

Innovate2011

The Premier Software and Product Delivery Event

 **Software. Everywhere.**

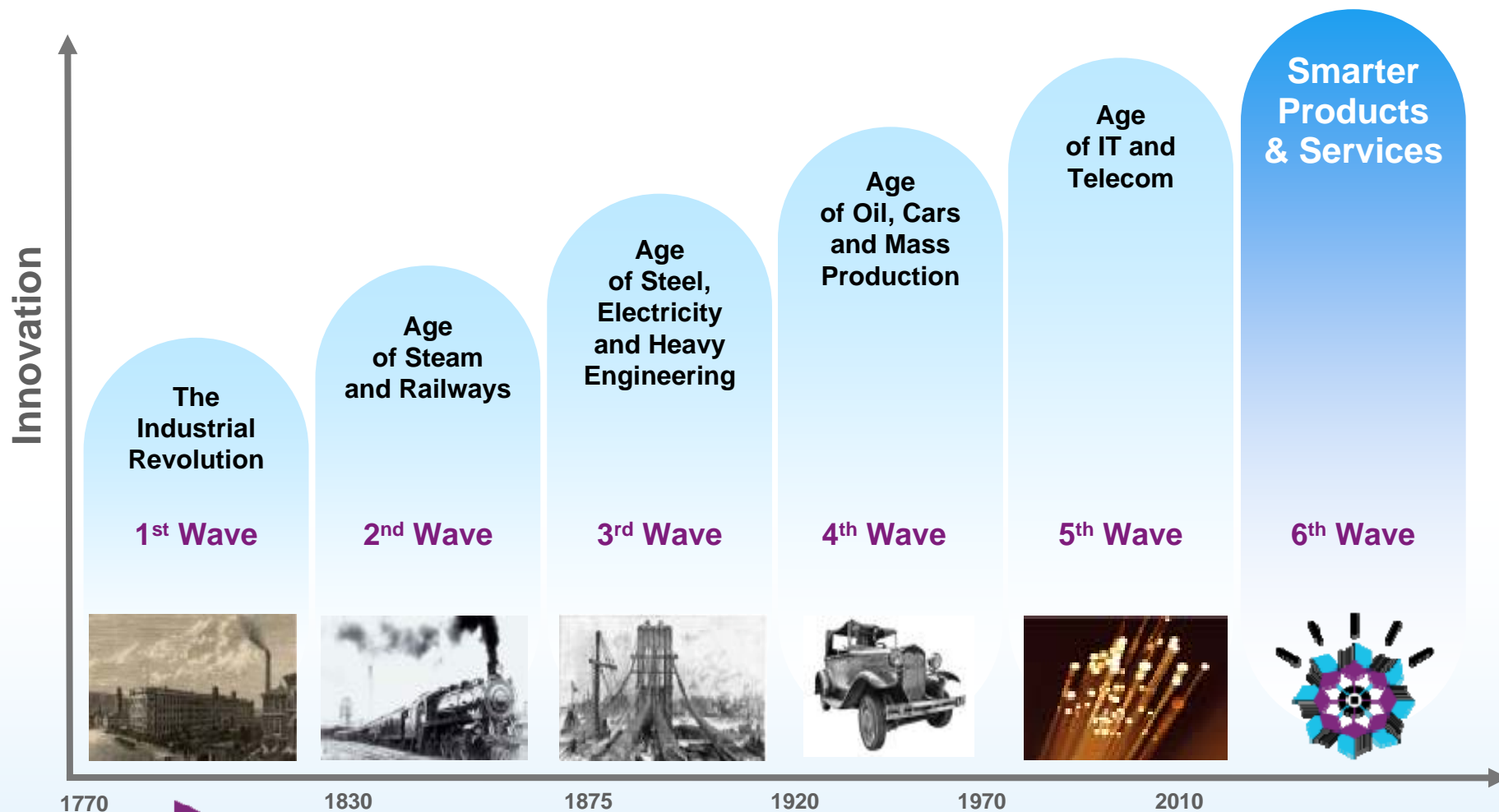


Software-driven Innovation

*Meg A Selfe, VP Complex & Embedded Systems
IBM Software, Rational
23 August 2011*



We have entered a new wave of innovation



Source: "Next Generation Green: Tomorrow's Innovation Green Business Leaders", Business Week, Feb 4, 2008.

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 **Software. Everywhere.**



Innovation is increasingly delivered through software

Robotic surgery has decreased the mortality rate of bypass surgery by more than sixfold



Mobile banking will be the most widely used banking channel by 2020, if not sooner



The average 2010 automobile contains more lines of software code than a fighter jet

Sources: *Robotic surgery*: USA Today, April 30th, 2008
Mobile banking: A catalyst for improving bank performance, Deloitte, 2010
This Car Runs on Code, Robert Charette, IEEE Spectrum, 2009

Realities can stall software-driven innovation

Complexities in software delivery are compounded by market pressures

Complex, Multi-platform Systems and Applications

62% of companies have agile projects requiring integration with legacy systems

Increasing Regulatory Compliance Pressure

Driven by Safety and Compliance

Globally Distributed Software and Product Supply Chains

50% of outsourced projects are expected to under perform

Cost Reduction

70% budget locked in maintenance and **37%** of projects go over budget

Unpredictability in Software Delivery

62% of projects fail to meet intended schedule

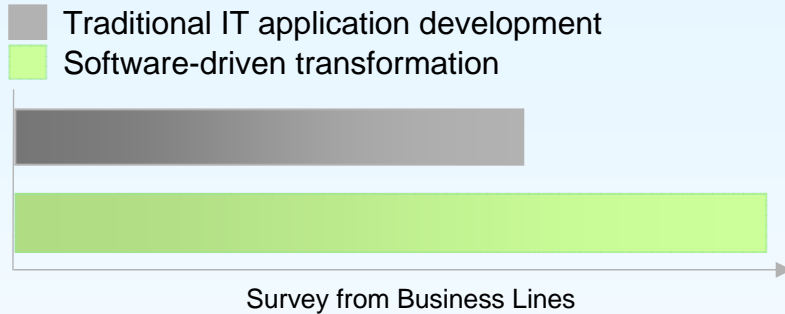
Changing Requirements and Time to Market

30% of project costs are due to rework and poor execution of requirements

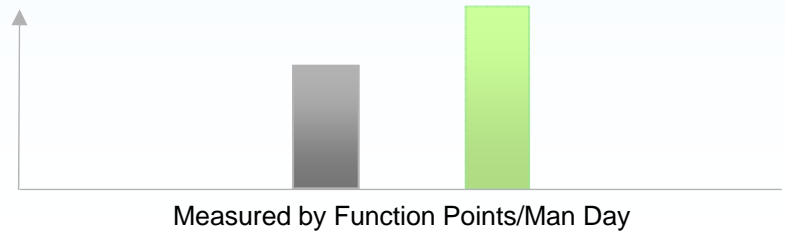
Software and systems delivery transformation brings dramatic business results



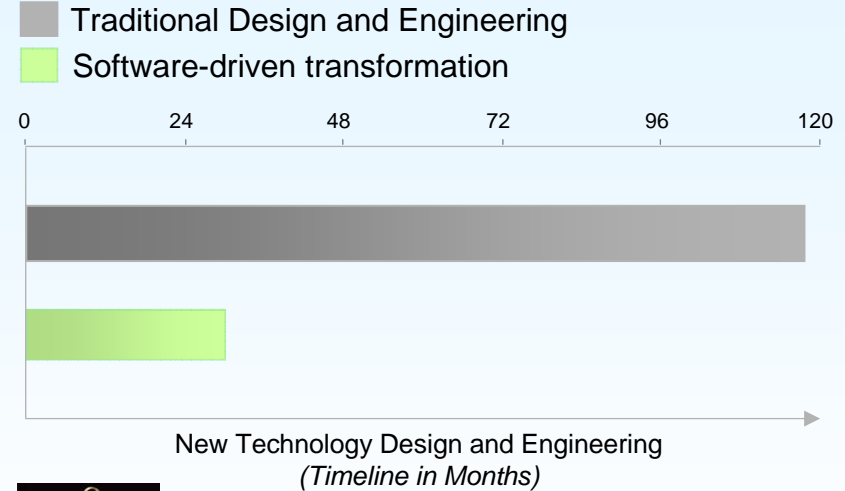
Dramatically Improve Customer Satisfaction



Dramatically Improve Development Productivity



Volt was designed and engineered in 29 months!



中國銀行
BANK OF CHINA

Three key actions of transforming software and systems delivery



Integrate

***Connecting process
and information***
Software, data, and tools

Collaborate

Unifying teams
Projects, and
organizational cultures

Optimize

Simplifying governance
Plans, scope,
and measures

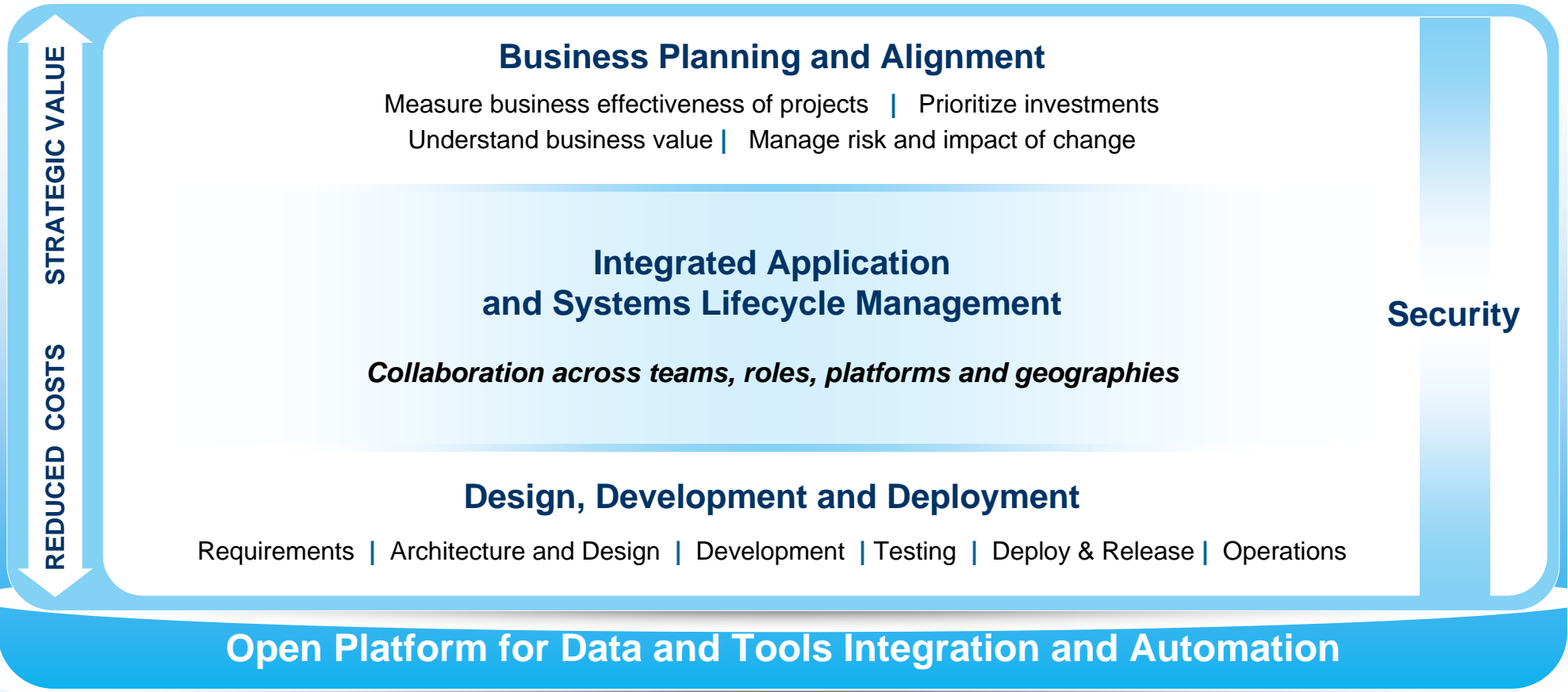


Realized benefits:

- Improved quality and time to market
- Reduced risk and cost
- Tighter alignment to business priorities

Software-driven innovation with IBM Rational

Addressing IT, systems, and enterprise modernization



IBM is Announcing ...



NEW

**Collaborative
Design
Management**

ENHANCED

**Solution for
Collaborative
Lifecycle
Management**

ENHANCED

**Solution for
Software
and Systems
Engineering**

ENHANCED

**Collaborative
Development &
Operations**



*Open Services for Lifecycle Collaboration
and
Integration Services*

JazzHub



**Rational
Community at
developerWorks**

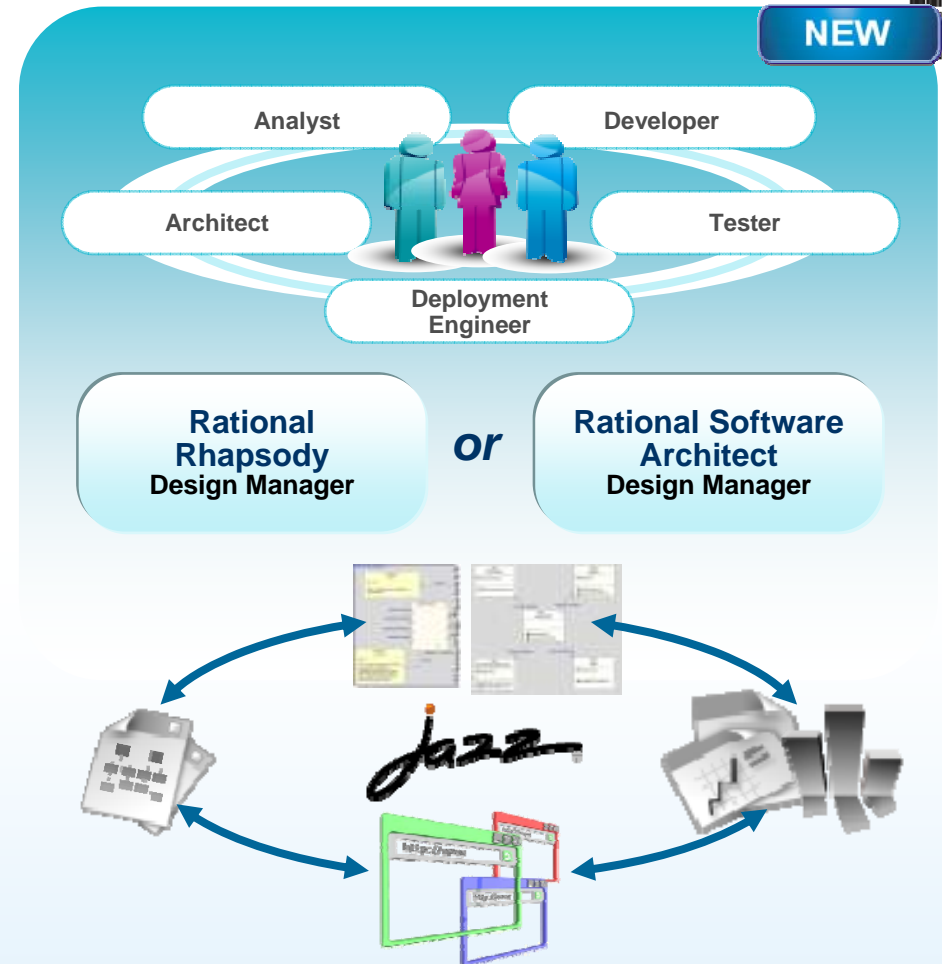
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Rational Collaborative Design Management

Enhance cross-team collaboration on software and systems design

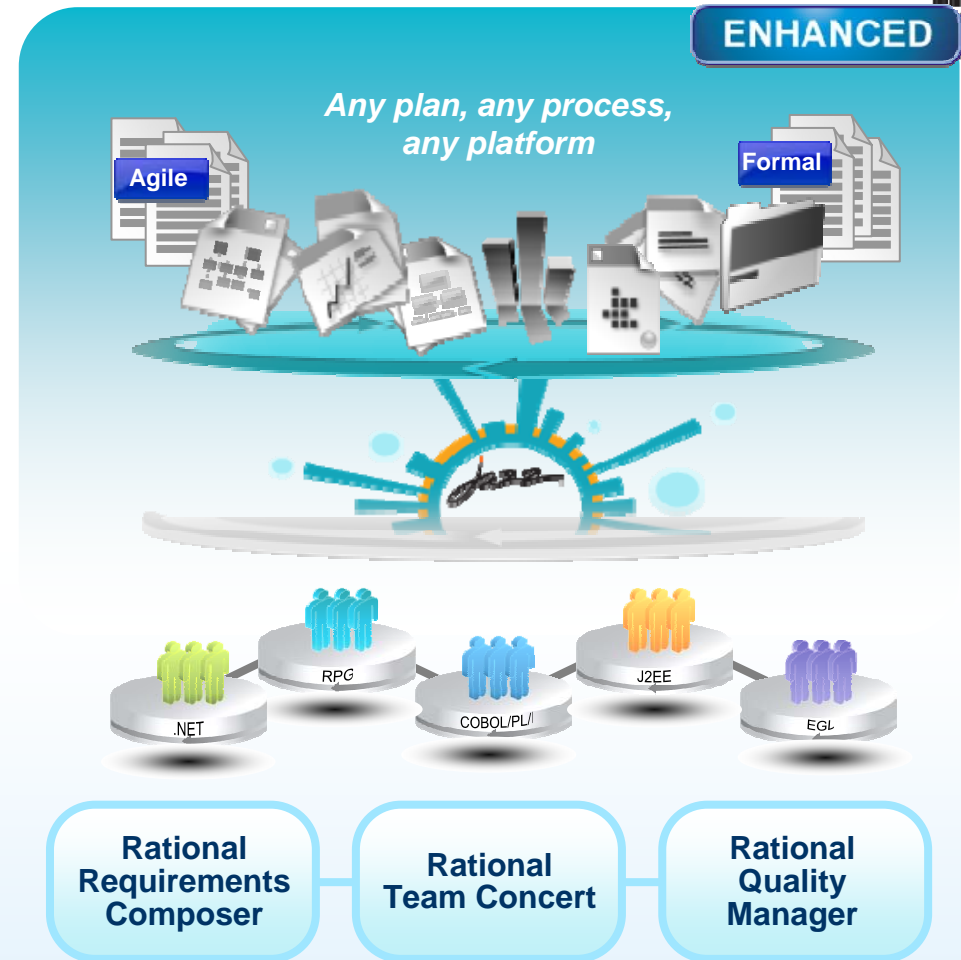
- ⑩ Reduce cycle time by engaging all stakeholders and accelerating design review process
- ⑩ Reduce complexity and increase flexibility with impact analysis and automated reporting



Rational Collaborative Lifecycle Management

Improve productivity across organizations, languages and platforms

- ⑩ Real-time planning
- ⑩ Lifecycle traceability
- ⑩ In-context collaboration
- ⑩ Development intelligence
- ⑩ Continuous improvement
- ⑩ Single install
- ⑩ Robust educational content
- ⑩ Best practice templates



Rational Systems and Software Engineering

Use an end-to-end approach to build and validate complex products, systems and the software that powers them

- ⑩ Practice library on demand
- ⑩ Tool mentors
- ⑩ Process execution templates
- ⑩ Solution support to meet industry specific standards



IBM Collaborative Development and Operations

Transform your development-operations process



- ⑩ Image management
- ⑩ Workload optimization
- ⑩ End-to-end lifecycle automation
- ⑩ Federated asset repositories
- ⑩ Deployment planning and automation
- ⑩ Collaborative incident management



Jazz provides open collaboration across the software and systems lifecycle



COMMUNITY

Transparent collaboration and exchange of ideas

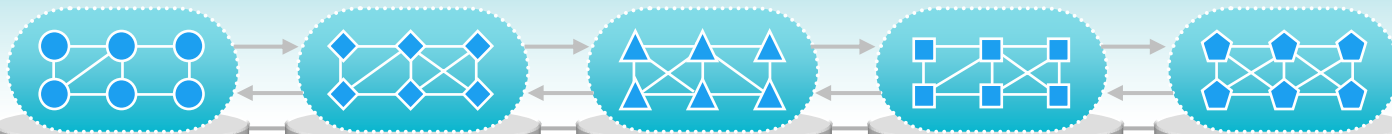


PRODUCTS

Application lifecycle tools that leverage the Jazz platform

PLATFORM

*Open Services for Lifecycle Collaboration
and
Integration Services*



Application frameworks and toolkits

How IBM is Leading the Innovation Agenda



Software and systems delivery

Integrate
across the
development
lifecycle

OSLC and the Jazz Platform

Collaborate
among
stakeholders

**Collaborative Design
Management**

Optimize
outcomes through better
measurements and
organizational steering

**Systems and Software
Engineering Solution**

Achieve break through benefits with IBM



IBM solutions bring advantages over other approaches

- Years of experience with client implementations built into our solutions and approach
- Open, standards-based platform to enabled cross-vendor integration
- Able to improve linkage between business priorities and objectives to outcomes
- Consulting and services to accelerate value and implement best practices, if needed

Leverage Innovate 2011

- ⑩ Network with your colleagues
 - Visit the Solutions Center
- ⑩ Talk with Experts
 - IBM experts, business partners and your peers
- ⑩ Attend Track Sessions
 - Focus areas: Agile, Cloud, Jazz Platform and OSLC, Power and System Z, Application Lifecycle Management, Systems Engineering, Application Security





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