



# IBM Rational Software Development Conferences 2007

10<sup>th</sup>  
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Location	Dates
<b>Orlando, Florida</b>	<b>June 10-14<sup>th</sup></b>
Tel Aviv, Israel	July 12 <sup>th</sup>
Bangalore, India	August 22-24 <sup>th</sup>
Beijing, China	August 30-31 <sup>st</sup>
Rome, Italy	October 23 <sup>rd</sup>
Milan, Italy	October 25 <sup>th</sup>
Sao Paulo, Brazil	September 12 <sup>th</sup>
Tokyo, Japan	October
United Kingdom	Fall - 2007
Paris, France	Fall - 2007
Dusseldorf, Germany	Fall - 2007
<b>Rational Software YOU</b> Comes to YOU	2Q - 4Q

Goal: 12,000 up 60% YtY



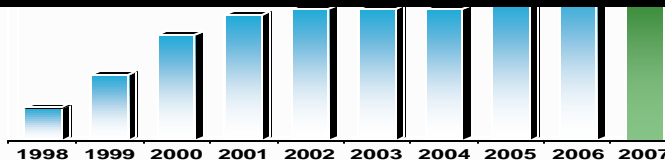
- Unprecedented IBM business partner participation
- Governance & Lifecycle Management Executive Summit
- A celebration of YOU, our community !!



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Thank YOU for attending!

**2,700**  
**Attendees**



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# Welcome back to our valued conference alumni !

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# Special thanks to our sponsors !

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IBM developerWorks Live!



IBM Global Technology Services



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WebSphere software

Tivoli software



Lotus software



DB2 Information Management Software

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## A special welcome ...



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## Keynote agenda

### Monday

- Delivering Rational Software

### Tuesday

- The Future of Software Delivery

### Wednesday

- It's a Web 2.0 World & Sea World

### Thursday

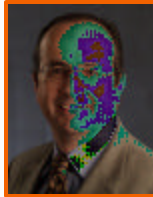
- Keep on Keeping Rational!



What keeps me Rational?



## Today's speakers ...



### **Transforming Software, Transforming Rational**

Dr. Danny Sabbah  
*General Manager,  
IBM Rational Software*



### **What Keeps Business Rational?**

Jamie Thomas  
*Vice President,  
Development  
IBM Rational Software*

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Rational. software



## Transforming Software, Transforming Rational

**Dr. Danny Sabbah**  
*General Manager  
IBM Rational software*

[dannys@us.ibm.com](mailto:dannys@us.ibm.com)



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# Announcing the Intent to Acquire Telelogic

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*Extending the ability to help our customers govern the process of software and systems development*

*IBM Rational's acquisition of Telelogic will accelerate innovation of products that rely on software, a segment with double-digit growth. The complex space includes industries such as consumer electronics, medical systems, automotive and aerospace & defense.*



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# Combining the power of Watchfire and IBM

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*Ensuring business integrity before you go live!*

- Industry leading solutions extend Rational quality management
- 10 years of enterprise software and services experience to manage web security, privacy and compliance
- Over 800 enterprise customers
- Proven enterprise scalability
  - >20 Million pages and hundreds of applications



**Security and compliance incidents are on the rise – Reduce risk and cost. Protect your company's identity, customer relations and business results**

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## Today's discussion

- **Transformation in the real world**
  - Business shifts
  - Strategies for transformation
- **Transforming Rational**
  - What you've told us
  - How we're improving our own governance
- **Transforming how we work together**
  - Visibility, collaboration and the Rational community



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## The Shift: Intense focus on business outcomes

-  Align technology and business goals to enable flexibility & innovation
-  Manage value and mitigate risks via improved project management
-  Increase customer intimacy & knowledge to grow relationships & markets
-  Control costs & gain operational efficiency while meeting compliance mandates



Consume & integrate value in organizationally diverse environments



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## What's different today?

### 2007 and beyond: Shifts in software delivery

What we're hearing...

What we're seeing

"2/3 of our projects span multiple business units"

"People knew it was a train wreck; no one could see what to do."

"We've done two acquisitions in six months and we can't lose customers"

"We run on the Web – and we run fast – new code makes us really nervous"

"We have to go where the best talent is, but we have IP and compliance realities"

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## Performance of people & assets in software supply chains



*"Whether designing an airplane, assembling a motorcycle... the ability to integrate the talents of dispersed individuals and organizations is becoming the defining competency for managers and firms."*

- Tapscott & Williams, Wikinomics, Copyright 2006

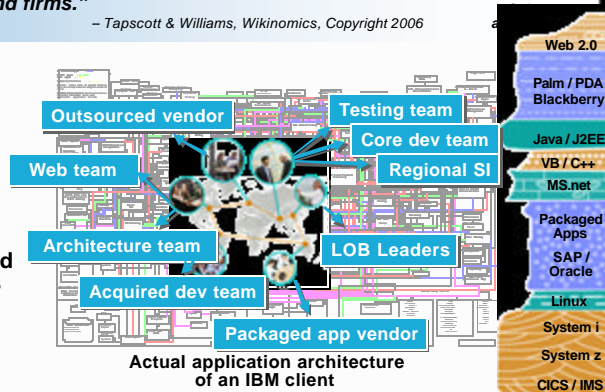
Lack of architectural governance

Layers of disjointed, poorly managed software assets

Contributors are everywhere with diverse skills, roles

Growing complexity associated with IP & regulatory mandates

More formal IT & business service level agreements



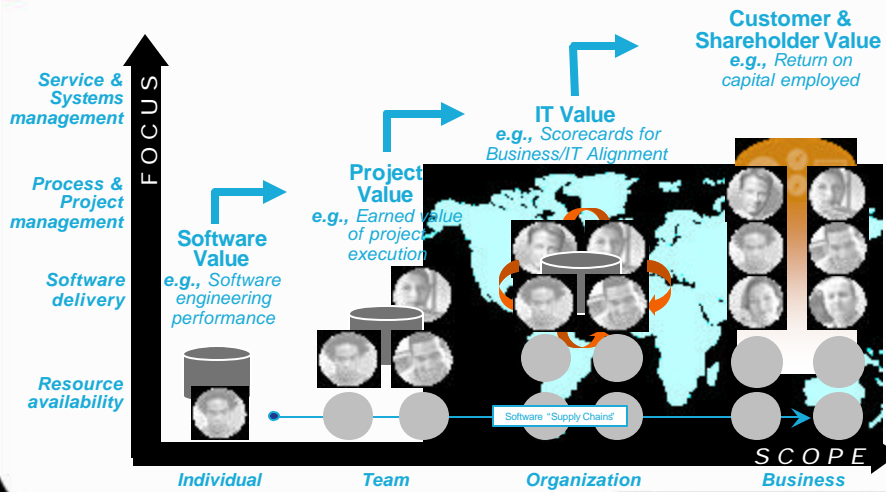
Actual application architecture of an IBM client

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# Driving value at every level in software supply chains

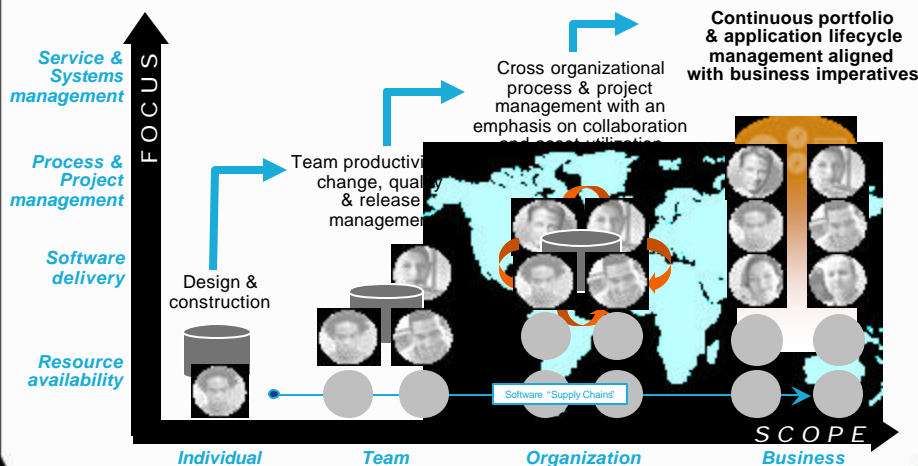
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# Maturing approaches to software delivery

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# Fundamentals of the Rational software strategy

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## Rational

- **Enabling governance**
  - Maximize value and flexibility of the knowledge-based workforce
  - Minimize chaos while maximizing individual decision rights
- **Delivering flexible architectures**
  - Rethink modularity and granularity of software
  - Focus on “granular decomposition” for re-composition
  - Enable enterprise modernization
- **Leveraging communities**
  - Leverage community effects from Open Source, Metcalf’s law, social networking



**GOAL:**  
*Delivering value efficiently and effectively in distributed organizations*

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# Transforming software

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## ***A strategic partner in business innovation & transformation***

### ***Business imperatives***

- Global capability
- Business flexibility
- Time to market
- Risk & compliance management

Governance & lifecycle management

## Rational

### **Governing the business process of software and systems delivery**

*Decades of proven process expertise & customer success*

### ***Business innovation & transformation***

- Alignment
- Control
- Efficiency

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## Transforming Rational

- What you, and our IBM brethren, told us...
- What we've done...



What keeps me Rational?

## The concerns: What you tell us

- Total cost of ownership too high
- Unresponsive to customer needs
- Complexity in consuming and deploying products



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## The kudos: What you tell us

- Rational makes global software delivery successful
- Rational best practices improve results
- Rational supports open standards & architectures
- Rational has scalability & widest platform support



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## Concern: TCO



- **Total cost of ownership too high**
  - Lower the cost of global delivery
  - Improve performance and security issues
  - Shorten and simplify deployment
- Unresponsive to customer needs
- Complexity in consuming and deploying products

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## Lowering TCO of global delivery

### **Progress in transformation** *Move to more Web-centric, lower bandwidth solutions*

- New zero-footprint Web clients
  - Rational Portfolio Manager 7.1
  - Rational Asset Manager 7.0
  - Rational Build Forge 7.0.1
  - Jazz Team Concert Beta 1
- Transaction improvements
  - 25% performance improvement in Rational ClearCase Remote Client check-in/check out (7.0.1 versus SR6)



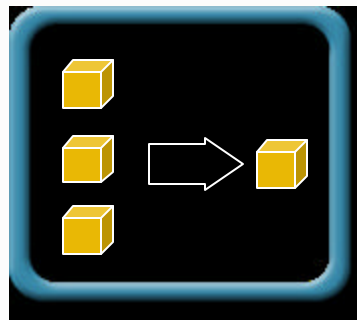
Rational Portfolio Manager  
Ajax-based client

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## Improving performance

### **Progress in transformation** *Faster, more reliable performance*

- Rational ClearQuest Web 7.0.1 benchmark improvements\*
  - 260% more users / server\*\*
    - 19% throughput improvement
    - 50% reduction in memory footprint
  - 300% MTBF improvement
- Global performance
  - Rational ClearQuest 7.0.1
    - 35% performance improvement since Version 2003 SR6
  - Rational RequisitePro
    - 300% increase in Web server scalability



\*\*Expected customer benefit: Enable 3X hardware consolidation & improved throughput

\*Version v7.0.1 benchmark improvements over v7.0

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## Performance improvements

### **Progress in transformation** *Improving team productivity*

- Rational ClearCase 7.0.1  
MultiSite Shipping Server  
performance improvement of 99%
  - Large packets transfer down  
from 3 hours to less than 3 minutes!
  - 68% average performance  
improvement in process  
for receiving/contributing  
code changes/updates
  - UCM Rebase and Deliver
- Rational RequisitePro 7.0
  - 2X transaction performance improvement



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## Improving global security

### **Progress in transformation** *Enabling cross-organization contributors*

- Rational ClearQuest 7.0.1
  - Greater global management control
  - Finer grained security through  
improved partitioning of assets  
with public folder Access Control Lists
  - Example: Control access to  
folders and content by partners
- Rational ClearCase 7.0.1
  - Multiple region support with ACLs on a ClearCase Remote  
Client Server
  - Example: Only show a partial (protected) list of VOBs/PVOBs  
that have been published to external partners

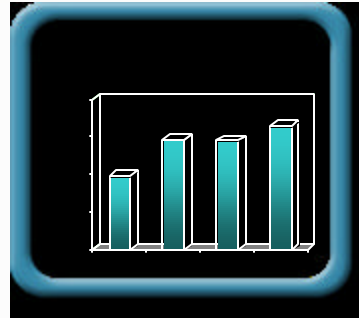


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## Faster, easier deployment

### *Progress in transformation* *Support & education on demand*

- IBM Education Assistant
  - Free web-based product training
  - Over 10,000 downloads per month since Dec 2006
  - 30 new courses in 2007
- IBM Software Assistant
  - Search, learn, diagnose, report
  - 25% growth in usage\*
  - 40 Rational products supported



67% growth  
in 4 months\*

*So what result?...*

\* Dec – Mar. 2007

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## ...Measuring positive impact

### *Progress in transformation*

*12% average  
annual decrease  
in client-reported  
problems since 2004*



Client-reported  
problem arrival index  
(\*2004 Baseline)

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## Concern: Responsiveness



- Total cost of ownership too high
- Unresponsive to customer needs
  - Slow response to reported defects
  - Poor release quality
  - Blackhole for RFEs
- Complexity in consuming and deploying products

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## Better, faster problem solving

### ***Progress in transformation*** *Changing the conversation*

- Global support initiative
  - Adopted industry-leading critical-thinking best practices
  - 10,000 hours invested to date
  - Results
    - Faster problem determination
    - Focus on handling complex issues



**Outcomes: 2007 customer satisfaction index  
with Technical Support at all time high**

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## Faster response to defects

### **Progress in transformation** *To current and backlog defects*

- Driving a predictable, consistent maintenance and release vehicle strategy
- Defect backlog improvements Since 2006 RSDC
  - Rational ClearCase thru 7.0.1 closed 39% of defect backlog
  - Rational ClearQuest thru 7.0.1 closed 47% of defect backlog
  - Rational RequisitePro closed 30% of defect backlog
  - Rational Application Developer closed 40% of defect backlog

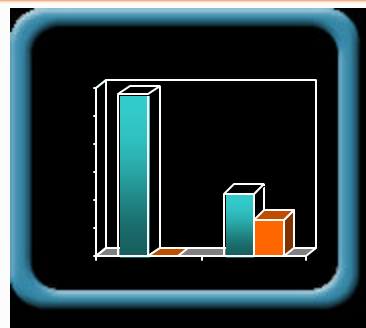


**Result:**  
79% increase  
in closure rate  
2005-2006

## Eliminating the RFE Blackhole

### **Progress in transformation** *Timely response to Requests for Enhancements (RFEs)*

- New, closed loop RFE process
- Goal: 30 day triage, 90 day reply  
Currently: 62% of RFEs answered within 30 days
- 27% of submitted RFEs in 2007 are candidates for future releases
- And moving to open, Web-based RFE comment process



■ RFE Received  
■ RFE Replied

## Focus on quality

### **Progress in transformation** *Improving releases **before** release*

- Worldwide In-House Deploy
- Pre-release versions used in production
  - 3,000+ users doing production work on pre-release code (Rational ClearQuest)
  - Significantly improves release quality through real-world usage
  - Also being used for Rational ClearCase



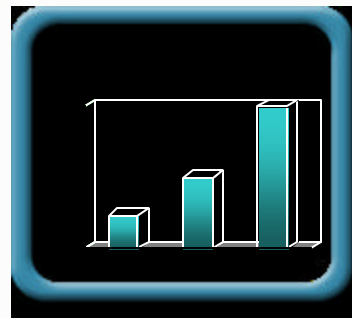
**Result:**  
*In House Deploy  
+ more functional  
testing by developers  
indicates lower  
Priority 1 defects*

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## A seat at the table

### **Progress in transformation** *Early insight and influence*

- Design Partner Program
  - Active participation in product design
- Early Access Program
  - Over 100 customers in specific feature design validation
  - Over 4,000 beta downloads
- Lab Advocacy Program
  - Tighter connection between support, development and customers
  - Over 150 participating customers



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## Concern: Too complex



- Total cost of ownership too high
- Unresponsive to customer needs
- Complexity in consuming and deploying products
  - All or nothing installations
  - Better, real world integrations

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## Improving consumability

### **Progress in transformation** *New installation technology*

- *Example*
  - Rational Application Developer
    - 50% reduction in time to install
    - 95% reduction in time to move from trial to full license
    - 80% reduction in minimum install
- Simplifies deployment of Rational Eclipse-based products



*“Huge improvement over the all or nothing approach from before. Getting only what you need is always the best option instead of having a bloated install.”*  
- Financial services customer

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## Better, real world integrations

### **Progress in transformation** *Delivering integrations based on business-driven scenarios*

- **“Green threads”**
- Use case approach to integrations
- Examples of governance integrations
  - Between development and operations
    - RUP/ITUP alignment,
  - Between business & IT
    - WebSphere Business Modeler & Rational RequisitePro
    - Rational Asset Manager & WebSphere Registry and Repository
- Moving from point-to-point integration philosophy to business process integrations



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## Transforming how we work at IBM

- Diverse products, people & processes
  - 185,000 people in software delivery
  - 57 major R&D locations
- Organizationally diverse
  - Teams sizes from 5 - 2500 people
  - Multiple methodologies
    - Agile, iterative, Waterfall...
  - Operating in co-located, distributed ways
- Major investments in using Rational to
  - Reduce time to market
  - Improve quality
  - Drive predictability



**Example of results:**  
\$12 million reduction  
in 3<sup>rd</sup> party testing tool spend  
by IBM Global Services using  
Rational quality management  
solutions

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## Improving our governance

### **Progress in transformation**

- Measuring reductions in TCO
- Measuring responsiveness across customer interactions
- Measuring modularity and reuse across the Rational Software Delivery Platform
- ...and using more open, agile development practices in delivering products



Result:  
Rational investments  
aligned to improve your  
business outcomes

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## Today's discussion

- **Transformation in the real world**
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  - What you've told us
  - How we're improving our own governance
- **Transforming how we work together**
  - Visibility, collaboration and the Rational community



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## Transforming how we work together...

***Involves returning to our roots***

- Continuously improving process agility
  - Eclipse Process Framework (EPF)
  - Improved flexibility in with Rational Method Composer
- Comprehensive enterprise modernization
  - Expanded lifecycle support for System z and System i
- Refocus on complex systems development with TeleLogic technology

*...Progress in transformation*

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## Transforming how we work together...

***Expanding our solutions***

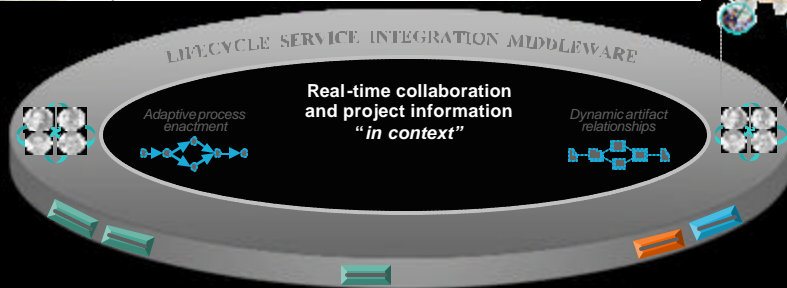
- Bringing security management with Watchfire
  - Ensure business integrity before you go live
- Bringing collaboration services to software delivery
  - Evolving the Rational Software Delivery Platform in the Jazz Project
    - See you right here tomorrow!!!!

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# The future: "Development 2.0"

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## Announcement summary

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***New Rational offerings driving greater visibility and collaboration in software delivery by...***

- Increasing project insight and efficiency across geographically / organizationally distributed teams
- Gaining intelligence on software asset usage and best practices to improve ROI
- Enabling agile teams with real-time collaboration and project health information

***HAVE A GREAT CONFERENCE!***


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▶ **Jamie Thomas**

*Vice President, Development  
IBM Rational software*

Rational Tube  10<sup>th</sup> ANNIVERSARY

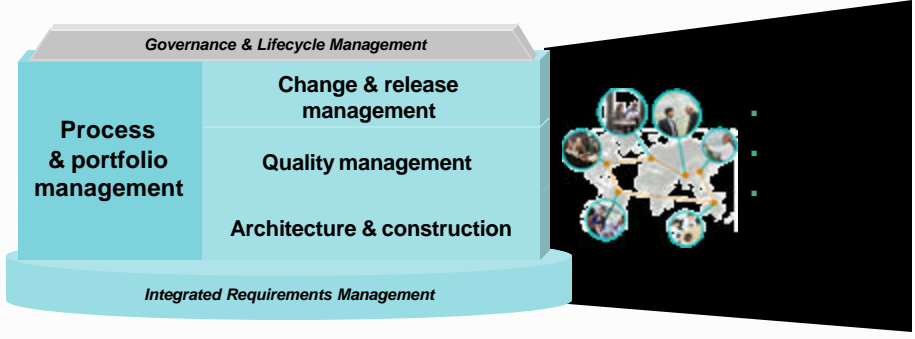
IBM

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▶ **IBM Rational Software Delivery Platform**

Rational. software *Process design and implementation expertise based on a market-leading solutions delivery platform*



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## Watchfire – Web Application security and compliance

*Reduce the risks and costs associated with online security breaches*

### Security & Compliance Pains

*Cost of remediation of online breaches including adverse impacts on brand and customer relations*

*Increasing costs of meeting compliance mandates and need for specialized expertise*

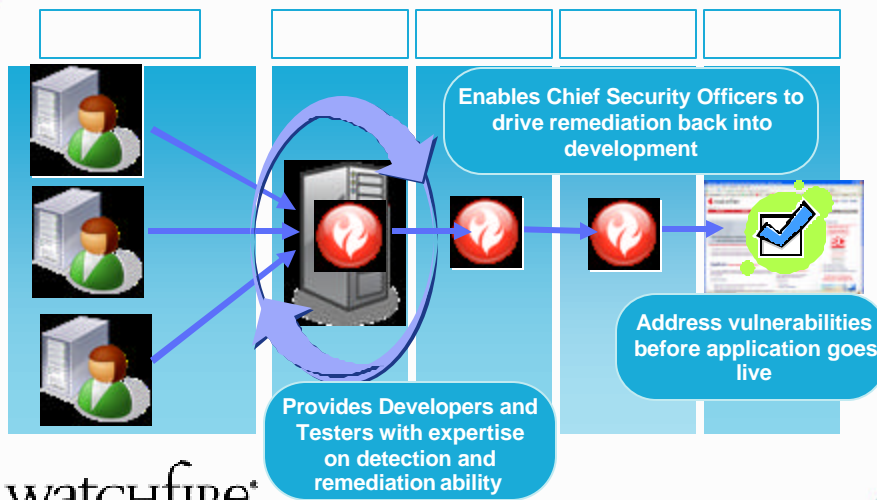
*Industry immaturity & fragmentation – many vendor point-products vs. lack of trusted partners*

### Solution

- 
- 
- 

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## Detect Vulnerabilities Before Release



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## Quality Management

*Expanding the frontiers of comprehensive quality management*

### Rational Tester for SOA Quality

- Validate SOA application functionality and performance
- Generate test assets from BPEL models and WSDL files
- Diagnose root cause of performance problems using Tivoli ITCAM for SOA



Rational Tester for SOA Quality v7.0

### Rational Functional Tester

- Successful completion of SAP certification tests



Keynote today, 9:45 – 10:45  
Australia 3

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## Process and Portfolio Management

*Easy, effective deployment of customized best practices  
Greater project manager efficiency and executive insight*

### Rational Method Composer

- Global Development and Delivery
- CMMi Compliance Support
- Asset Based Development process



Rational Method Composer v7.2

Rational Portfolio Manager v7.1

Rational Requisite Pro v7.0.1

### Rational Portfolio Manager

- Zero-footprint Web client
- Enhanced reporting via Data warehousing

### Rational RequisitePro

- Enhanced Web Client



Keynote today, 9:45 – 10:45  
Southern Hemisphere IV

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## Change and Release Management

*Improved security, scalability and insight in globally outsourced and distributed environments*

### Rational ClearCase & Rational ClearQuest

- Enhanced security for vendor management
- Use case focused enterprise scalability
  - IBM DB/2 V9: 1,000 CC users, 12 labs, 8 countries
  - IBM Server Group: 9,000 CQ users
- Rational ClearCase high availability with Veritas and Steeleye



**Rational ClearQuest  
& Rational ClearCase v7.01**  
**Rational Build Forge v7.0.1**

### Rational Build Forge

- Quick Reports for customized, zero footprint build reporting, analysis
- System z and System i agents for enterprise-wide build

**Keynote today, 9:45 – 10:45**  
**Northern Ballroom**

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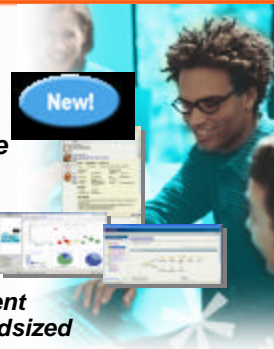
## IBM Rational Team Concert – Beta

*Introducing a new IBM Rational offering powered by the [redacted] technology ....*

**A real-time collaborative portal improving software delivery team innovation & productivity**

**A flexible, low footprint application lifecycle management offering optimized for Agile development teams in midsized & large businesses**

**A middleware foundation based on a services oriented architecture (SOA) providing flexible lifecycle service integration & adaptive process enactment in the IBM Rational Software Delivery platform**



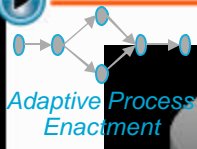
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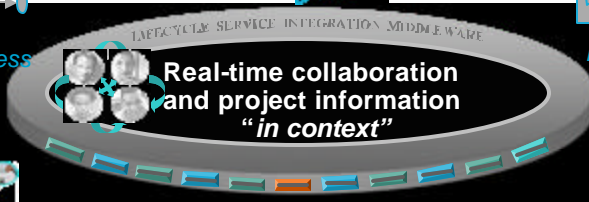
## IBM Rational Team Concert – Beta

Powered by **LAPEX/CLM SERVICE INTEGRATION MIDDLEWARE**

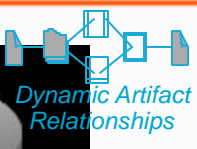
*Adaptive Process Enactment*




**Real-time collaboration and project information "in context"**




*Dynamic Artifact Relationships*



*Globally Distributed Projects*



*Secure Eclipse & Web 2.0 clients*



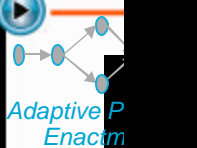
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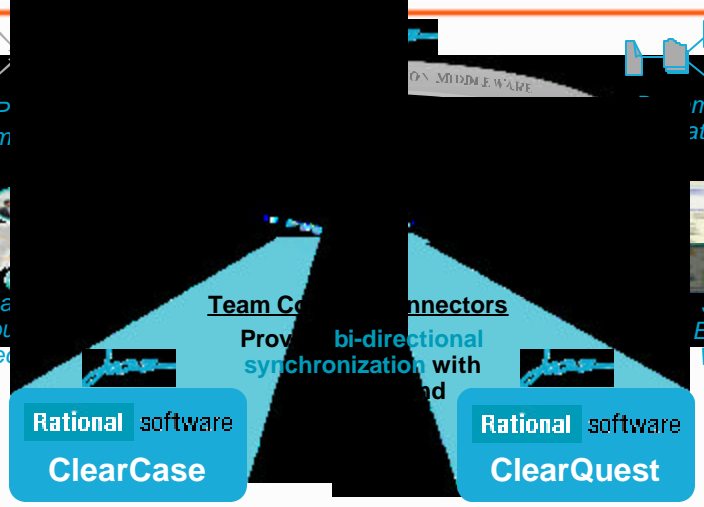
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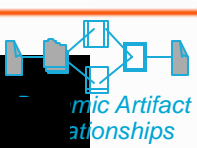
*Adaptive Process Enactment*




**Team Connectors**  
Provide bi-directional synchronization with




*Dynamic Artifact Relationships*



*Globally Distributed Projects*



*Secure Eclipse & Web 2.0 clients*



Rational software  
**ClearCase**

Rational software  
**ClearQuest**

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## Architecture Management

*Maximize business impact  
with improved return on software assets*

### Rational Asset Manager

- Ensure asset traceability, re-use and architectural governance
- Participates in a federated repository strategy
- Integrated with CC, CQ and RSA



Rational Asset Manager v7.0

### Rational Software Architect

- UML to BPEL transformations
- .NET extension for UML modeling

### Rational Application Developer

- Enhanced Web services support for WebSphere



Keynote today, 9:45 – 10:45  
Asia 1

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## Enterprise Modernization

*Renewed focus and emphasis  
on System i and System z development*

### Rational Business Developer Extension

- Develop platform-independent SOA and web applications
- EGL language supports service definition



Rational Business Developer  
Extension v7.0

### WebSphere Studio Asset Analyzer

- Improved legacy asset discovery including enhanced impact analysis

WebSphere Studio Asset Analyzer  
v5.1

### WebSphere Development Studio Client for System i

- Improving the speed and productivity of SOA and web development

WebSphere Development Studio  
Client for System i v7.0



Keynote today, 9:45 – 10:45  
Asia 3

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## Collaboration Opportunities

### **Collaboration today**

- **Birds of a Feather sessions**
  - 35 Sessions Mon & Tues
- **Exhibit Hall**
  - 12 Tech Preview Stations
- **Rational User Groups**
  - 11,000 Members Strong and Growing



### **Collaboration tomorrow**

- The Future of Software Delivery



What keeps me Rational?

A problem has been detected and windows has been shut down to prevent damage to your computer.

PAGE\_FAULT\_IN\_NONPAGED\_AREA

If this is the first time you've seen this Stop error screen, restart your computer. If this screen appears again, follow these steps:

Check to make sure that any new hardware or software is properly installed. If this is a new installation, ask your hardware or software manufacturer for any windows updates you might need.

If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup Options, and then select Safe Mode.

Technical information:

\*\*\* STOP: 0x00000050 (0x00000000,0x8054A9E4,0x00000008,0xC0000000)

\*\*\* CI.dll - Address 8054A9E4 base at 8054A000, DateStamp 36B05FFC

## On today's docket ...



### **Lunch (Seating by Geography)**

12:00 p.m. – 1:30 p.m.

### **Exhibit Hall & Solution Center Opening & Reception**

5:00 p.m. – 8:00 p.m.

Sponsored by:  SOGETI

- Spotlight Theater Presentations
- Ready for Rational Pavilion
- Tech Preview Lounge
- Rational Clear Labs
- Exhibit Hall Game

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## Need Info? Or Help?



**rsdc@us.ibm.com**

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Don't miss tomorrow's keynote!



**The Future of Software Delivery**  
8:00 a.m. – 9:30 a.m.



Martin Nally  
*IBM Fellow  
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What keeps me Rational?