



IBM Innovate 2012

CIO Cockpit for Integrated Planning, Controlling and Analysis

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IBM Software

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Agenda

- CIO Priorities and Mandates
- Solution Overview
- Demo
 - IBM Cognos BI
 - IBM Rational Insight
 - IBM Rational Focal Point
- Summary

Background

- Integrated Business Analytics showcase developed in cooperation between IBM Business Analytics Germany and IBM Rational Germany for Cebit 2012.
- Cebit 2012 is the world largest and most international computer expo ([Wikipedia](#)).
- The showcase was amongst the top demo points of IBM during Cebit triggering widespread interest.
- Cebit 2012 demo point shows a variety of IBM products used in combination to support CIOs in achieving their mandates.
- Following the „Babuschka-Principle“ each presented solution can be used independent of the others.

A smarter planet at work.
Discover solutions for your business.
At CeBIT 2012, March 6 - 10, Hanover

IBM at CeBIT 2012.
The world is growing ever smaller. Get to know innovative IBM technologies that significantly support this change and will take it forward in the future – at CeBIT 2012.
Under the heading “A smarter planet at work” we present to you forward looking IT solutions in the areas of Smarter Business and Smarter Computing. From March 6 to 10, 2012, in Hanover you will have an opportunity at the IBM and IBM Business Partners’ booth in hall 2 to check out smart solutions and selected showcase exhibits that already constitute specific examples of a smarter planet.
Come on by. We are looking forward to your visit!

Smarter Business
Create an agile and effectively tailored enterprise by means of more flexible business processes and efficient communication channels.
More...

Smarter Computing
It is a perfectly functioning infrastructure, hardware, software, and service are optimally geared to each other and integrated into existing business processes.
More...

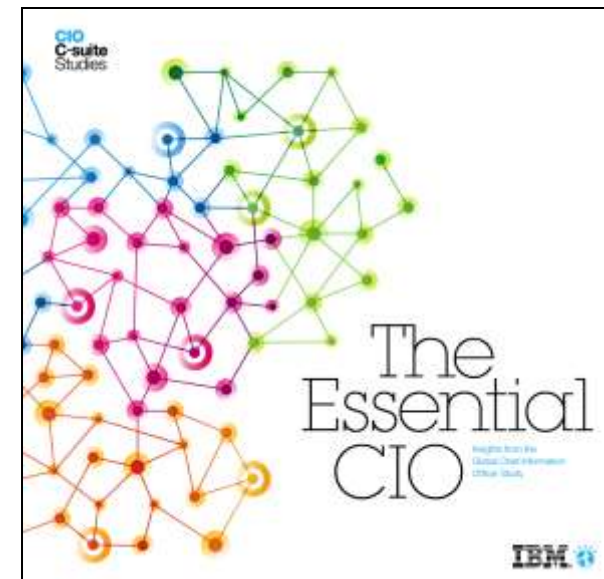
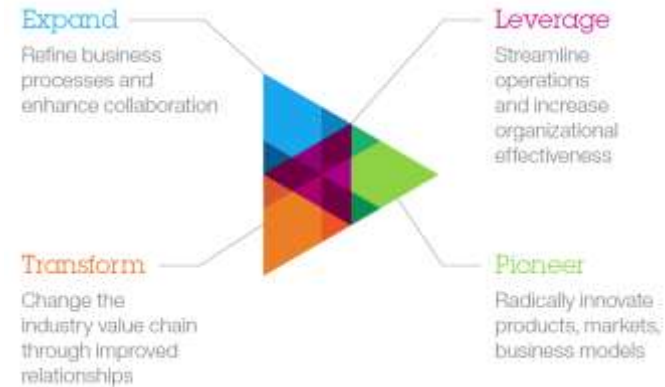
CeBIT 2012 - IBM Highlights
A smarter planet at work
CeBIT Highlights

IBM Brazil at CeBIT
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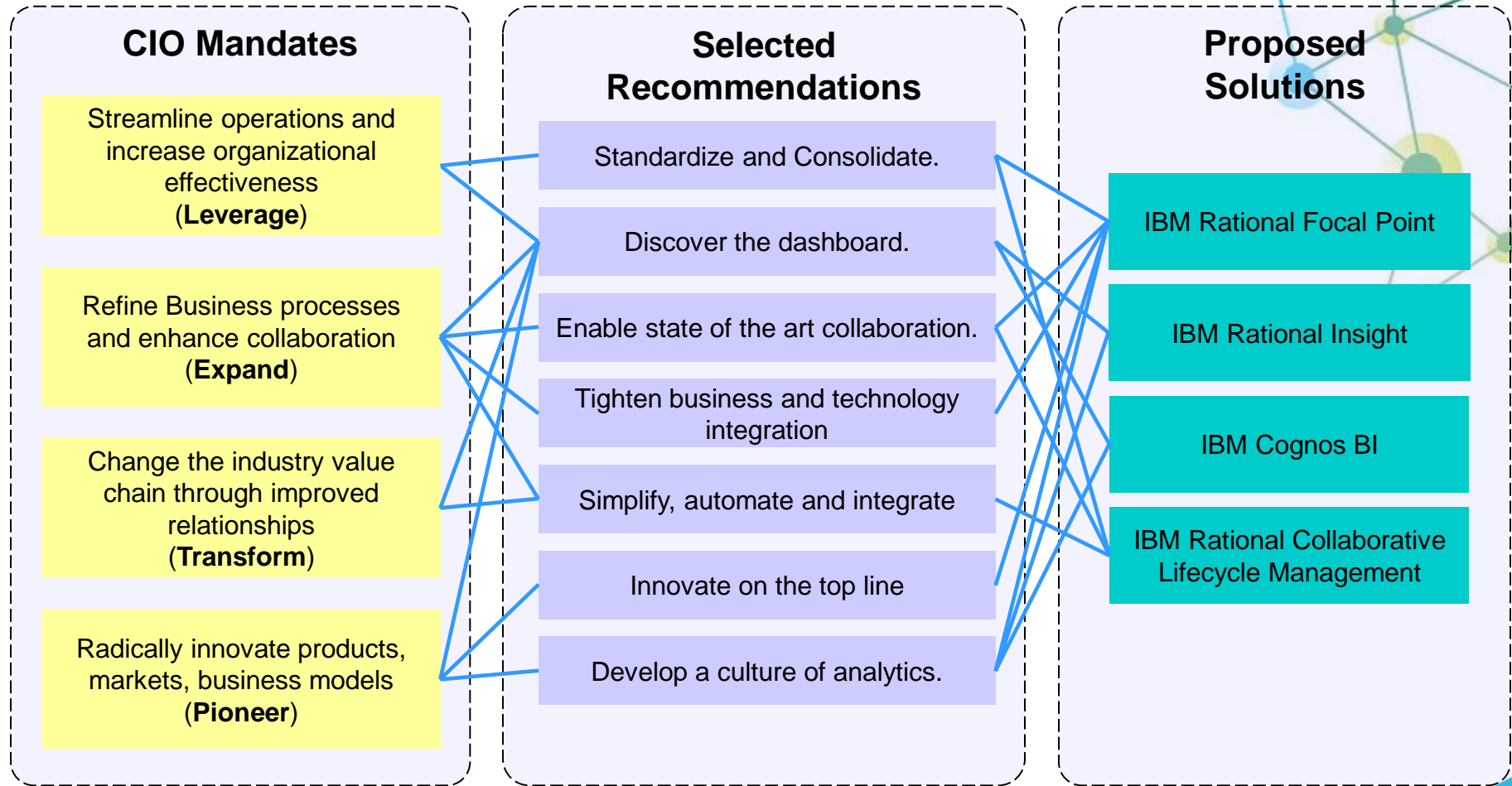
CIO Mandates

- Based on study encompassing interviews with more than 3,000 CIOs spanning 71 countries and 18 industries.
- CIOs everywhere spend a portion of their time on IT fundamentals like managing their organizations digital infrastructure.
- Beyond managing these prerequisites, the study identifies four distinct CIO Mandates based on how the organization views the role of IT.
 - Leverage
 - Expand
 - Transform
 - Pioneer
- The study identifies areas, where the top-performers have significantly improved performance compared to the rest of the field.



* [The Essential CIO](#): Insights from the Global Chief Information Officer Study, IBM, 2011

CIO Mandates – IBM Solutions

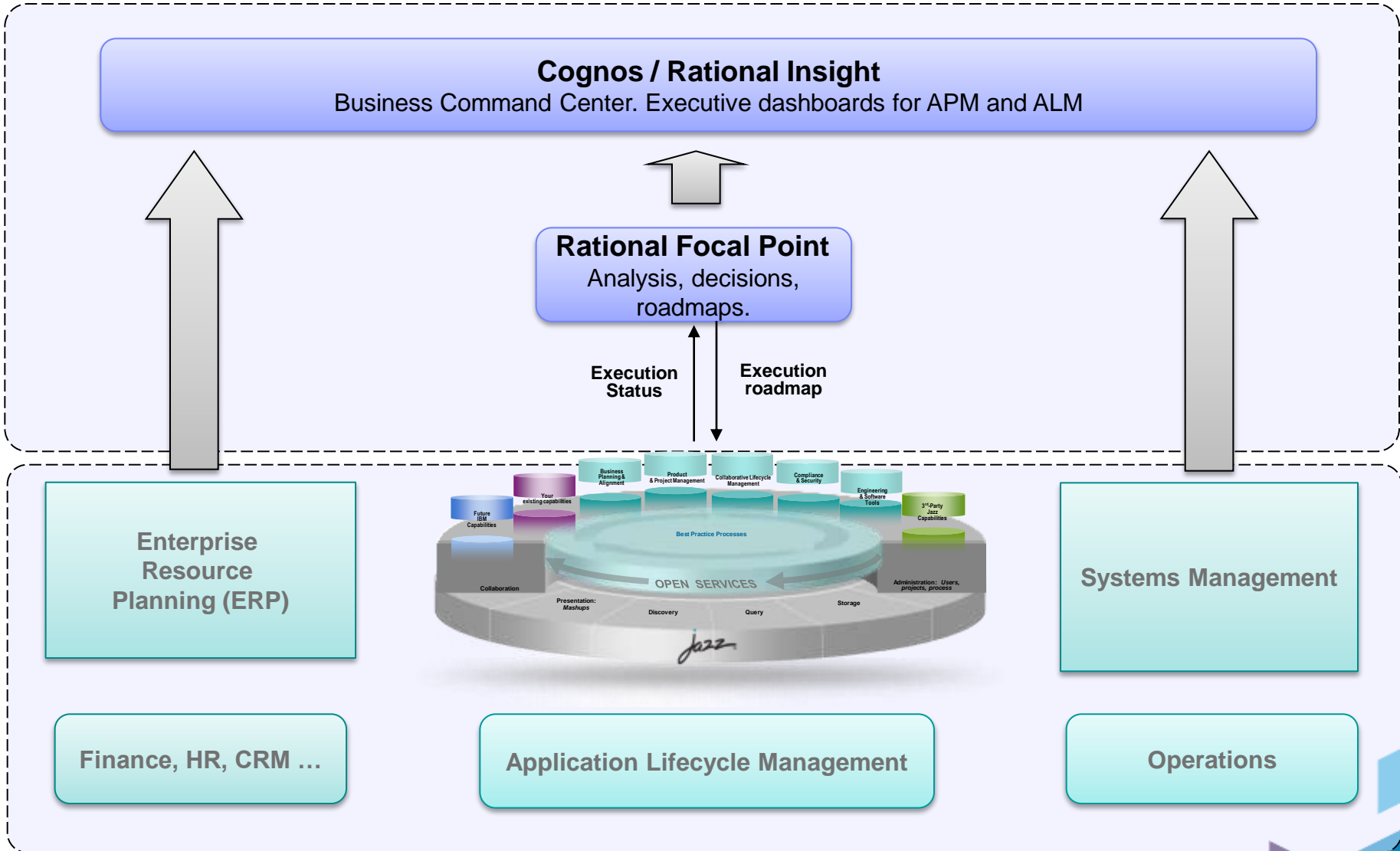


* The Essential CIO: Insights from the Global Chief Information Officer Study, IBM, 2011

Motivation and requirements for a CIO Cockpit

- The CIO study gives recommendations that help companies to improve their IT performance
- Motivation for this CIO Cockpit is to provide an integrated solution that addresses most of these recommendations and which helps CIOs to fulfill their mandates. To provide such a solution there are a number of unique requirements to consider:
 - There have to be **one single point of entry** that delivers all relevant information
 - Dashboards have to be **consumable for CIO level**
 - The solution should **not only focus on the development** process but also includes information like Human Resources, Customer Satisfaction and Financial Data as well
 - The **data model have to be flexible** and should cover all needs from different companies
 - The dashboards have to **update all data automatically**
 - The dashboards have to allow CIOs to **easily identify bottlenecks**
 - The solution have to include an active part which allows managers to **react on changing circumstances** like market pressure, budget cuts, strategic objectives or identified bottlenecks

Solution Architecture



Activities in the IT Lifecycle

Control Cycle

Demand-Management

IT-Planning/Specification

Customer/Business Expectations

Demand Management

Actions

Financial Planning

Project Portfolio Evaluation

Architectural and Strategic Planning

Rational. software

IBM Rational Focal Point

Development

Application-Lifecycle-Management

Performance Management

Application Lifecycle Management

Rational. software

IBM Rational Insight

Measure / Control

Benefits-Management

Balanced Scorecards

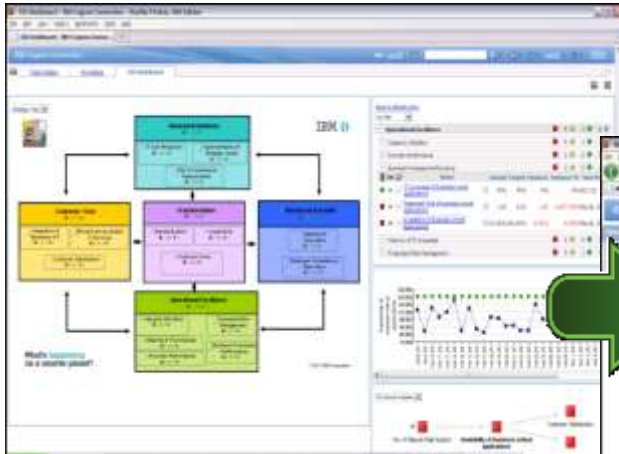
Through implementation of benefits-management, the IT-organization gets more significant concerning questions about reaching targets.

Cognos. software

Demo Overview and Story



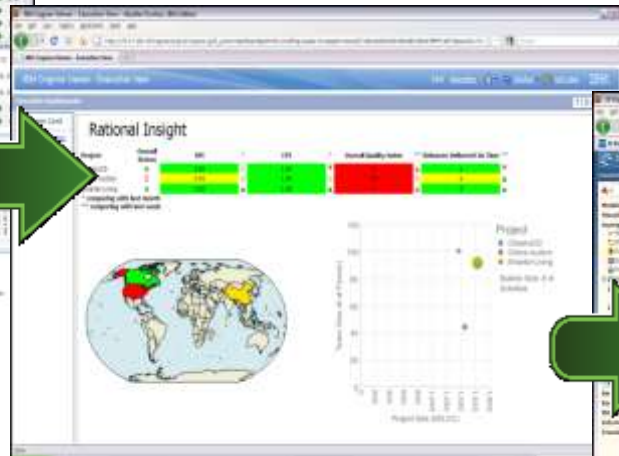
CIO



Analyses overall IT performance and detects quality issues in the SW development organization



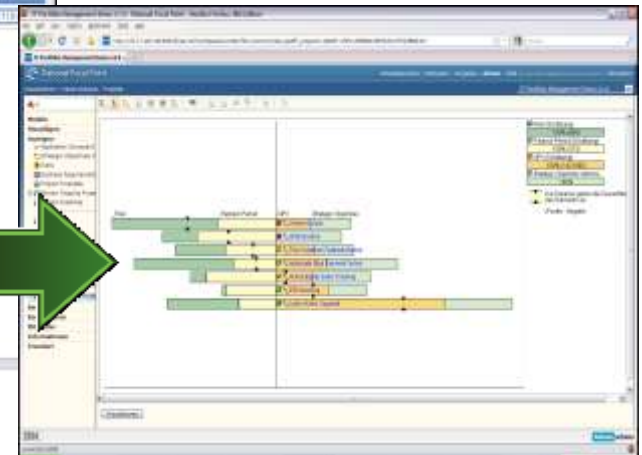
Development Manager



Analyses cause of the quality issues and identifies project in trouble

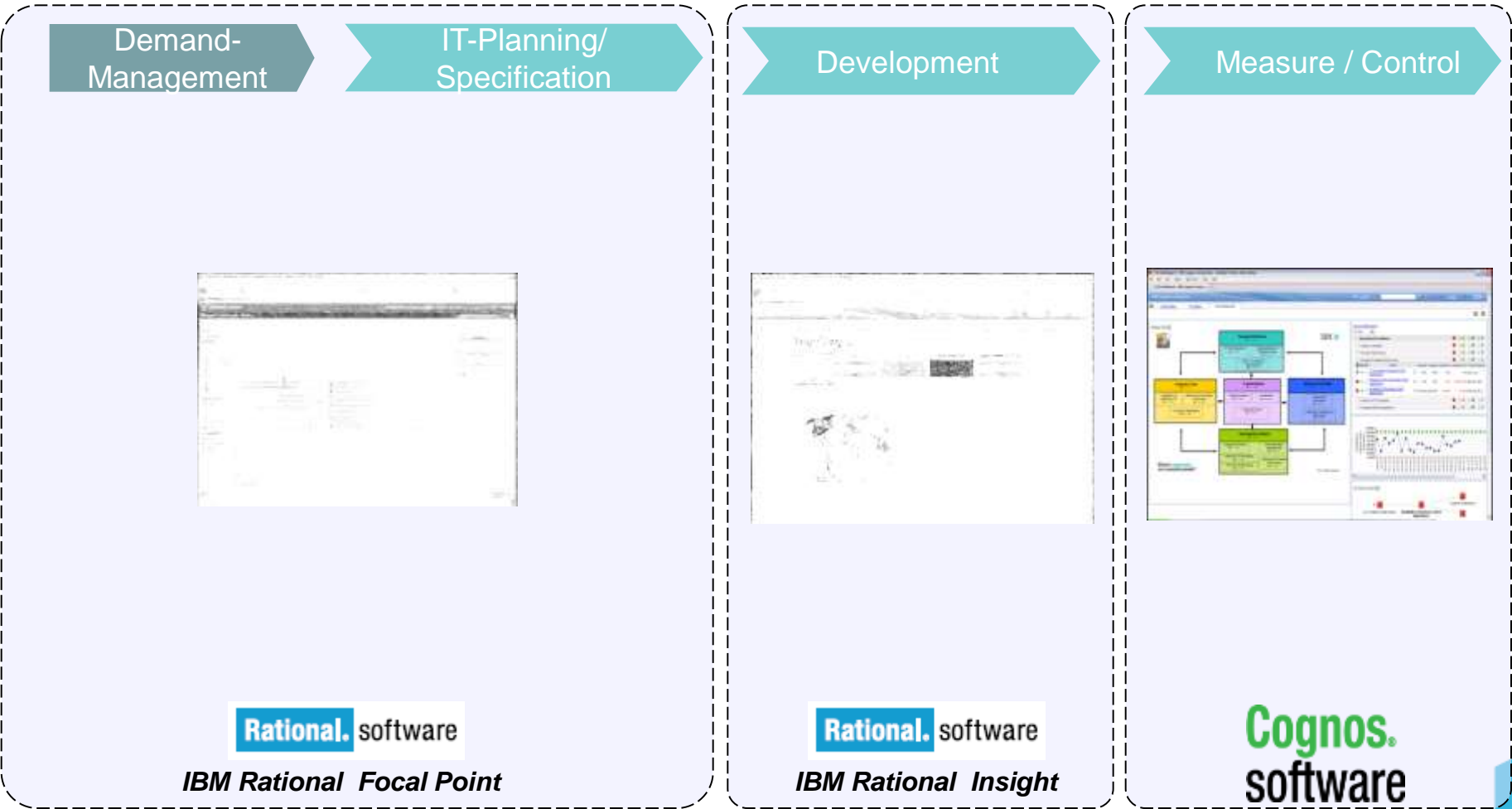


Portfolio Manager

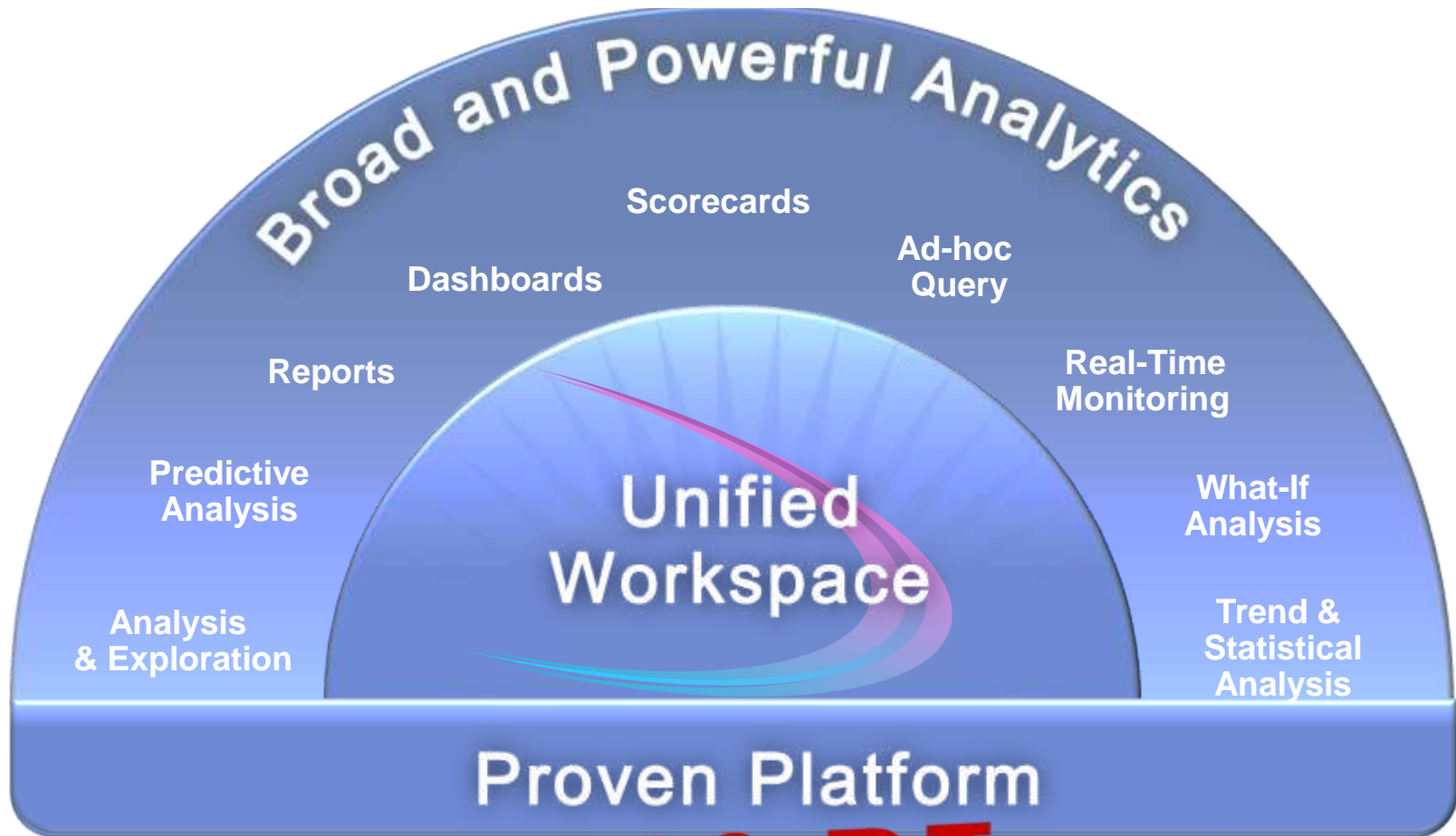


Analyses business alignment and performs corrective action

Demo – Where are we?

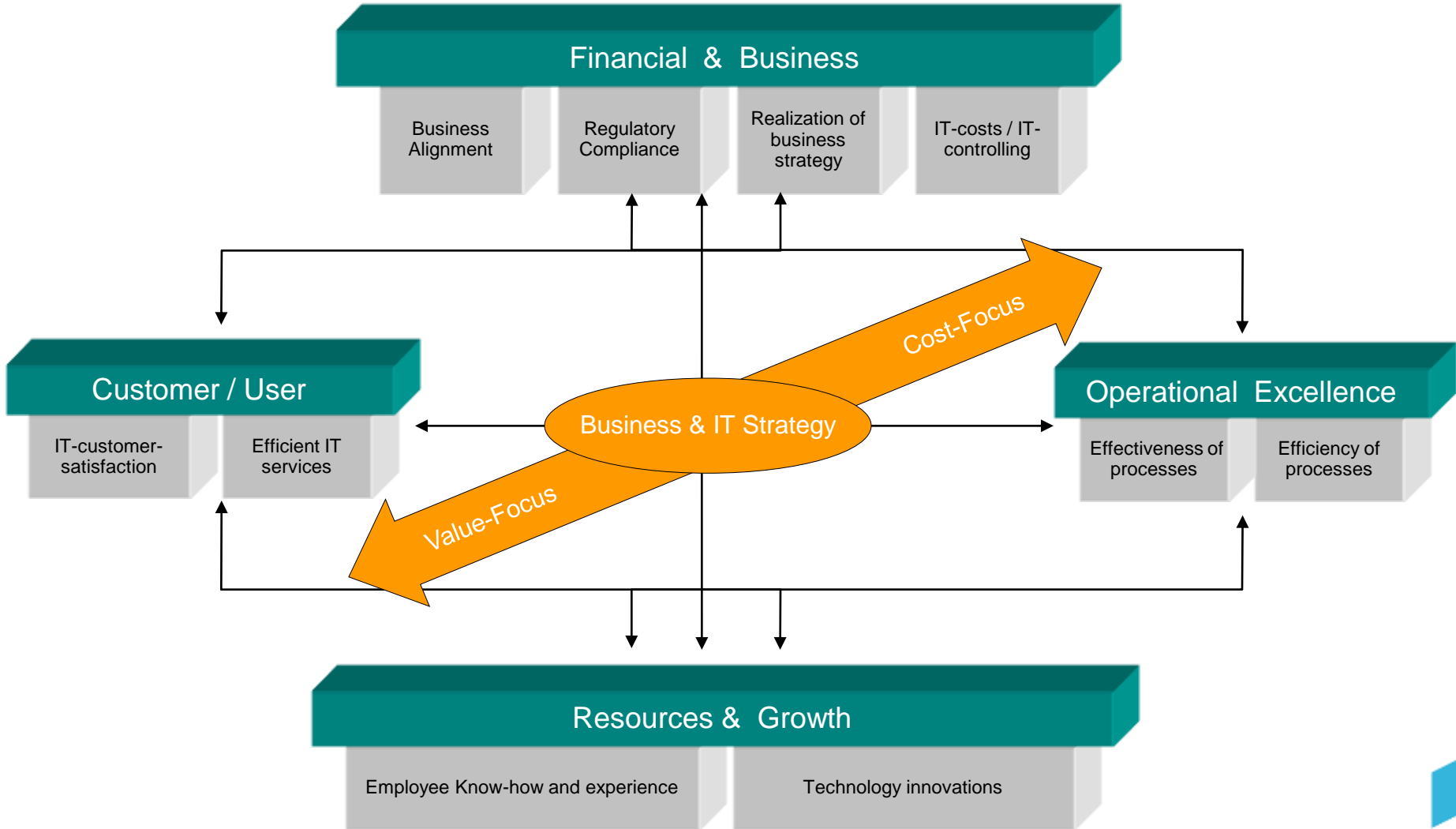


Cognos Business Intelligence



COGNOS BI

Balanced Scorecard Approach





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Demo – Where are we?

Demand-
Management

IT-Planning/
Specification

Development

Measure / Control



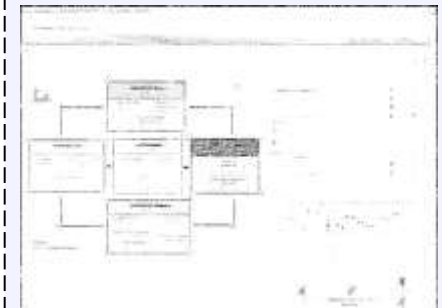
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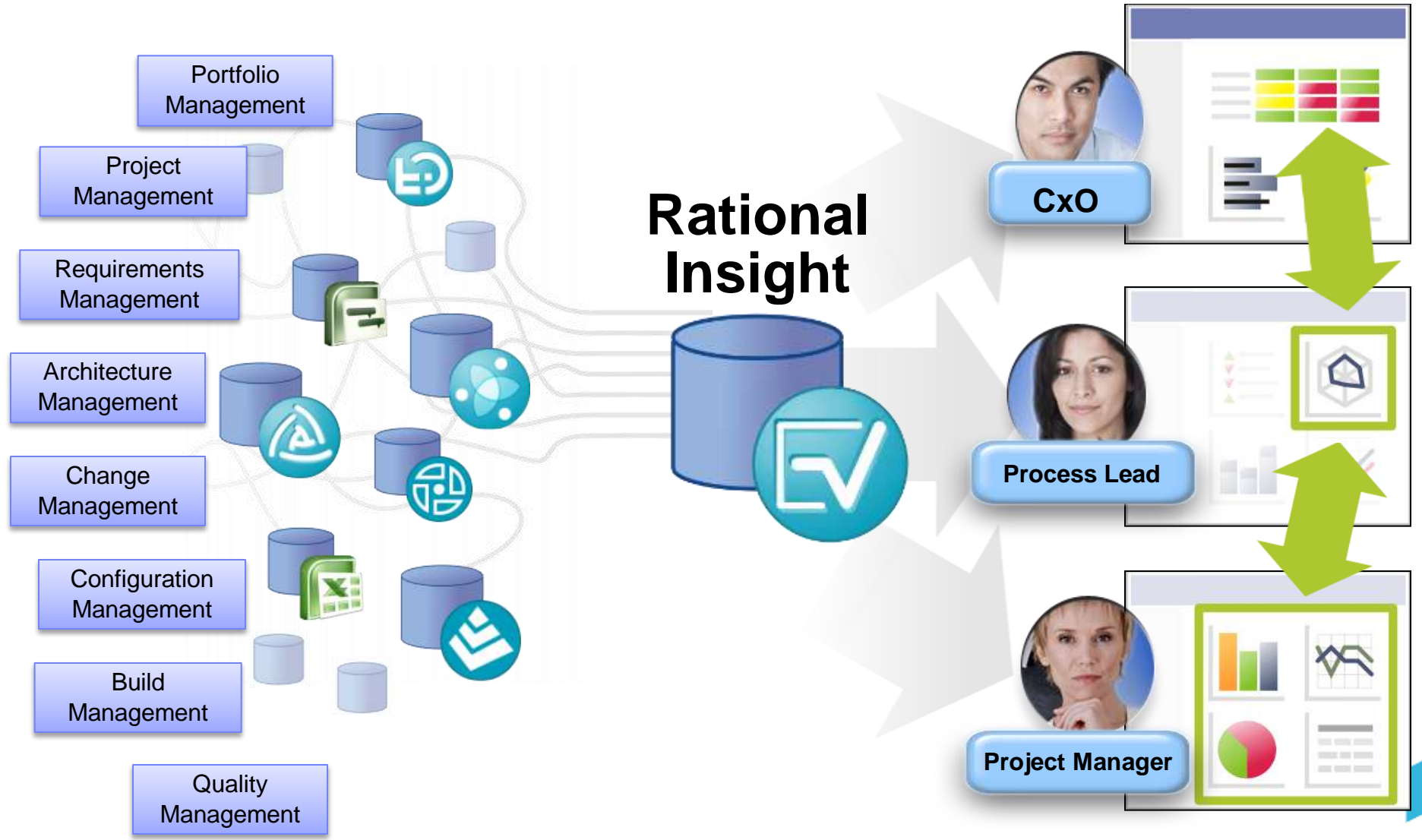
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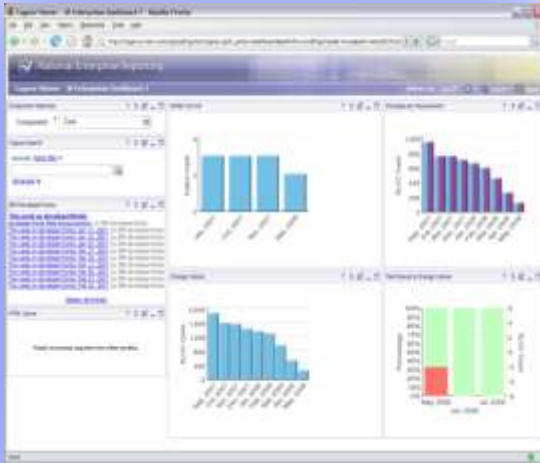
Performance Management for multiple disciplines and roles



Performance Management Across the Lifecycle

Powered by
Rational. software
Jazz

Rational.
Insight



Single View into Your Organizational Performance

Rational
DOORS

Rational
Focal Point

XML

Rational
ClearQuest

Rational
Measured Capability Improvement Framework (MCIF)

Rational
RequisitePro



Rational
ClearCase

Rational
Quality Manager

HP Quality Center

MS Project

Rational
Requirements Composer

Rational
Team Concert

Partners

3rd Party

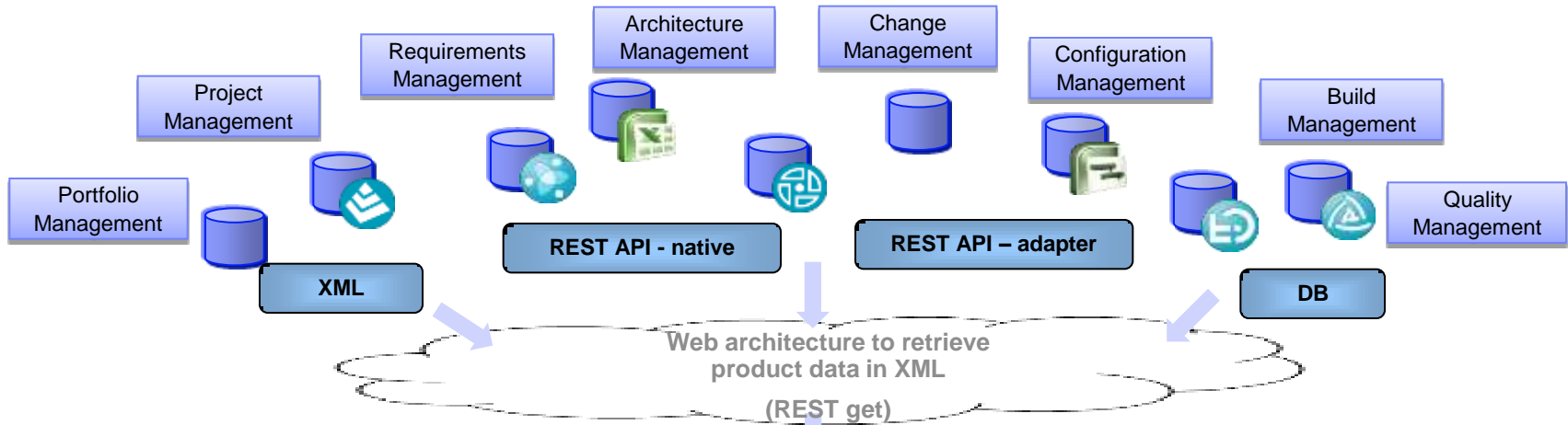
SQL DBs

Excel

REST

Next NOW!

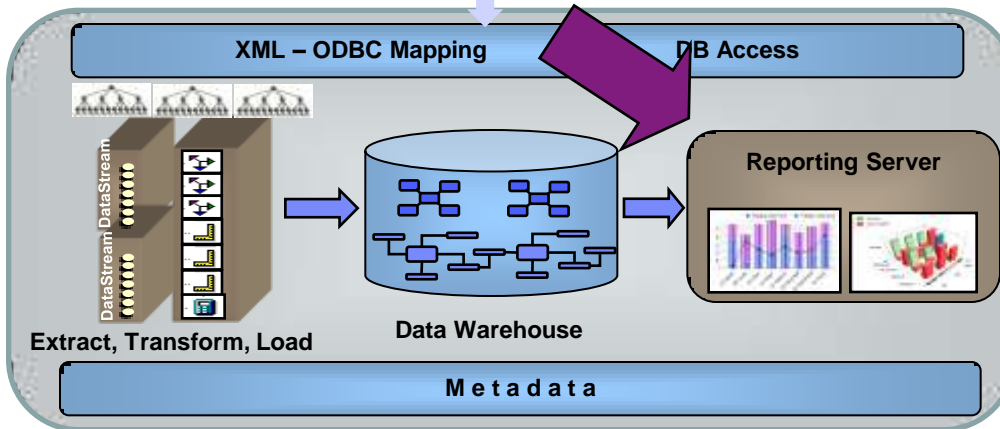
Customization and Deployment Capabilities



Open Data Architecture

Enterprise Data Warehouse

Industry Proven BI Platform





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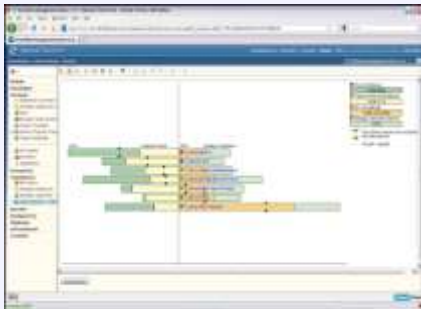
Demo – Where are we?

Demand-
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IT-Planning/
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Development

Measure / Control



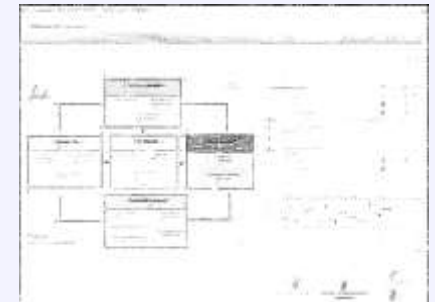
Rational. software

IBM Rational Focal Point



Rational. software

IBM Rational Insight



Cognos.
software

Situation in Portfolio Management *today*



No Transparency: „Which information are most current, who changed or approved what, when and why?“

No Traceability: „Does changes in one document have impacts to other documents?“

No Objectivity: „Why should one project be started and another be stopped? “

Optimized Portfolio Planning with Rational Focal Point

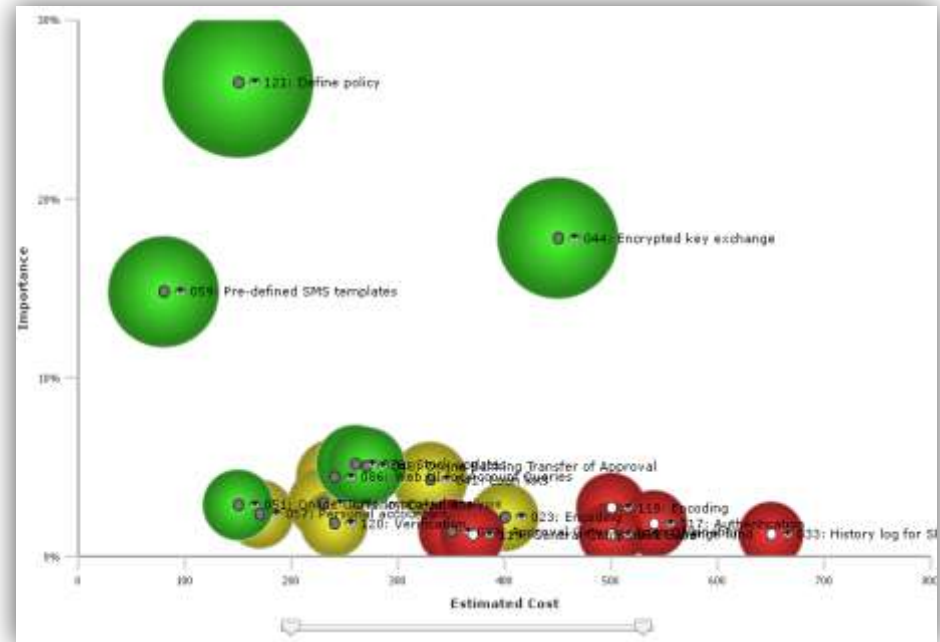
- **Portfolio- and Demand Management**

- **Escape the „Jungle of Documents“**

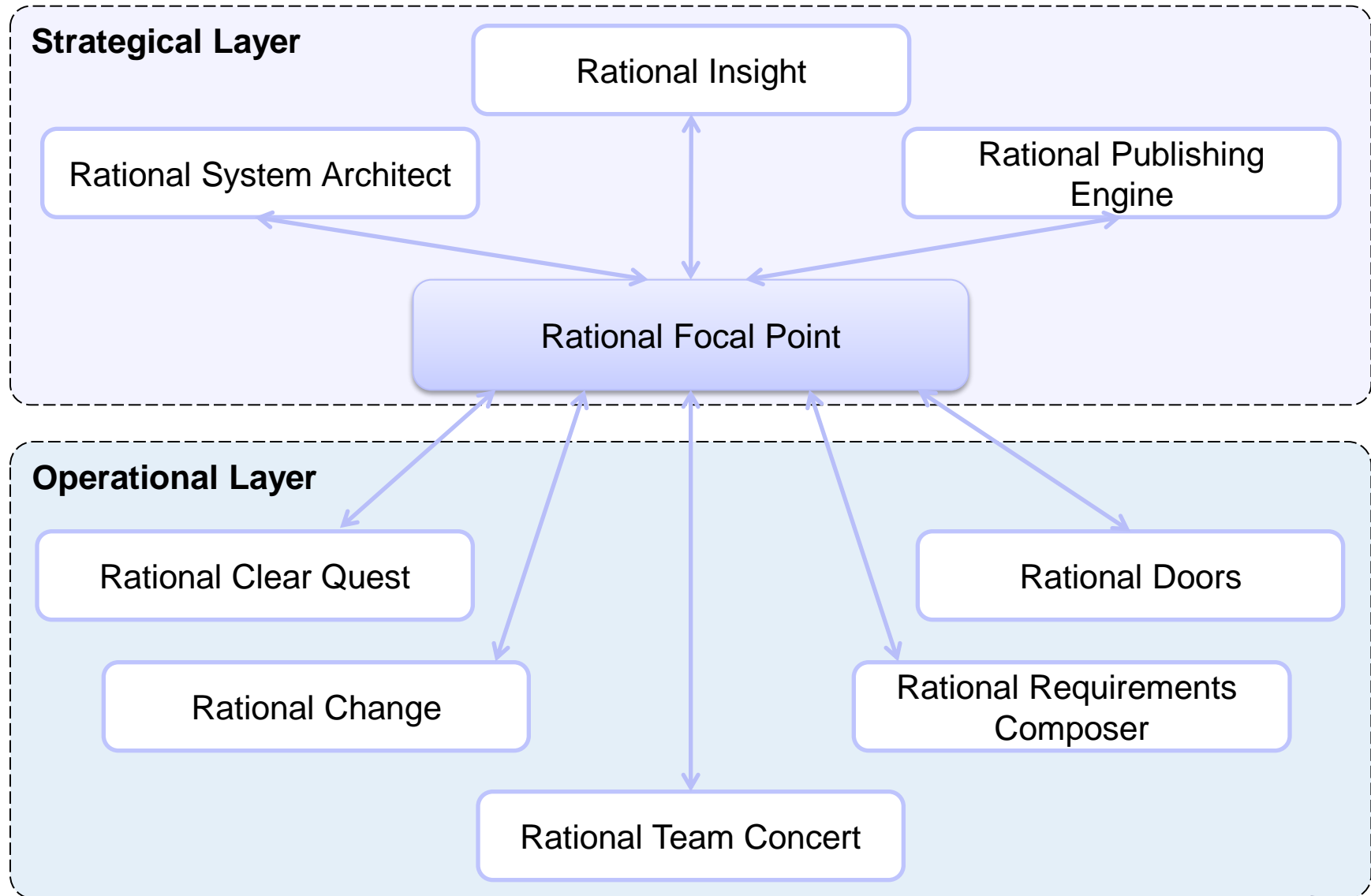
- Gather all inputs into one centralized repository using a consistent process
- Access the relevant information by role based views
- Bridge between Business and IT
- Seamless integration into the Rational ALM solution

- **Overcome the influence of the loudest voice in the room**

- Support of objective and transparent decision making
- Portfolio and investment planning with the best trade-off between cost/benefit
- Strategic alignment of all decisions



Focal Point Integration Points



Customization and Deployment Capabilities

- German Embedded Manufacturer
 - Collecting of marked requirements including financial calculations
 - Enrichment of existing information with cost data coming from SAP
 - Aggregation of all financial data to a entity level, in a consumable way for the CxO level

Entity	costs of projects ≥ 3k	costs of projects < 3k	Other costs [in %]	Indirect costs [in %]	NRE vs. expenses [in %]	Costs vs. Plan	COGS vs. Plan	D time vs. Plan	time goal	(complexity)
Bayern	37.96	0	5.45	30.43	0	74.9 %	NaN %	46.7 %	5.3 %	85 points
Hessen	34.04	0.45	8.5	57.01	0	95.9 %	NaN %	25.5 %	0 %	12 points
Berlin	61.25	23.54	3.44	11.77	12	96.9 %	NaN %	39.1 %	3.3 %	39 points
HH	46.85	0.93	6.25	37.98	3	-18.8 %	NaN %	-14.1 %	0 %	28 points
HB	48.85	19.49	0.79	30.87	2	81.8 %	NaN %	-14.1 %	2.8 %	85 points
NRW	95.9	5.93	0.07	19.09	9	74.9 %	NaN %	-16.5 %	0 %	23 points
RHP	64.12	25.96	8.2	23.31	7	95.9 %	NaN %	-16.5 %	0 %	38 points
MeVp	33.36	23.92	0.6	21.92	9	81.6 %	NaN %	48.7 %	3.3 %	91 points

- German Automotive Supplier
 - Gathering of all project relevant data in a formalized way in one data repository
 - Creation of status reports out of the stored information
 - Generation of reports with aggregated data for the CxO level with Rational Publishing Engine, like status of different competence centers

Competence Center	Status			Comments
	Q2 2012	Current Status & Trend	Timing Budget Quality	
Trade		➔	100 100 100	
Sales, Logistics & Finance		➔	92 100 100	En Formulare zu CC Sales, Altes DR
SCM & Manufacturing		➔	82 100 94	SCM Subproj
Infrastructure		➔	83 100 100	

Summary

CIO Mandates

Streamline operations and increase organizational effectiveness
(Leverage)

Refine Business processes and enhance collaboration
(Expand)

Change the industry value chain through improved relationships
(Transform)

Radically innovate products, markets, business models
(Pioneer)

Rational Insight

Cockpit for multiple disciplines, roles and tools
(Rational and 3rd Party)

Dashboard with Drill-Down into individual areas, e.g. requirements, test results and defects

Analysis to find bottlenecks and within the development lifecycle

Improvement of quality and time-to-market due to a transparent insight into all development disciplines

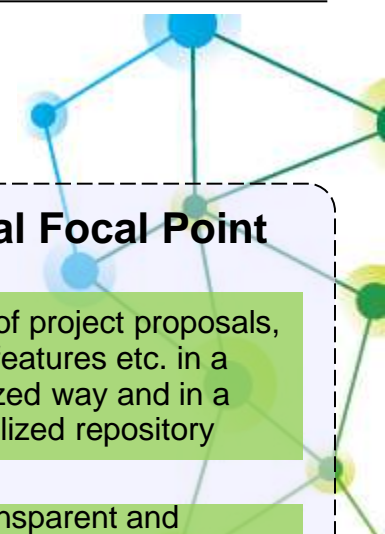
Rational Focal Point

Gathering of project proposals, ideas, features etc. in a formalized way and in a centralized repository

Transparent and comprehensible planning including the voice of stakeholders like business departments, customers etc.

Arrange work around value by the objective prioritization of projects with industry specific criteria

Planning of the project portfolio with the optimal trade-off between cost and benefit



QUESTIONS

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