

Innovate2011

The Premier Software and Product Delivery Event



Software-driven Innovation

Kristof Kloeckner
General Manager
IBM Software, Rational



Innovation is Increasingly Delivered Through Software



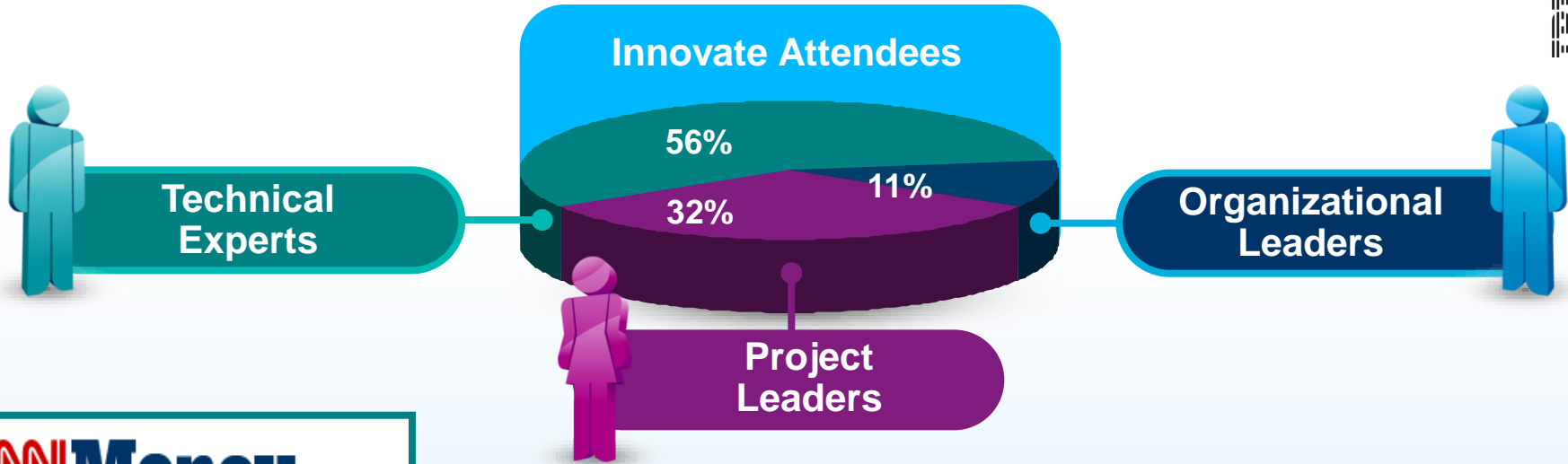
Mobile banking will be the most widely used banking channel by 2020



Robotic surgery has decreased the mortality rate of bypass surgery by more than sixfold

Software and Systems Delivery

One of the world's most important and vibrant professions



CNNMoney.com
A Service of CNN, Fortune & Money

- 1. Systems Engineer (2008)
- 1. Software Architect (2010)

Innovate2011

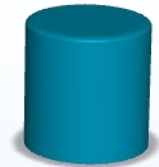
 **Software. Everywhere.**

Software is the Source of Competitive Advantage



**Nationwide
is delivering
innovative
services in**

1 / 3



**the time
and cost**



Innovate2011



Software. Everyware.

Software is the Source of Competitive Advantage



**GM reduced
time to market,
delivering the
Volt in only**

29 months



Integrate

Collaborate

Optimize

Innovate2011



Software. Everywhere.



Foundational Practices for Software-driven Innovation



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

IBM Software Group's Agile Transformation



Software and systems delivery

Integrate

- Common architectures
- Outside in design
- Process and tools
- Reuse
- Componentization

Collaborate

- Open, common platform
- Whole team shared objectives
- Vibrant communities of subject matter experts

Optimize

- Economic governance
- Measured improvement (revenue / headcount)
- More efficient operations
- New product investment

Innovate2011



Software. Everywhere.

Results from IBM's *agility@scale* Transformation

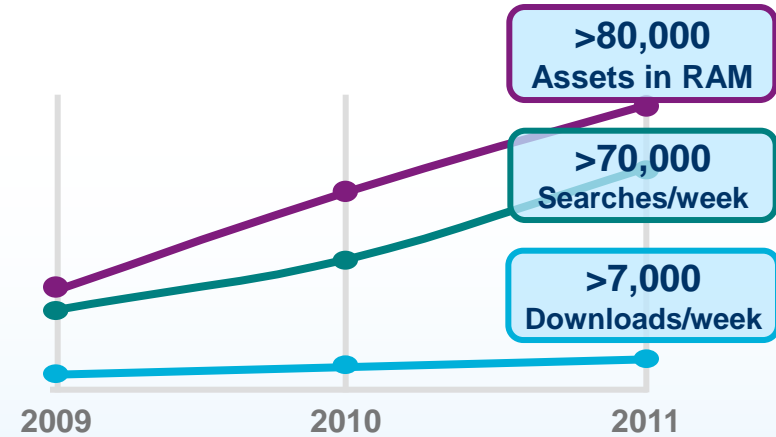


Revenue per Headcount



Growth in Asset Reuse

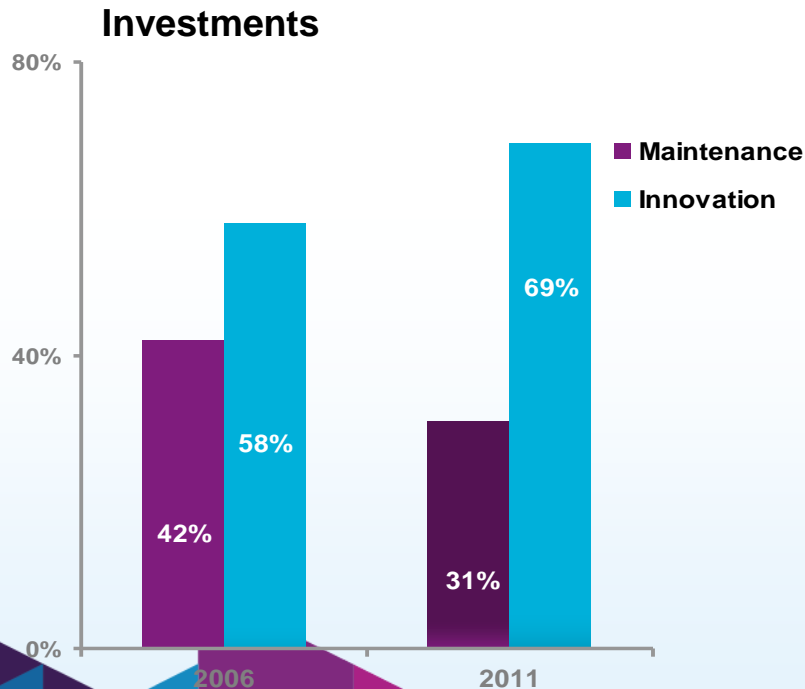
Year-to-year Growth



**Reduced scrap and rework by 4.5% and avoided \$300M
in maintenance costs**

Innovate2011

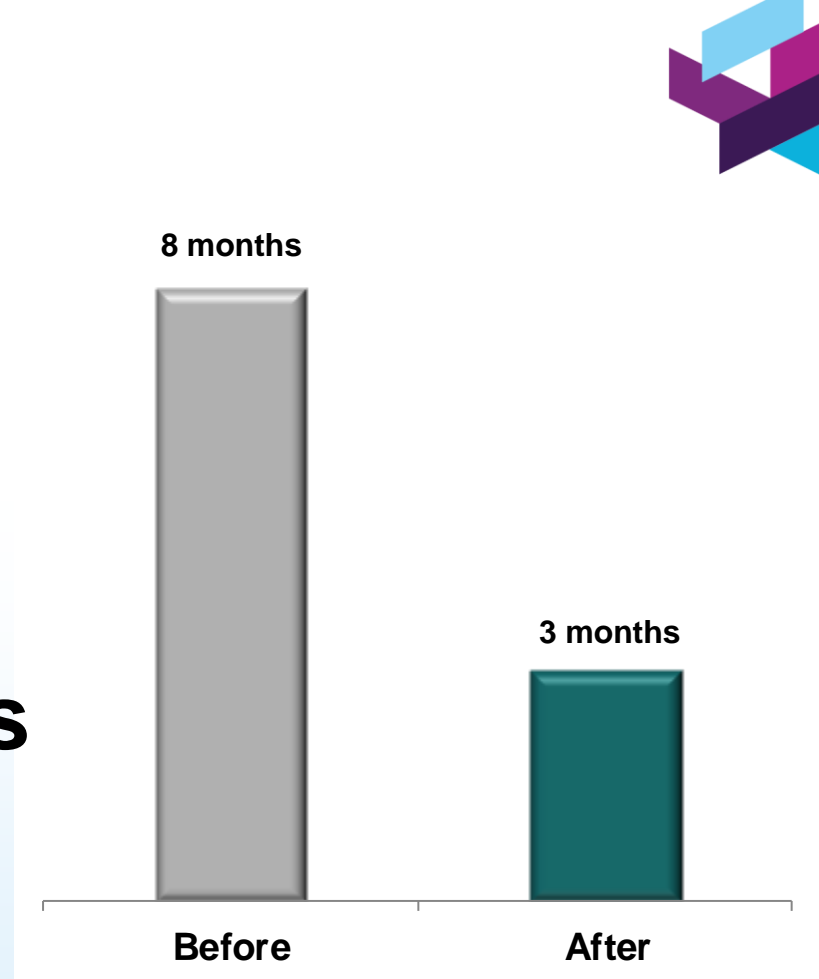
Rational Transformation: Improved Efficiency Means More Innovation



Efficiency Measures	2006	2011
On time delivery	47%	95%
Defect backlog in months	>9	2.7
Beta defects fixed before GA	3%	95%
Agile / iterative projects	5%	85%

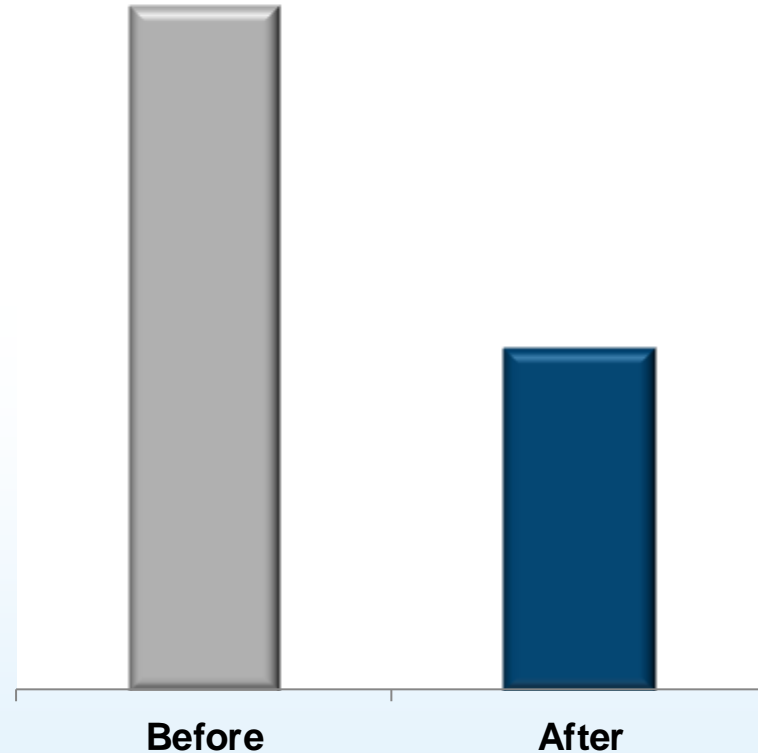
Innovate2011

Cut delivery
cycles by **5** months



Danske Bank

Cut
time-to-market
by more than
50%

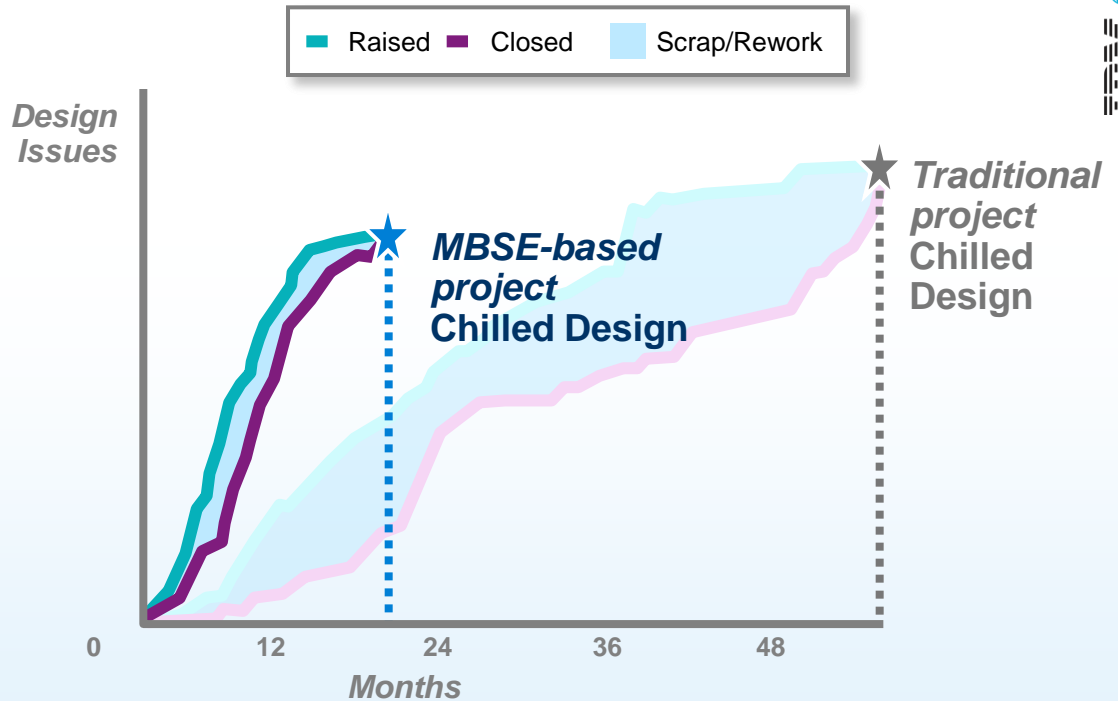


Innovate2011

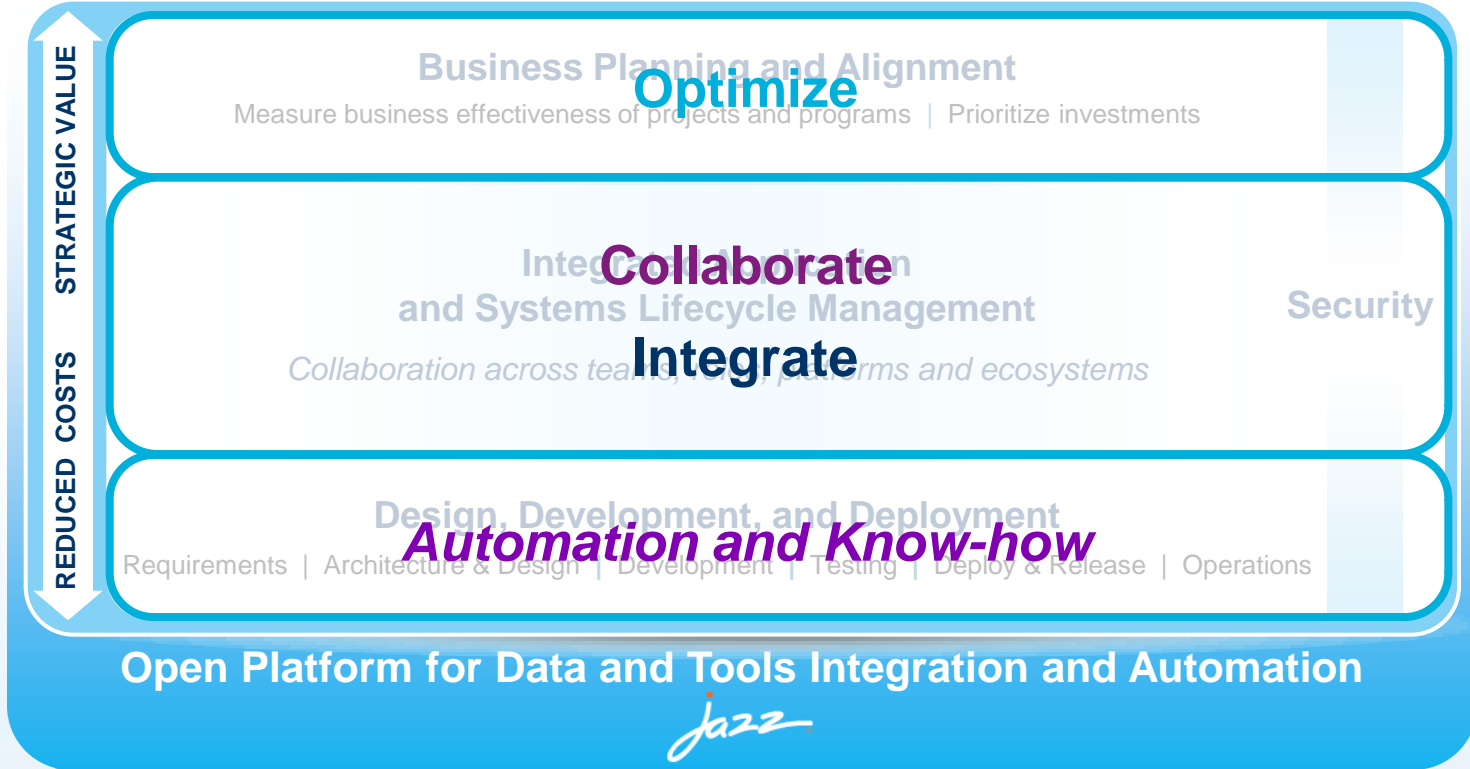
 Software. Everyware.



Significant improvement in cycle times



Our Capabilities to Help You Achieve Breakthrough Benefits



Innovate2011

Leveraging the Power of Jazz and OSLC



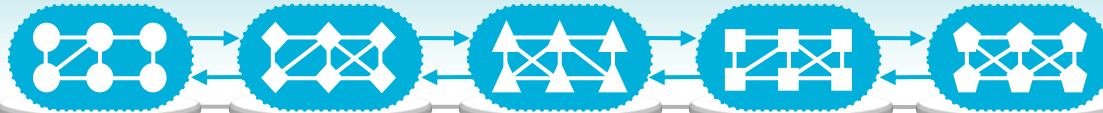
COMMUNITY
Transparent collaboration and exchange of ideas



PRODUCTS
Application lifecycle tools that leverage the Jazz platform



PLATFORM
*Open Services for Lifecycle Collaboration
and
Integration Services*



Application frameworks and toolkits

Innovate2011



Software. Everywhere.

IBM is Announcing Today...

NEW

**Collaborative
Design
Management**

ENHANCED

**Solution for
Collaborative
Lifecycle
Management**

ENHANCED

**Solution for
Software
and Systems
Engineering**

ENHANCED

**Collaborative
Development
& Operations**



*Open Services for Lifecycle Collaboration
and
Integration Services*

JazzHub



**Rational
Community at
developerWorks**

Innovate2011



Software. Everywhere.



Leverage Innovate 2011



Network with your colleagues

- Client Connections and Client Lounge (Europe 2)
- Birds of a Feather Sessions
- Exhibit Hall and Solution Center!
- Agility Center, Social Media Corner, Innovation Labs, A Walk in the Clouds, Jazz Interoperability Center, EM and SOA Sandbox

Experts

- Over 150 client speakers – all experts in their domains!
- Over 300 IBM experts and practice leaders
- Over 60 Business Partner experts

Track sessions

- Focus areas: Agile, Cloud, Jazz Platform and OSLC, Power and System z, SOA, Application Lifecycle Management, Systems Engineering, Application Security

Innovate2011



Software. Everywhere.



Software. Everywhere.

Innovate**2011**



Software. Everywhere.



www.ibm.com/software/rational

© Copyright IBM Corporation 2011. 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.

ryware.