

Rational. software

AIS manages rapid service growth and complexity with IBM Rational DOORS, IBM Rational Change and IBM Rational Synergy software from IBM.

Overview

■ **Challenge**

To maintain and strengthen its leadership position, AIS needed to quickly develop and release new wireless products and services into the marketplace.

■ **Solution**

AIS chose IBM Rational solutions, including IBM® Rational® DOORS® software to manage and trace development requirements, along with IBM Rational Synergy and IBM Rational Change software to streamline, manage and automate its development lifecycle.

■ **Key benefits**

AIS can now efficiently define, develop and deploy services to meet its expanding business needs. The solution framework helps AIS reduce overhead for team lead times, improve time to market and reduce the time between new product releases.



Competitive environment

As Thailand's largest wireless service provider, Advanced Info Service Public Company Limited (AIS) provides 15 million Thai customers with mobile phones, digital and cellular services and other related services. While rapid growth is expected at such a dynamic company, it can be difficult to maintain if solutions don't keep up with consumer demands.

Innovation gridlock

To meet the demand for innovation in Thailand's competitive mobile phone marketplace, AIS formed a team tasked with prototyping, developing and deploying new services and products. But an outdated and poorly managed systems development lifecycle was straining the team's ability to innovate. "We realized that we couldn't achieve our goals without further integrating our people, processes and technology," said Arakin Rakchitapoke, infrastructure design manager at AIS.

In addition, AIS was struggling with excessive employee turnover and the need to outsource development, as both issues were negatively impacting knowledge capture, transfer and organizational learning.

Services defined and delivered on schedule

Rakchitapoke realized the difficulties his group faced as they developed innovative products and services with an outdated systems development lifecycle. To help, he set up a process improvement initiative for systems development that included requirements management, change management and configuration control.

After reviewing the application lifecycle management offerings of several vendors, AIS chose IBM Rational DOORS, IBM Rational Change and IBM Rational Synergy software to help automate its processes. “The IBM products offered the capabilities we needed to align our resources to our objectives,” said Rakchitapoke.

Key components software

- IBM Rational Change
- IBM Rational DOORS
- IBM Rational Synergy

Performing impact analysis of requirements changes is now automated within the Rational DOORS application. Integration with Rational Change software enables the team to submit implementation requests against design requirements within Rational DOORS. Requirements for the product, organized by subsystem, are stored and tracked within Rational DOORS to provide a knowledge base for each requirement.

“Now, with DOORS, our team has a traceable, accessible, single repository for all project and product information. Implementation status is now visible in realtime,” said Narthplypan.

By using these tools as an integrated solution, the team can better ensure that services and products are defined, developed and delivered on schedule with visible and accessible project information. As a result, the team now functions as a cohesive unit with designated roles and responsibilities within the development lifecycle.

“Growth requires a well-defined process and proven technology to control it. IBM solutions have helped us manage our growth and complexity.”

– Arakin Rakchitapoke, infrastructure design manager, AIS

“The tight integration between IBM Rational DOORS and Rational Synergy enables us to audit the project and prove compliance to requirements,” Rakchitapoke said. “Synergy, with its unique concept of lifecycle-driven,

task-based configuration management, helps us manage our software releases and builds more efficiently and robustly. We can now build and manage releases at the task level rather than at the file level.”

Full coverage: innovation, efficiency and growth

The team has been phenomenally successful—it has reduced employee turnover and significantly increased services over the last four years.

“Such rapid growth requires a well-defined process and proven technology to control it,” Rakchitapoke said. “IBM solutions have helped us manage our growth and complexity.”

As AIS continues to expand its business, the team can evolve its software engineering approach and collaborative development methodology in order to lower costs and increase time-to-market capabilities—continuing to meet the company’s changing business needs.

“The IBM solutions make our employees more efficient and provide high visibility for management and auditing,” Rakchitapoke said. “Most importantly, they help us achieve our goal of retaining and growing our customer base and business.”

For more information

To learn more about Rational solutions from IBM, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/rational



© Copyright IBM Corporation 2009

IBM Corporation
Software Group
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
June 2009
All Rights Reserved

IBM, the IBM logo, ibm.com, DOORS, and Rational are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Other company, product, or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

The information contained in this documentation is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this documentation, it is provided "as is" without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this documentation or any other documentation. Nothing contained in this documentation 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.

IBM customers are responsible for ensuring their own compliance with legal requirements. It is the customer's sole responsibility to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the customer may need to take to comply with such laws.

This document illustrates how one organization uses IBM products. Many factors have contributed to the results and benefits described; IBM does not guarantee comparable results elsewhere.