

[ MUSIC ]

Integration, collaboration and optimization is the name of the game today. The important thing is to elevate the discussion from the technology discussion to a discussion of delivering business value, which means delivering applications that meet the needs of the business.

If you aren't among the first to market for some of these new products, you're going to miss the boat. Typically the failure rate for applications is about 60 percent, and most companies are still spending about 80 percent of the IT budget just on maintaining the status quo.

That number has to go much lower to be able to free up staff, free up budget, free up expertise to take advantage of the next new thing. You really have to go beyond what we've done in the past.

DevOps is a collaboration across teams, across processes and across tools that enables these kinds of high-value high business critical applications to be able to be delivered with much more effectiveness and actually a much higher degree of precision than has been possible in the past.

So, when you hear about DevOps, a lot of times the language that people use is the language of breaking down silos. I

think a more effective approach is figuring out ways and putting processes and tools in place so that it offers a way for each of these silos to see their own technology as it supports the application.

And it actually helps these teams to work much more closely together and more seamlessly together in solving the application related problems that come up in supporting these mission-critical applications.

It's really necessary to be able to coordinate people, process and technology in a way that supports this kind of cyclical approach. It's a continuum from development into production, from production back to development, from modifications and additions over time.

Although this term has been in the marketplace for the last couple of years, this theme has resonated across IBM for over 10 years. It's really a departure from what I'm seeing with any of the other vendors in that they have very seamlessly enabled this kind of bridging that I'm talking about.

When you look at Rational, you think about software development. When you look at Tivoli, you think about systems and application management. But the fact is that those two areas can't be viewed anymore as being separate.

The whole DevOps idea and what IBM is doing in terms of the integrations between Rational and Tivoli that's helping to pull this into a more cohesive, holistic view rather than just a series of technology silos. When I look at IBM software, I see them not only getting ahead of the trends but potentially even driving trends.

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