



## IBM Rational Focal Point

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### Highlights

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- ***Ensures IT activities are aligned with strategic priorities, while providing flexibility and responsiveness to change***
- ***Enables you to objectively measure, analyze and evaluate IT initiatives against often competing forces, such as cost versus value***
- ***Supports more-informed decision making by consolidating feedback from key stakeholders in a central, Web-based repository***
- ***Provides best practice guidance on how to define and execute a portfolio of investments that's driven by customer and business value, marketplace analysis, and stakeholder collaboration***
- ***Makes enterprise architecture (EA) more actionable through integration with IBM Rational System Architect software, allowing you to analyze, prioritize and plan delivery of your EA objectives based on business feedback***

### **Making decisions that deliver greater value to your customers and your business**

It's not always easy to determine business priorities. You need to make sure that the needs of the business, the marketplace and your customers are all being addressed. IBM Rational® Focal Point™ software is a comprehensive portfolio management solution that helps you prioritize and select the right investments, balance change with business demands, and align resources to deliver the right capabilities at the right time. Rational Focal Point software leverages a combination of qualitative and quantitative information, enabling you to make unbiased portfolio management decisions. By helping you evaluate opportunities using critical stakeholder and marketplace information, Rational Focal Point software can help you make decisions that deliver greater value to your customers and to your business.

Rational Focal Point software helps you objectively measure, analyze and evaluate often competing forces, such as cost versus value, so you can choose the best projects to develop and deliver—with the right scope at the right time—creating a more value-optimized portfolio. The application also:

- Supports consistent decision making by enabling you to capture and prioritize business and marketplace needs in a central, Web-based repository using input from customers and internal stakeholders along with marketplace research.
- Delivers visualization, prioritization, roadmap and planning capabilities to help you assess the effect of decisions and create plans that are achievable, value-based and balanced against internal constraints on resources.
- Helps you identify alternative scenarios and the associated trade-offs based on objective criteria, helping you to differentiate between similar, competing investments.
- Provides process support for a consistent, team-based approach to collecting information, evaluating options and reviewing portfolio progress.
- Bridges the gap between the business and development by centralizing information key to decision making, status reporting and portfolio reviews.

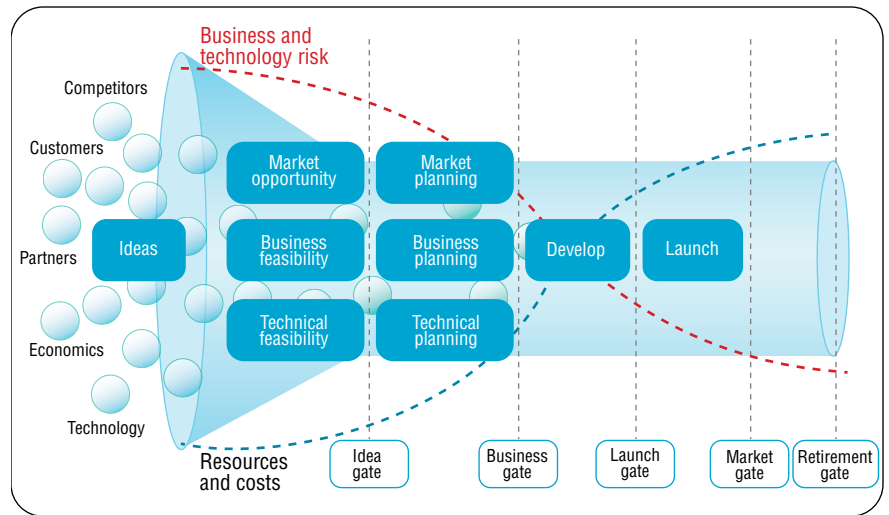


Figure 1: IBM Rational Focal Point software provides the insight you need to manage the entire development and delivery lifecycle—from ideas to retirement.

- Continually prioritizes and visualizes stakeholder needs, minimizing the risk of reducing or eliminating valuable scope elements during project delivery.
- Centralizes information, which helps you reduce reliance on e-mail, documents or spreadsheets, increasing your ability to respond to changing marketplace and business conditions.
- Integrates with enterprise architecture (EA) solutions, helping to make your enterprise IT transformation plans more actionable and value driven.
- Enables execution of your investment decisions with integration to project management applications, allowing you to scope and prioritize work items in alignment to key stakeholder requirements to ensure a value-driven execution

### Supporting more-informed decision making

By enabling you to automatically incorporate feedback from key stakeholders directly in decision making, Rational Focal Point software allows you to prioritize needs to make better decisions about which initiatives you should undertake—and why. Rational Focal Point software leverages multiple value-based selection techniques to remove the subjectivity that can cloud organizational decision making and lead to poor decisions. Its collaborative platform also helps reduce the chaos of managing portfolio information using e-mails, documents and spreadsheets, centralizing information so it can be easily shared by

your executives, project managers, development teams, finance department and other stakeholders. Rational Focal Point software can help you determine the interaction and effect of a project sequence on revenue, costs and resources, so you can quickly align and adjust roadmaps as business and marketplace needs change.

**Delivering portfolio management best practices**

Not only does Rational Focal Point software give you insight into business and marketplace needs; it also provides best practice guidance on how to define a portfolio of investments that’s driven by customer and business value, marketplace analysis and stakeholder collaboration. Using this guidance, you can craft a portfolio that balances the needs of the marketplace with your organization’s strategic goals and the profitability of the investments. Continual validation throughout the development and delivery lifecycle allows you to reprioritize as business conditions change, using real-time cost and benefit information. Rational Focal Point software helps ensure an optimal balance of required strategic capabilities with supporting products, projects and applications. It also supports more effective resource allocation, so you can align development decisions with your overall business strategy.

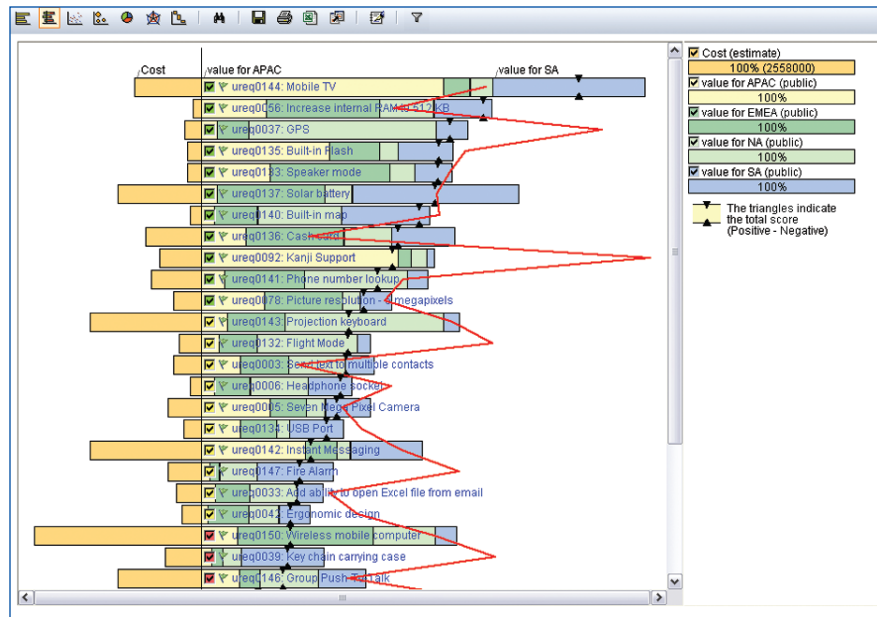


Figure 2: Rational Focal Point software enables you to visualize value and trade-offs from various stakeholders—viewing where stakeholders agree and disagree.

**Supporting long-term success with more strategic investments**

By leveraging Rational Focal Point software, you can more easily focus on strategic activities, including investment scenario analysis, which helps ensure that your portfolio delivers more successful projects over the long term, with a greater level of predictability.

Rational Focal Point software provides deep analytical, collaborative and measurement capabilities to help ensure that investments result in value-driven outcomes with reduced risk and less overall cost. Whether you need to deliver enterprise product, project or application portfolio management, Rational Focal Point software helps you optimize the business value of your investments.

**Aligning with your EA strategy**

Rational Focal Point software integrates with IBM Rational System Architect® software, allowing you to analyze and prioritize your EA initiatives. Through product integration, you can solicit stakeholder feedback to ensure that your EA plans align with current business priorities. As a result, you can select projects and applications that balance the short- and long-term goals of the business and adjust your plans as goals and conditions change. Understanding the benefits of each application and element along with the



associated maintenance and operations costs is a critical tie between the past and the future. By measuring the business value, cost and risk of assets, you can make more-informed decisions about where you need to allocate hardware, software and human resources and create a roadmap that allows you to transition to your desired future state, minimizing the effect of change.

### **Why IBM?**

By helping you evaluate opportunities using objective information, Rational Focal Point software can help you make decisions that deliver greater value to your customers and to your business.

Plus, IBM has the proven expertise to help you transform your portfolio, bringing it into alignment with your business objectives. IBM also provides best practices for product, project and application portfolio management, helping you to get the most business value out of your portfolio.

### **For more information**

To learn more about how IBM can help you align your investments with your business priorities, contact your IBM representative or IBM Business Partner, or visit:

[ibm.com/software/rational/offerings/ppm/portfolio.html](http://ibm.com/software/rational/offerings/ppm/portfolio.html)

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