



**Driving Business Differentiation
with Rational's Software Delivery Platform
Real Insight. Real Results.**

Bodo Koerber

Director, IBM Rational Software



Do You Recognize ... How Automation Transformed Industry?



Manual
Error Prone
One-off
Manufacturing



Manual
Standard Processes
Stockpiled inventory

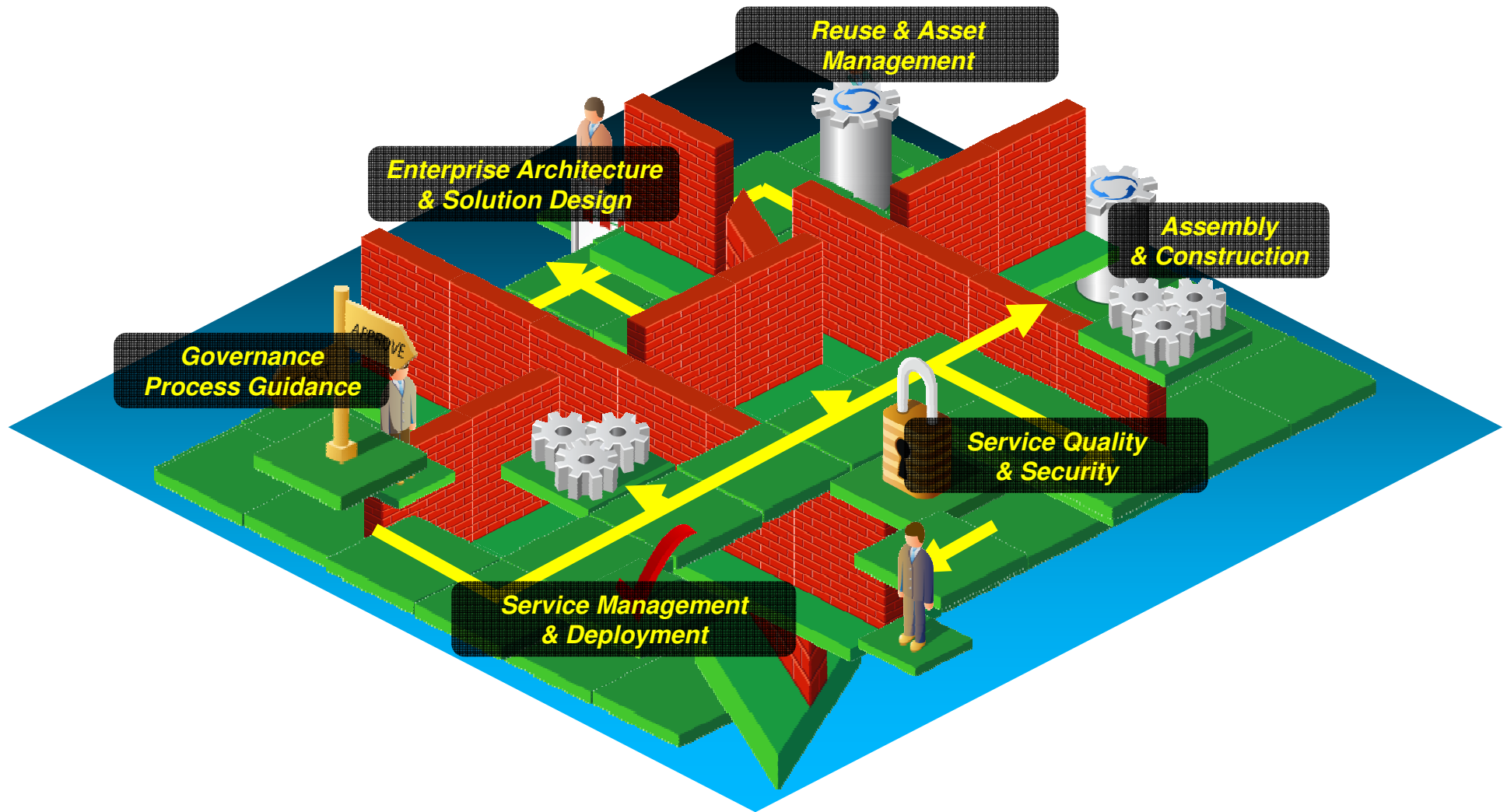


Introducing Automation
More Productive
Reduce Labor Cost

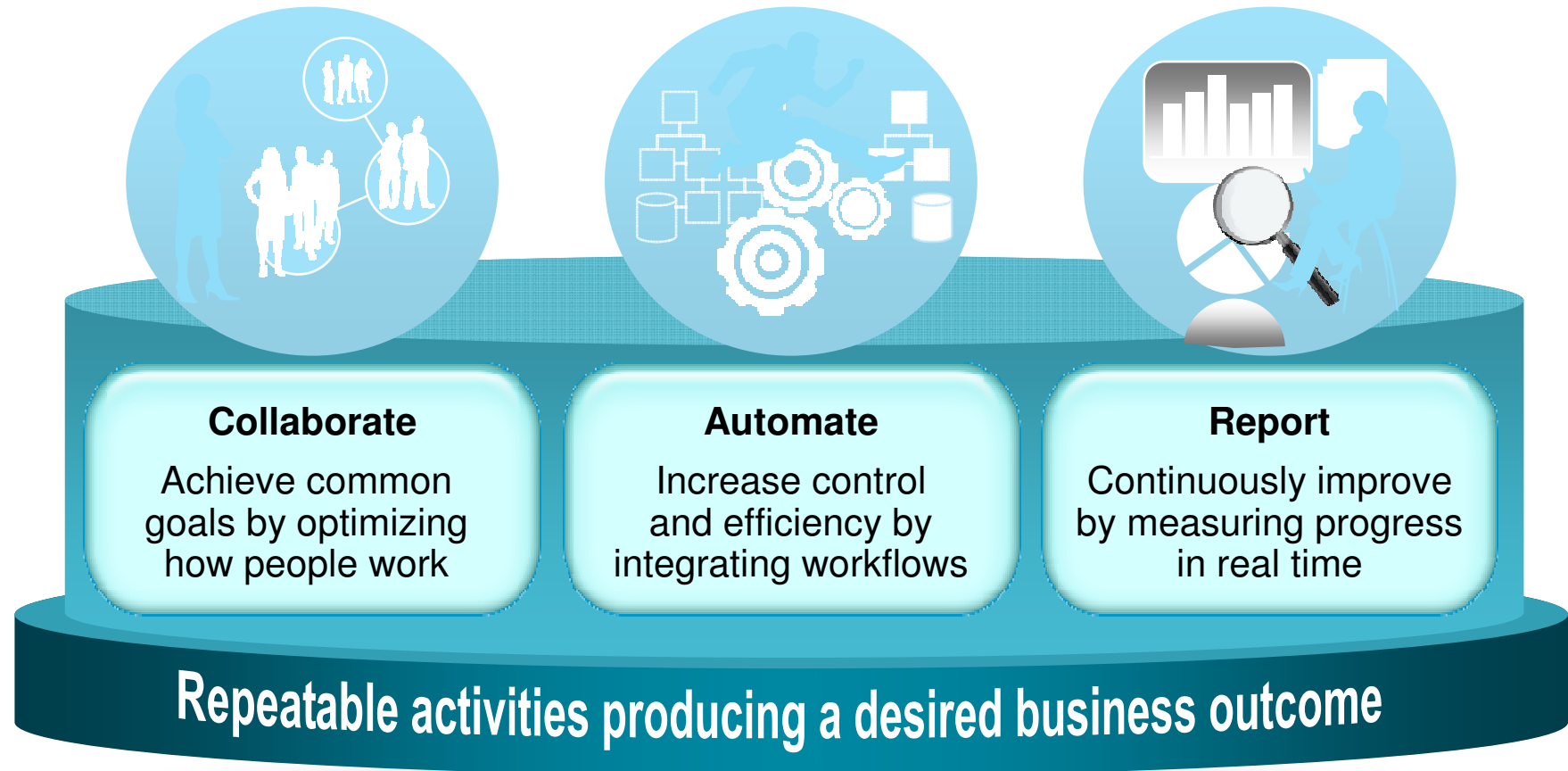


Fully Automated
Computer Controlled
Just In Time
Highly Productive

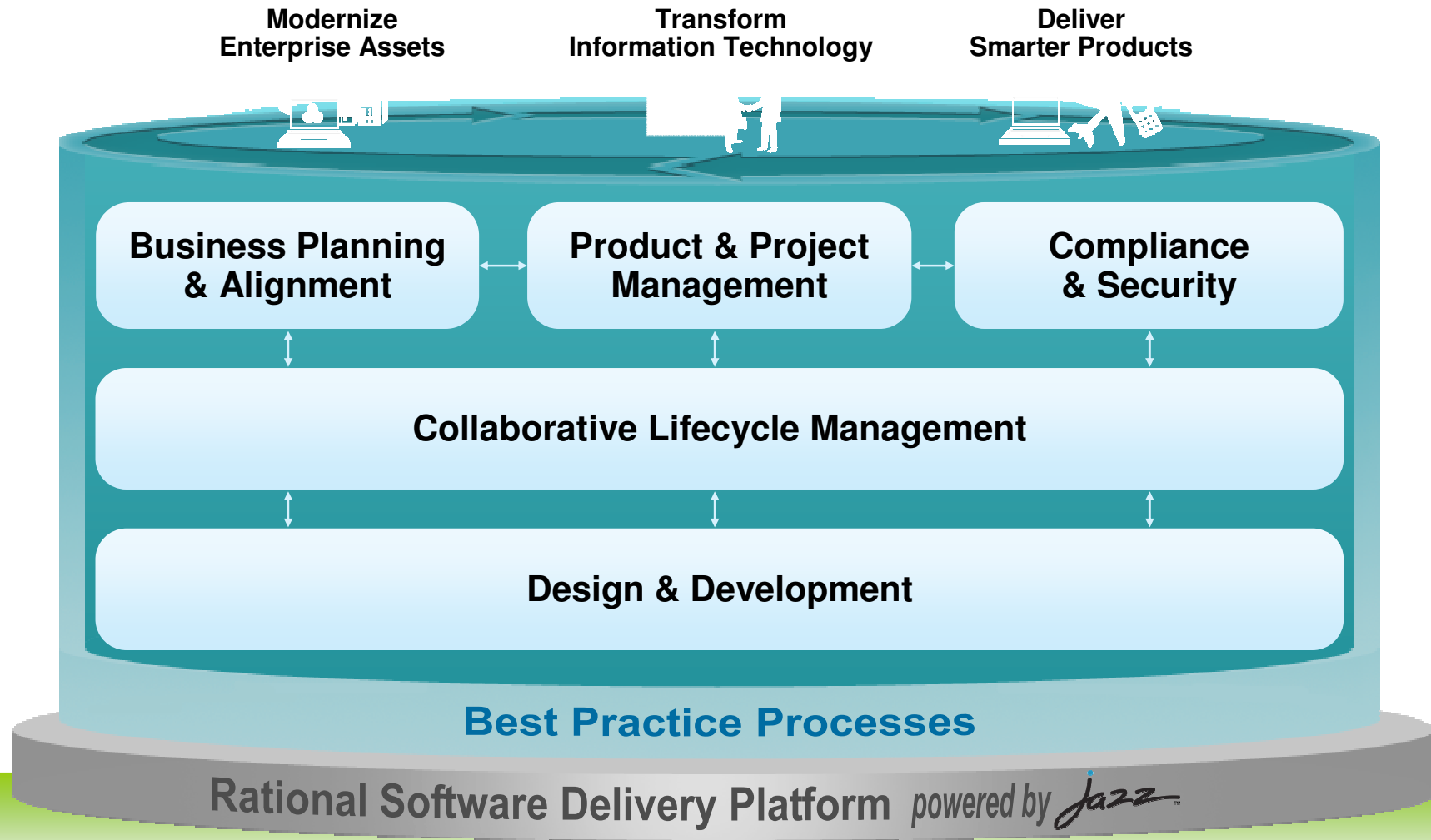
Applying the Lessons Learned from Industry



...and will adopt a platform that enables iterative improvement

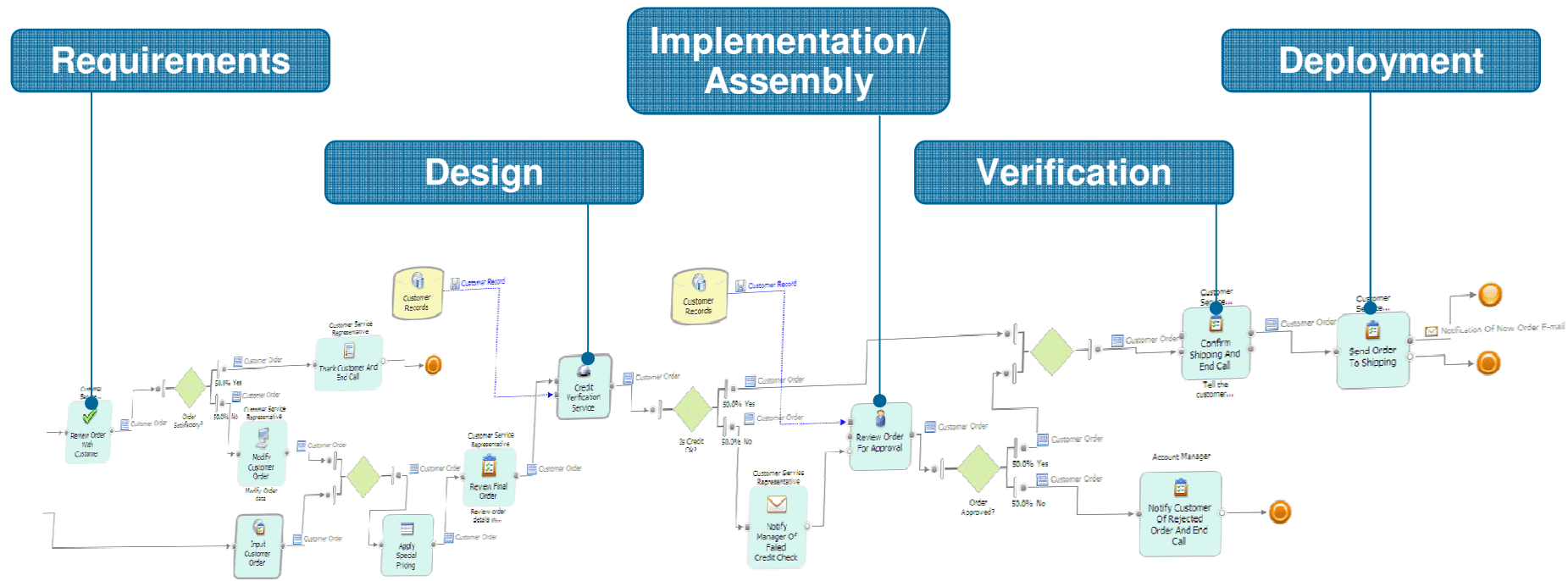


Rational offers a complete Software Delivery Platform

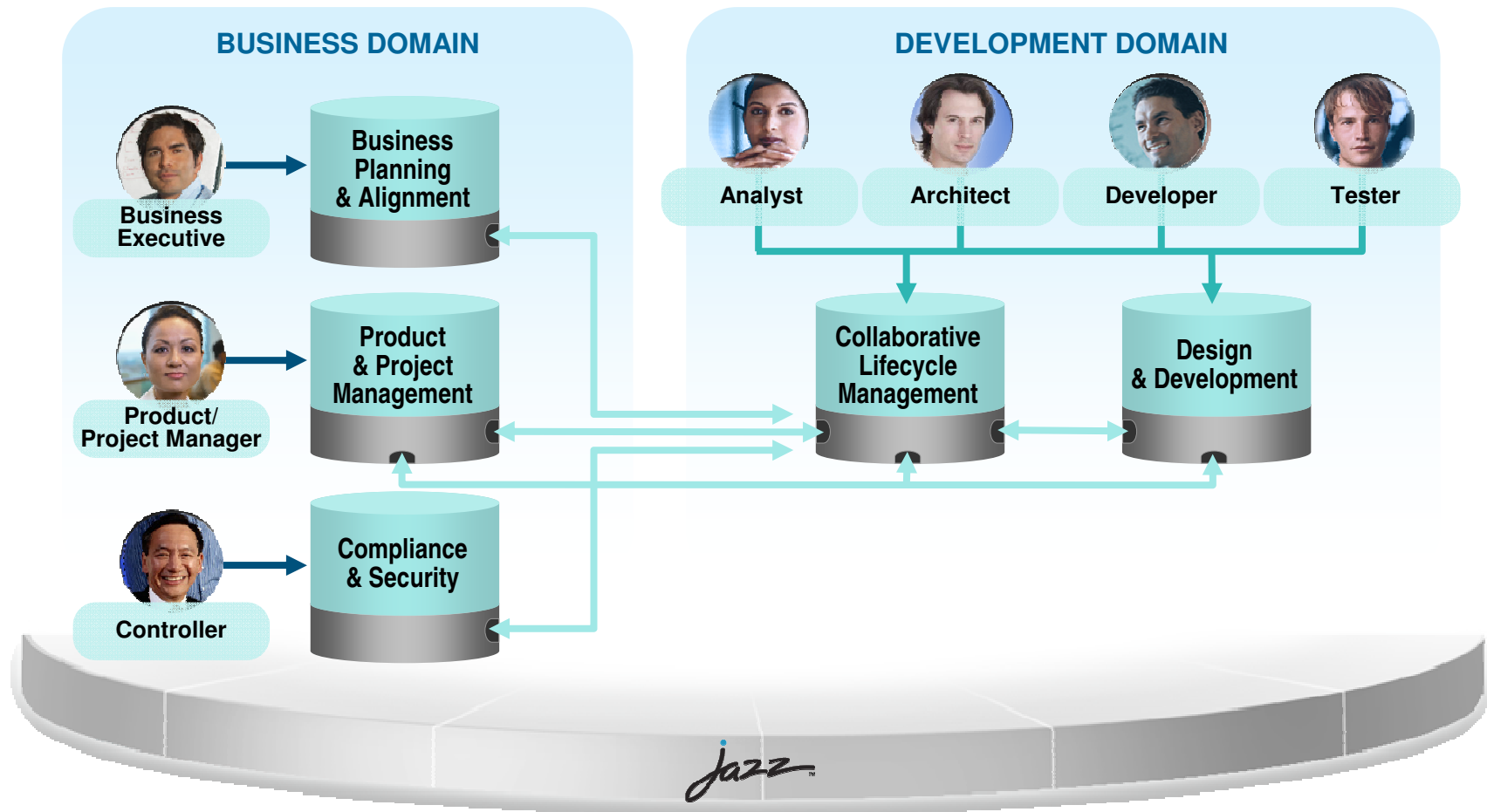


IBM and Business Partner Ecosystem

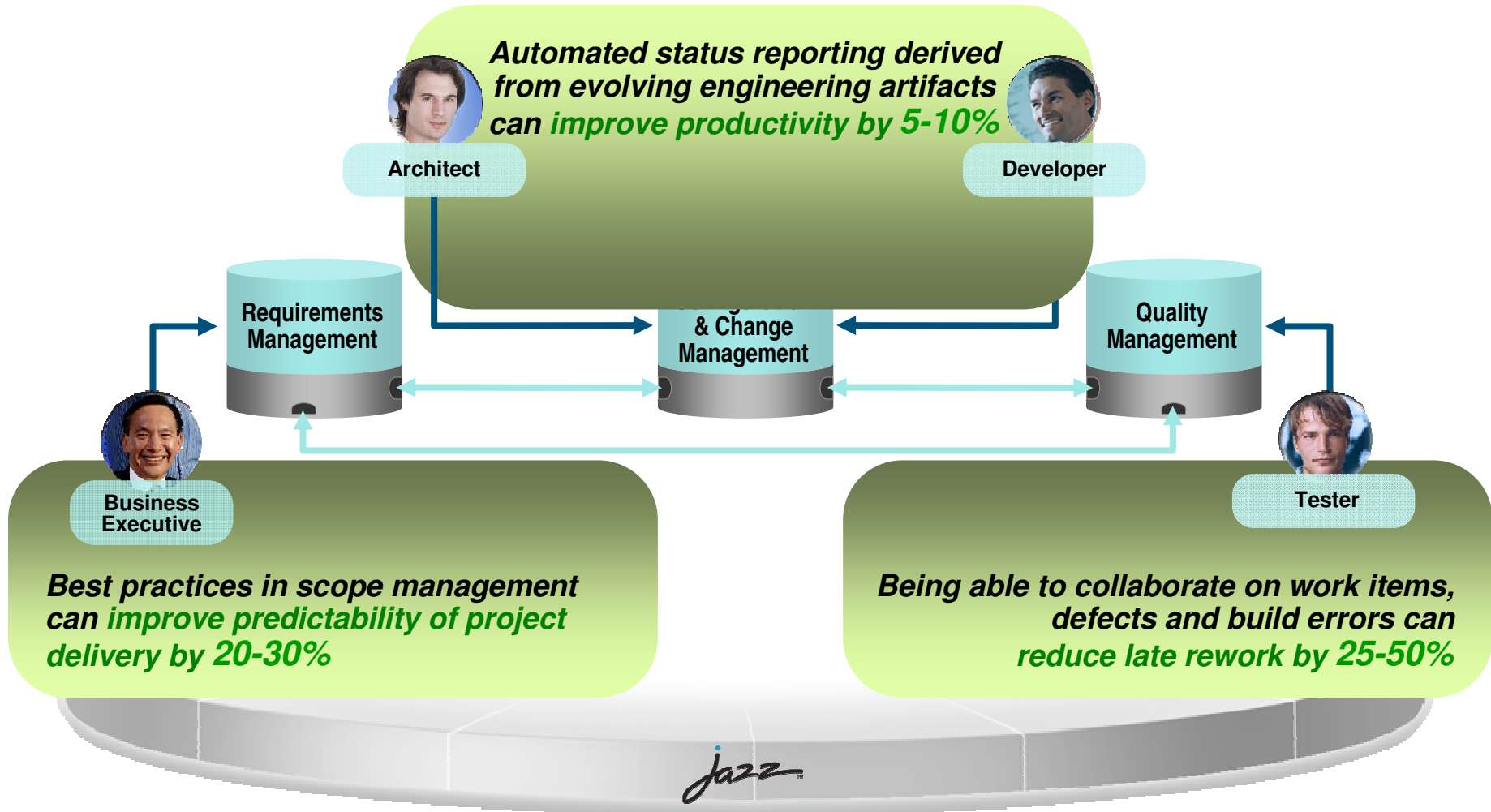
Successful businesses will manage software delivery as a robust business process, ...



Orchestrated in a workflow to dramatically improve the process of software delivery

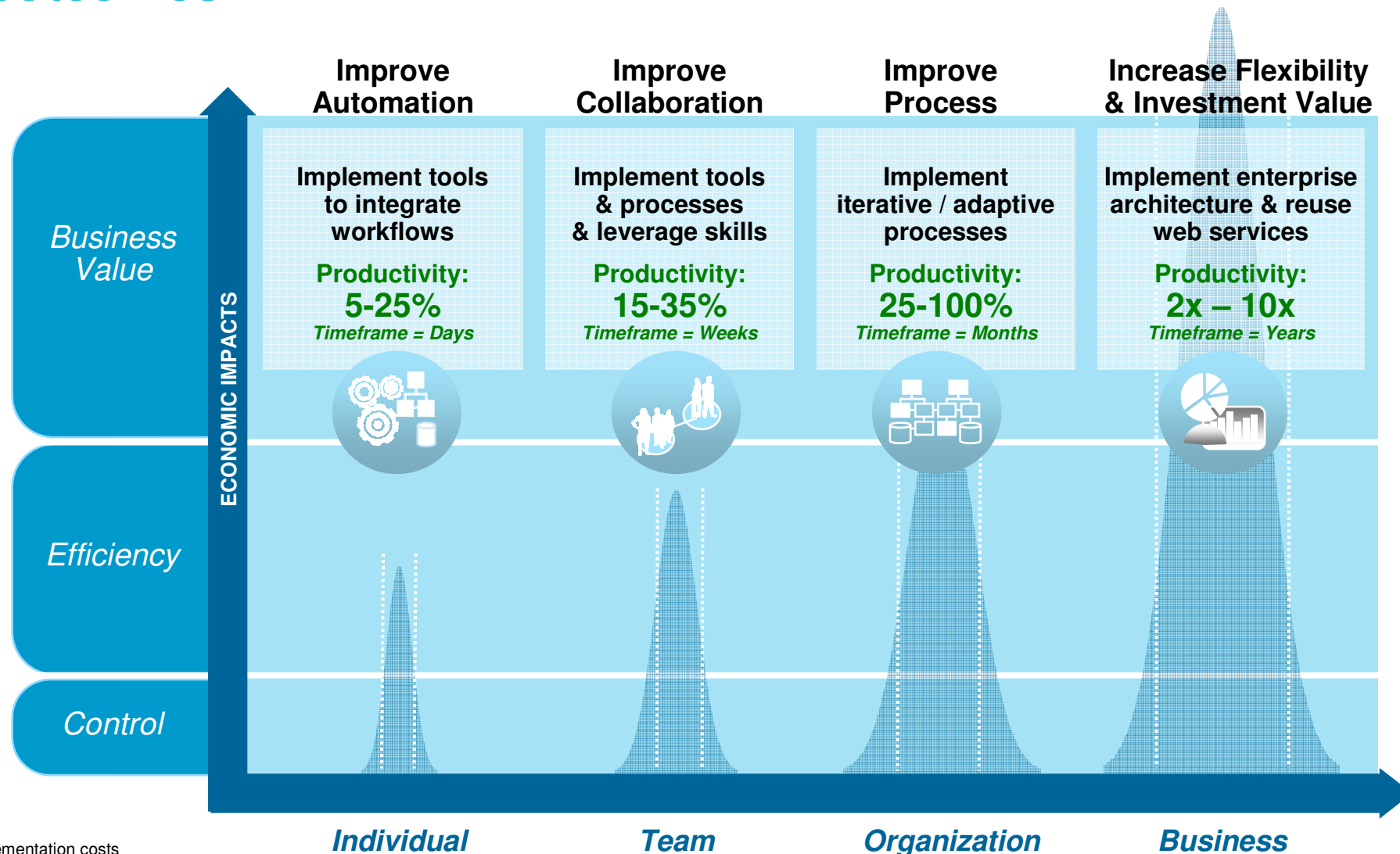


Optimizing desired business outcomes with reduced cost and risk



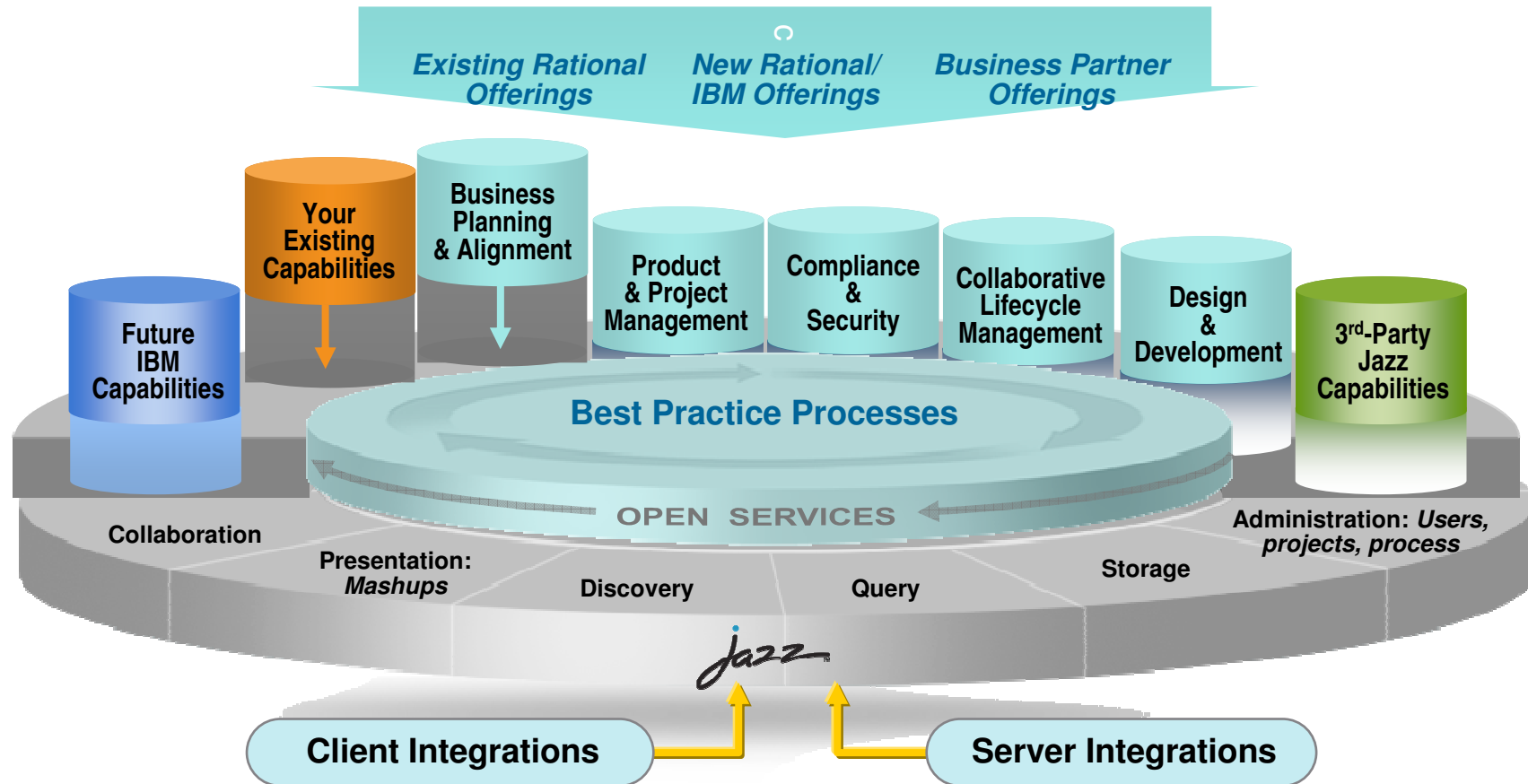
Source: Based on hundreds of client interactions of the IBM Rational Services Organization, as observed by VP Services, IBM Rational

Invest to manage risks and optimize measured *outcomes*



Implementation costs are per person per year

Flexibly integrated into a process based on client needs



Jazz is...

- A scalable, extensible team collaboration platform
- A community at Jazz.net where you can see Jazz-based products being built
- An integration architecture enabling mashups and products to participate

Execute efficiently through global collaboration and agility

Reduce costs, improve governance, and assess risk as a unified team

- Unify globally diverse teams of all sizes
 - Support thousands of developers, stakeholders and partners on multiple projects with enhanced scalability, security, high availability and performance
- Identify and overcome risks earlier
 - Support release planning, implement taskboards, enhance SCRUM and schedule risk assessment
- Leverage investments in existing tools and infrastructure
 - Consolidate and reduce costs by supporting J2EE, .NET, IBM i, System z, Microsoft Sharepoint®, Lotus Quickr® and business partner offerings
- Scale to new heights
 - Consolidate & Lower TCO by deploying a centralized, consumable, infrastructure
 - Thousands of users, millions of files and work items
 - Basic HA (failover)



“We've seen a 30% productivity gain on our global projects. The ability to easily suspend and resume work, along with advanced SCM features, helps team members juggle multiple tasks and priorities without missing a beat.”

Alain Bergeron
VP Consulting Services, CGI

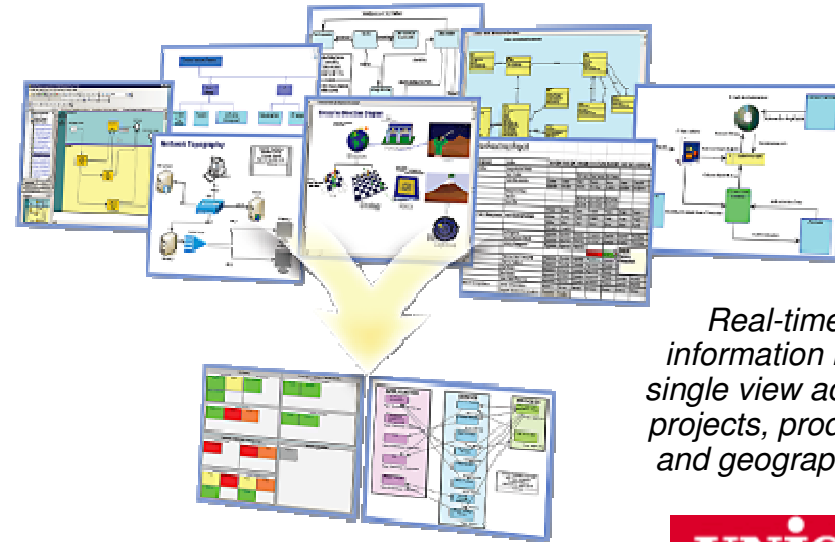
Rational Team Concert

Measure and manage team performance and project results

Automated project and process measurement can improve team productivity by 15%

- Monitor and analyze project and process performance
 - ▶ **Collaborate** across disparate development artifacts and in the context of operational and business objectives
 - ▶ **Automate** measurement leveraging an open RESTful and Jazz compliant data integration architecture
 - ▶ **Report** on relevant data with a built-in library of industry best practice metrics and dashboards
- Drive business innovation and reduce costs through measures and continuous **process improvement**
- Built on best in class business intelligence platform from IBM **Cognos**

Rational Insight



Real-time information in a single view across projects, products and geographies



“Until now we were gathering metrics by manual methods. Rational Insight simplifies the presentation... Overall great tool to have for optimizing project efforts and giving management a birds eye view of the project performance at all stages.”



“Through the automation and dashboard capabilities in Insight, our team is saving over 40 hours a month on our reporting activities. We also can offer new capabilities such as “on-demand” dashboards which would have been very labor intensive to do without Insight”

Agility @ scale at IBM

26,000+ total resources worldwide

Pittsburg
Poughkeepsie
Princeton
Somers
Southbury
NY, NY

Andover
Bedford, MA
Bedford, NH
Lexington
Westborough
Westford
Cambridge

Cork
Dublin
Galway

London/Staines
Milton Keynes
Hursley
Warwick
York

- Over 100 Rational development projects (~2000 users) using Rational Team Concert
- More than 150 other projects around IBM
 - For example – GBS Application Factory (AF) team currently hosting 3000+ users
- Boarding time for new projects - less than one day
- Applicable to agile/iterative and waterfall projects

- Rational Development
- Rational Customer Support
- WebSphere Development
- Lotus Development
- Tivoli Development
- IBM Research Division
- IBM Global Business Services

San Francisco
SVL/San Jose
Almaden
Agoura Hills
El Segundo
Costa Mesa
Las Vegas

El Salto

Rochester
Boulder
Denver
Lenexa, KA
Tucson
Phoenix
Austin
Dallas

Tampa
Sao Paulo

Gurgaon

Perth

Gold Coast
Sydney
Canberra

Yamato

Leveraging the Larger SWG Partnership

Delivering proven value ...

WebSphere

Business Process Flexibility

to develop and rapidly deploy innovative business models with flexible, optimized processes

Lotus

Empowering People

to share their passion and expertise, foster collaboration and innovation, and improve business efficiency, decision-making and responsiveness

Software Lifecycle Management

to better govern the business process of software and systems delivery, enabling innovation at lower cost

Rational

Information On Demand

to optimize enterprise performance by unlocking the business value of information

Information Management

Service Management

to enable innovation by reducing operational labor, improving asset productivity and quality of service

Tivoli

Leveraging the Larger SWG Partnership

... to solve real business problems

Rational

Lotus

Integrating social computing with software delivery

Exploit collaboration to improve team productivity

Leverage talent across globally distributed teams

Build team cohesion

Rational

WebSphere

Leveraging middleware for software development and delivery

Improve reuse of assets

Improve time-to-value for test and delivery

Automate best practices that improve team agility

Rational

Tivoli

Broadening the software delivery lifecycle to include service management

Automate solution lifecycle process

Link & synchronize development and operational data

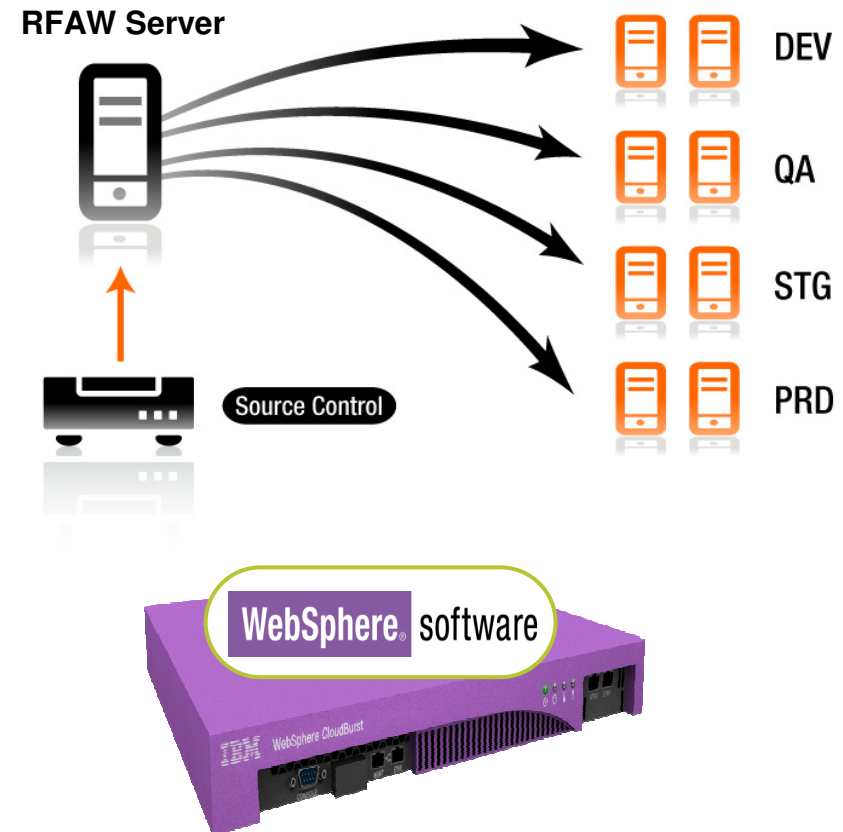
Trace problems from operations into development

Automating Best Practices

Build Forge - Rational Automation Framework for WebSphere

- Automate for Agility
 - ▶ Automating your existing tools and processes, gain rapid ROI, and then fine-tune your development for increased efficiency and savings
 - ▶ Automating software development reduces time-to-market and delivers higher quality, consistent results
- Gain control of WebSphere Environments
 - ▶ Over 400 field-proven automated tasks for configuration and application deployment to Application Server and Portal Server targets
 - ▶ Apply in a consistent and repeatable manner, drives time savings and increased productivity
- Enabled for the Clouds
 - ▶ Ensures efficient and consistent use of CloudBurst images for many types of environments, including development, testing, and production scenarios

Overview of Distributed Architecture



In summary

- A unified platform that includes collaboration, automation and reporting can dramatically improve the business process of software delivery
- Embracing open integration strategies, enables IBM and its partners to leverage and develop best-of-breed solutions
- Achieving business differentiation with agility and confidence is a reality today



Let's build a smarter planet

