



Thursday 30 April 2009
Pennyhill Park Hotel and The Spa
London Road, Bagshot, Surrey GU19 5EU

IBM UK SOFTWARE GROUP EXECUTIVE FORUM

**DRIVING BUSINESS VALUE
THROUGH SOFTWARE INVESTMENTS
IN UNCERTAIN TIMES**



EVENT OVERVIEW

Driving Business Value Through Software Investments in Uncertain Times

IBM is pleased to invite you to an Executive Forum at Pennyhill Park Hotel (Surrey) that will be held on 30 April from 08:00 – 14:00 with an opportunity to attend optional breakout sessions from 14:00 – 17:00.

Breakfast will be served at the table at 8:30am when **Andy Kyte** from Gartner Group will cover his briefing. Our IBM executives will cover other topics until the Round Table lunch, where you will have the opportunity to put questions to the experts.

You are also welcome to stay for the additional/optional sessions in the afternoon.

Breakfast, lunch and the event are free of charge – you just pay for transportation and other incidental expenses.

Don't wait – reserve your place for the IBM Software Group Executive Forum today!

Andy Kyte is a vice president and Gartner Fellow in Gartner Research and is a member of the Application Strategy and Governance team. With more than 25 years of experience in the applications arena, his research now concentrates on the challenges facing CIOs and business management teams in maximising the return on assets for the application portfolio.

This involves developing an understanding of best practices in application strategy and application lifecycle management, covering both packaged applications and application development.

His work on application strategy is centred on the major theme of IT Modernisation. As a senior member of the Gartner Research community, Mr Kyte is in great demand as a keynote speaker on the future of business use of IT, having participated in events in 38 different countries during the last 10 years.

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EVENT OVERVIEW CONT.

Driving Business Value Through Software Investments in Uncertain Times

In today's tough economic environment, your business becomes increasingly dependent on:

- *Lowering costs*
- *Reducing risk through better compliance*
- *Ensuring your organisation is agile enough to realign resources based on evolving priorities.*

In the main, how quickly you respond to new business demands will depend on how well you can maximise your software investments to support business objectives. Your software supply chain is made up of vendor products purchased and bespoke elements, as well as some potentially unknown software of ancient origin!

- *What process do you use to create this software?*
- *How do you measure the success and return of your software investments?*
- *How confident are you that your software and systems delivery process will consistently turn out reliable, high-performing software that aligns with your company's business strategy?*

Today, there are more choices than ever when it comes to software – and there are even greater complexities.

The challenge is how to keep your software supply chain operating like a well-designed, well-oiled machine, when in fact software systems are constantly evolving and changing.

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EVENT OVERVIEW CONT.

IBM clients are using best-practice processes to streamline, automate and evolve their software delivery approach in order to reduce complexity and increase collaboration across application silos, platforms and geographic boundaries.

- *What does it take to better align technology investments with organisational goals?*
- *What works in the real world when it comes to improving your software supply chain performance?*

Find out and learn more from Andy Kyte from Gartner group and senior IBM leaders on how you can align your development and delivery efforts with business strategy. In particular, how to:

- *Develop an IT Strategy in uncertain times*
- *Focus on simplicity and agility to drive business value*
- *Proactively manage the assets based on the needs of the business*
- *Start removing barriers to effective collaboration within your organisation*
- *Review your software and system development and delivery life cycle, and remove waste and bureaucracy.*

In the afternoon you will also have an opportunity to choose from a selection of sessions and a Gartner workshop where you could find out:

- *Why agile adoption needs visible senior management commitment and how to work with the business to adopt agile principles and practices OR*
- *How to build security into your systems from the start and not make it an after thought; how to have a published and communicated security strategy and ensure it is enforced*
- *How to put an effective and efficient measurement process in place and identify a minimum set of metrics and keep it lightweight OR*
- *How to improve your delivery value chain in terms of vendors and sourcing strategy as well as streamlining sourcing options to the minimum set that supports the business*
- *How to Jump Start 2009: Strategy and Planning workshop.*

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AGENDA

30 April Agenda

- 08:00 **Registration**
- 08:30 Welcome
- 08:40 Breakfast with Gartner Analyst: Developing an IT Strategy in Uncertain Times
A. Kyte, VP, Gartner Group
- 09:30 Maximising Software Investment In Uncertain Times
- 10:15 Asset Management – Use it or lose it, but don't just pay for it
- 11:00 **Coffee and Networking**
- 11:30 Using IT to Stand Out in the Crowd
- 12:10 More Action, Less Talk – Lean Development
- 13:00 Lunch – round table with Analyst and keynote speakers

OPTIONAL BREAK OUT SESSIONS 14:00 – 17:00

Delegates can select their choice when enrolling as some sessions will take place in parallel:

- 14:00 Business Needs Agility – IT Needs Agile
OR
Security and Compliance are necessary – High Costs are Optional
- 15:00 Measurement Drives Performance
OR
What the CIO should do to optimise delivery
- 16:00 Jump Start 2009: Strategy and Planning workshop delivered by Gartner Group
- 17:00 Close

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SOFTWARE GROUP EXECUTIVE FORUM SESSIONS

THURSDAY 30 APRIL

08:40 – 09:30 Developing an IT Strategy in Uncertain Times – Andy Kyte, Gartner

Most CEOs and most businesses will put themselves on a survival path for 2009 while they reinvest for strategic recovery in 2010 and beyond. All this could change quickly and unexpectedly as time goes on. In other words, business leaders face an unavoidable period of significant uncertainty. CIOs and IT organisations must understand these factors, respond to them and contribute proactive ways to mitigate, overcome and exploit them. CIOs need to develop applications strategies that will adapt and deal with uncertainty, and do so at less cost.

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SOFTWARE GROUP EXECUTIVE FORUM SESSIONS CONT.

THURSDAY 30 APRIL

09:30 – 10:15 Maximising Software Investment in Uncertain Times

Our speaker will kick off the forum with a thought provoking look into our dependence on the myriad of software and software-based systems running our global businesses today. These interconnected software supply chains, powering everything from enterprise resource planning (ERP) packages to e-commerce sites, from car electronics to cell phones, are increasingly complex, multisourced and dependent on diverse global teams. Simplifying this complexity is key.

At the same time, economic realities and risks challenge even the most effective management teams to continuously reduce costs and risks. What works and what doesn't in this new world? How can organisations become more agile? And how can you better motivate, measure and drive greater performance? This introduction will provide a framework, based on reality, to achieving greater value across your software investments.

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SOFTWARE GROUP EXECUTIVE FORUM SESSIONS CONT.

THURSDAY 30 APRIL

10:15 – 11:00 Asset Management – Use it or lose it, but don't just pay for it

Organisations spend significant portions of their budget to develop, deliver and maintain software solutions and assets. How can organisations reduce costs and improve productivity using the assets they own?

There are many software assets throughout the organisation and understanding their value, redundancy, impact and usefulness is critical to streamlining the organisation. This presentation outlines key factors in reducing barriers to effective software asset management, reducing redundancy, improving quality and productivity, and estimating returns using asset management. It provides some steps on how to get started in your organisation. We will also discuss examples of successful customer scenarios.



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SOFTWARE GROUP EXECUTIVE FORUM SESSIONS CONT.

THURSDAY 30 APRIL

11:30 – 12:10 Using IT to Stand Out in the Crowd

Businesses today want to make the right decisions that are aligned to priorities, take into account evolving change and risk, and then execute with the optimal use of resources. Collaborative Application Lifecycle Management enables enterprises of all sizes to effectively develop and deliver software solutions, leveraging globally distributed teams and tools from a variety of vendors. This session discusses Rational's Software Delivery Platform (SDP), in both IT and Systems, both current and future. It will introduce the SDP, discuss integrations for collaborative lifecycle management, and explore innovations in the industry-leading product suite based on the Jazz technology platform. In addition, it will show how IBM is using Rational tools and methodologies today to highlight greater value from its investments in using Rational software.

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SOFTWARE GROUP EXECUTIVE FORUM SESSIONS CONT.

THURSDAY 30 APRIL

12:10 – 13:00 More Action, Less Talk – Lean Development

The majority of CEOs understand that they must change their business models in response to changing market conditions, in order to seize emerging opportunities. To accomplish this, businesses need to manage their software and system development and delivery (SSDD) with the same rigour and discipline as other business functions. Applying business discipline to SSDD is especially challenging as organisations must innovate to take advantage of successful industry patterns such as Agile development (at scale) and gated Open Source communities.

This session offers an overview of how to apply standard, closed loop business improvement frameworks to SSDD in a manner that will provide painless governance through automation of traceability, instrumentation, change propagation and error avoidance. Learn how the application of this model can boost productivity and lower bookkeeping, bureaucracy and scrap/rework costs.

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SOFTWARE GROUP EXECUTIVE FORUM SESSIONS CONT.

THURSDAY 30 APRIL

14:00 – 15:00 Business Needs Agility – IT Needs Agile

Organisations around the world are adopting Agile software development techniques and scaling them to complex development environments. This presentation highlights the reasons behind the growth in the adoption of Agile techniques and shares data from recent industry surveys into what is driving rapid adoption rates, as well as the success rate of Agile techniques. During this session, you will see how Agile techniques impact the way business stakeholders and technology professionals can collaborate together – for the better!

OR

Security and Compliance are Necessary – High Costs are Optional

Application security threats now represent the top two security risks reported on the Internet. Gartner estimates that 75 percent of threats are now targeting applications. Moreover, compliance requirements, like the PCI standard are increasingly highlighting the need for better security in software applications. Despite the growing risk, application security has not traditionally been well addressed by most organisations. In this session we'll discuss the latest trends and best practices among companies who are reducing their security risk and cutting costs by building security into their process vs. bolting it on at the end. We will also review IBM's Vision and roadmap to help address the application security challenge.

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SOFTWARE GROUP EXECUTIVE FORUM SESSIONS CONT.

THURSDAY 30 APRIL

15:00 – 16:00 Measurement Drives Performance

Each industry is challenged to improve the performance of their Software Delivery organisation to address evolving business needs. How do you effectively improve productivity to reduce cost? How do you improve time-to-value? How do you improve quality? Measured Capability Improvement Framework (MCIF) provides a systematic approach to elicit desired business results, determine the right set of products/services/usage models to address those business results, monitor the adoption of the technology and tie the results of the technology adoption back to the business results realised. In this session we will walk through MCIF and how to effectively apply it to improve the performance of your IT delivery organisation.

OR

What the CIO should do to optimise delivery

Businesses are facing increased competitive and economic pressures to deliver differentiation and get to market more quickly. To support this objective, IBM Software Group customers are increasingly deploying custom and packaged applications to run critical business processes. These applications are running on multiple middleware platforms, and involving multiple vendors and sourcing models. Managing the software lifecycle in this environment is increasingly difficult and is driving new challenges for global IT organisations. This session discusses the best practices we've harvested around Software Factories, Collaborative Development, Enterprise Architecture, Technical Architecture and Application Lifecycle Management.

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SOFTWARE GROUP EXECUTIVE FORUM SESSIONS CONT.

THURSDAY 30 APRIL

16:00 – 17:00 Gartner optional workshop – Jump Start 2009: Strategy and Planning Workshop

During the workshop Andy Kyte will cover the following topics:

- *Business Context: Where will we play and how will we win?*
- *IT Contribution: How will we close the capability gaps?*
- *IT Principles: How will we embed the strategy in the day-to-day?*

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LOCATION

Pennyhill Park Hotel and The Spa

Situated on the Surrey-Berkshire border just outside the little village of Bagshot, Pennyhill Park Hotel and The Spa is an elegant, five star Victorian House set within 123 acres of rolling Surrey parkland. Wonderfully located between Ascot, Sunningdale and Wentworth and only 45 minutes from the centre of London.

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