



IBM Software Group

***Governing the business process
of software & systems delivery***



Rational. software



Agenda

- Innovation in the real world
 - ▶ Business and organizational trends and dependencies
 - ▶ Impact and realities for software and systems
 - ▶ Evolving software and systems delivery
- The IBM Rational software brand value in action
 - ▶ Enterprise modernization
 - ▶ SOA lifecycle
- The IBM Rational software approach - What we offer
 - ▶ Process and portfolio management
 - ▶ Change and release management
 - ▶ Quality management
 - ▶ Architecture management



Business realities – What you see

Software failure impacts the bottom line

- **Airbus**
Non-compatible software used at different Airbus factories
\$6.1 billion profit hit over the next four years, 2006
- **TJX**
Cost of data breach at TJX soars
\$256 million cost, 2007
- **Hewlett-Packard**
Problems with ERP system
\$160 million loss, 2004

*Software related downtime costs industry almost **\$300 billion** annually
Only 34% of software projects succeed.*

Sources: Standish CHAOS Report, Comparative Economic Normalization Technology Study, Business Week, CEO Magazine, Computerworld, InfoWeek, Fortune, The New York Times, Time, The Wall Street Journal, Boston Globe.

What's behind the failure?



An increasingly intense focus on business outcome



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



**Manage value and mitigate risks
by improving project management**



**Control costs & improve global
operational efficiencies (GDD)**



**Ensure security and compliance
in a changing global environment**

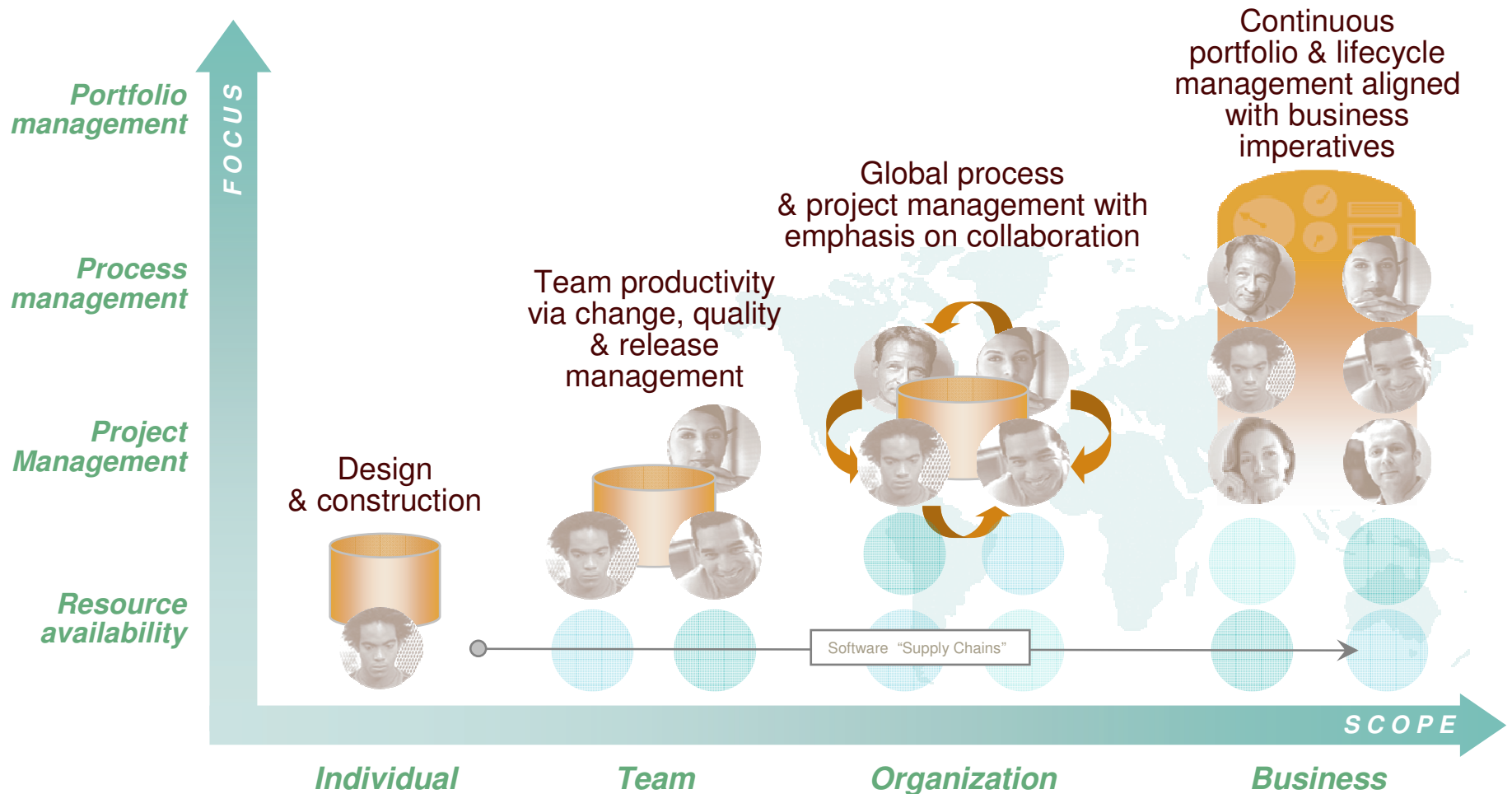


Consume & integrate value in organizationally diverse environments



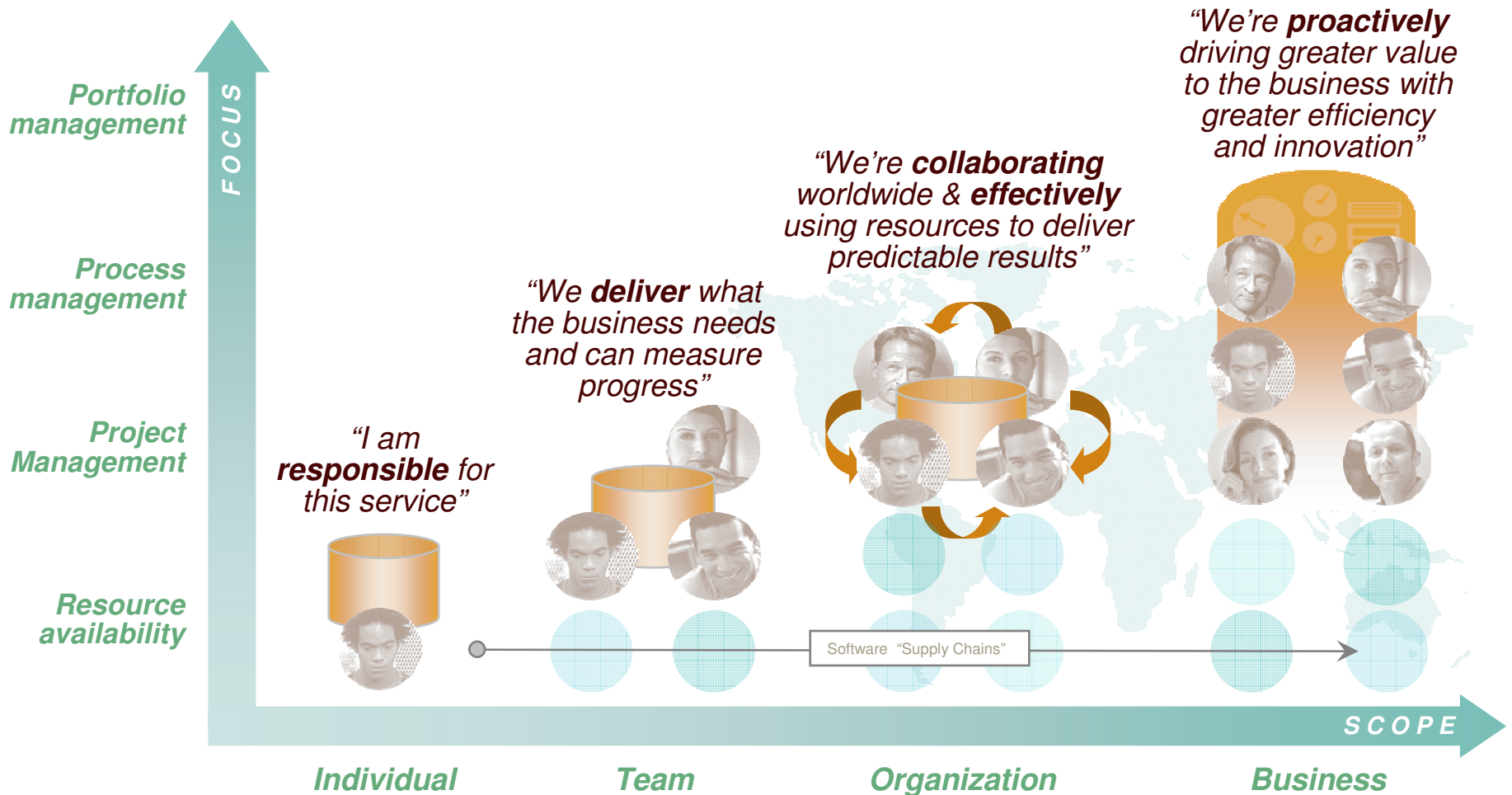
An evolution of desired value – What you want

Customers are maturing their approach to software delivery



Evolving and maturing – How you get there

Govern software delivery in the context of the business



Our business model

A strategic partner in enabling business innovation & transformation

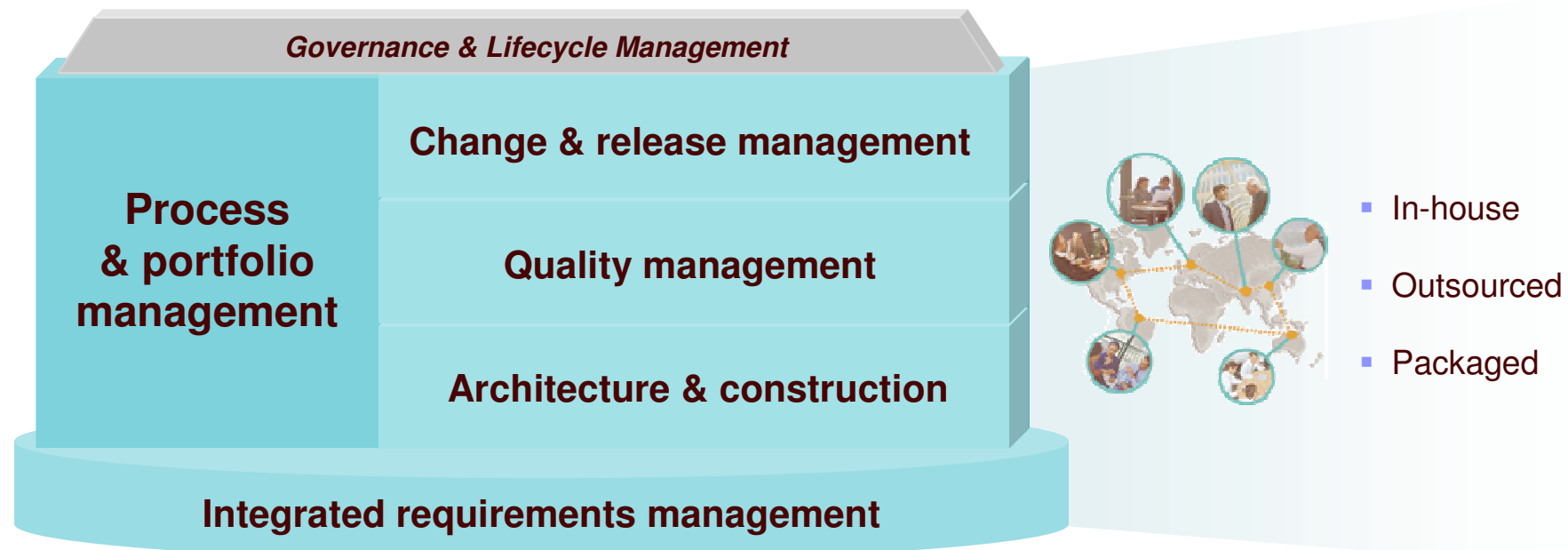


IBM Rational Software Delivery Platform

What we offer

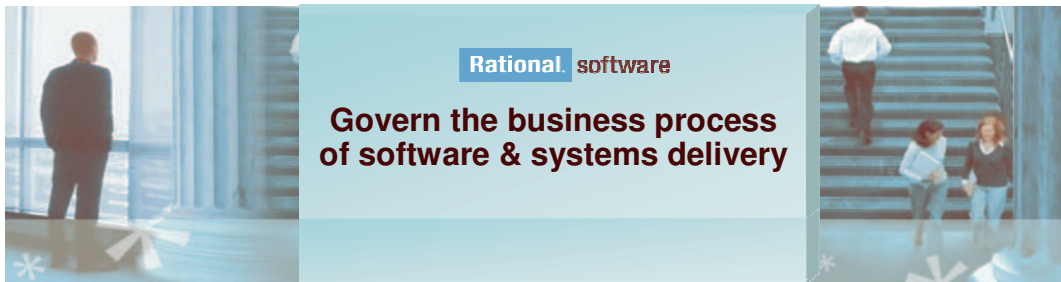
Rational. software

Process design and implementation best practices based on a market leading solutions delivery platform



Who is Rational?

Brand Value & Strategy



Make software development accountable to the business

Turn excellence in software & systems development into a competitive advantage

Facts and Figures

- 5th brand in SWG, acquired in 2003
- Used by 87 out of the top 100 companies
- Leader in Application Development market for 6 years in row (Gartner)
- Completed 3 acquisitions, System Corp, Build Forge and Watchfire - Telelogic on the horizon.
- Solutions for Development, IT Operations and Lines of Business
- Community of over 10,000 consultants skilled with Rational solutions
- Partnerships with over 40 global and regional SIs



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Ask yourself, can I?...

▪ **Leverage existing assets?**

- ▶ Discover and gain control over existing enterprise application portfolio?
- ▶ Identify assets for reuse in a Service Oriented Architecture?

▪ **Leverage modern architectures?**

- ▶ Create services easily from existing code, including CICS, IMS, i5/OS and terminal applications?
- ▶ Define new services for all deployment platforms from initial design to implementation?

▪ **Leverage existing IT skills?**

- ▶ Exploit new technologies and innovation without retraining existing staff that knows the business?
- ▶ Utilize new employees on any project independent of target platform?

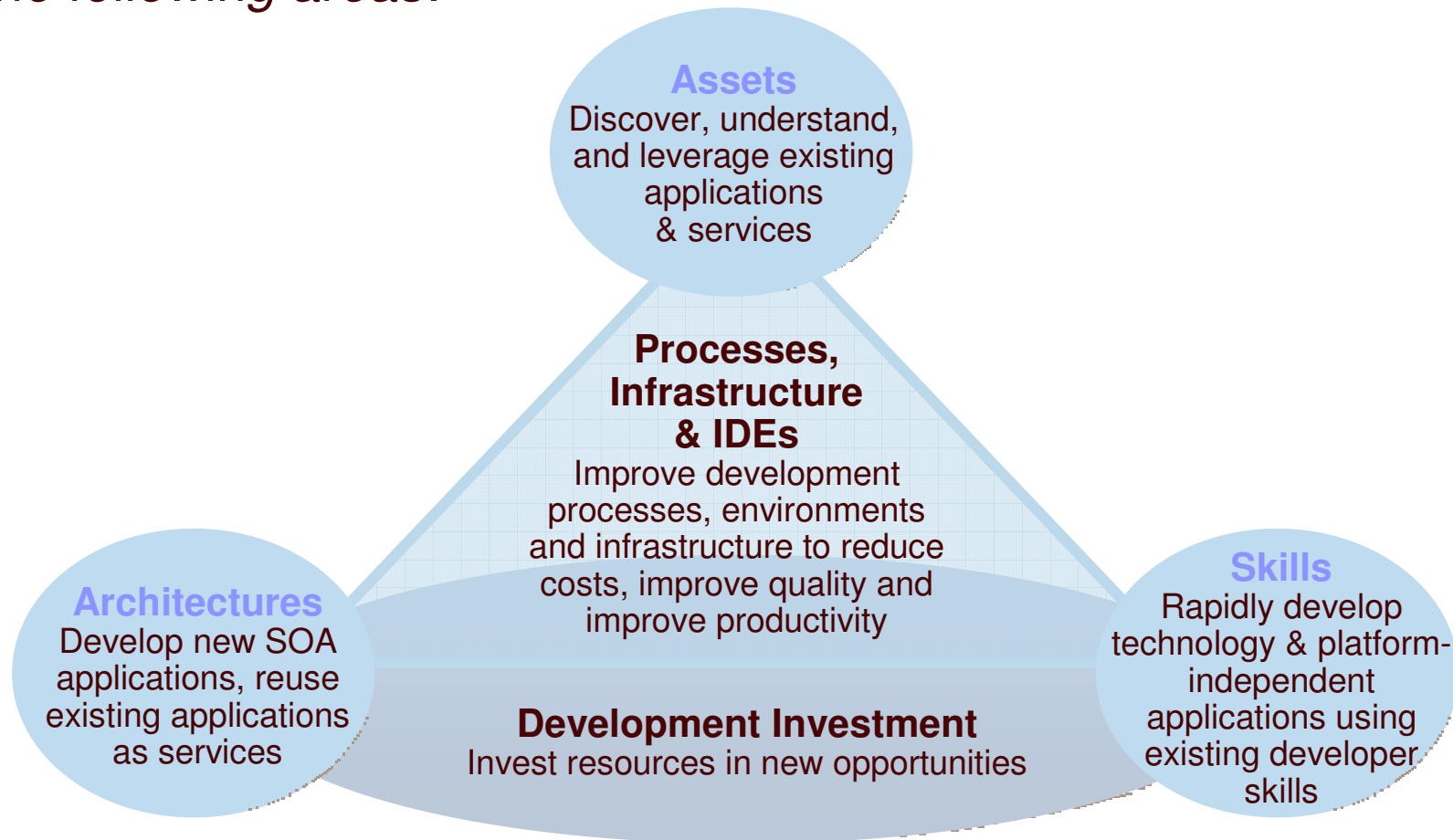
▪ **Leverage common development environment across siloed development teams?**

- ▶ Lower costs due to elimination of duplicate tools and processes?
- ▶ Realize improved end-to-end communication and traceability across the entire lifecycle?



Aspects of enterprise modernization

To improve IT flexibility, you need to **modernize** your enterprise in the following areas:



Scenario: Global Insurer

Solution: Accelerating enterprise modernization with the IBM Rational Software Delivery Platform

Modernize assets

- Unlock the business value hidden in existing systems
- Position for evolution to SOA
- Higher quality of application change management
- Reduce maintenance and new development cost



- WebSphere Studio Asset Analyzer
- Asset Transformation Workbench
- Rational Asset Manager

Modernize architectures

- Leverage key transaction capabilities across modern architectures such as SOA
- Reuse and integrate key processing across platforms
- Leverage trusted quality of service



- WebSphere Developer for System z
- WebSphere Development Studio Client
- Host Access Transformation Services

Modernize skills

- Enable business developer communities as “super” developers
- Maximize use of programming resources and business domain knowledge
- Support existing staff learning new technologies



- Rational Business Developer Extension

Modernize processes, infrastructure and IDE's

Software Delivery Platform

- Rational RequisitePro
- Rational ClearCase
- Rational Performance Tester
- Rational Portfolio Manager
- Rational Build Forge
- Rational Functional Tester
- Rational ClearQuest
- SCLM-AE

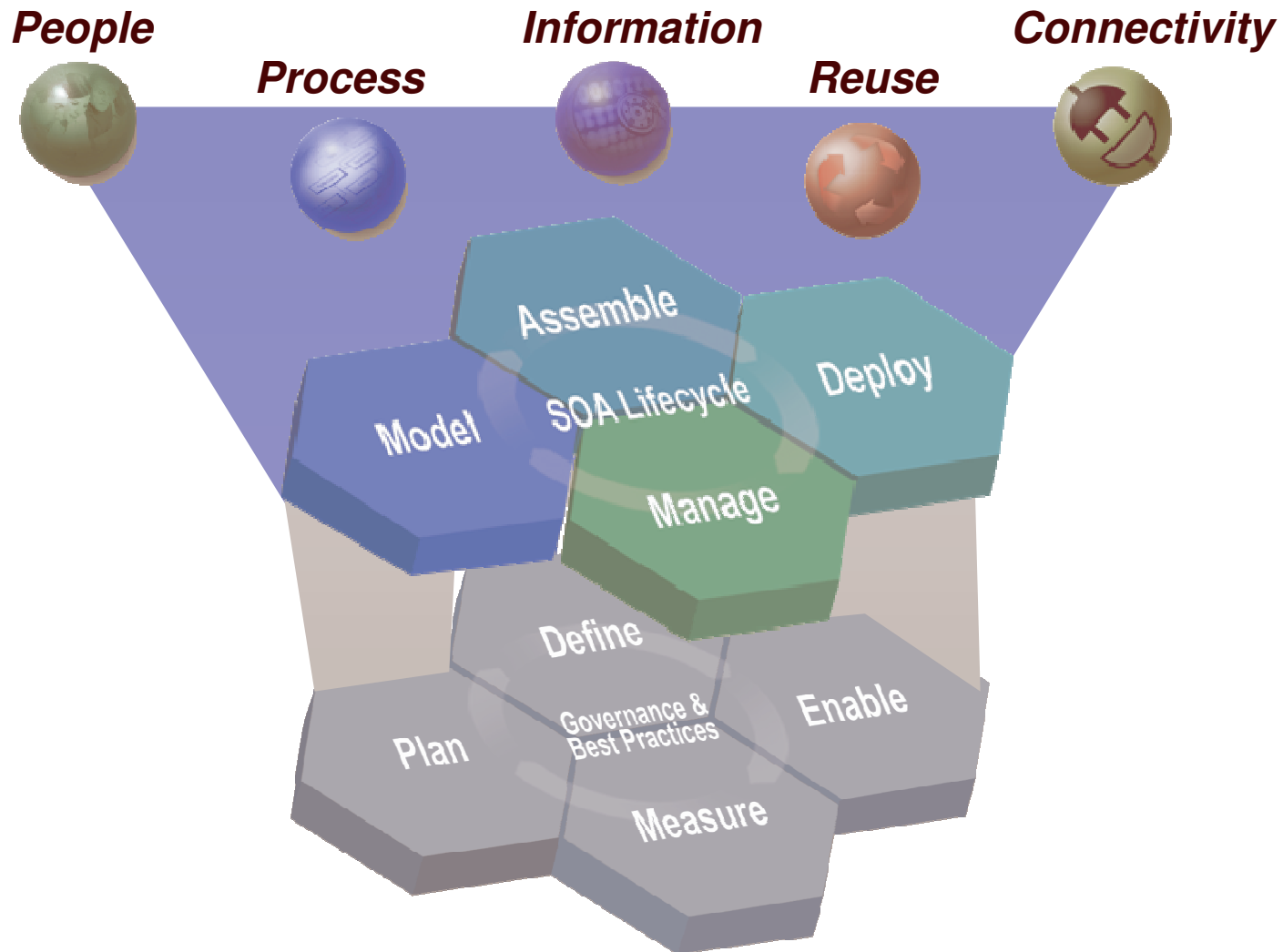


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SOA Lifecycle: SOA entry points



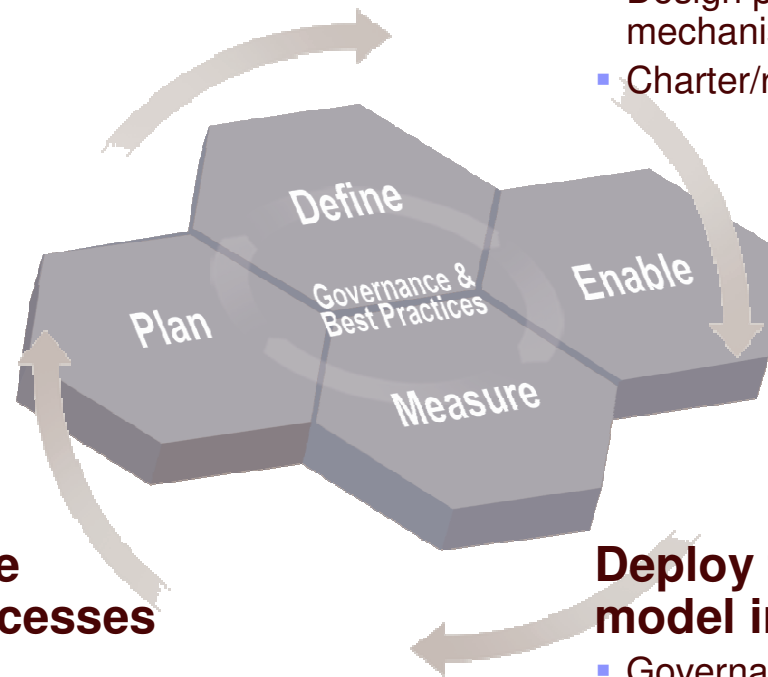
Every SOA needs SOA governance

Establish the governance need

- Document and validate business strategy
- Layout governance plan

Define the governance approach

- Define/modify governance processes
- Design policies and enforcement mechanisms
- Charter/refine SOA Center of Excellence



Monitor and manage the governance processes

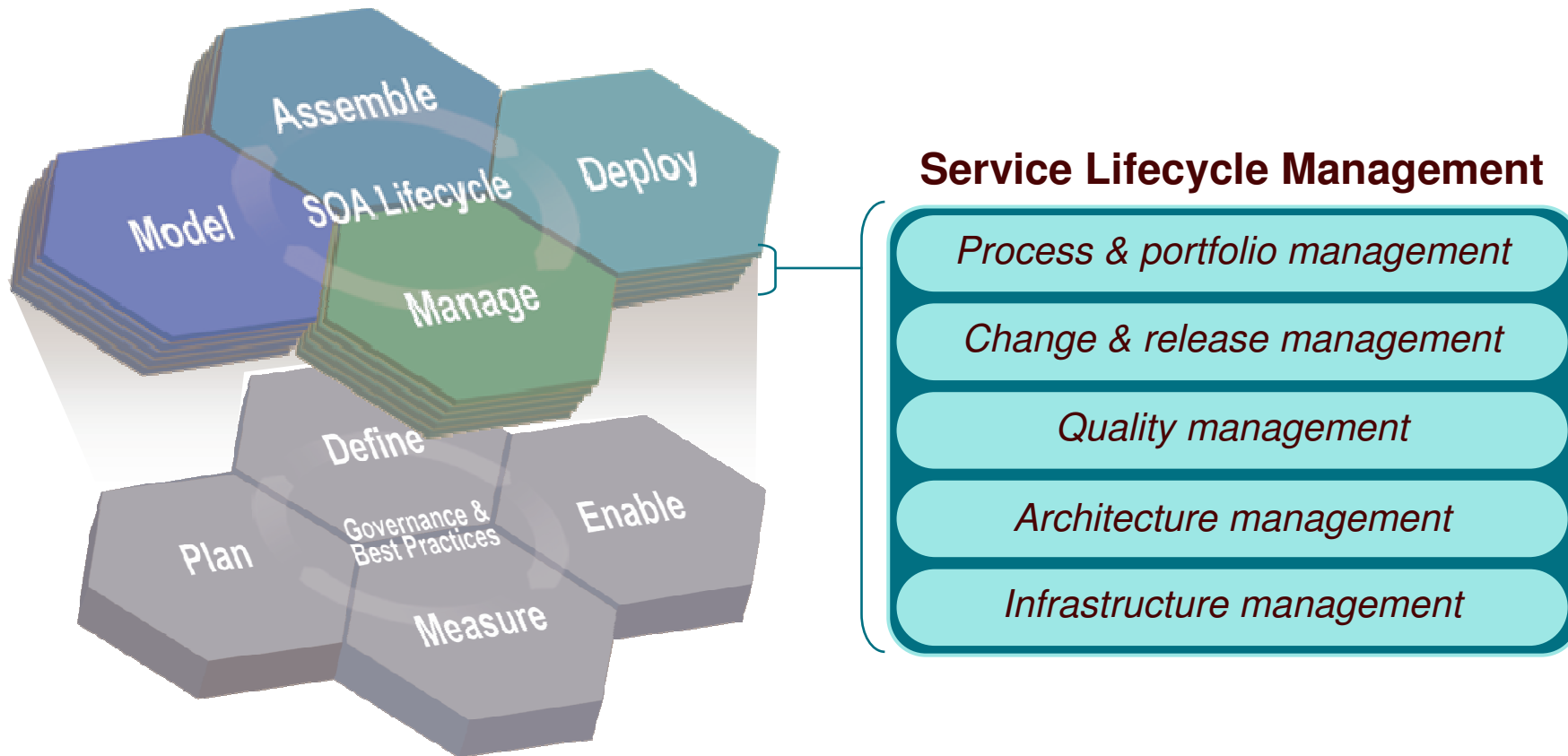
- Compliance with policies
- Compliance with governance arrangements
- IT effectiveness metrics

Deploy the governance model incrementally

- Governance mechanisms
- Organization change, educate on expected behaviors and practices
- Deploy policies



SOA Service Lifecycle Management builds upon SOA governance



Service Lifecycle Management aspects cut across the entire SOA lifecycle



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 - ▶ **Change and release management**
 - ▶ **Quality management**
 - ▶ **Architecture management**
 - ▶ **What is New**
 - ▶ **How do I Start**

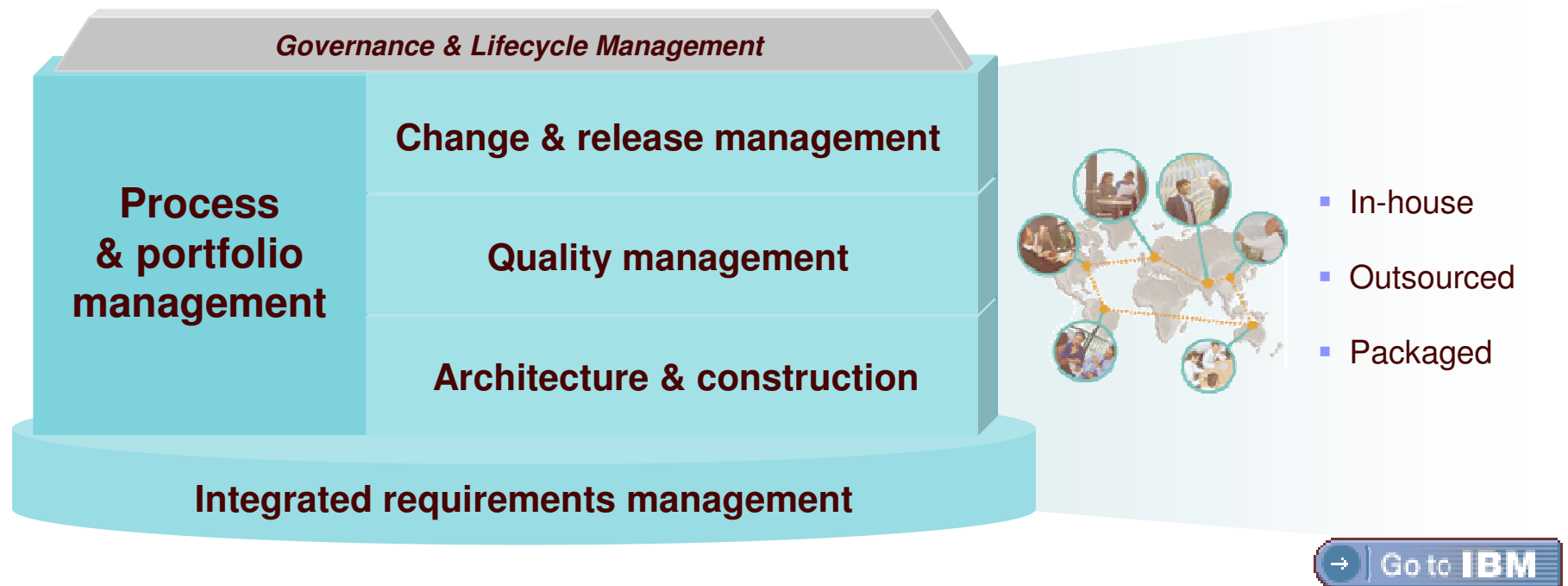


IBM Rational Software Delivery Platform

What we offer

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Process design and implementation best practices based on a market leading solutions delivery platform

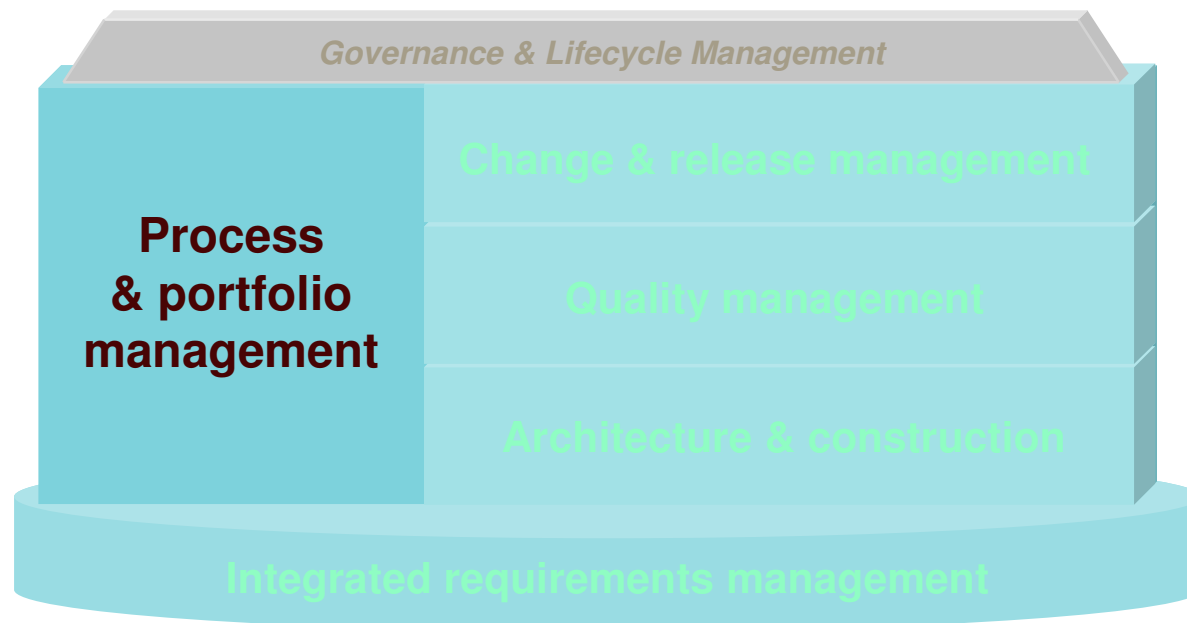


IBM Rational Software Delivery Platform

Process and portfolio management

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***Align business goals, best practices and projects
for improved productivity and predictability***



- Align business and software
- Manage enterprise value
- Monitor progress and streamline decision making
- Control risk and change

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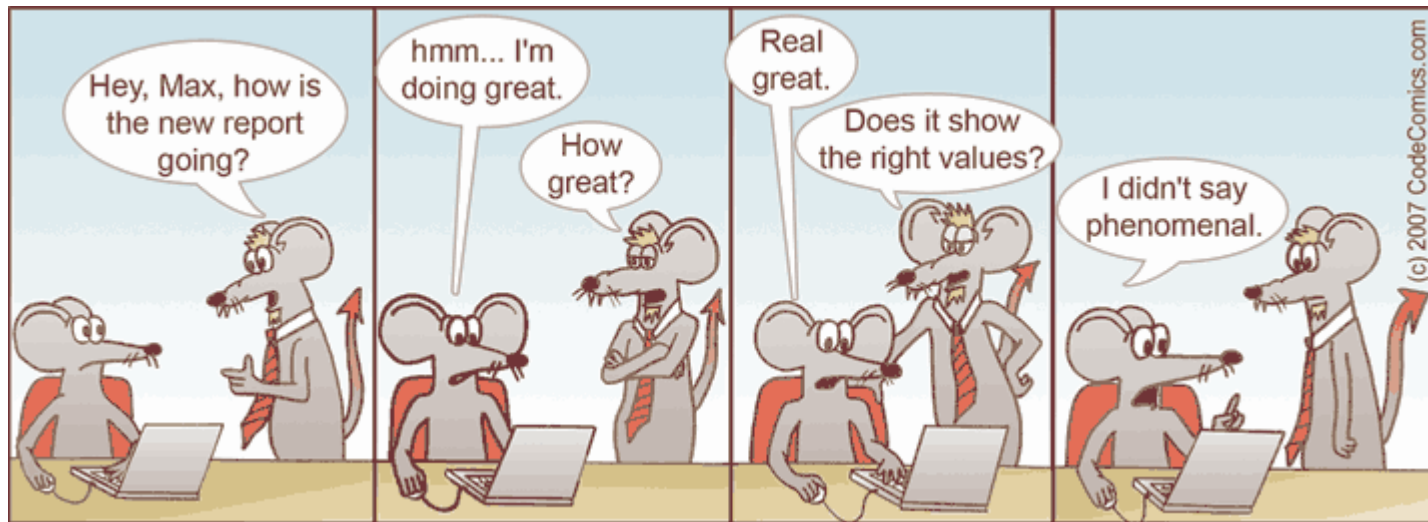
Project and Portfolio Management....



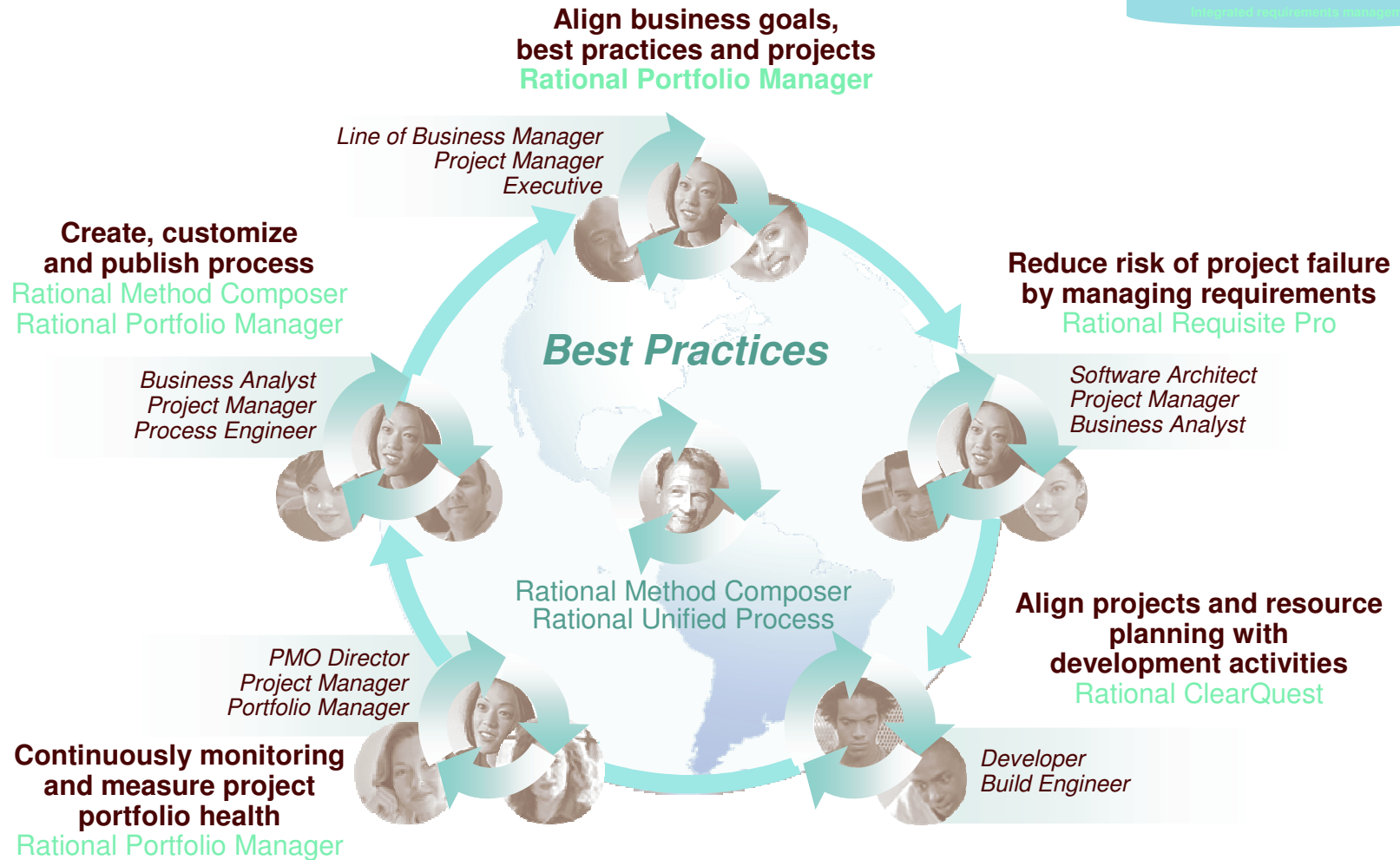
Process Improvement...?



Visibility



Process and portfolio management



IBM Rational Software Delivery Platform

Change and release management

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***Improve software delivery and lifecycle traceability
from requirements through deployment***



- Accelerate software delivery for business agility
- Reduce cost with efficient teams and better quality
- Effectively govern development and reduce risk

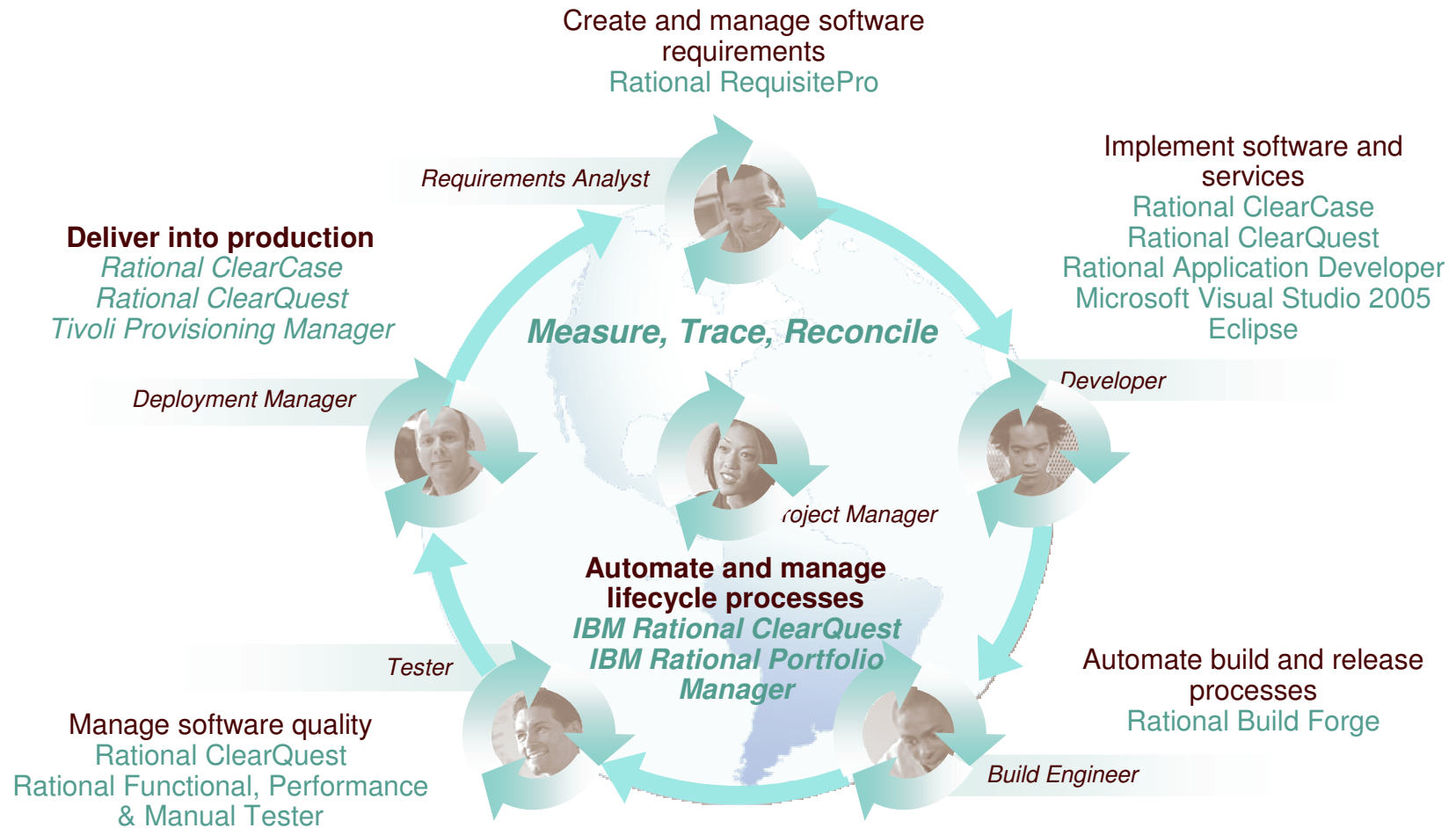
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Change and Release Management...



Change and release management



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Quality management

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Ensure software functionality, reliability, security and performance in development and production

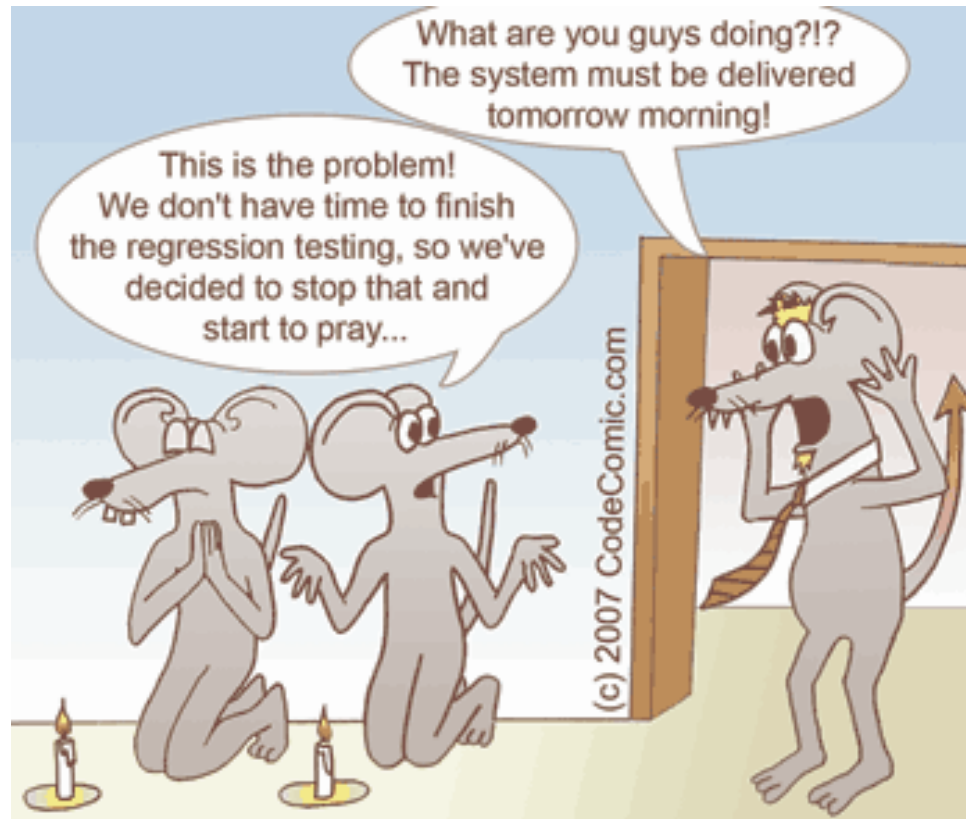


- Continuous testing across the delivery lifecycle
- Comprehensive integrated platform
- Collaborative information and data sharing across roles

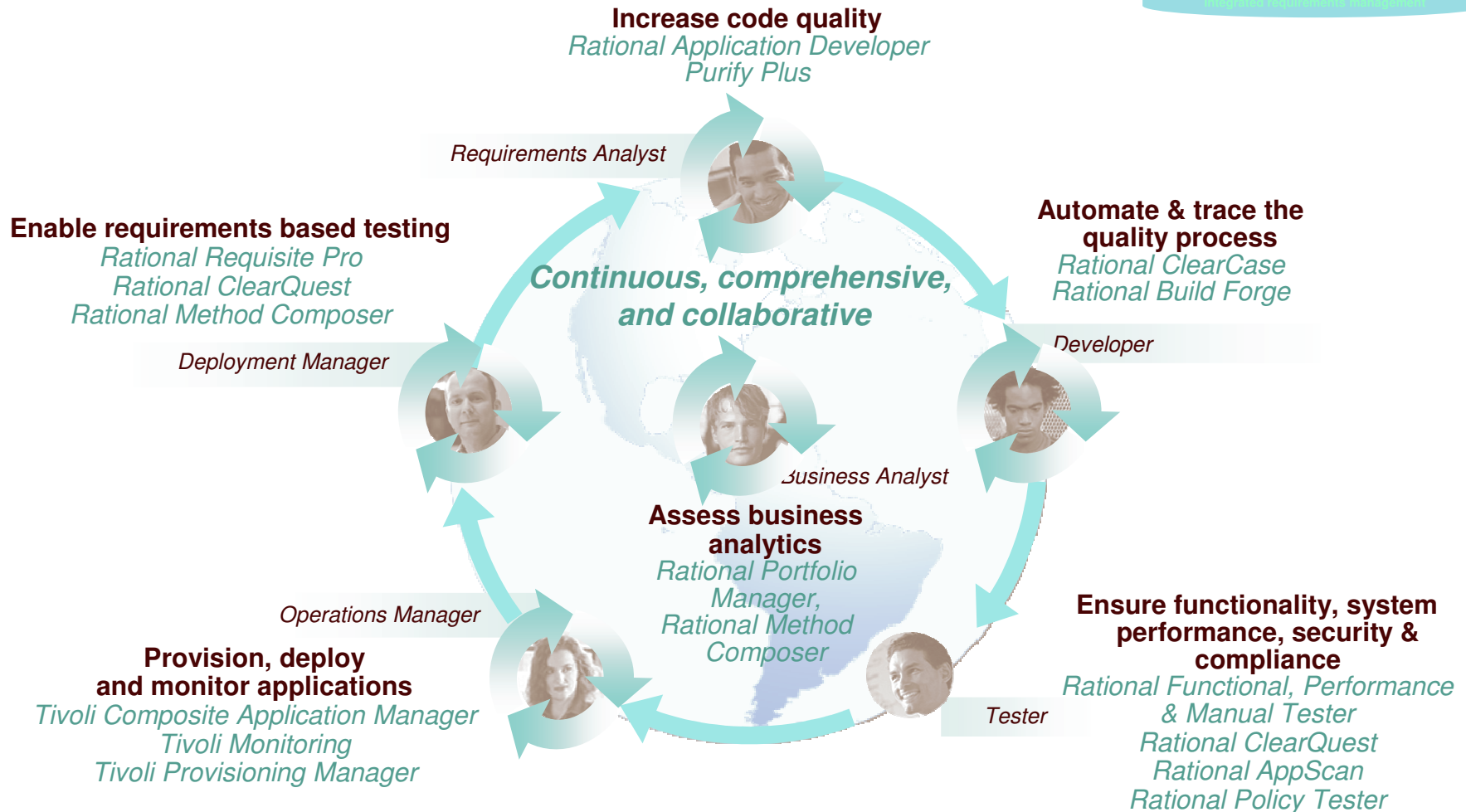
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Testing ALL the application?...



Quality management

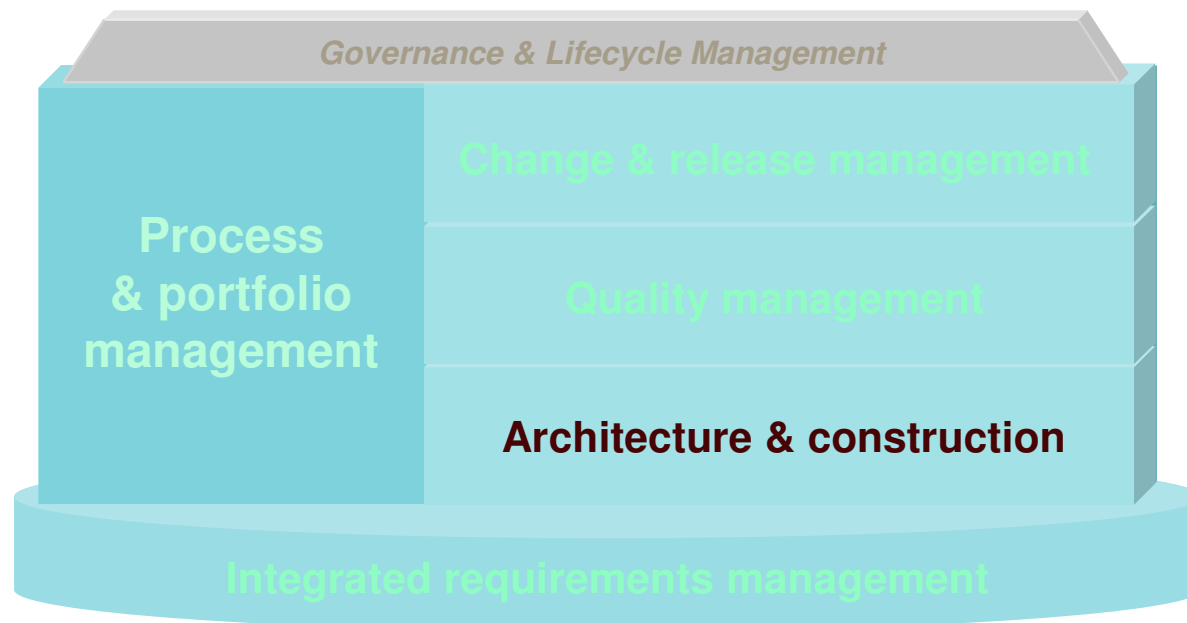


IBM Rational Software Delivery Platform

Architecture and construction

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Models, designs, and rapidly builds resilient architectures for SOA, systems, and applications

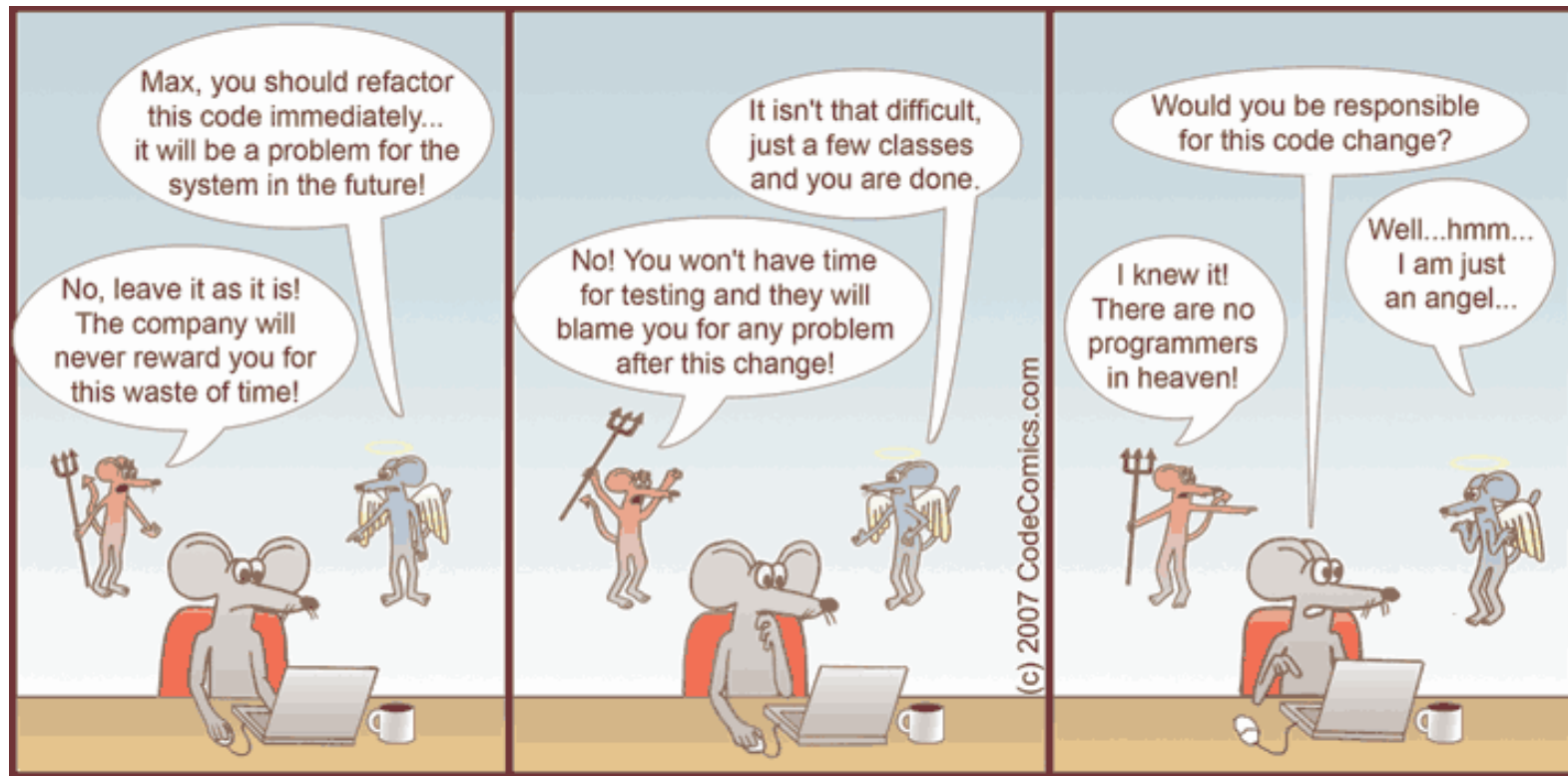


- Link Business Processes with development for complete lifecycle manageability
- Achieve resilient application architectures as SOA, with framework automation
- Accelerate delivery with design specification to code transforms
- Unify teams and ensure compliance with processes, patterns and profiles
- Stay in control and communicate architectural evolution and reconciliation

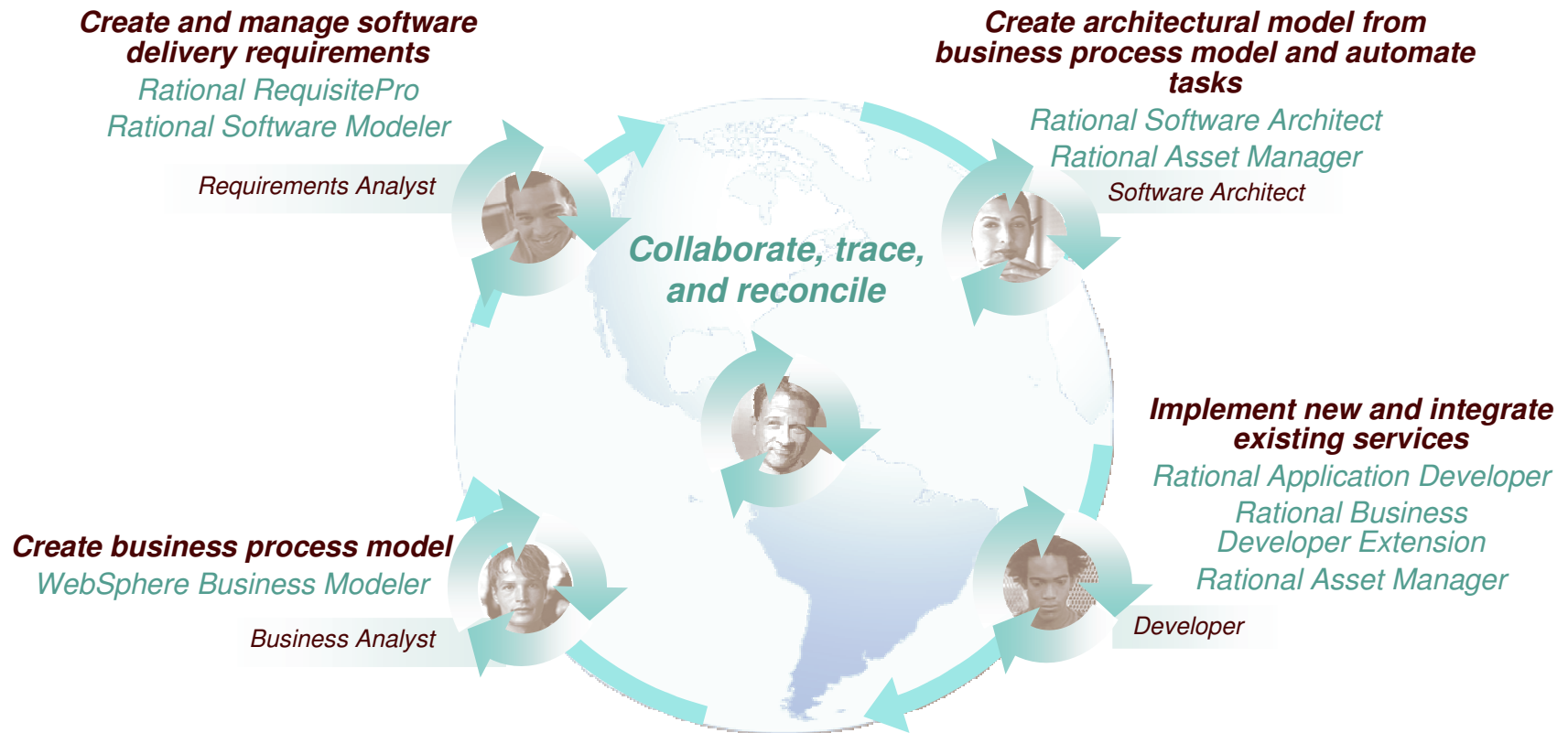
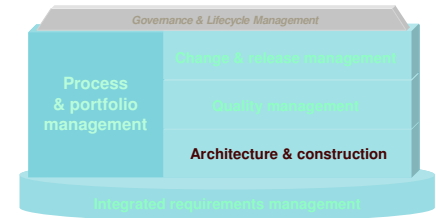
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Enterprise Architect...



Architecture and construction

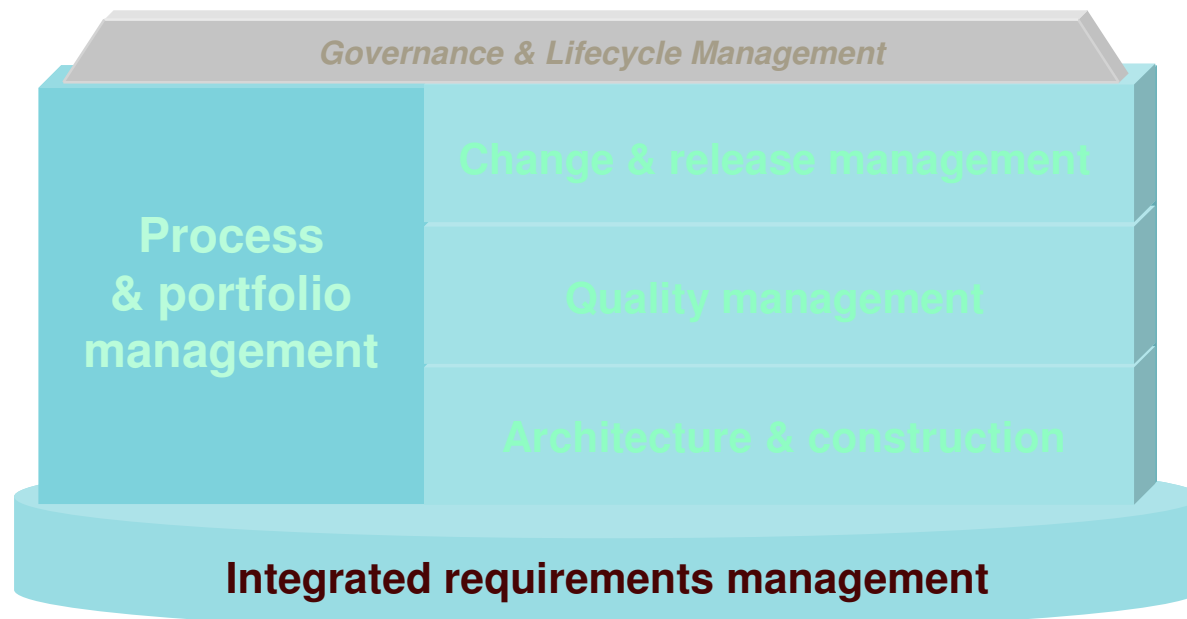


IBM Rational Software Delivery Platform

Integrated requirements management

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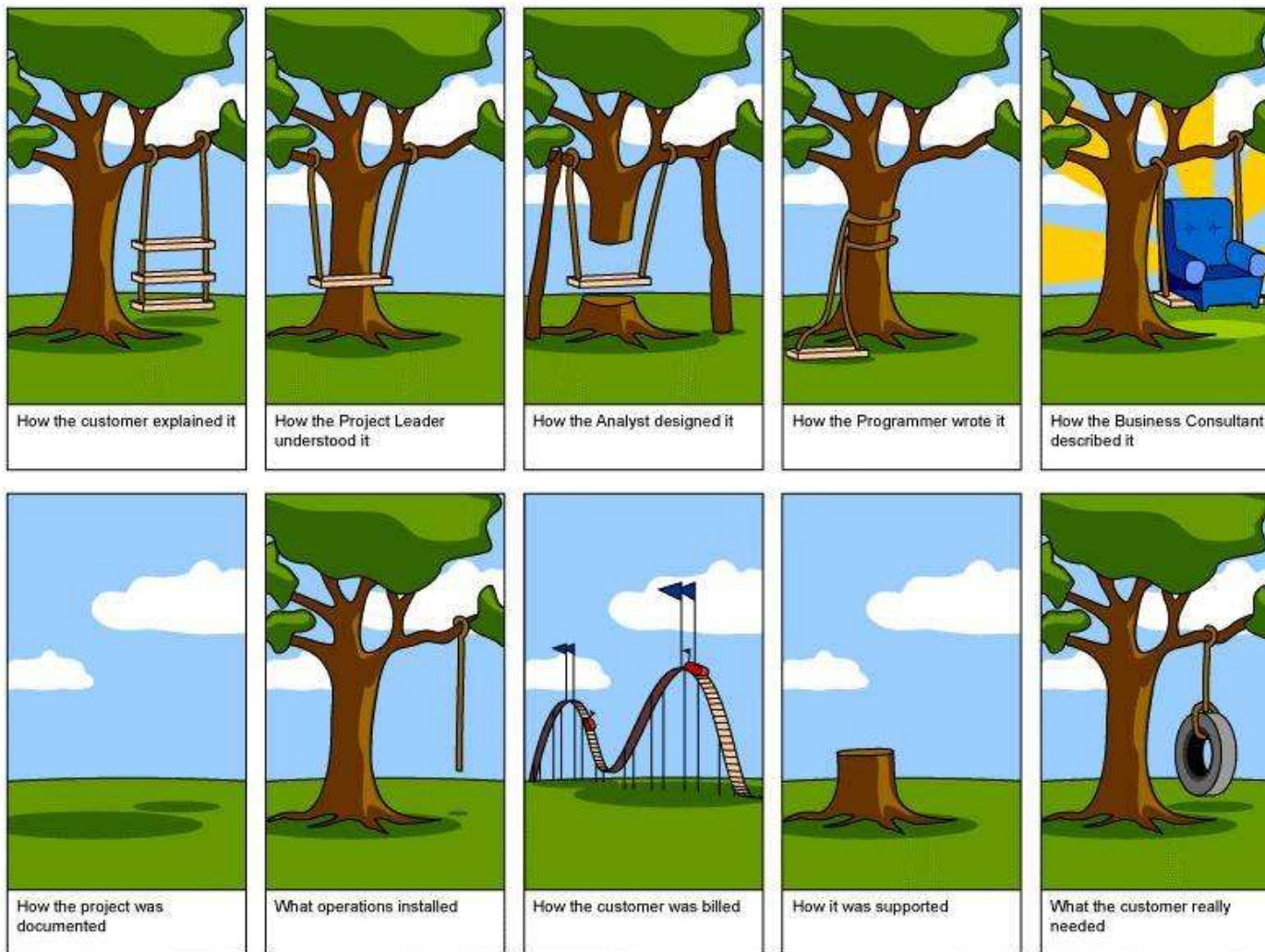
***Improve the communication of project goals,
reduce project risk and increase the quality
of applications before deployment***



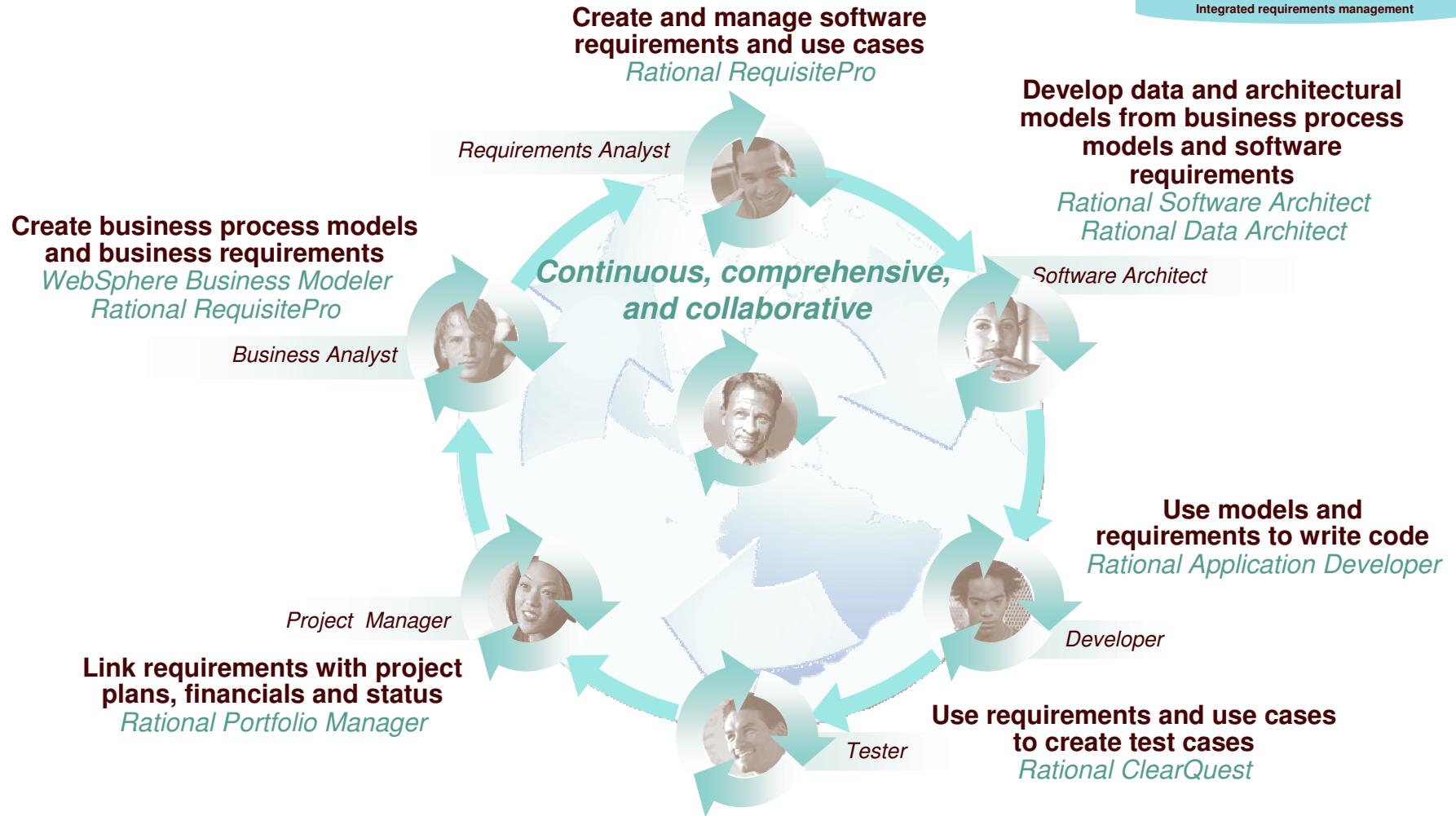
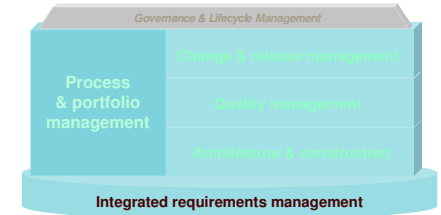
- Ensure that applications meet business needs by tracing to business process models
- Understand the impact of a change via full lifecycle traceability
- Verify quality by linking requirements to test cases
- Understand status, resources, cost, return, and other financial assessments associated with requirements



Requirements Management



Integrated requirements management

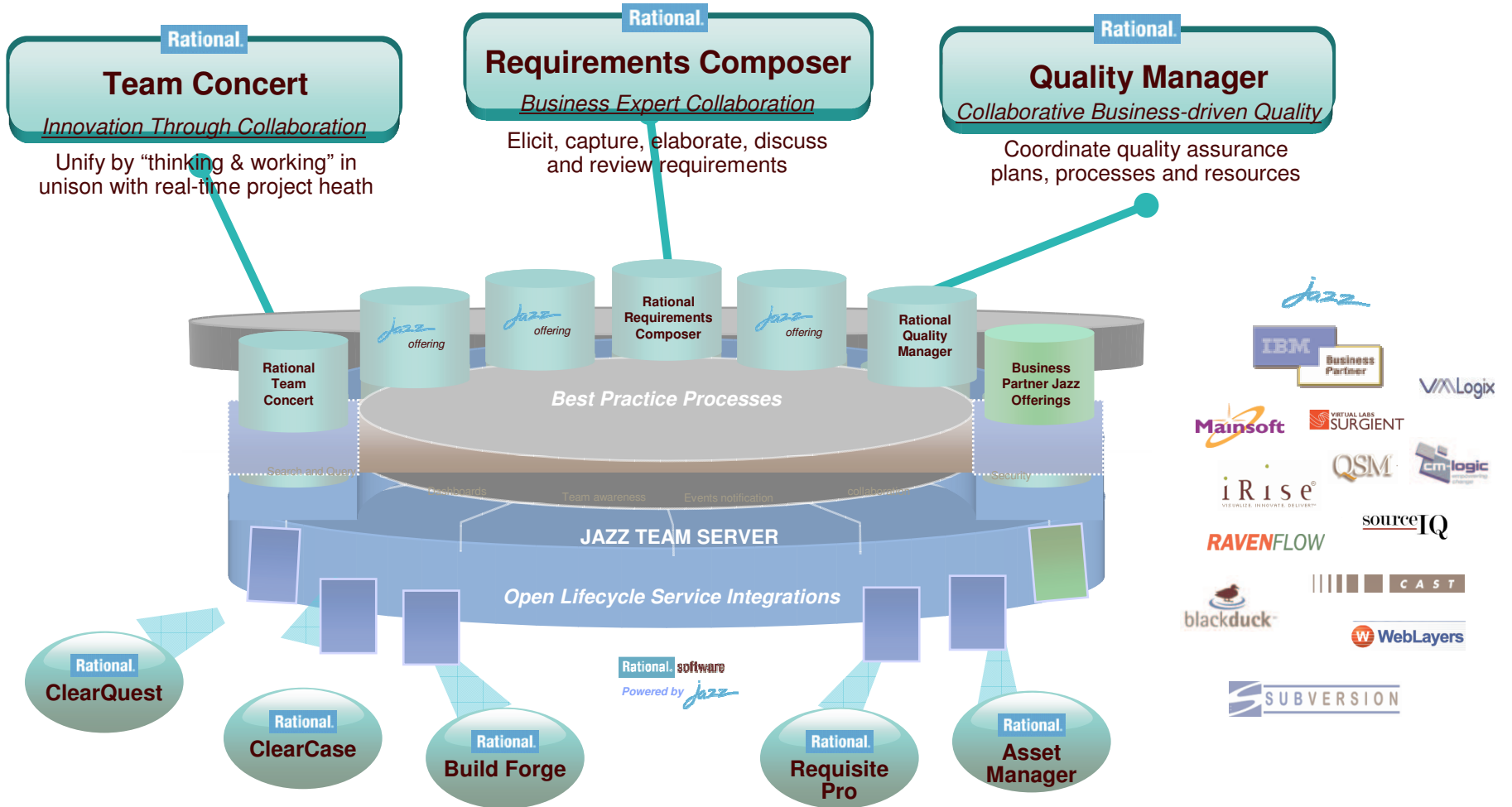


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 - ▶ How do I Start



Introducing the first wave of new *Jazz* offerings

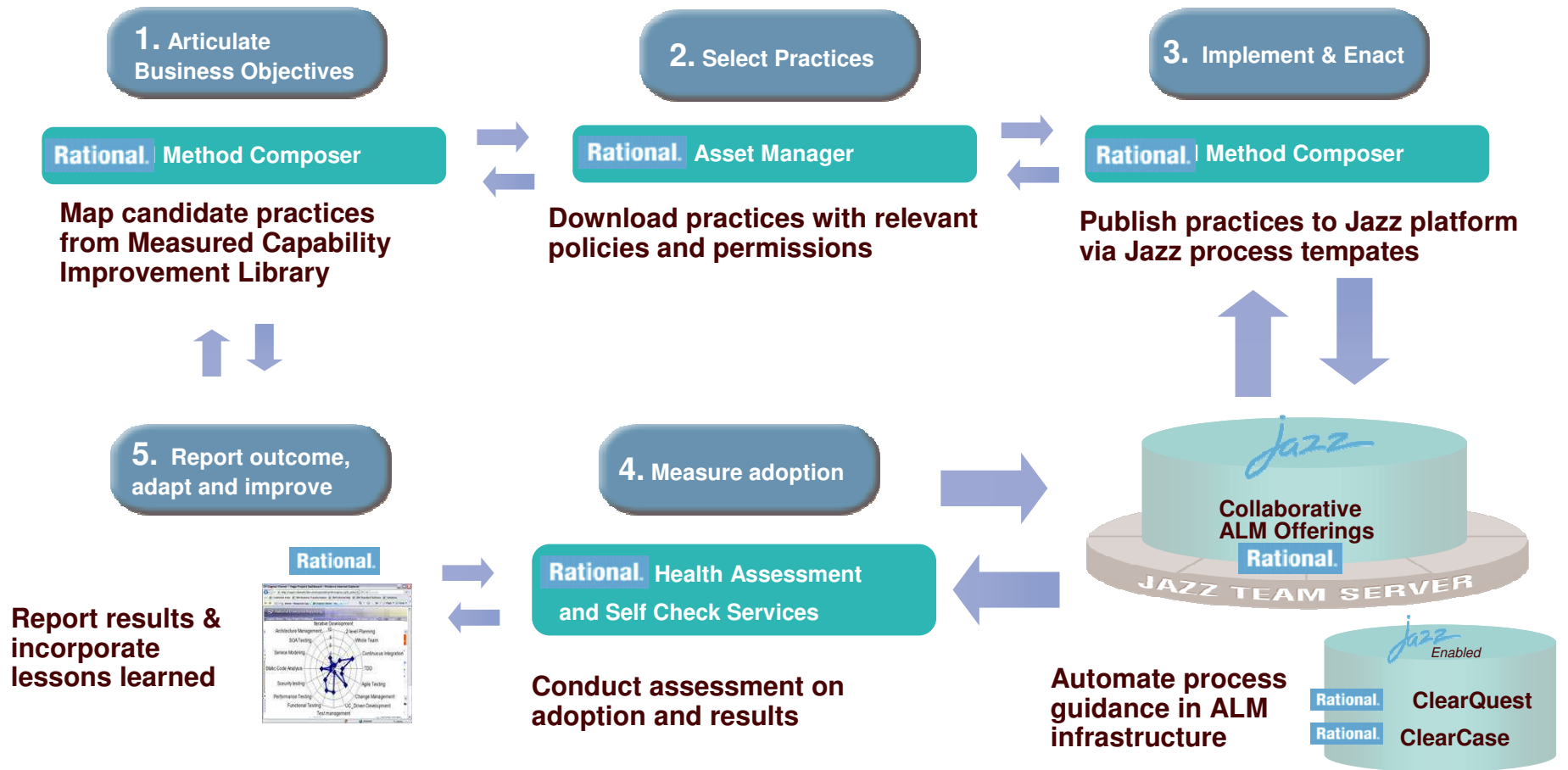


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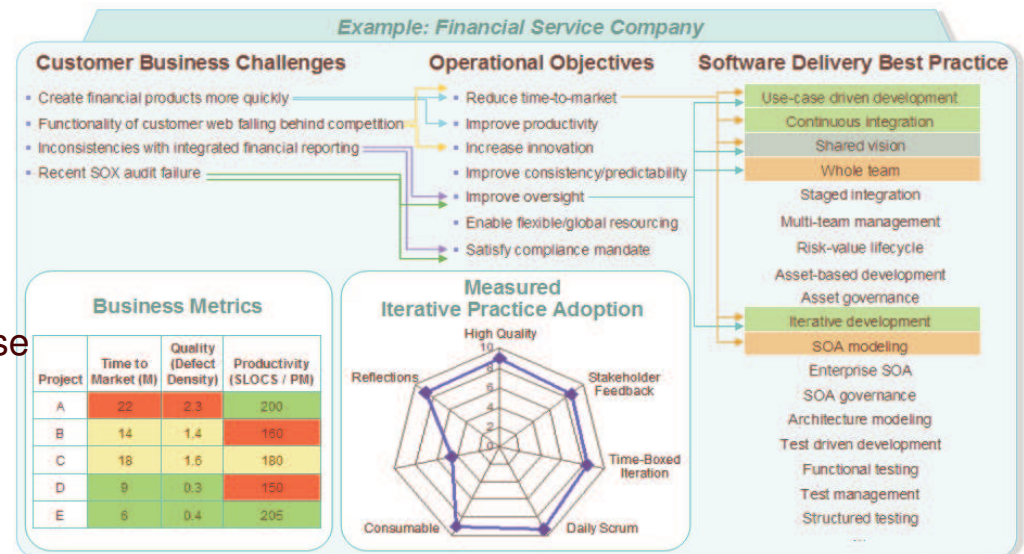
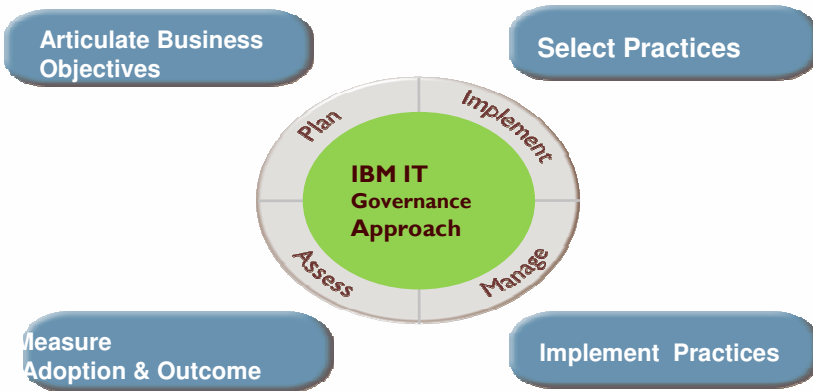


Automate the authoring, deploying, measuring and adapting of proven best practices processes tied to business outcomes



Mapping business value to software delivery best practices

- **IBM Rational Health Assessment for Software Delivery** to benchmark against proven improvement roadmaps
- **IBM Rational Self Check for Software Teams** to provide ongoing self assessments
- **Measured Capability Framework**
 - ▶ A systematic approach to assess practice adoption and map to business metrics
 - ▶ A delivery model for accelerating adoption through out-of-the-box assets
 - ▶ Consumable and incremental
 - ▶ Applies decades of industry process expertise
 - ▶ Practices delivered in Rational Method Composer 7.5 for incremental adoption





- IBM Rational software
- IBM Rational Software Delivery Platform
- Process and portfolio management
- Change and release management
- Quality management
- Architecture management
- Rational trial downloads
- developerWorks Rational
- IBM Rational TV

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