

3047 IBM Rational CLM Compilation Video

Customer Challenges

Dave West, Forrester: Customers want stuff faster, they need better stuff, innovative stuff faster and fundamentally that means that delivery organizations and development organizations need to change the way in which they engage with customers.

Carolyn Pampino, IBM Rational Workbench: teams need to be more innovative but it's difficult to be innovative if you are working in an environment where your teams aren't talking to each other or if you are working in an environment where you have many disparate tools that aren't well integrated together.

Dave West, Forrester Research, Inc.: We see a lot of organizations appreciating the value of software development, software delivery and their ability to deliver business value to their end customers.

Daniel Pfeffer, DHL: I noticed that there are real isolated silos of people having different types of roles, so we had business alliance, system alliance, developers and testers and all in separate groups.

Mike O'Rourke, IBM Rational: Without really understanding what's happening in your organization you can't really drive change because you don't know if you are getting better or worse so certainly measurement, analytics and optimizing around those analytics is extremely important.

Why collaborative Application Lifecycle Management?

Dave West, Forrester Research, Inc.: I think that for too many years we have built cubes around our engineers and our testers and our business analysts, we have connected them via artifacts such as documents and specs and the like and really that's got in the way of effectively delivering business value. What collaborative application lifecycle management is going to provide us with as an industry is really the idea that these people have to work together on a platform to support them to work together. I think that's really exciting as a software engineer by vocation and by aspiration.

Mariangela Ormes, IBM Tivoli Rome Lab: One of the main benefits that you have from a collaborative application lifecycle management is the traceability between artifacts. You really have control of what you are doing, you can connect your customer requirements to the actual code and you know exactly what test plans you have done to test that requirement

Daniel Pfeffer, DHL: The communication and the exchange of information between the customers and the developers and the testing teams is really, I would say, essential.

Mia McCroskey, Clinical Looking Glass: We are seeing an amazing sort of collaborative effect that you know of course the experts say that's what happens, but it's kind of remarkable to see it happen in real life and with real people and to see the personality

conflicts as well as positive results. So that's very exciting to just turn everything upside down and see what happens when the dust settles and see improvement and see people collaborate together. I think one of the most wonderful things that I see is not just peer programming between two engineers who will sit together and solve a problem, but also between our engineers and our testers.

The Jazz Advantage

Bob Aiello, Configuration Management Inc.: I think the whole approach of the Jazz platform is a game changer because you have created one consistent platform that allows you to not just marry IBM solutions, which are formidable in and of themselves but allows you to develop your own custom solutions and are open to third party developers as well.

Daniel Pfeffer, DHL (529) title, "Daniel Pfeffer, DHL" I think this is essential for DHL IT Services that it's not about just one company or one vendor, we have the spectrum of different vendors and tools which we are using and what's important for us that these tools are communicating.

Pfeffer / DHL (114) title, "Daniel Pfeffer, DHL" And the Jazz based tools are actually really, I would say quite well fitting to the whole portfolio so we can protect our investments

Mike O'Rourke, IBM Rational: One of the major barriers to being successful in software development is the individual silos that occur. ... These are the kinds of things that Jazz helps eliminate in terms of the linkages across these repositories, it becomes very seamless.

Mike O'Rourke, IBM Rational: What Jazz allows you to have is a single source of the truth, the truth is what's actually being checked in... so everybody is getting the information based on the facts.

Peer Eland, Tieto Corporation: It no secret what's going on into Jazz. That makes our company capable of doing things towards customers that was not possible for just a couple of years ago.