



**Welcome to the podcast on Enterprise Application, Enterprise Architecture and Business Process Management. The interview with Robert Mahr, Software Sales in the Rational Telelogic sector was conducted by Christian Achermann. Telelogic was acquired by IBM in 2008 and now complements the existing IBM Rational portfolio**

**Christian Achermann:** „Robert, could you provide us with some information about yourself and your function at IBM?“

**Robert Mahr:** „My name is Robert Mahr. I have worked in the industry for over 20 years, the last 8 years of which have been in the area of process management/ process optimization. This year I took over responsibility for the application areas Enterprise Application, Enterprise Architecture and Business Process Management in the Austria/Switzerland region.“

**Christian Achermann:** „What are the greatest challenges for the development of new applications in this day and age?“

**Robert Mahr:** „The greatest challenge is the fact that today, we move in a very dynamic market environment. This means on the one hand that the market changes very quickly, and on the other that the IT of course needs to ensure the necessary support as fast as possible.“

**Christian Achermann:** „The market conditions can change very quickly over the course of a development. How can companies ensure that the specified objectives will be achieved?“

**Robert Mahr:** „It is very important that the business processes are documented, ideally based on a structured method. We recommend the product Telelogic System Architect for this, as the business user's processes can be very well documented with it. Moreover, the processes are enhanced and presented to the IT as a business blueprint. First and foremost, it must be clear what the actual business demands on the application are. To this end we document the business process models, discuss them with the customer and then release them. These validated processes then serve as a business blueprint. Basically, the business blueprint should not be modified during the development, however sometimes changes are still required, and for this reason, we provide a platform that makes this possible. It is thereby not necessary to start from scratch if there is a change in the process; it is enough just to add the missing details or attributes and to pass them on to the development department as modifications.“

**Christian Achermann:** „Telelogic's solutions cover the entire application lifecycle. What is meant by Application Lifecycle Management, in short ALM, and how is this supported by Telelogic products?“

**Robert Mahr:** „Application Lifecycle Management describes the lifecycle of an application. It starts with the requirements of the business and extends over the actual product development, the definition of the essential features and functionalities, up to the maintenance cycle and the support application. Telelogic Rational thereby supports the entire application development process – from the

definition and development right up to maintenance and support.“

**Christian Achermann:** „How will the Telelogic sector develop over the coming years?“

**Robert Mahr:** „We are convinced that Telelogic will develop positively over the coming years. We can already develop new market opportunities in various branches based on today’s products: from process documentation and company architecture up to service orchestration and integration in the advanced Rational Product Suite. It is of central importance to us that the customers know that IBM considers Telelogic to be of strategic importance and is investing a great deal in the product development.“



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