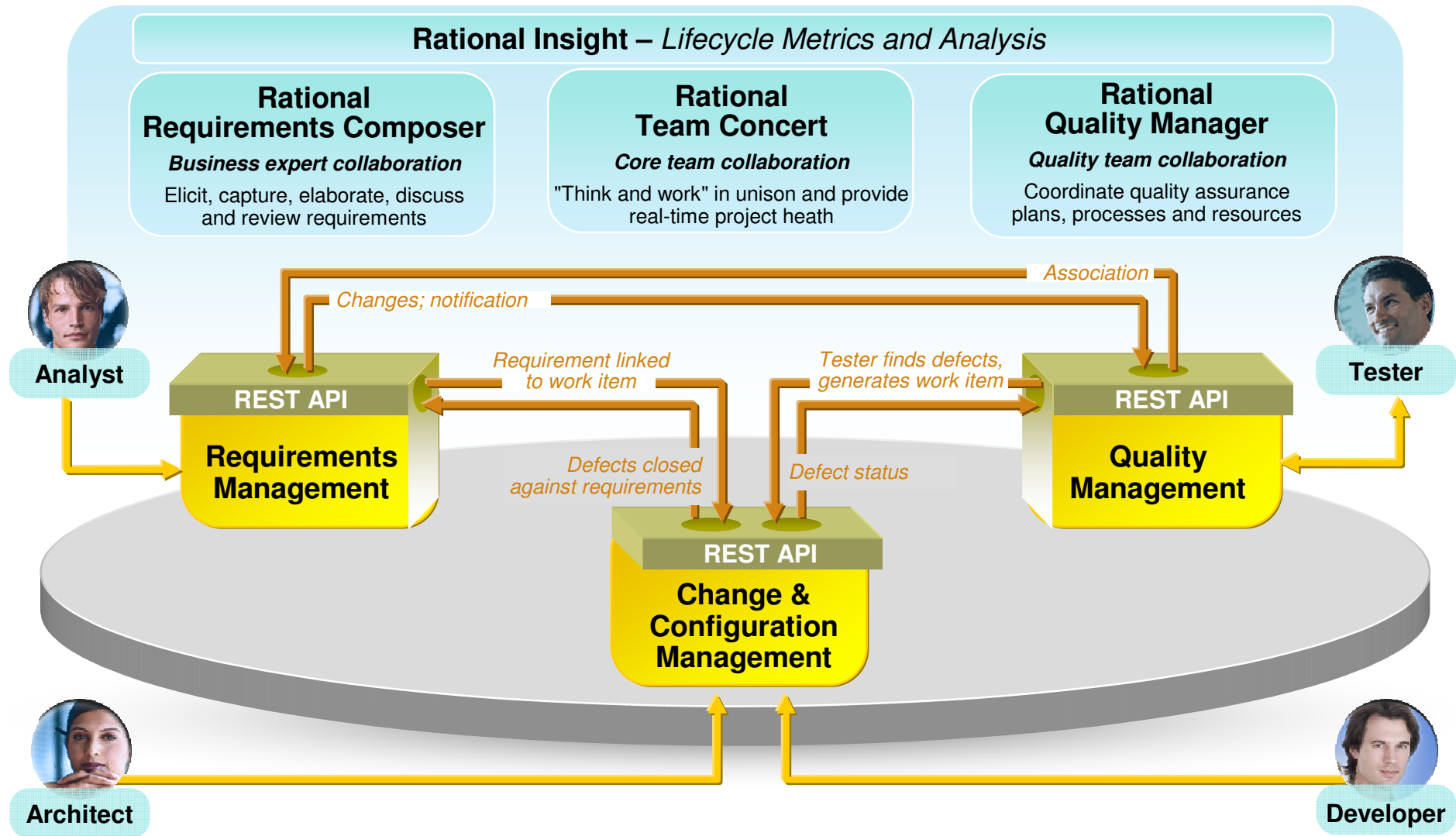
**Technology for Business Partners**

*Education, enablement and certification of business partners engaged in Jazz related sales, services and support of customers*

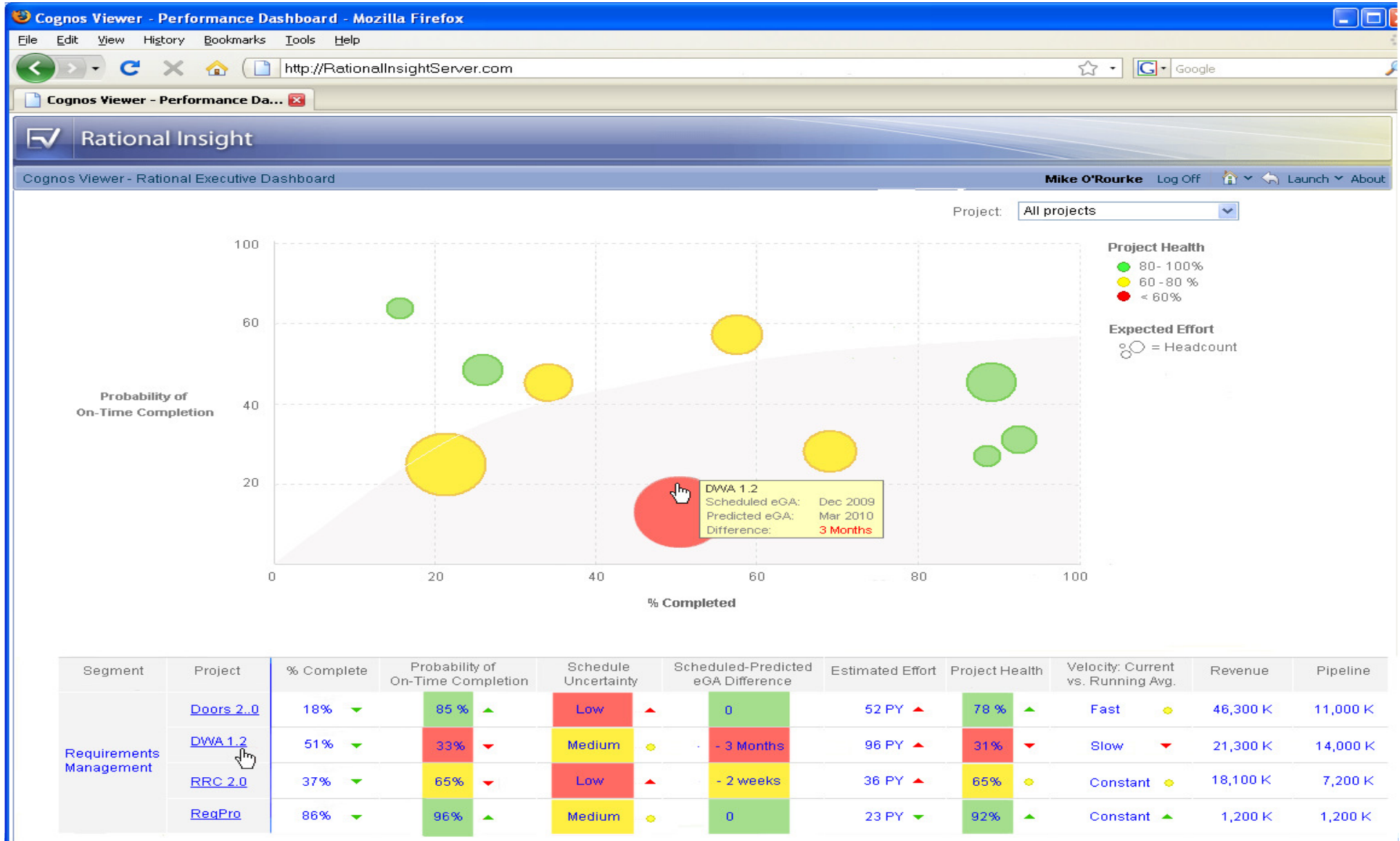




# The first wave of Jazz offerings



# Starting with Software Econometrics



# And Drilling Down to Your Portfolio Dashboard

Rational Insight

Cognos Viewer - Development Executive Dashboard

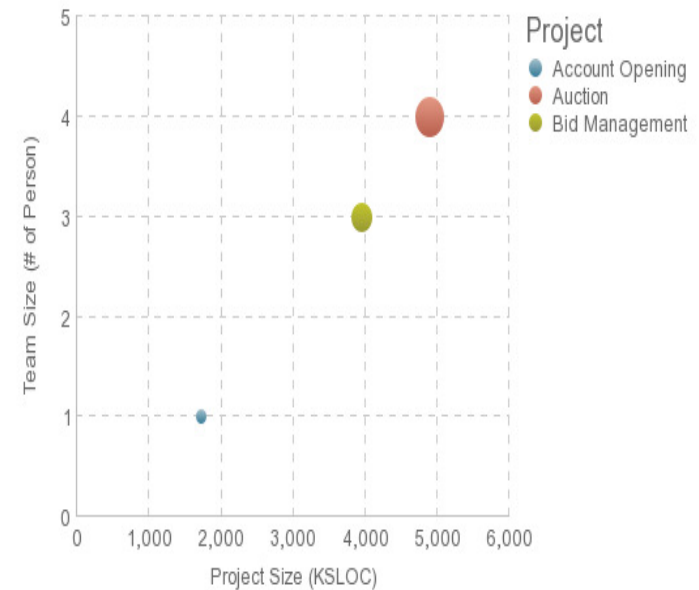
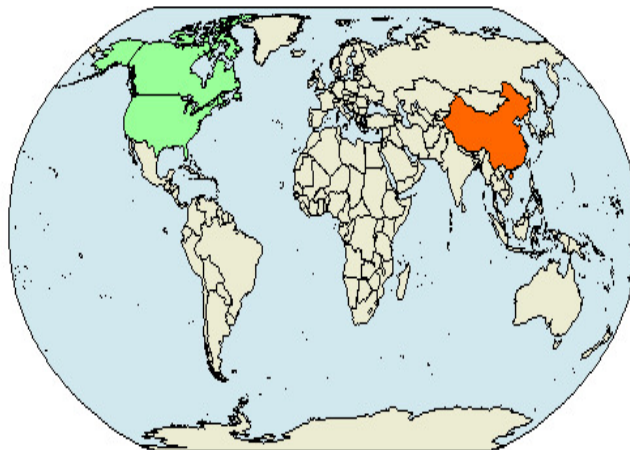
Log Out

- Scorecard
- Overall Status
- Productivity
- Performance
- Requirement
- Defect
- Quality

## Rational Insight

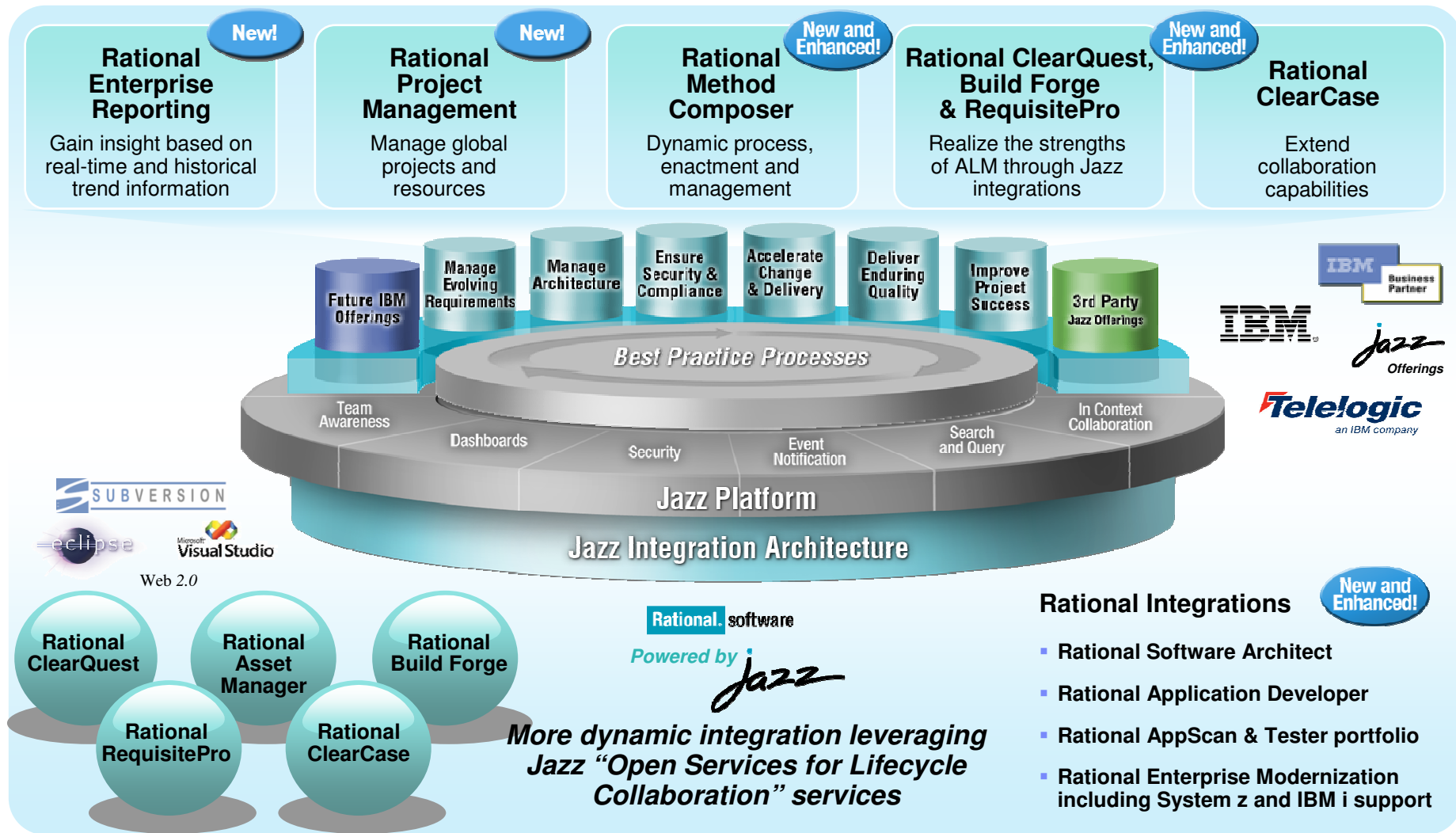
	Overall Status	CPI		SPI		# of Reqt with no TC		# of Blocking Defects		# of Builds Fail		# of Defects to Verify		% of Test Executed		% of Test Passed		Open Critical/Major Defects	
		Current	*	Current	*	Current	*	Current	*	Current	*	Current	*	Current	*	Current	*	Current	*
<a href="#">Account Opening</a>	!	Yellow	▼	Green	◆	Yellow	▲	Orange	▲	Yellow	▲	Yellow	◆	Yellow	◆	Orange	▲	Orange	▲
<a href="#">Auction</a>	!	Yellow	▼	Green	◆	Orange	▲	Yellow	▲	Yellow	◆	Green	◆	Green	▼	Yellow	▲	Yellow	▲
<a href="#">Bid Management</a>	!	Yellow	▼	Green	◆	Orange	▲	Orange	▲	Orange	▲	Yellow	◆	Yellow	◆	Orange	▲	Orange	▲

\* comparing with last week



# The road ahead

## Jazz offerings in 2009 and beyond



# Driving business differentiation with agility and confidence



## Software development at IBM

Pittsburg  
Poughkeepsie

Edinburgh  
London / Staines

- **Examples of IBM using Rational solutions**
  - ▶ **RTC – Collaboration**
  - ▶ **WebSphere – Automation**
  - ▶ **iRAM – Reuse**
  - ▶ **Lifecycle Management Transformation (STG)**
  - ▶ **Enterprise Architecture (GBS)**
  - ▶ **SCORE (Solution for Compliance in a Regulated Environment) Testing solution (GBS)**
  - ▶ **QuickStart Testing services (GBS)**

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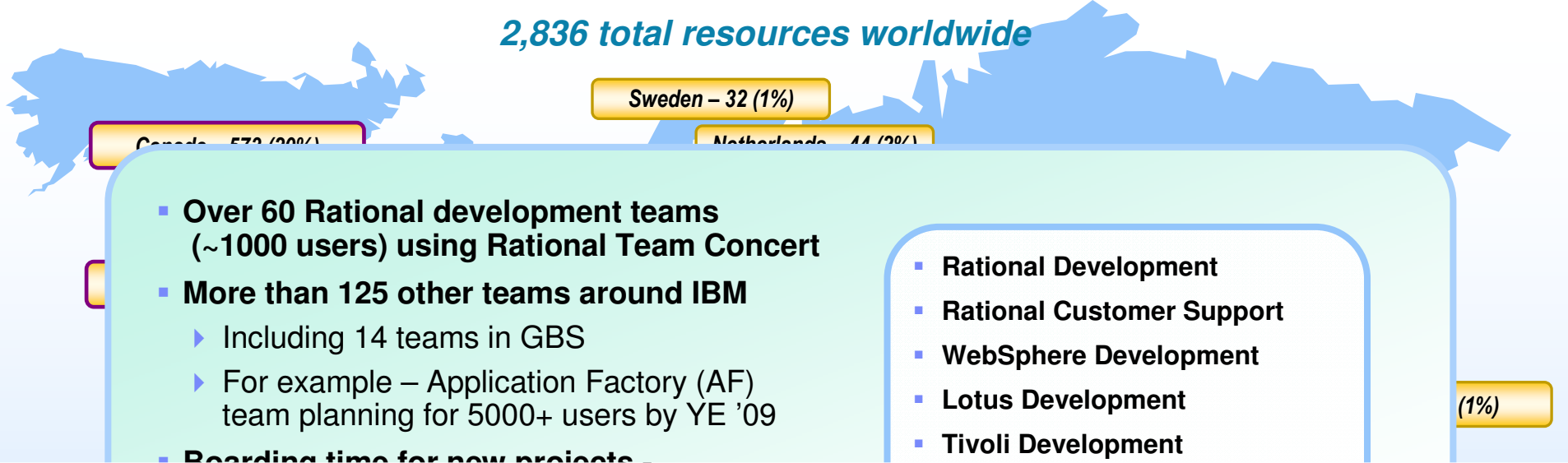
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Canberra



# Agility @ scale with Rational Team Concert

**2,836 total resources worldwide**



- **Over 60 Rational development teams (~1000 users) using Rational Team Concert**
- **More than 125 other teams around IBM**
  - ▶ Including 14 teams in GBS
  - ▶ For example – Application Factory (AF) team planning for 5000+ users by YE '09
- **Boarding time for new projects**

- **Rational Development**
- **Rational Customer Support**
- **WebSphere Development**
- **Lotus Development**
- **Tivoli Development**

***“We’ve really enjoyed the way Jazz deals with collaboration, keeping track of tasks and linking changes to actual tasks. This is light-years ahead of what we had before with CVS.”***

***“Less emails. Less lost info. Most accurate vision of features and tasks. Very light weight for everyone. Supports sprints / iterations very nicely.”***

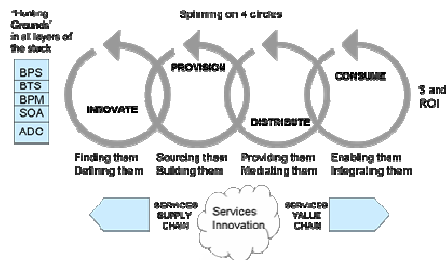
- IBM internal feedback



# GBS business differentiation – The Application Factory

## Rational's automation platform across the SDLC

Utilize technology partners for centers of excellence



Governance of Factory Plans and Progress



Metrics and Measurement of Individual Factories

Governance and Control of Software Factories

**“Whether designing an airplane, assembling a motorcycle [or delivering software]... the ability to integrate the talents of dispersed individuals and organizations is becoming the defining competency for managers and firms.”**

-- Tapscott & Williams, Wikinomics, Copyright 2006

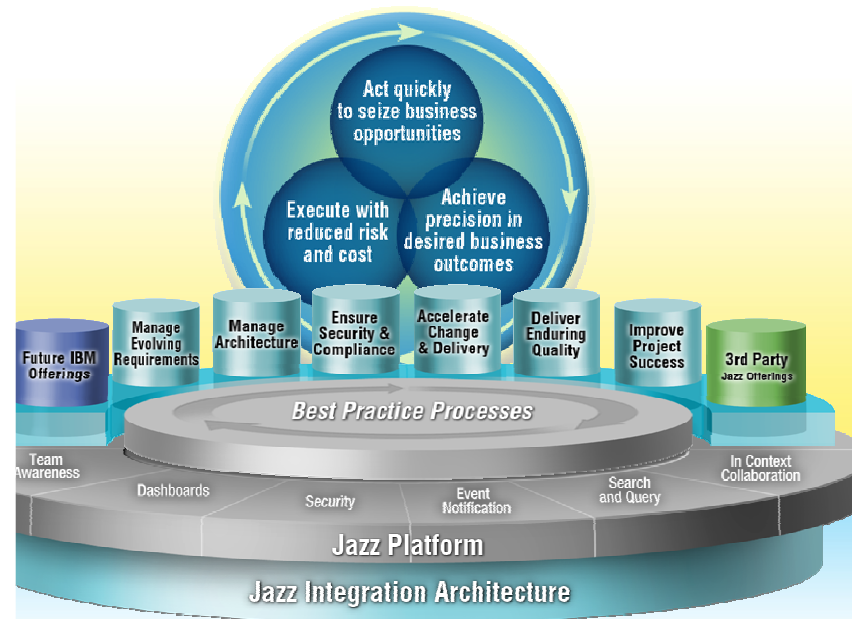


## In summary

- A unified platform that includes collaboration, automation and reporting can dramatically improve the business process of software delivery
- Through insight into real, honest, in-flight data, teams can better measure and understand the improvements they are making using this platform
- Achieving business differentiation with agility and confidence is a reality today



Let's build a smarter planet





### Learn more at:

- [IBM Rational software](#)
- [Rational launch announcements](#)
- [Rational Software Delivery Platform](#)
- [Accelerate change & delivery](#)
- [Deliver enduring quality](#)
- [Enable enterprise modernization](#)
- [Ensure Web security & compliance](#)
- [Improve project success](#)
- [Manage architecture](#)
- [Manage evolving requirements](#)
- [Small & mid-sized business](#)
- [Targeted solutions](#)
- [Rational trial downloads](#)
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