



IBM Software

# Innovate2012

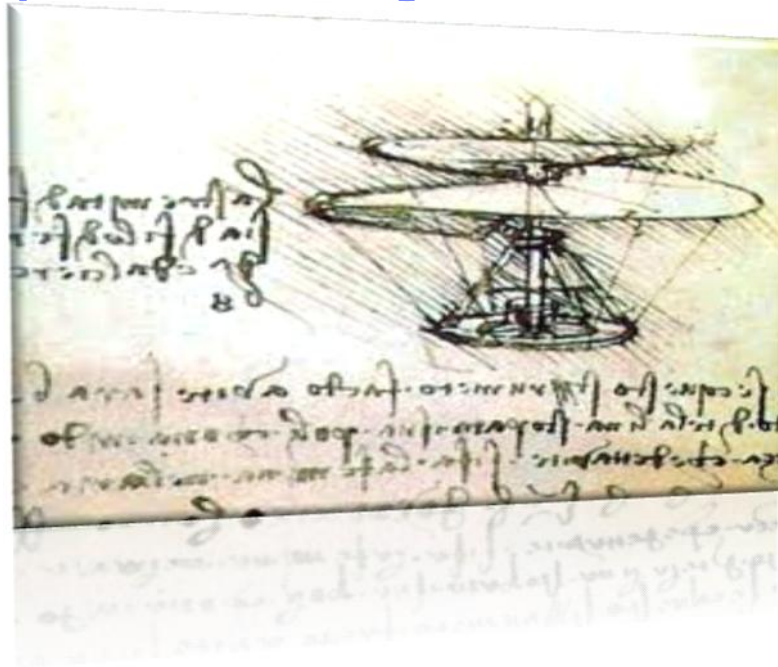
The Premier Event for Software and Systems Innovation

Roma, 11 ottobre 2012



**Neeraj Chandra**  
Accelerate delivery to  
optimize business  
outcomes

Italy has rich heritage of Innovation... and continues to maintain it



Value creation in every industry is driven by software

*Software innovation is becoming synonymous with business innovation*



## Software-driven Mobile Banking

- Most widely used banking channel by 2020, if not sooner

## New Surgical Robotic System

- Powered by 1.4 million lines of code
- 3-6 weeks mitral valve procedure recoveries compared to 3-6 months
- Less invasive, breastbone stays intact

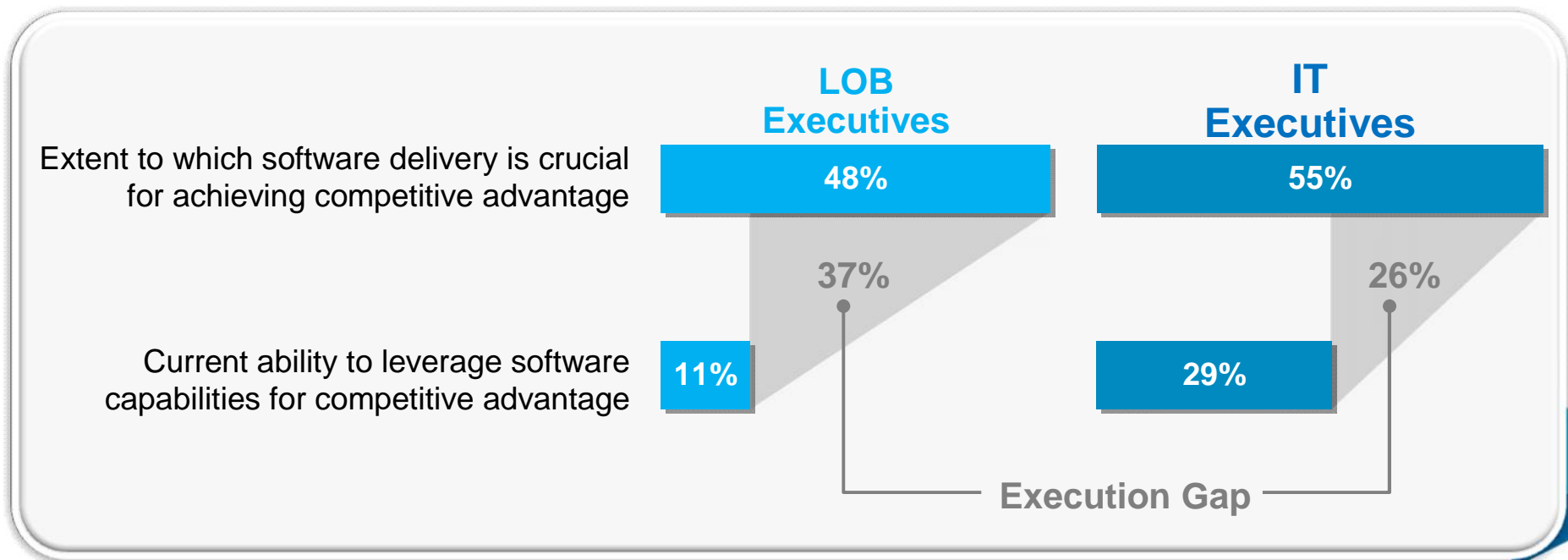
The world we live in is exciting for developers!

- **EVERYTHING** is becoming app-like
- **EVERYONE** can be a developer
- **ANYONE** can access information
- Transactions can happen **EVERYWHERE** and **ANYTIME**



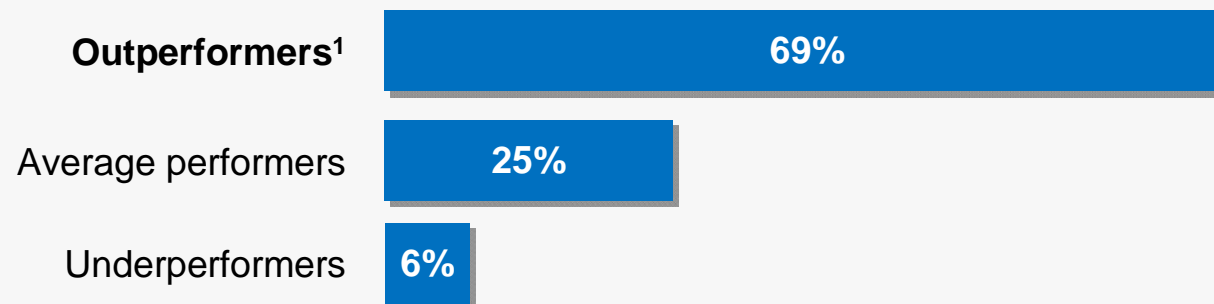
***Accelerate delivery or become irrelevant!***

Software delivery is crucial to competitive advantage...  
*Yet the ability to execute remains limited*



...however, those who can are much more likely to outperform their peers

## Of those companies that leverage software delivery for competitive advantage



<sup>1</sup>Outperformance is based on self-rating of the organization's performance relative to their peers based on profitability

Source: *Leveraging Software Delivery for Competitive Advantage 2012 Global Study*, IBM Institute for Business Value

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Accelerated delivery demands a quid pro quo

## Engineering Practitioners

- Design, create, test
- Reuse knowledge, best practices
- Address uncertain things first
- Be adaptive to change

Embrace Measurement



**The Speed  
Of Trust**

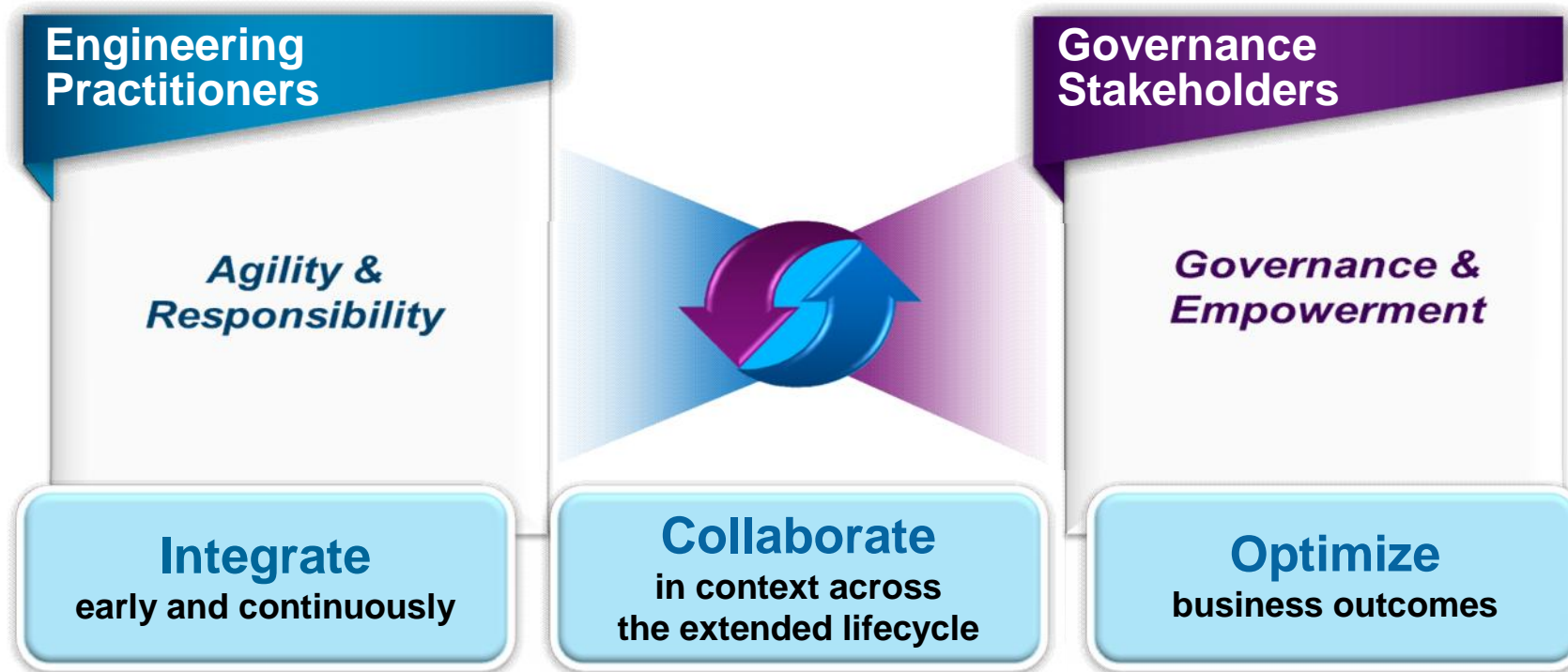
## Governance Stakeholders

- Achieve predictable outcomes
- Manage risk
- Ensure compliance
- Improve software economics
- Visibility and transparency

Enable Agility

Agility with Governance

Succeeding in the new development reality



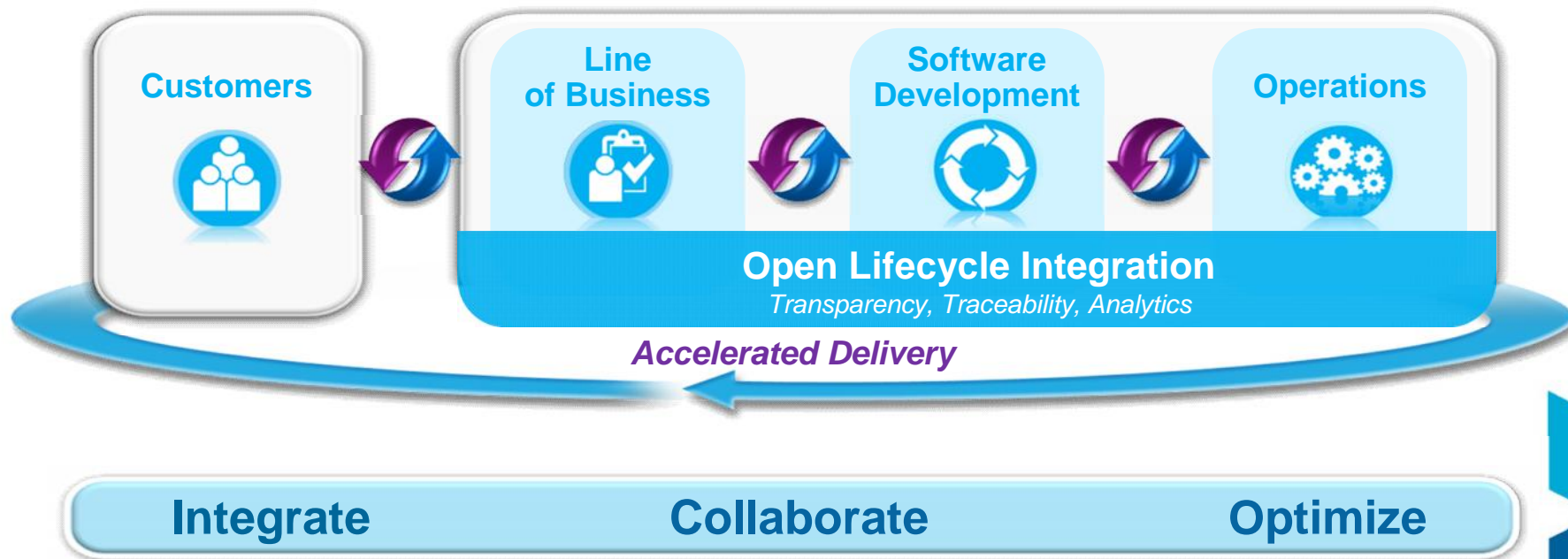


## Inhibitors to accelerated delivery for IT organizations



- INHIBITORS**
- 1 Slow feedback between Customers *and* Line of Business
  - 2 Ineffective iteration between Line of Business *and* Development
  - 3 Inefficient linkage between Development *and* Operations

## Accelerated delivery for IT organizations



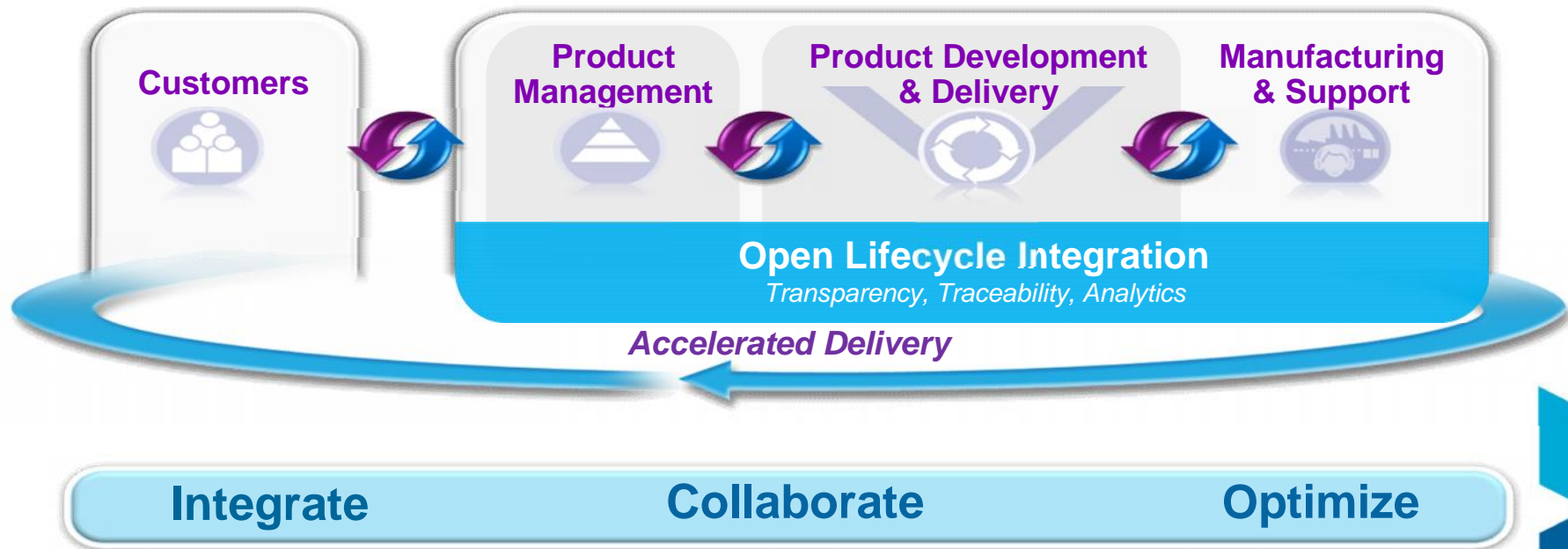
## Inhibitors to accelerated delivery for product & systems organizations



### INHIBITORS

- 1 Poor end-to-end customer requirements visibility
- 2 Diverse perspectives among engineering disciplines
- 3 Complex network of stakeholders and actors

Accelerated delivery for product and systems organizations



Attaining accelerated delivery **NOW**

## High impact client initiatives for IT organizations

- Elaborate user experience earlier in lifecycle
- Link requirements management to test
- Make integration, test and deployment continuous
- Scale agile to enterprise with governance and metrics

Agility with Governance



Attaining accelerated delivery **NOW**

## High impact client initiatives for product and systems organizations

- Implement cross-discipline systems engineering
- Implement model-based systems engineering
- Integrate tools and data for lifecycle traceability

Agility with Governance



## Accelerated delivery produces robust business outcomes



**30 – 35%**

production  
increase

*with no  
additional staff*



**77%**

quality issue  
reduction

*by leveraging  
agile testing*



**100%**

on-time  
deliveries

*with 25% increase  
in team satisfaction*



**40%**

reduced  
time-to-market

*for signaling  
systems products*

## Agility with Governance

## New capabilities from IBM to enable agility with governance



## Next steps

- Act now to transform your software and systems delivery
- Benefit from our experience
- Round Table between
  - Italian Universities and ETC project
  - Companies
  - IBM Rational





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