

Innovate2011

The Rational Software Conference

11th and 12th of October

Let's **build** a smarter planet.



Introduction to Rational Focal Point

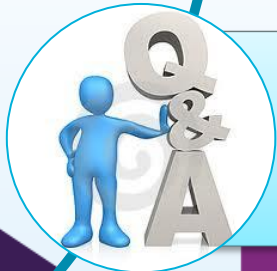
IT Planning, Product Management and Application Portfolio Management



What is Rational Focal Point?



Focal Point Demonstration



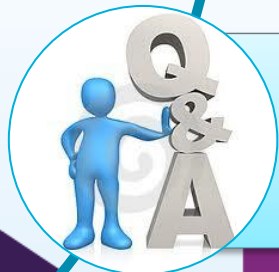
Questions



What is Rational Focal Point?

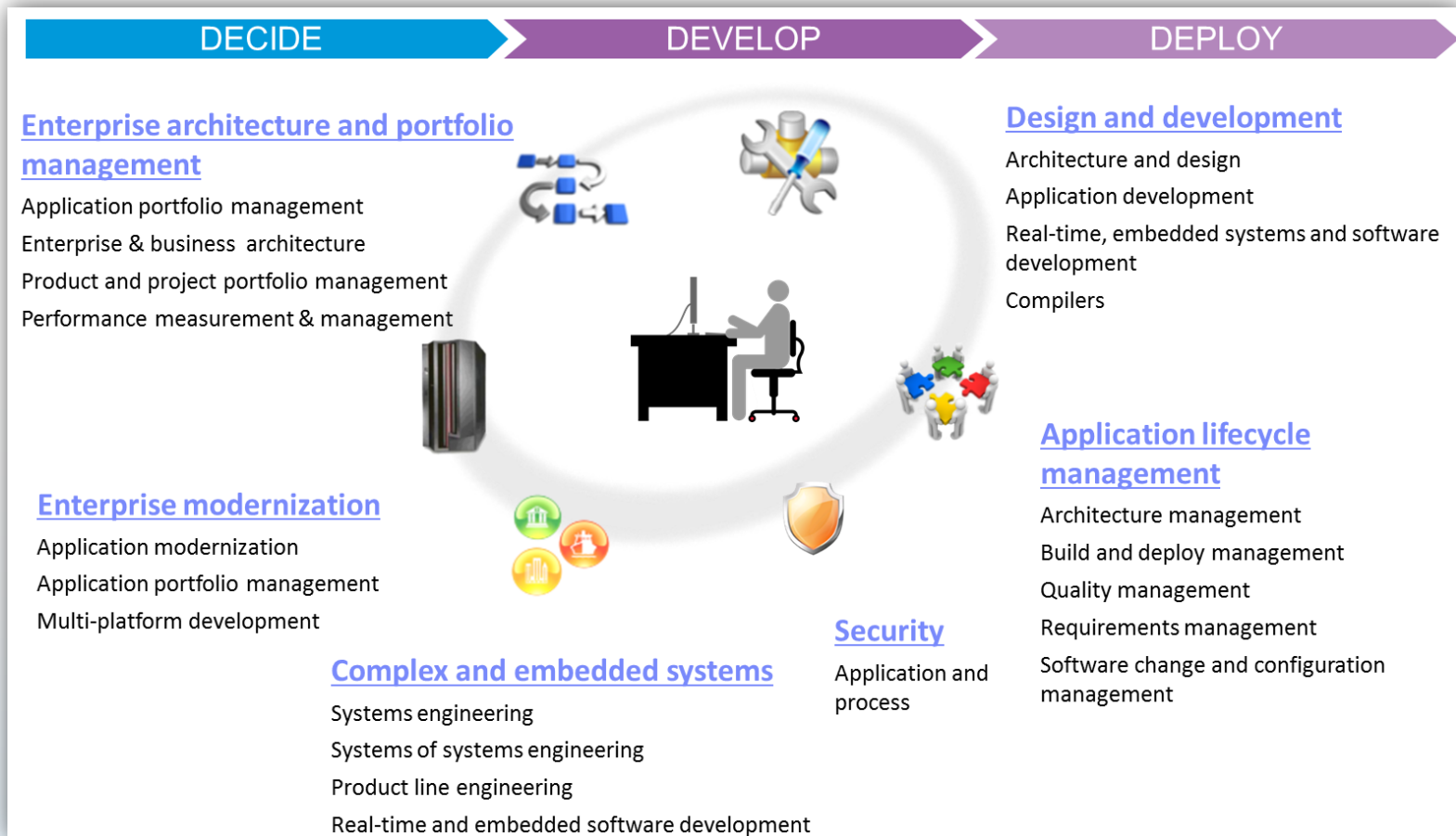


Focal Point Demonstration



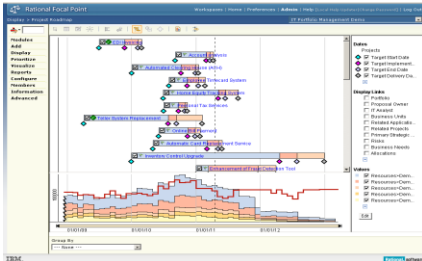
Questions

Focal Point fit in the Rational Portfolio:



What is IBM Rational Focal Point?

Simple to use, fast to implement and extremely flexible



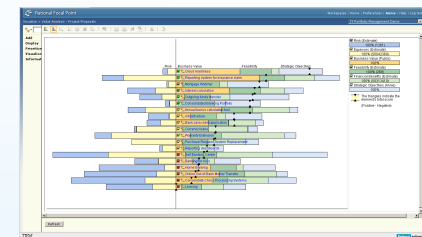
Product & Portfolio Management

Increase the likelihood of products meeting revenue and market share goals



Application Portfolio Management

Reduce the cost of IT operations to free up more IT budget for strategic change initiatives



IT Planning/Delivery Management

Balance risk, cost and reward with business strategy during IT planning processes

Product & Product Portfolio Management

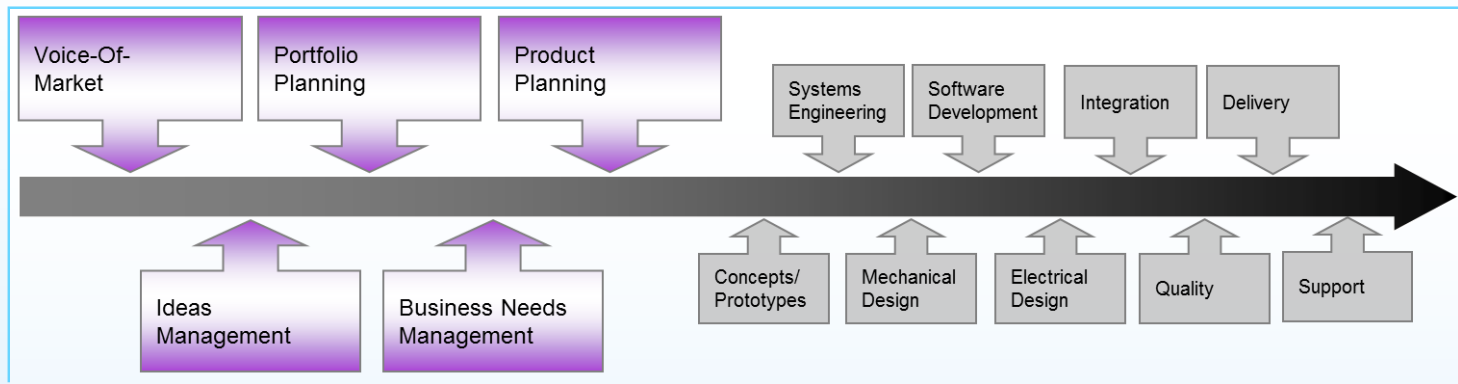
Our customers need to increase the chance of their products meeting revenue and market share goals



Problem: I have difficulty ensuring the input of our large community of stakeholders is heard, and effectively contributes towards our product evolution. I am also not confident that our development teams understand, and are delivering against, our product roadmap. These issues directly affect our ability to reach our market quickly, with the right products.



Our solution: Highly evolved product management and delivery

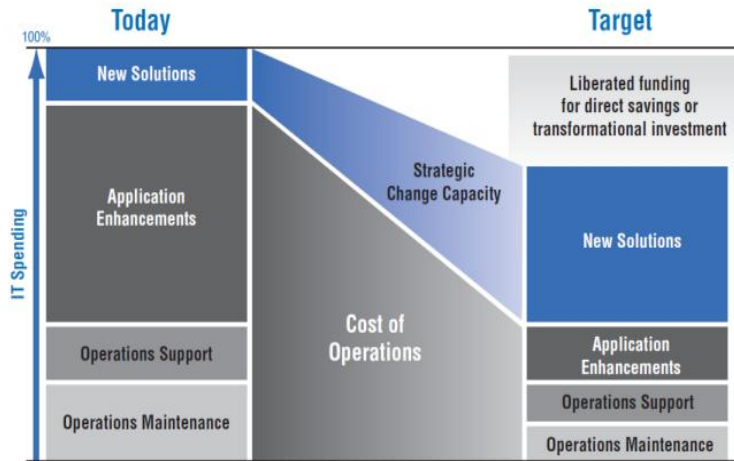


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Application Portfolio Management

Our customers need to reduce the cost of IT operations to deliver new capabilities



Problem: Keeping lights on consumes a significant % of a declining IT budget, limiting funds available for new initiatives. Brittle and tightly coupled architectures, unwarranted complexity, and proliferation of technologies limit code mobility and contribute to a lack of business agility. Risk / Supportability Skills erosion, baby boomer retirements, and aging technology

Our solution: Enable replace, invest and maintain decisions



IT Planning / Delivery Management

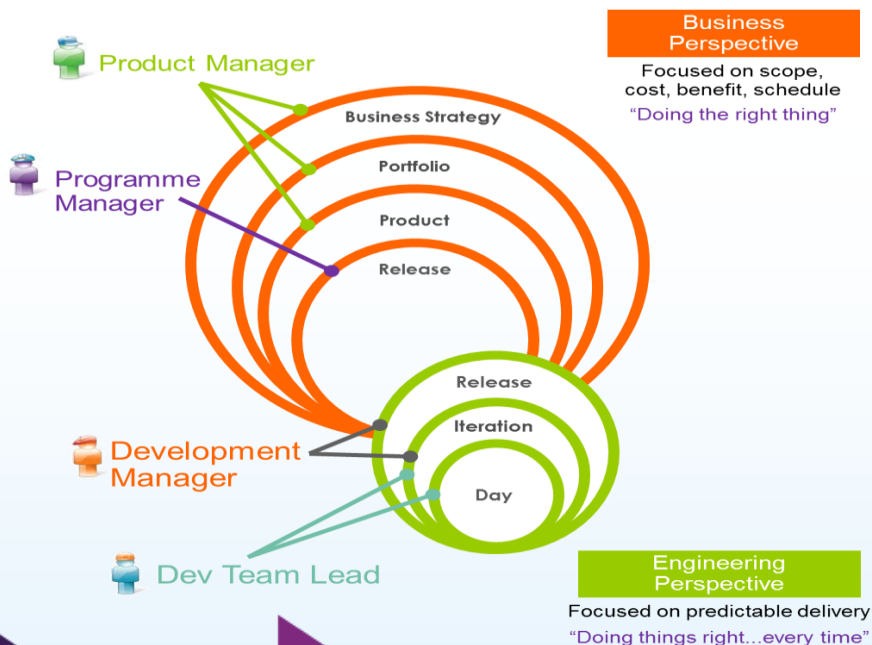
Our customers face challenges when trying to match agile and traditional projects



Problem: I have a development team that are rapidly adopting agile techniques, and a project management community that feels out of control. We want to become more flexible but not at the risk of introducing error and inefficiency into the process.



Our solution: Tightly coupled project management and agile delivery



Rational® Focal Point

- Capture, evaluation, and prioritisation of market and customer needs
- Grouping of needs into themes
- Alignment of themes to business strategy
- High-level financial budgeting and planning
- Product road-mapping and high-level release planning
- High-level status, cost and benefit tracking

Rational® Team Concert

- Development iteration planning
- Task management and work item tracking
- Team collaboration
- Integrated developer IDE



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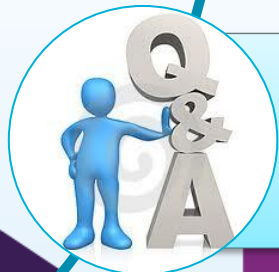




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Focal Point Demonstration



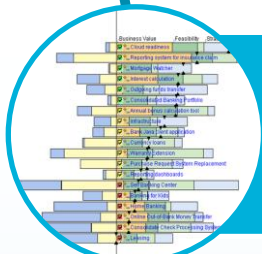
Questions

IBM Rational Focal Point demonstration scenario



1. Monitoring and reporting

Manage, monitor, analyse and report on key initiatives and the value created for stakeholders, drive measurable outcomes.



2. Demand Management & prioritisation

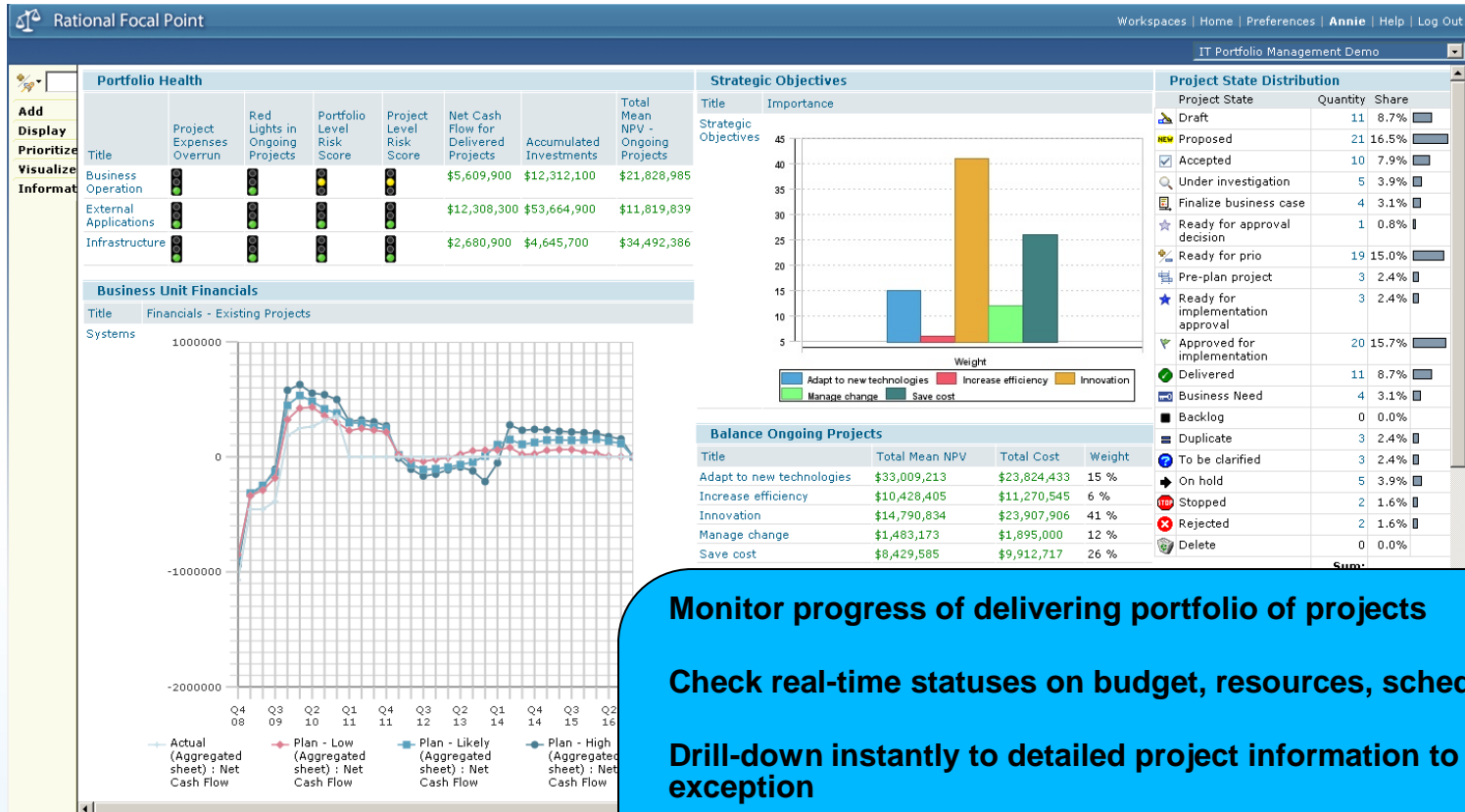
Evaluate cost, risk and benefits of investments in order to maximise value while minimising trade-offs



3. Delivery planning

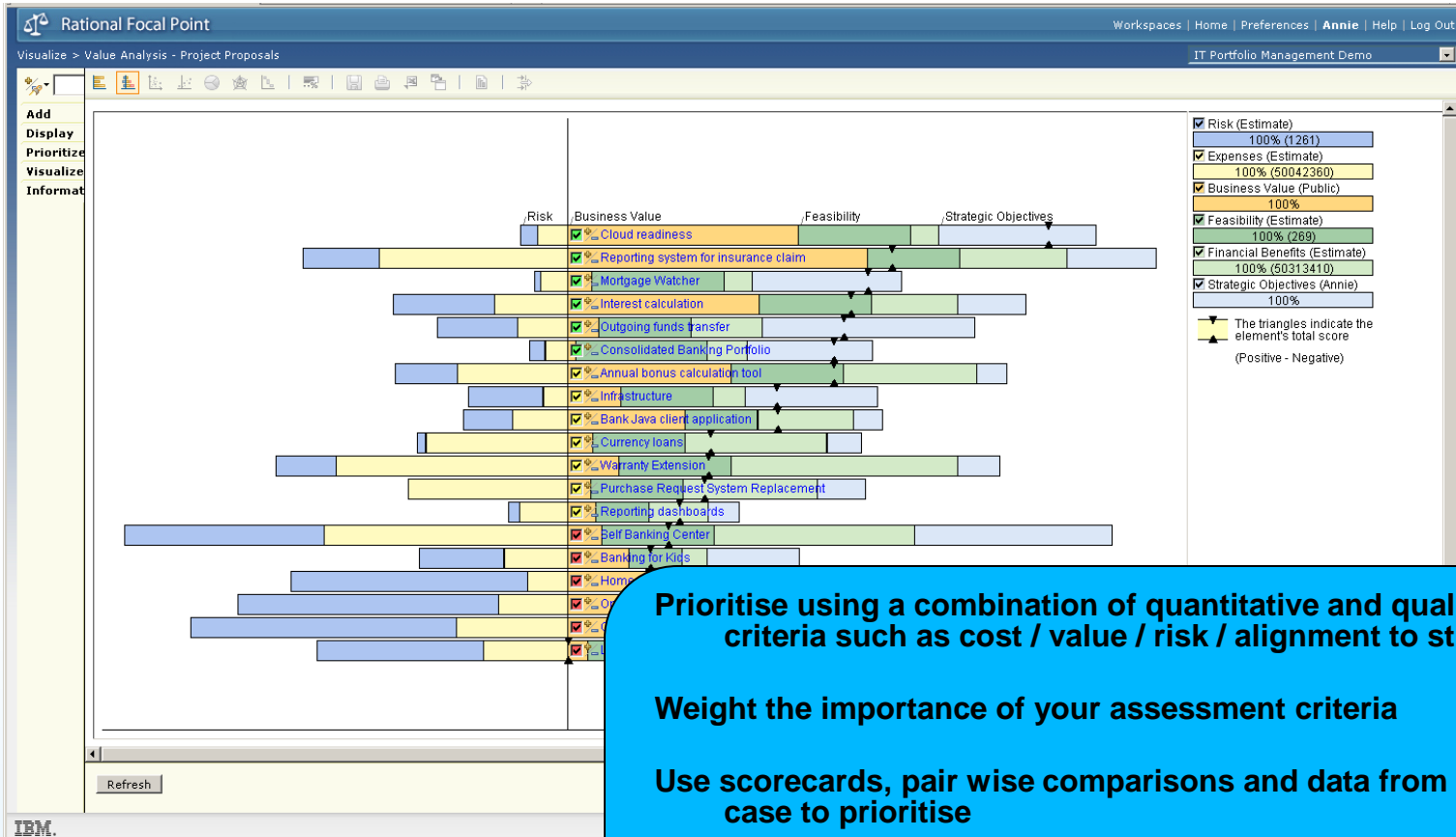
Plan scope, resources and financials and evaluate whether there is capacity to deliver proposed investments

Demo part 1/3 - Portfolio monitoring and reporting



- Monitor progress of delivering portfolio of projects
- Check real-time statuses on budget, resources, schedule, and risks
- Drill-down instantly to detailed project information to manage by exception
- Compare portfolio importance against budget allocations
- Understand status of key initiatives

Demo part 2/3 – Pipeline prioritisation



Prioritise using a combination of quantitative and qualitative criteria such as cost / value / risk / alignment to strategy

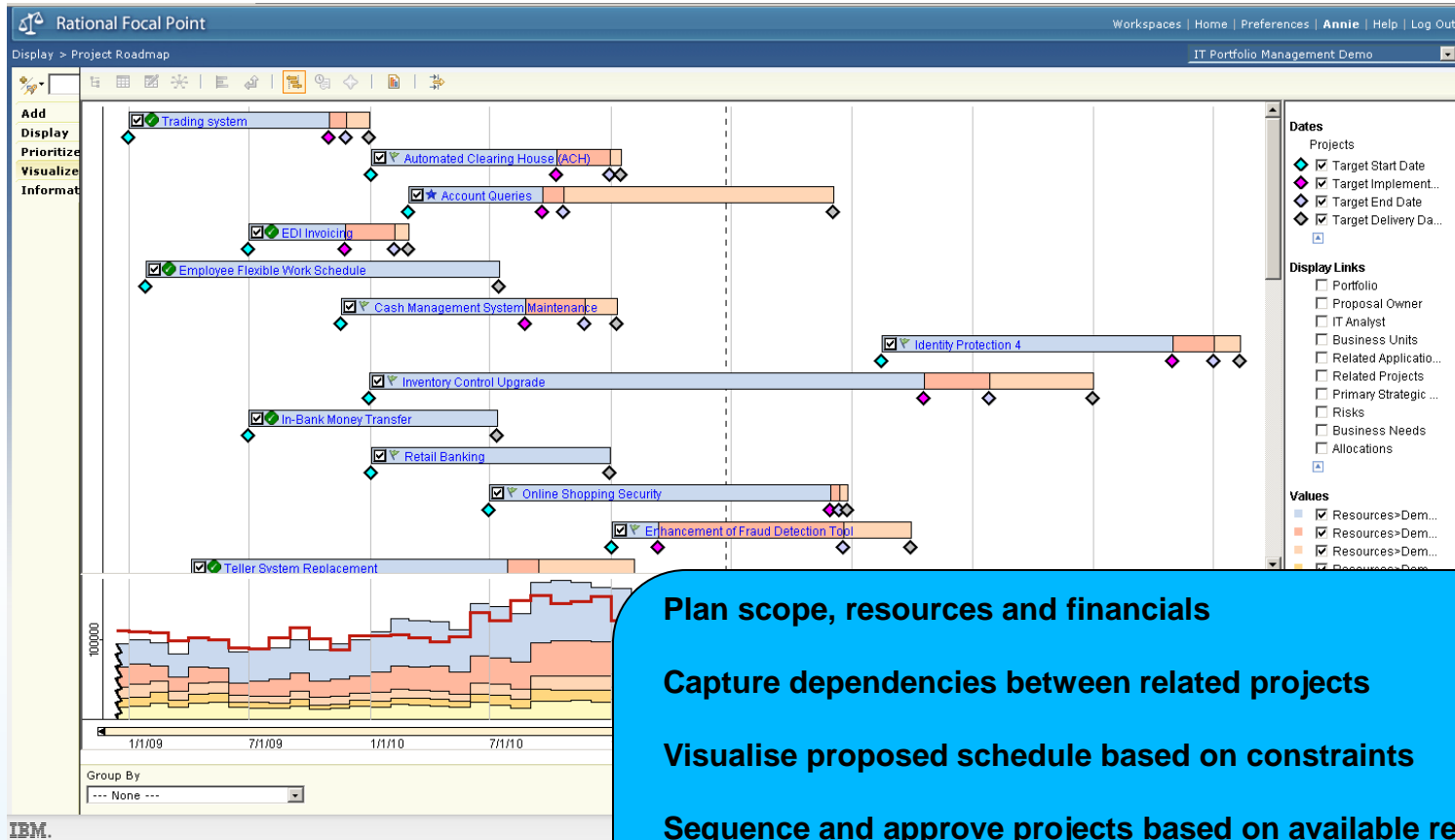
Weight the importance of your assessment criteria

Use scorecards, pair wise comparisons and data from the business case to prioritise

Visualize the value of each project and evaluate trade-offs when new projects arrive



Demo part 3/3 – Delivery Planning



Plan scope, resources and financials

Capture dependencies between related projects

Visualise proposed schedule based on constraints

Sequence and approve projects based on available resources, scheduling dependencies and costs constraints

Model demand against resource supply and current commitments

Summary: Focal Point capabilities for IT Planning

Demand Capture



Central Repository



Fast Decision Making



Release Planning



Status Reporting

Project Status	
	Last Week
	This Week
	Next Week

CLM Integration



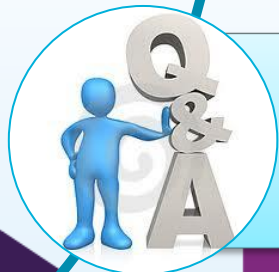
Agenda



What is Rational Focal Point?



Focal Point Demonstration




Questions



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 Software. Everyware.

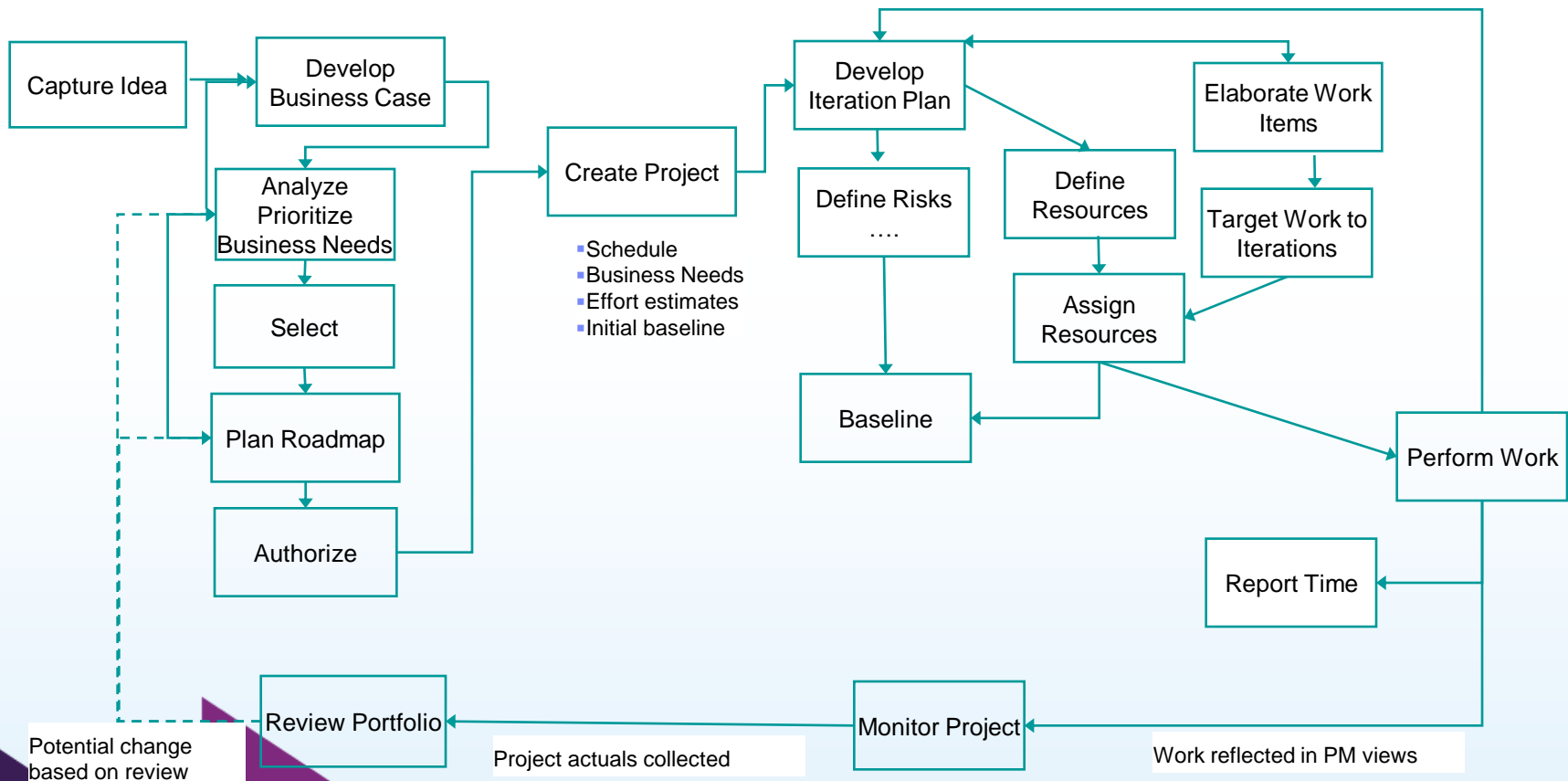
Focal Point is used in the planning stages to define release content which is then managed in RTC during project execution



Rational Focal Point



Rational Team Concert



Potential change based on review