

# Achieving Greater Value From Your Investments in Software Delivery

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IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**

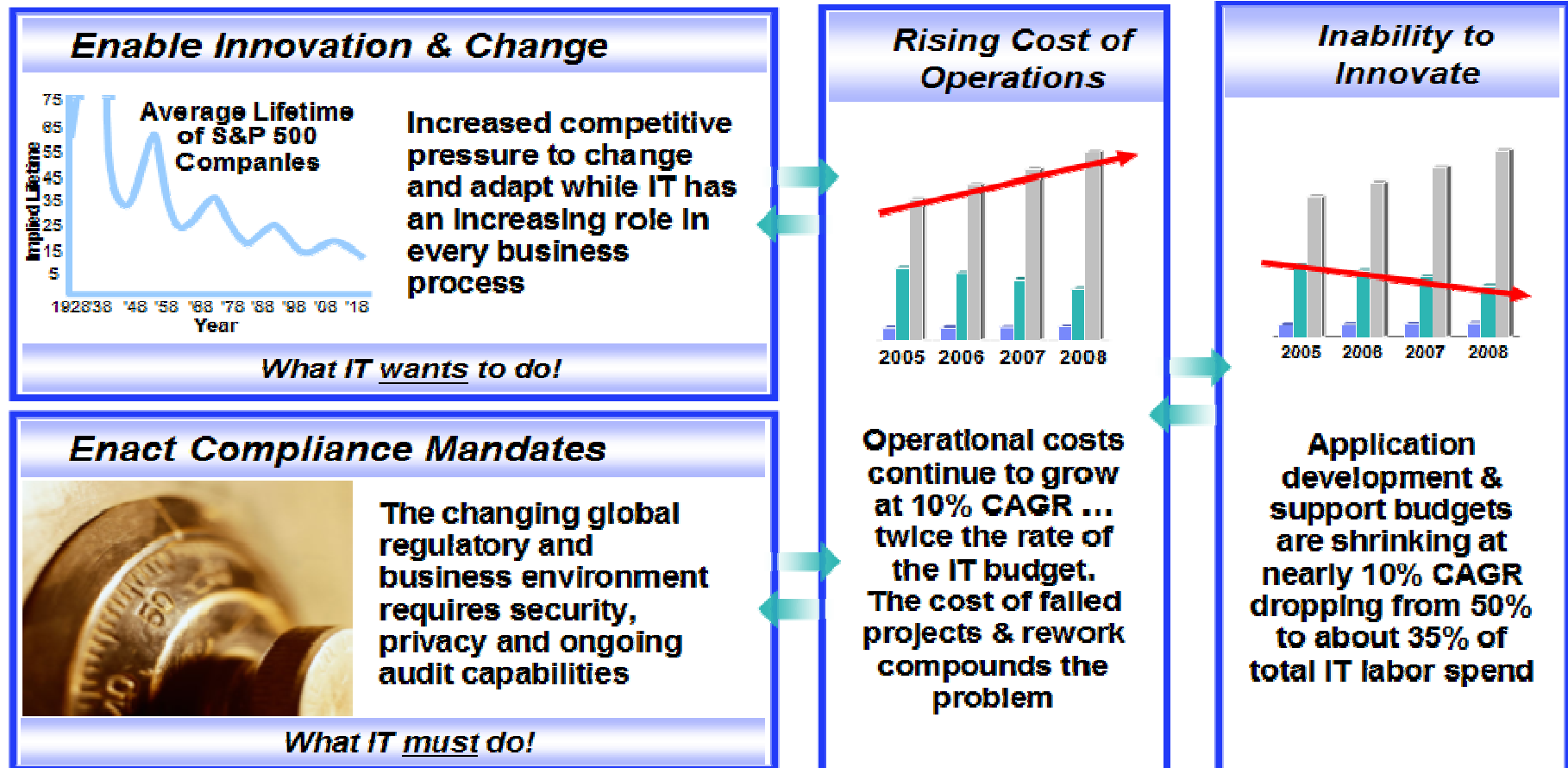


**IBM**

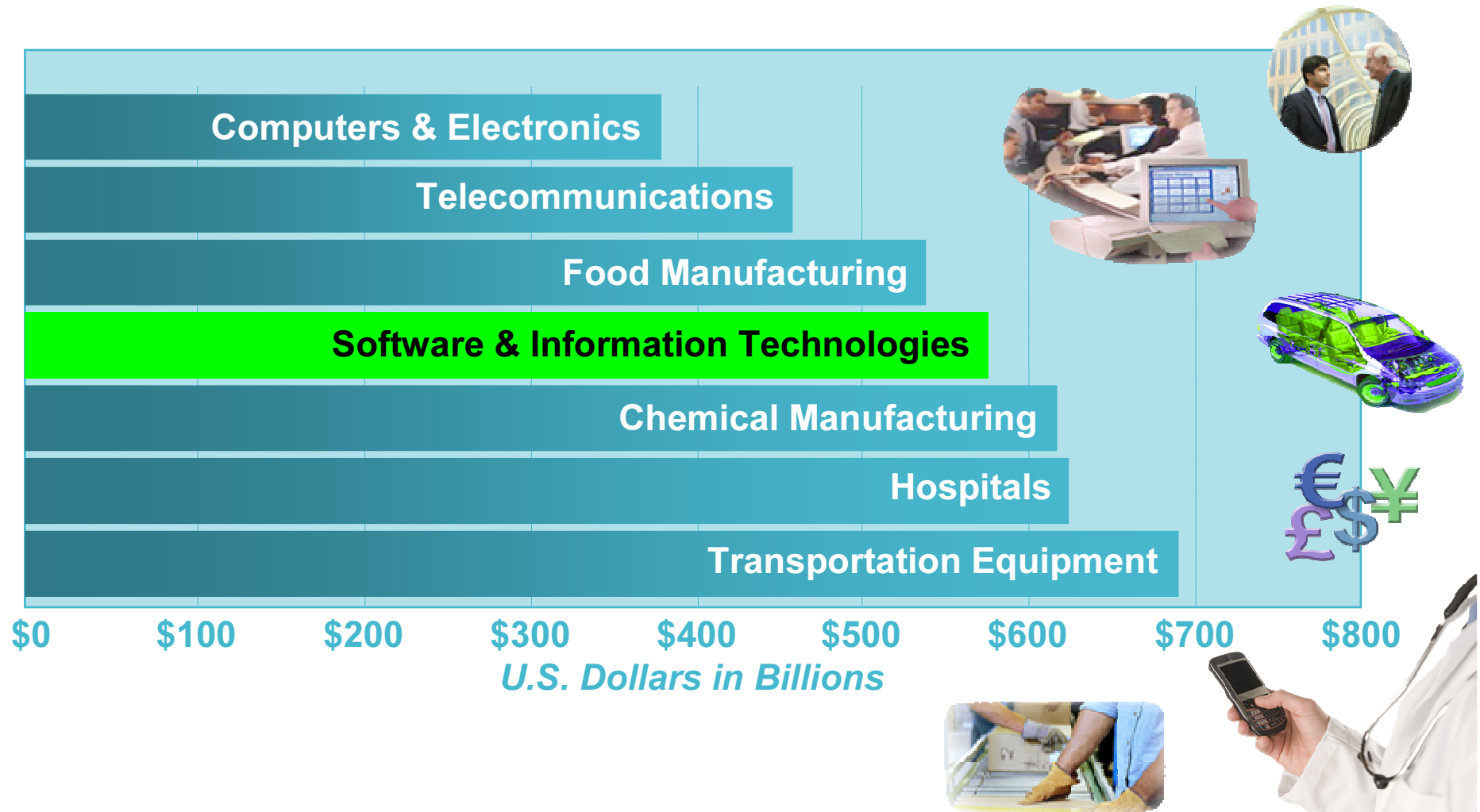
**Rational.** software

# The Business Landscape Facing Business Leaders

*The need to innovate with less*



# Software as a Strategic Business Asset



## An Intense focus on Business Outcome



Align *IT* and business goals while enabling greater business flexibility



Take holistic approaches to sourcing software – custom, packaged, in-house



Manage value & mitigate risks/costs by improving global project management



Ensure internal & external compliance in a changing global environment

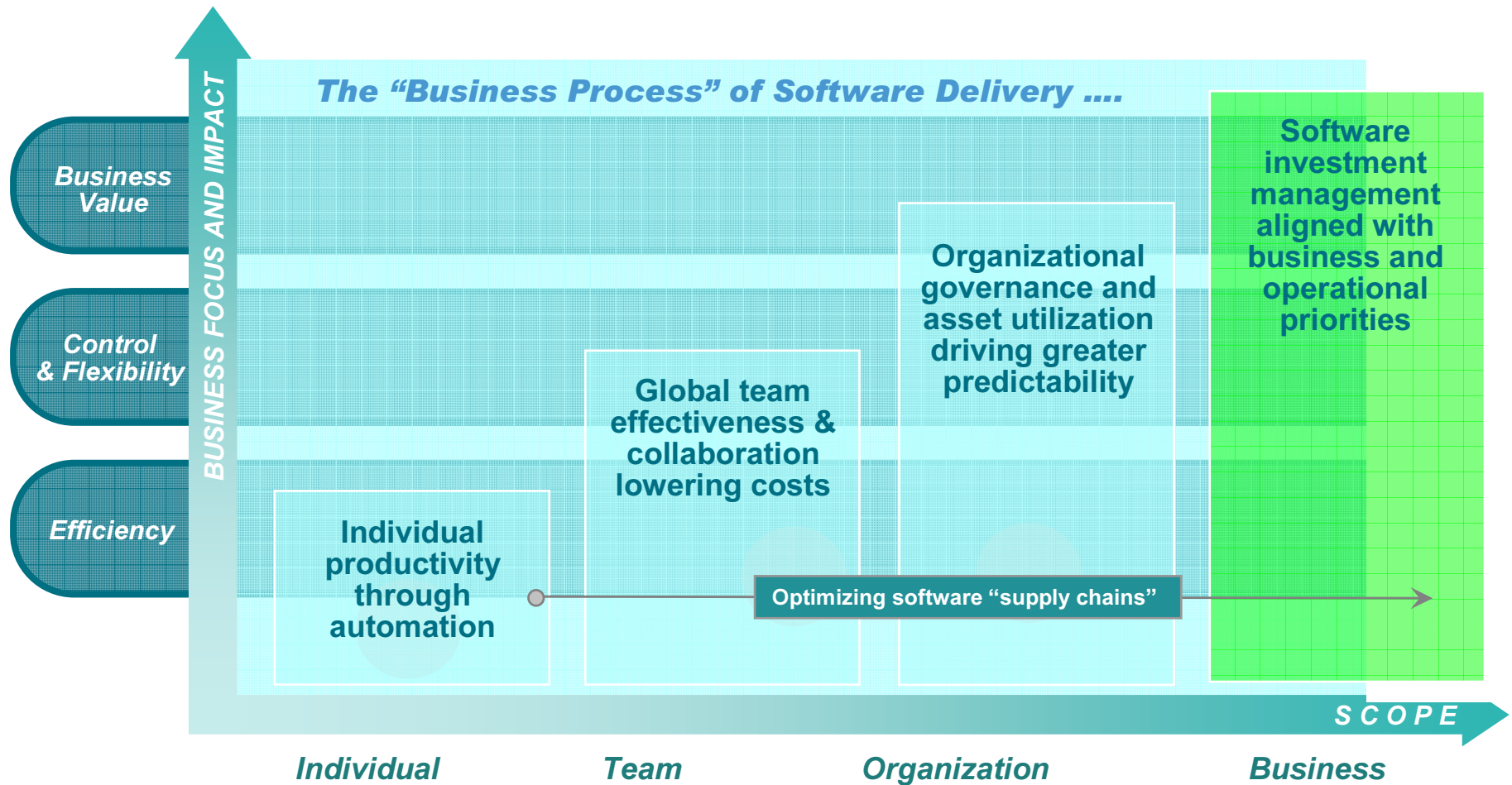


Improved global governance to optimize investments in software

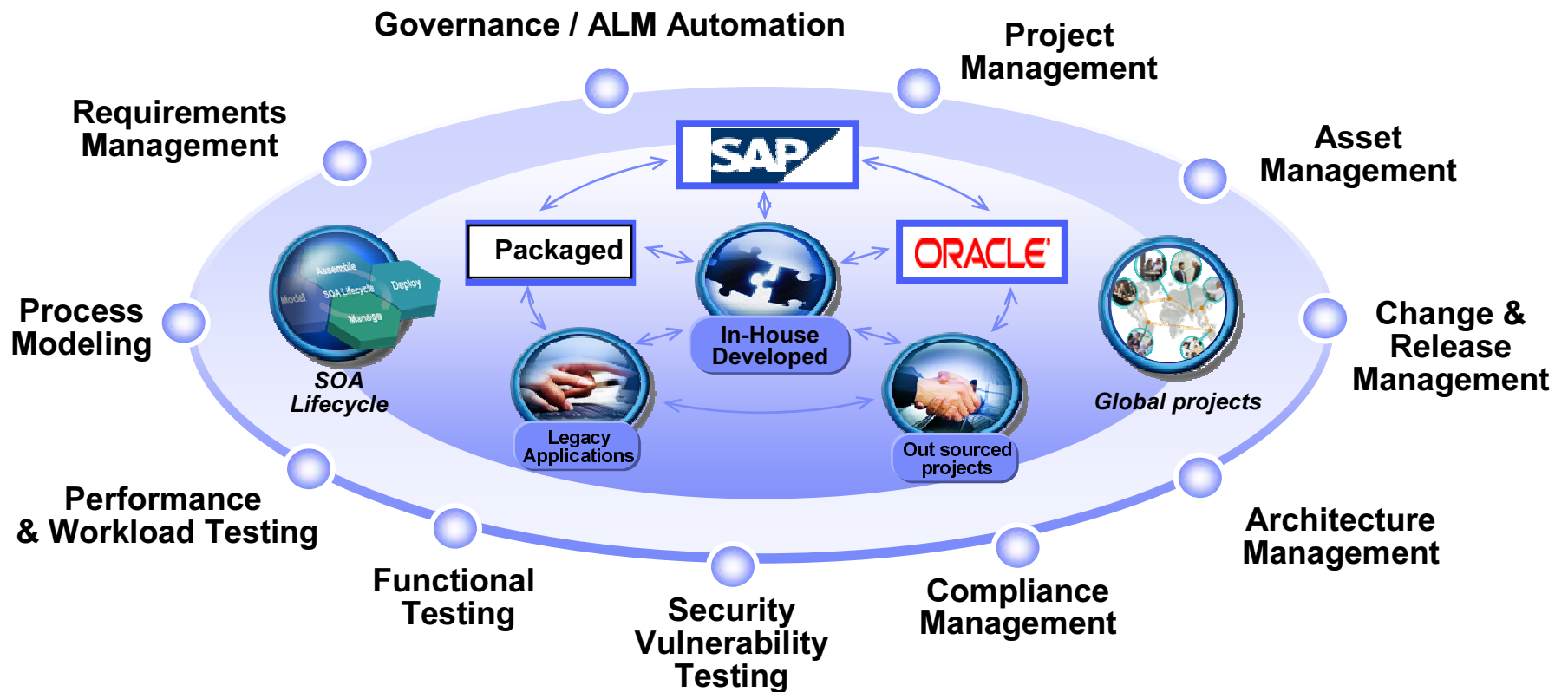




# A Maturing Approach to Effective Software Delivery



Focused on an integrated approach to managing purchased, outsourced & In-house built software



*A consistent, integrated Application Lifecycle Management capability spanning heterogeneous application environments*

## The defining challenge in optimizing value in software delivery



*“Only **34%** of software projects are deemed successful costing over \$300B annually”*



*“Only **37%** are satisfied with the speed of software development”*



*“Only **42%** of users are satisfied with quality”*



*“**50%** of outsourced projects are expected to under perform”*

**Silos of people,  
process, and projects**

### Geographic Barriers

- Poor communication
- Language, culture, time
- Process gaps resulting in rework
- High degree of friction

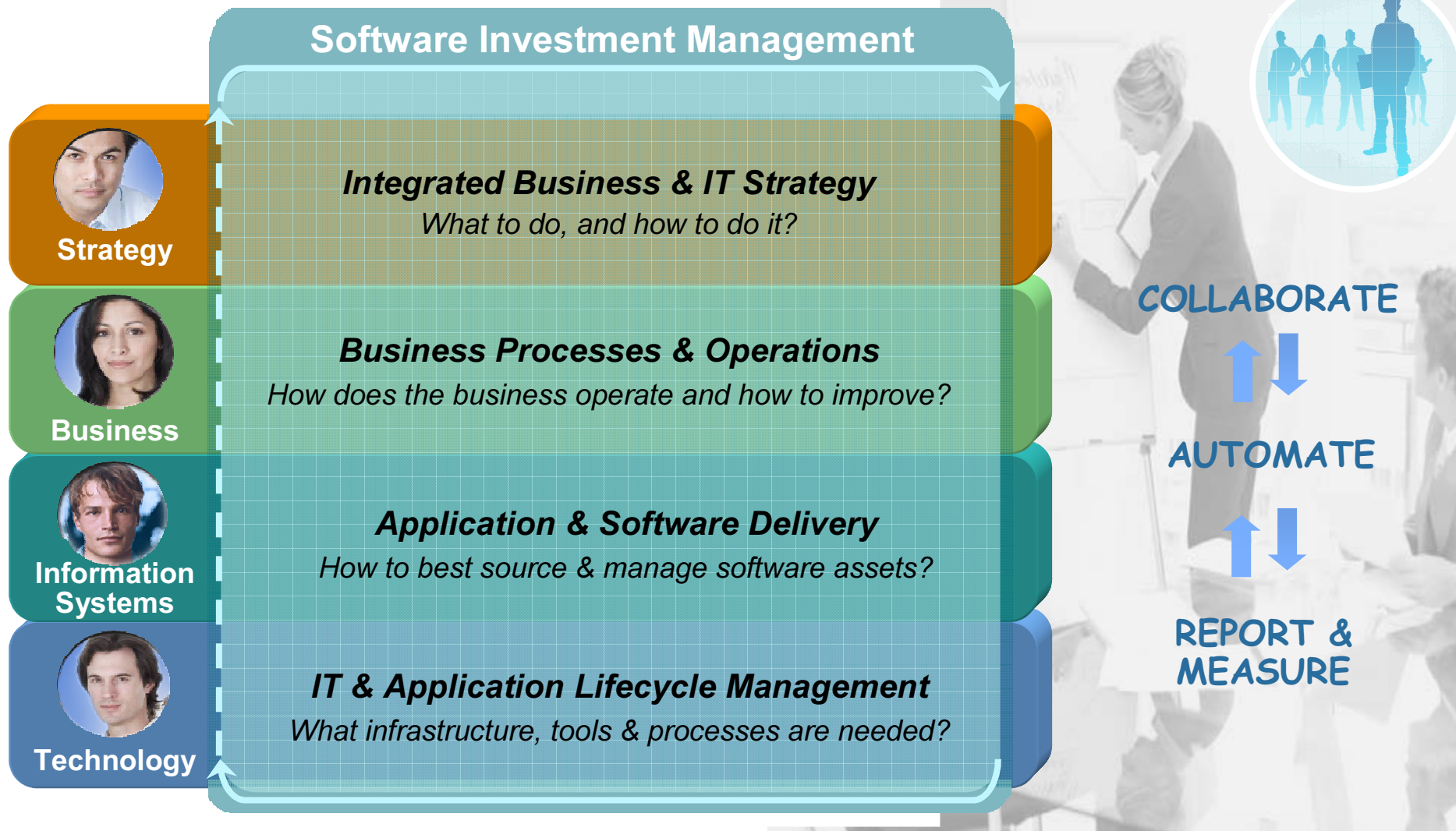
### Organizational Barriers

- Lack of meaningful collaboration
- Weak project governance
- Lack of domain expertise
- Poor LOB oversight
- Security of IP when outsourcing

### Infrastructure Barriers

- Incompatible tools / repositories
- Unreliable access artifacts
- Lengthy on-boarding
- Inflexible tooling integration

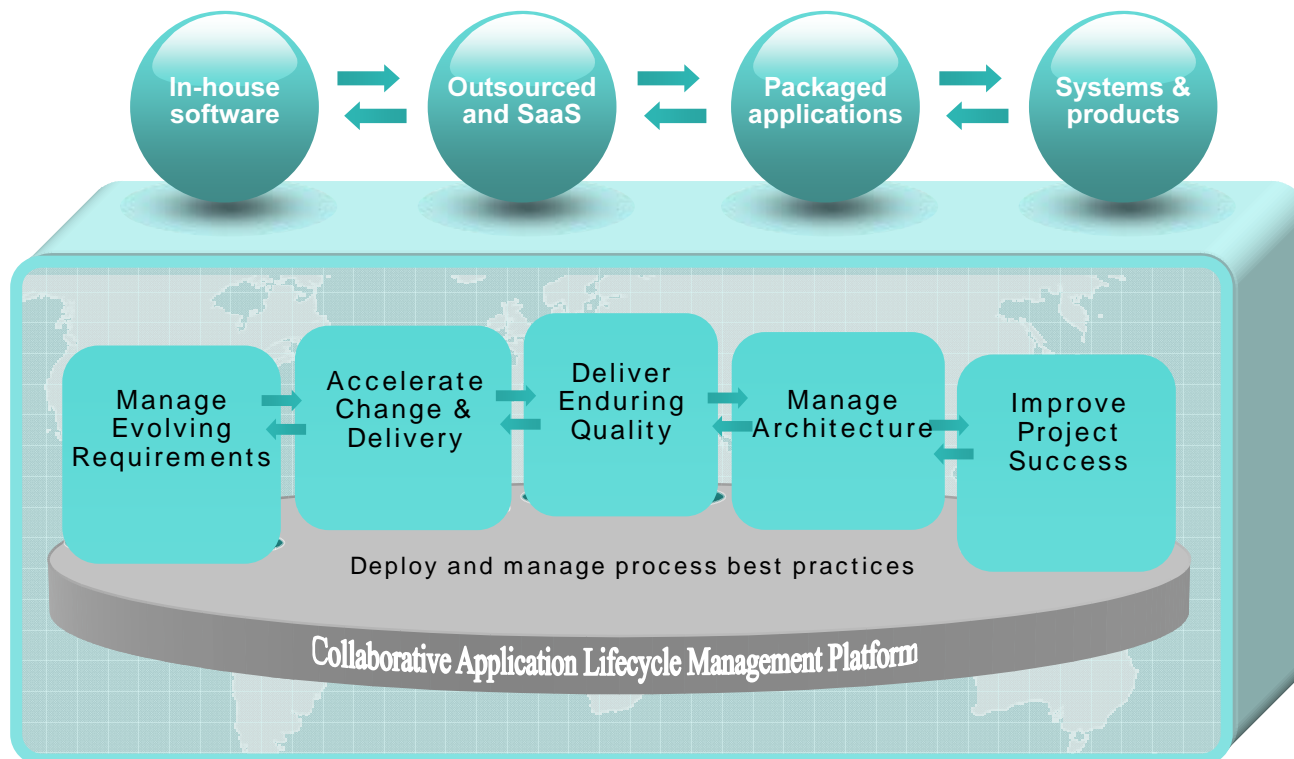
# Empowering organizational and individual collaboration



# IBM Rational Software

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*Solutions to assist customers in achieving greater value and performance from their investments in software*

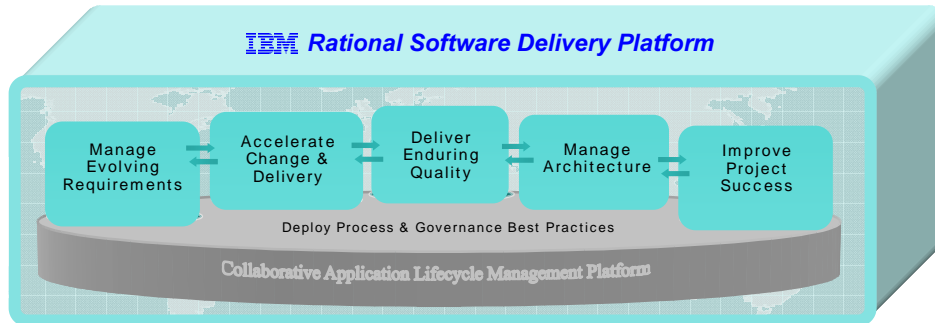


- *Enterprise transformation and modernization*
- *Organizational governance and best practices*
- *Skill and community development*
- *Implementation services*

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# Enabling product innovation & differentiation in PLM



Integrate and extend leveraging



MANAGE COMPLEXITY IN  
GLOBAL SYSTEMS AND  
SOFTWARE DEVELOPMENT



Aerospace  
and defense

High-rigor  
electronics

Automotive

Telecom

Focused on delivering enterprise lifecycle management solutions to customers who create **manufactured products** involving a combination of electronic, mechanical and software and/or complex **systems design**



## The Business Value Connection



# One Example: limiting the business risk and cost of conducting business on the web



**\$25/defect**

During the coding phase

**\$100/defect**

During the build phase

**\$450/defect**

During the QA/Testing phase

**\$16,000/defect**

Once released as a product

As an industry, we are responsible for ensuring that security and compliance measures are **built in** not **bolted on** after the software code has been already written.

## Summary: Increasing Accountability of Software

- Software is becoming a **strategic** business asset
- Ultimately, great software that is on time and under budget means nothing without the right **business outcomes**
- **Outcomes are measured** in dollars, in customer retention, business differentiation and in market share
- The **ideal organization** ensures software delivery is directly tied to business ever-evolving need



*You're all working hard,  
but are you working on the right stuff?*



Rational. software

# The Rational 2.0 Roadmap – Powered by Jazz

**Jamie Thomas**  
*Vice President, Development  
and Customer Support  
IBM Rational Software*

IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**



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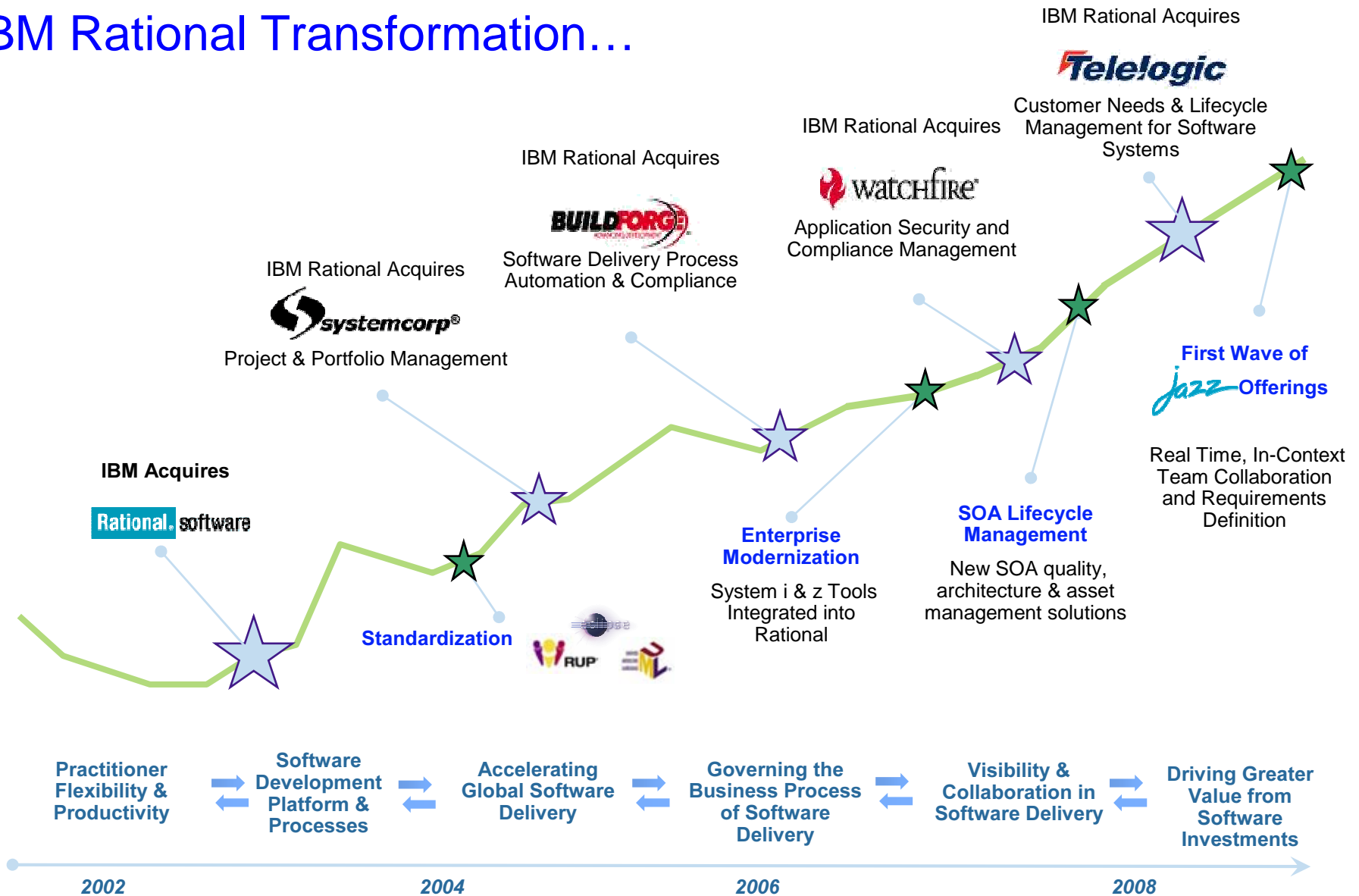


## Innovation today will require a significant investment in software

- For businesses and institutions everywhere, there have never been so many ***new possibilities*** at our disposal
- Imagine the amount of software necessary to:
  - Deliver a green world
  - Take advantage of information base explosion
  - Communicate with a trillion devices
- We are moving to a new generation of intelligent software and systems
- To accelerate innovation and take advantage of these new possibilities, clients must get better at ***managing effective software delivery***



# IBM Rational Transformation...



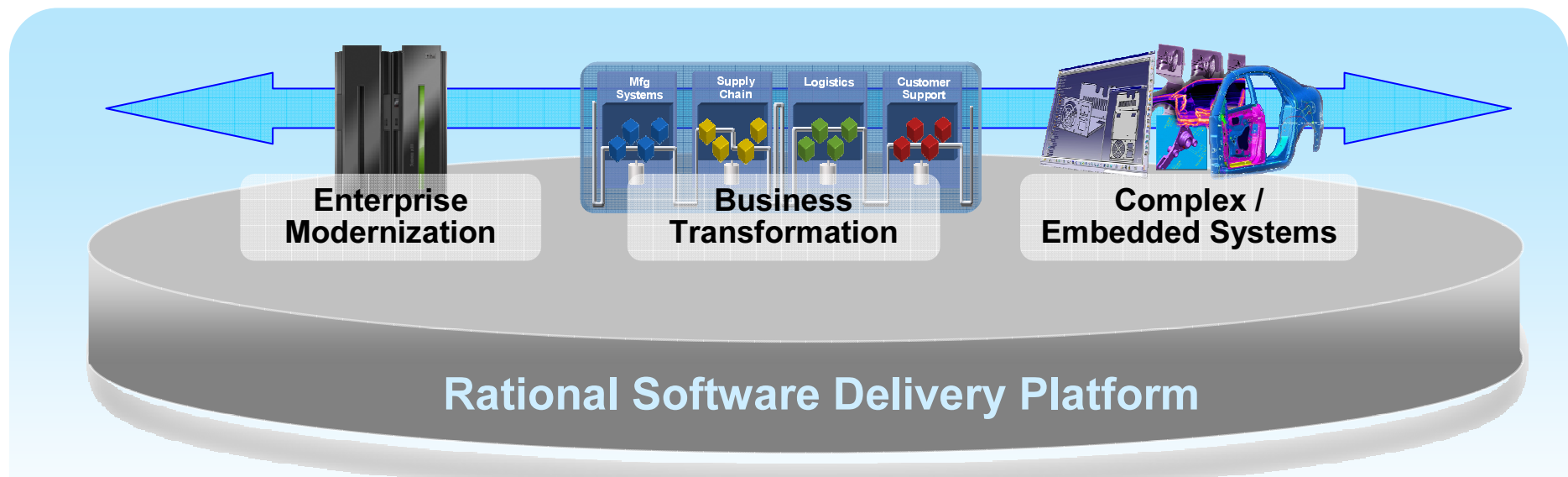


# Significantly increasing the value of a software development platform



# Rational strategy: Align and integrate systems and software delivery across the enterprise to drive greater business value

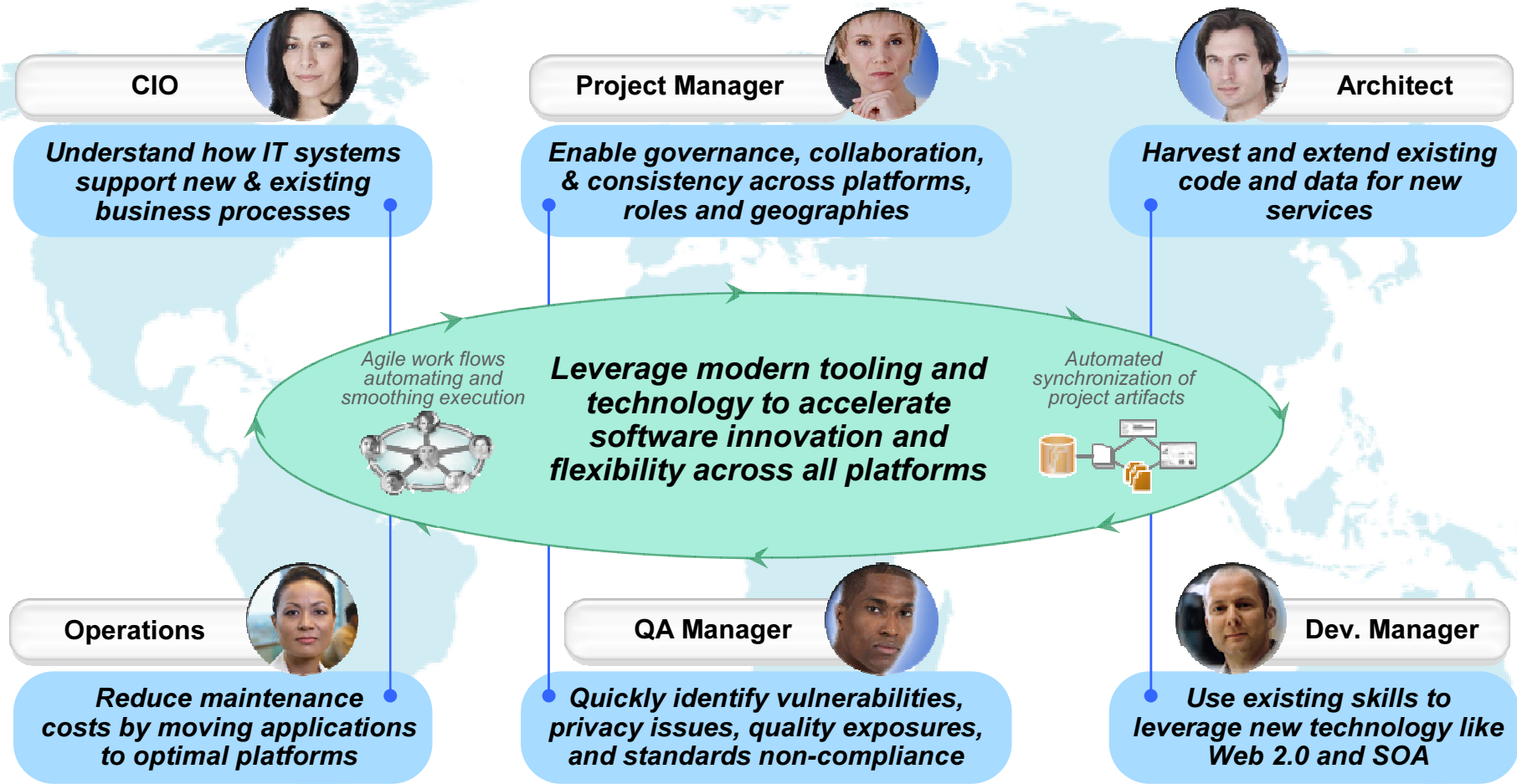
- In the enterprise (EM and IT)... software delivery is a *core business process* relied upon to drive down cost, improve customer interaction and perceived value, and provides a foundation to grow revenue
- In products and services (systems)... software delivery increasingly is the basis for driving *product differentiation and competitiveness*



*Each domain has unique characteristics, business models and value expectations*



# Needed: Solutions that eliminate barriers to innovation



## Envisioning a platform that can transform software delivery



- A major investment by IBM to create a **scalable, extensible team collaboration platform**
- IBM's vision of the **future of software delivery**  
– globally distributed, fluid and dynamic
- An **evolution of the Rational portfolio**, which will evolve to support Jazz technology over time
- **A community at Jazz.net**  
– where you can see Jazz-based products being built

## Announcement summary

*An array of new offerings transforming how people work together to achieve greater value and performance from globally distributed investments in software*

- **Enable real-time, contextual collaboration and visibility across integrated business, software and outsourced project teams**
- **Deliver higher quality applications and continuously lower risk by proactively adapting to evolving business and quality objectives**
- **Improve insight into business outcomes by automating, deploying, adapting and measuring proven best practices**



TEAM  
PRODUCTIVITY

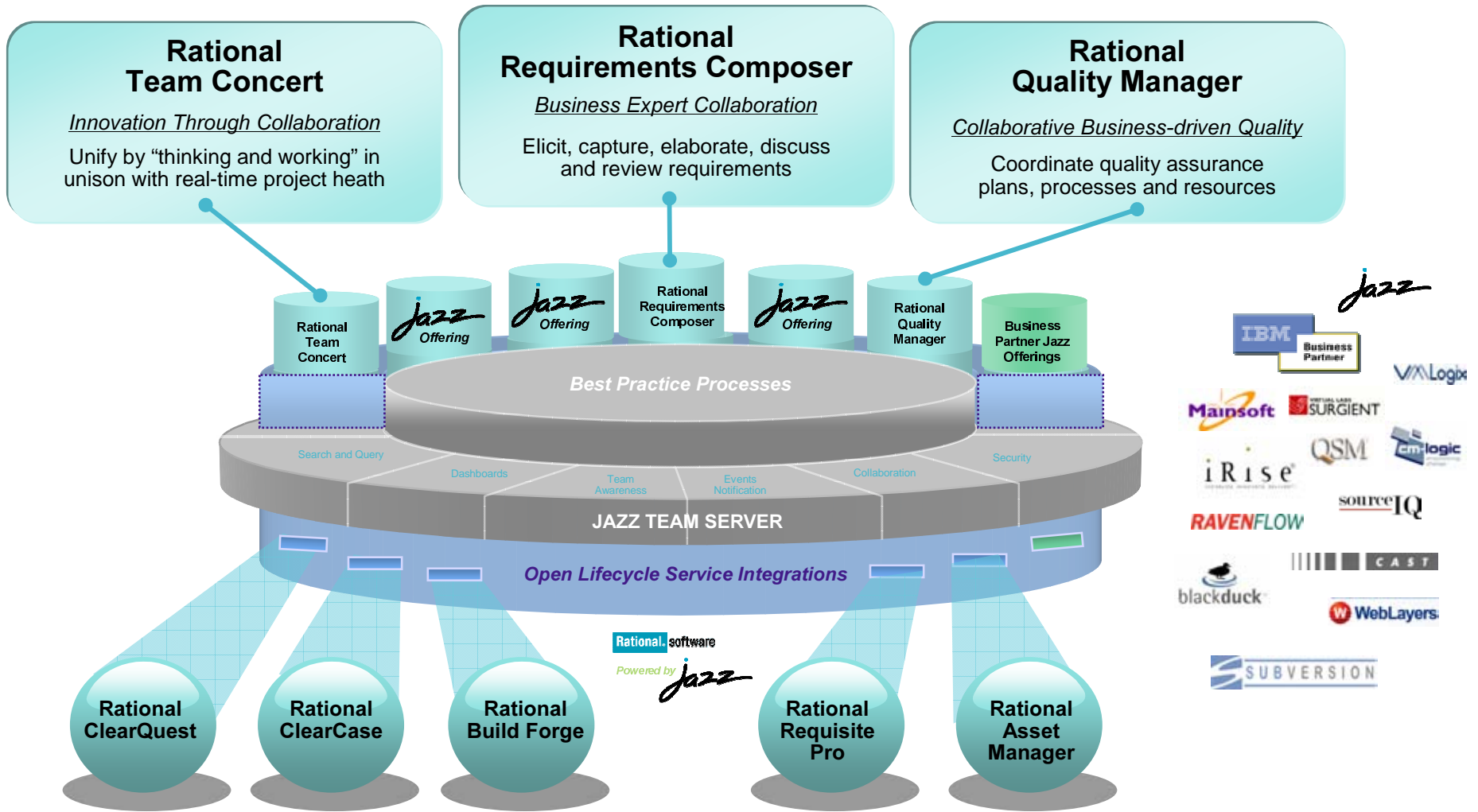
ENDURING  
QUALITY

ORGANIZATIONAL  
EFFECTIVENESS



*Made possible by the open, community-driven innovation of the Jazz Technology Platform*

# Introducing the first wave of new *Jazz* offerings

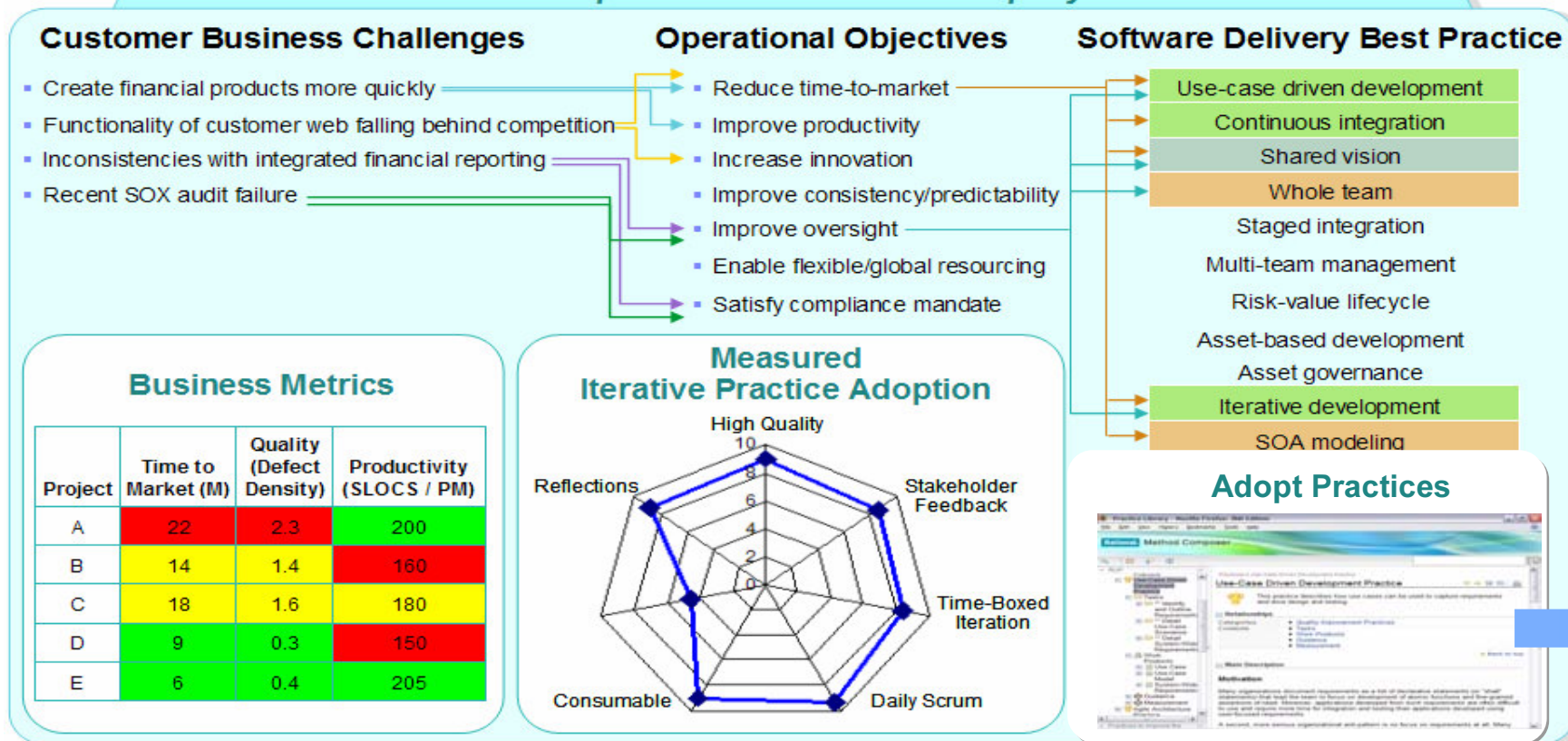




# Mapping business value to software delivery best practices

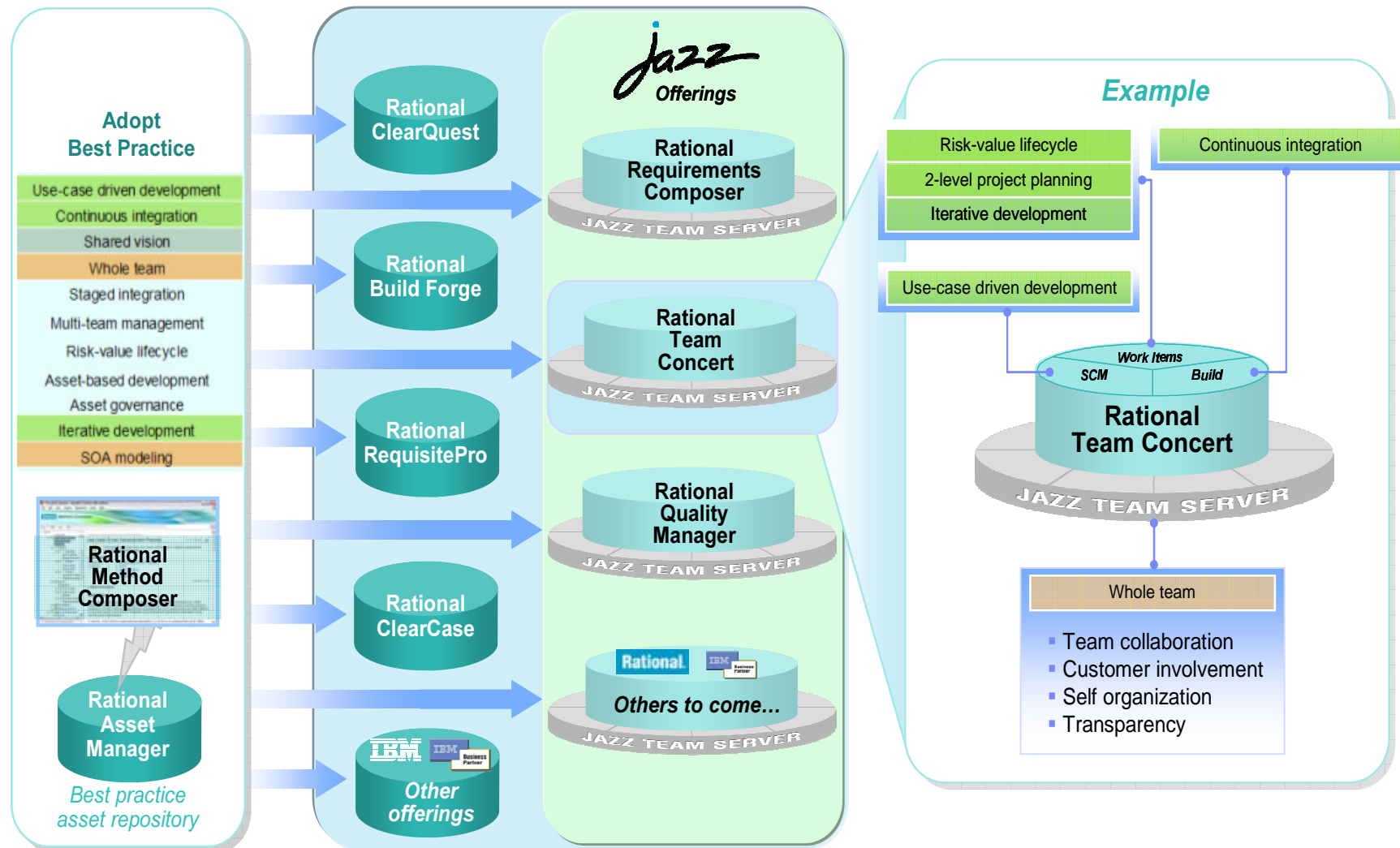
*Based on over a decade of IBM Rational implementation experience*

## Example: Financial Service Company



- Rational Measured Capability Framework: **Systematic approach to best practice adoption**
- Rational Health Assessment: **Benchmark against proven improvement roadmaps**
- Rational Self Checks: **Provide ongoing self assessment**

# Best practices provide customizable usage models for the Rational Software Delivery Platform



## IBM Rational Team Concert

*Software innovation through collaboration*

- **Real time, in-context team collaboration**
  - Make software development more automated, transparent and predictive
- **"Think and work in unison"**
  - Integrated source control, work item and build management
- **Assess real-time project health**
  - Capture data automatically and unobstrusively
- **Automate best practices**
  - Dynamic processes accelerate team workflow
  - Out-of-the-box or custom processes
- **Unify software teams**
  - Integrate a broad array of tools and clients
  - Extend the value of ClearQuest and ClearCase
  - Support for System z and System i servers (3Q)

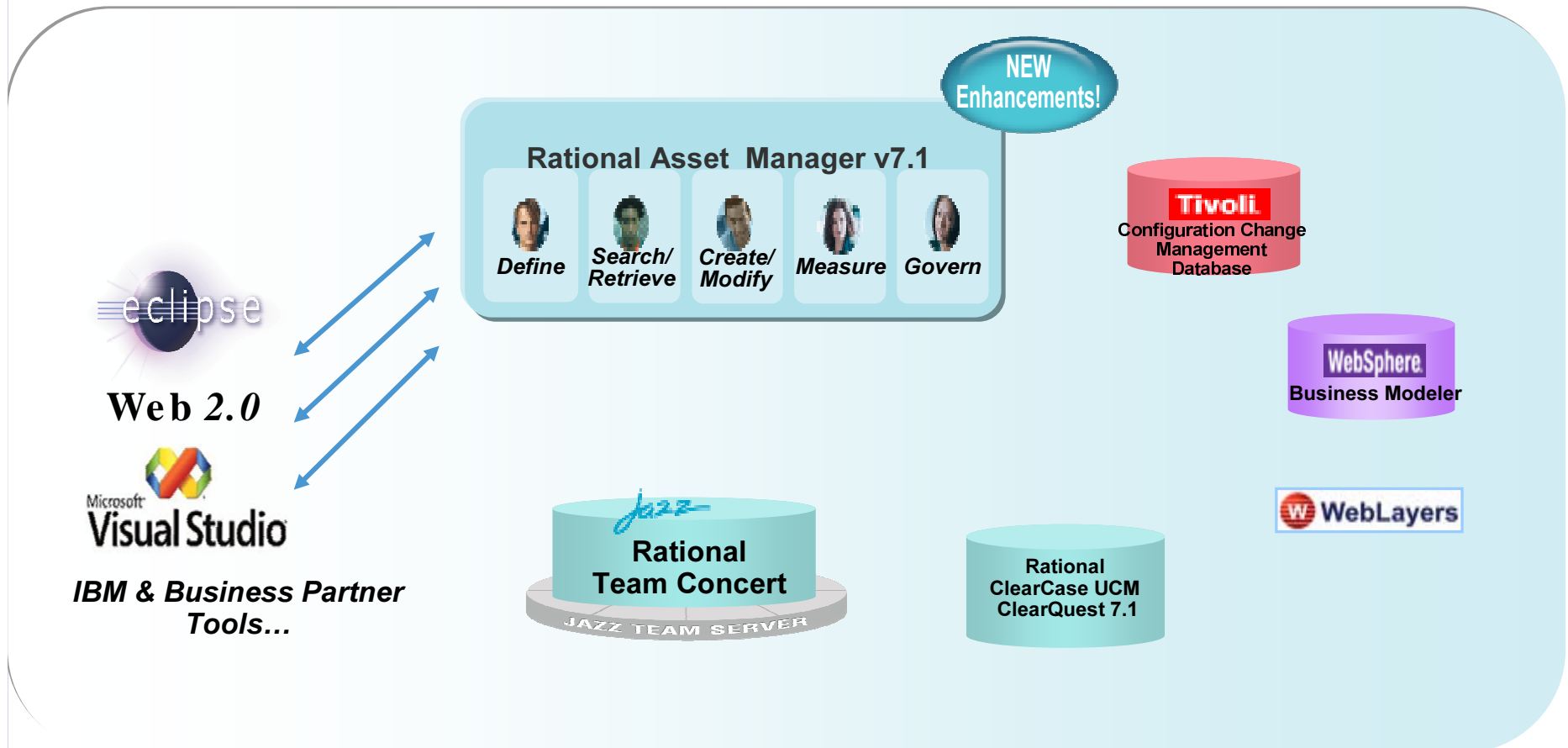


# Enhanced enterprise-class change and release management

*Achieving new levels of enterprise integration, scalability, security, performance and usability*



# Manage software asset usage and policies across the team



## IBM Rational Quality Manager

*Central hub for business-driven quality*

- **Collaborate across the test lifecycle**
  - 100% web access and Web 2.0 style interaction
  - Team interaction and visibility on progress
  - Dynamically prioritize and filter risk information – by role
  - Test traceability linked to business requirements
  
- **Govern with immediate access to quality metrics**
  - Customizable process based on Industry best practices ( MCIF )
  - Traceability and history across test assets maintained
  - Automated data gathering and pattern analysis
  
- **Automate labor-intensive test planning tasks**
  - Test Case prioritization to ensure maximum productivity
  - Manage and provision virtual and physical test lab assets
  
- **Use an open, extensible test platform**
  - Reuses existing, homegrown, and other vendor test assets
  - Embedded Manual Testing with data assist and asset reuse via keywords

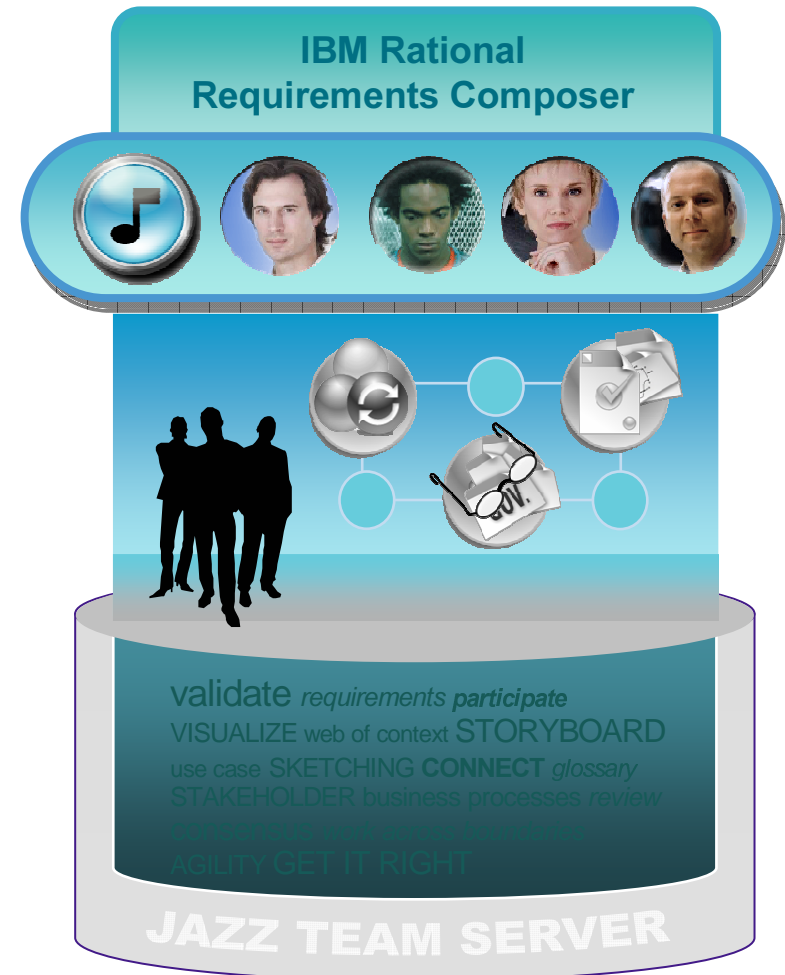




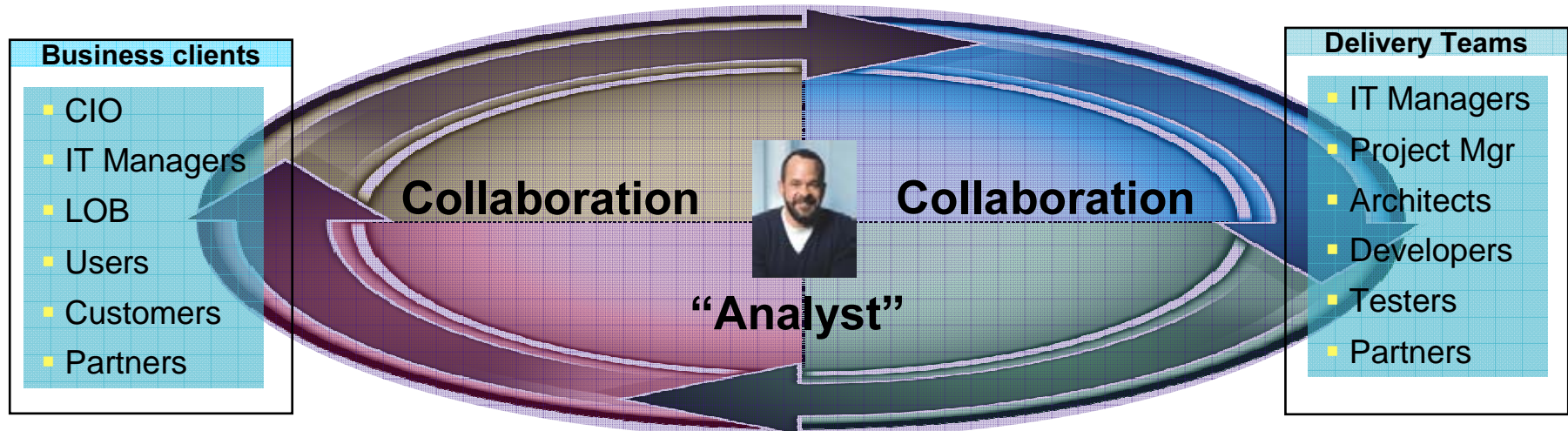
# IBM Rational Requirements Composer

## *Business expert collaboration*

- **Build consensus with business stakeholders**
  - Work across boundaries to elicit & validate requirements
  - Communicate clearly using business process diagrams, use cases, storyboards and sketches
  
- **Productive and extensible collaboration platform**
  - Review, comment, revise, agree quickly
  - Wiki-like, Web 2.0 style interaction
  
- **Maximize requirements reuse**
  - Organize, query and reuse requirements artifacts
  - Synchronize with RequisitePro to connect requirements with models, work items, test cases
  
- **Reduce rework, time to market, and improve project predictability**
  - Better requirements & greater team visibility reduces wasted effort



# Requirements Composer unifies Business and IT around shared problems and executable SW solutions



## *Requirements Definition Focus*

### Problem Space

- Are We Solving The Right Problem?
- Are The Right People At The Table?
- Are We Solving The Problem Right?

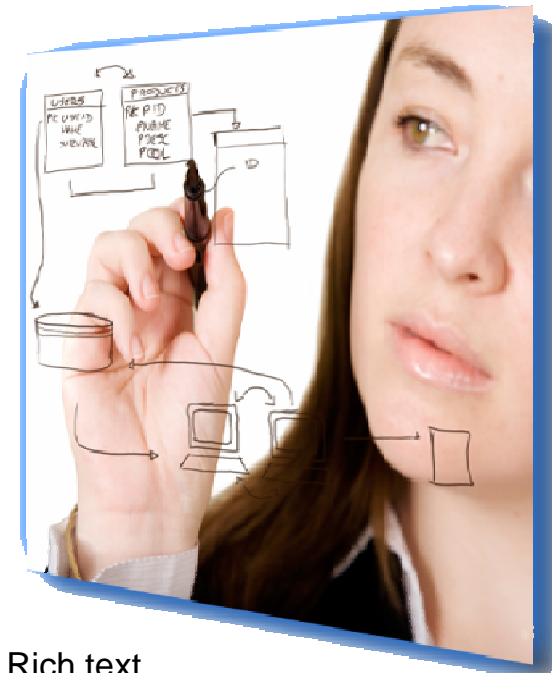
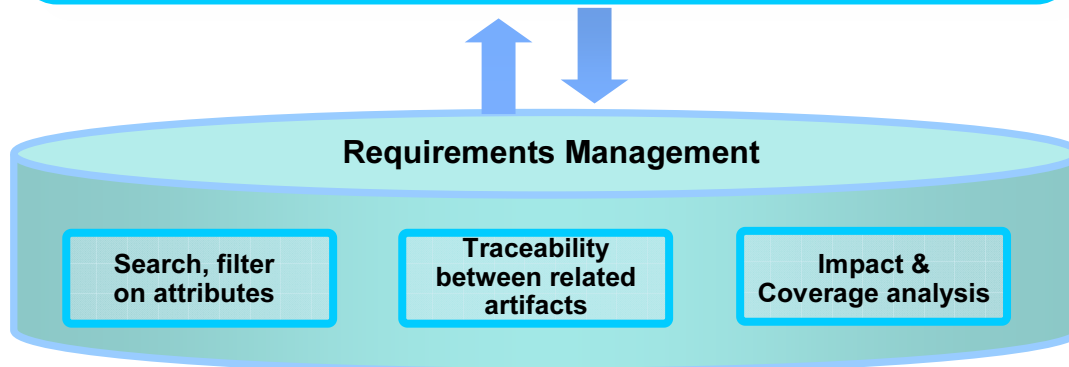
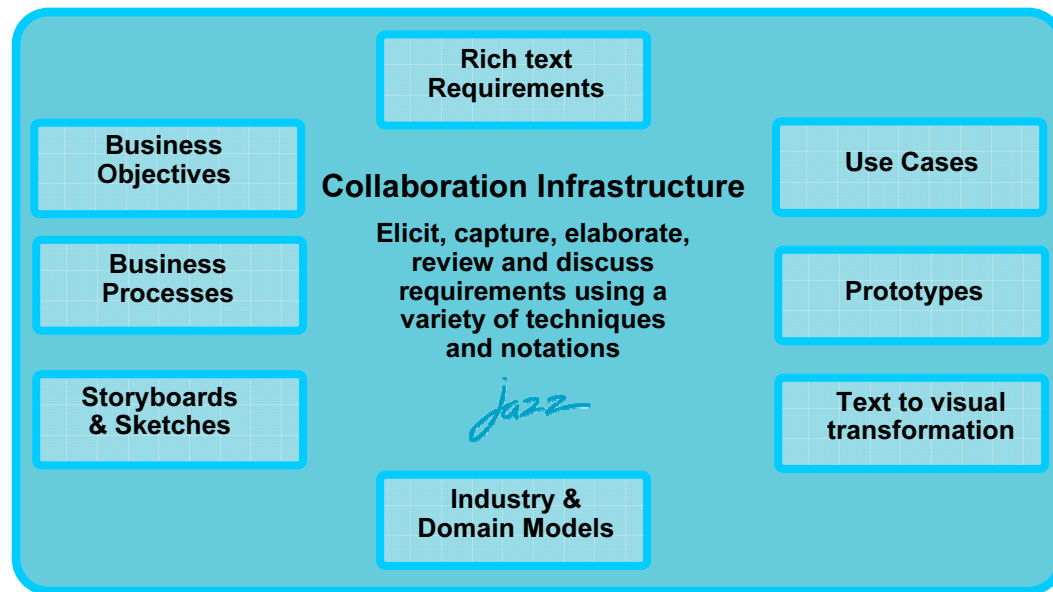
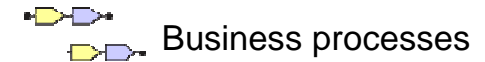
## *Requirements Management Focus*

### Solution Space

- Can We Prioritize and Execute?
- Can We Manage Any Necessary Changes?
- Can We Verify We Solved The Problem Right?

**For many organizations, improving the requirements definition process will achieve more ROI than better requirements management**

# IBM Rational Requirements Composer



# Open Services for Lifecycle Collaboration

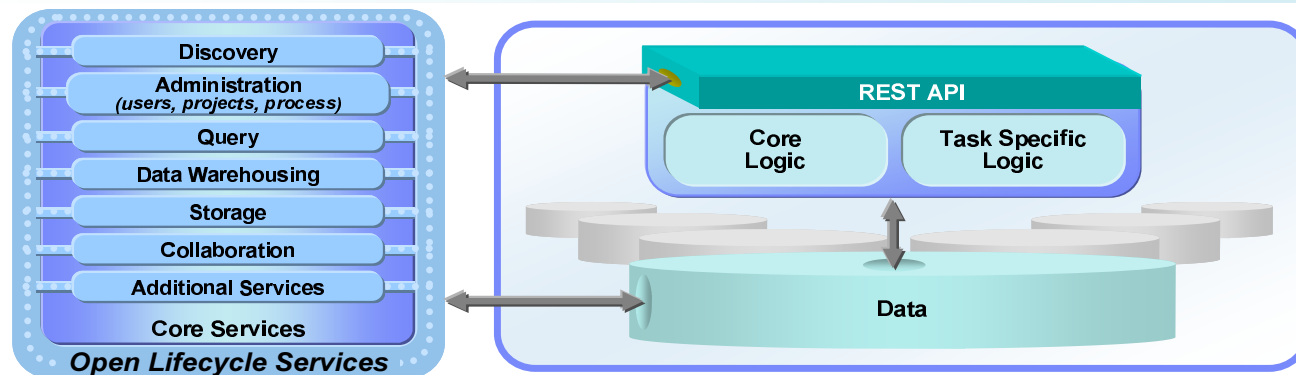
*An initiative aimed at simplifying collaboration across the software delivery lifecycle*

*Barriers to sharing resources and assets across the software lifecycle*

- **Multiple vendors, open source projects, and in-house tools**
- **Private vocabularies, formats and stores**

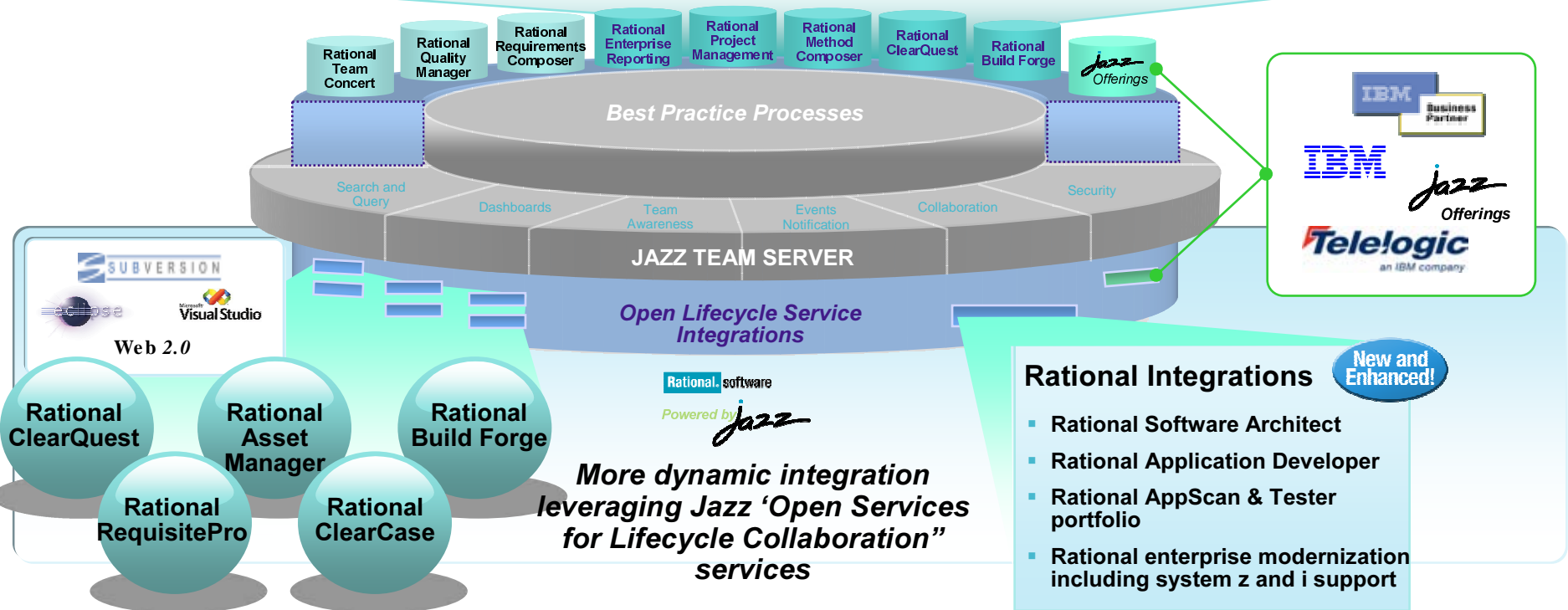
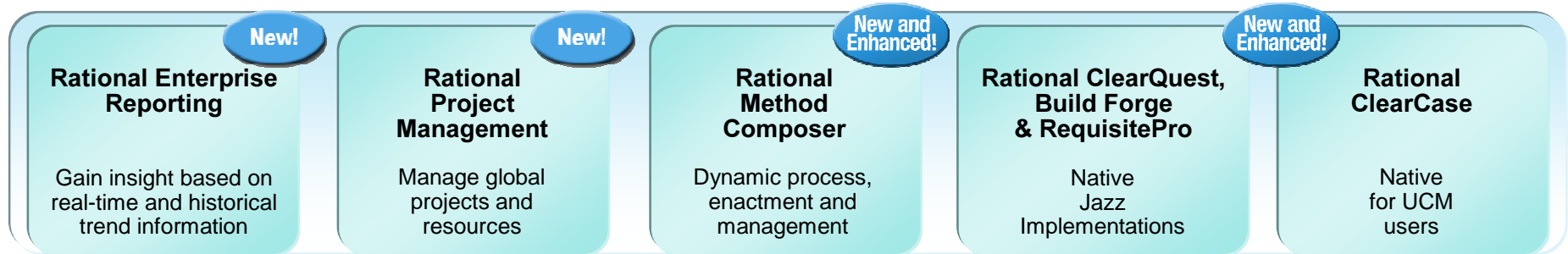
## Open Services for Lifecycle Collaboration

- A proposed architecture for sharing lifecycle resources
  - Described on Jazz.net through illustrative resource definitions, service implementations, and use cases
- Inspired by Internet architecture
  - Loosely coupled integration with “just enough” standardization
  - Common resource formats and services
- Innovation from the Jazz technology platform



# The road ahead

## Jazz offerings beyond 2008





## Collaborate with us

*Design Partner Program*

*Lab Advocacy Program*

*Board of Advisors*

*Voice of the Customer Events*

*Rational Software Development Conference*

*jazz.net*

*developerWorks*

*Beta Programs*

*RFE Community*

*Rational User Groups*

*Customer Acceleration Program*



➔ Learn more at [www.ibm.com/software/rational/collaborate](http://www.ibm.com/software/rational/collaborate)



Learn more at:

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