



IBM Rational Software Conference 2009  
As Real as It Gets!



Real Insights. Real Results.

**Staffan Soderqvist**  
**Director Sales**  
**Rational - ASEAN**

**Rational.** software

# How does one change and improve?



*Where do we start?*



# Drive business innovation and reduce costs through measured and continuous process improvement

## Measured Capability Improvement Framework



**Captures over 10 years of Rational experiences in incremental adoption**

- Used in over 80 IBM agile projects
- Used in conjunction with RUP, XP, Scrum and other processes
- Demonstrated in the Rational Executive Dashboard



# Unifying platform: Jazz

## Operationalize capability improvement



# Phases 1 & 2: From business value to practices

## *Establishing an improvement roadmap*

### ■ Executive Business Value Workshop

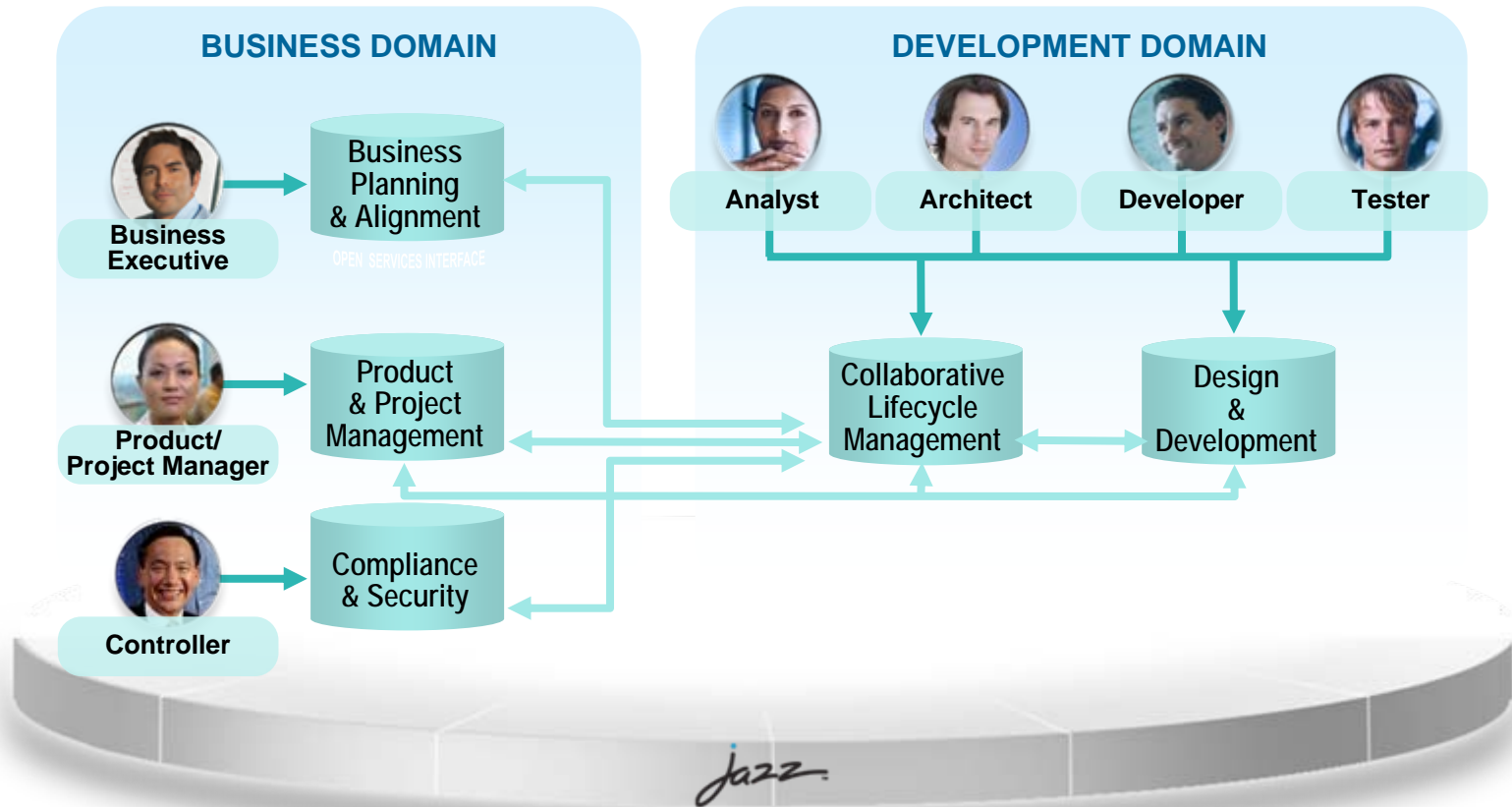
- ▶ Service offering to explore business and operational objectives and delivery strategies

### ■ Health Assessment

- ▶ Service offering that assesses current health of target projects and organizations
- ▶ Provides a measurable and incremental improvement roadmap



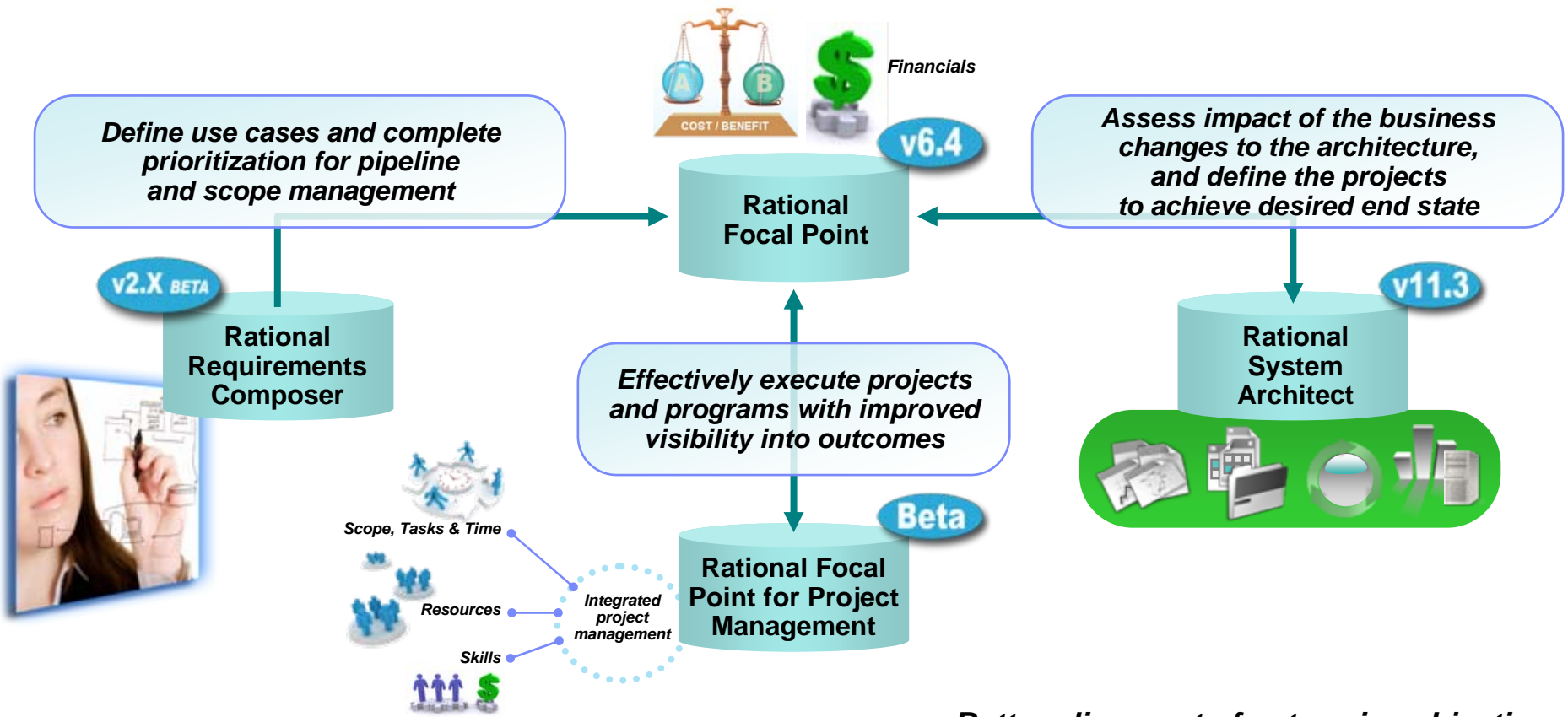
# Phase 3: Deploying best practices and tools





# Connecting business value to delivery outcomes

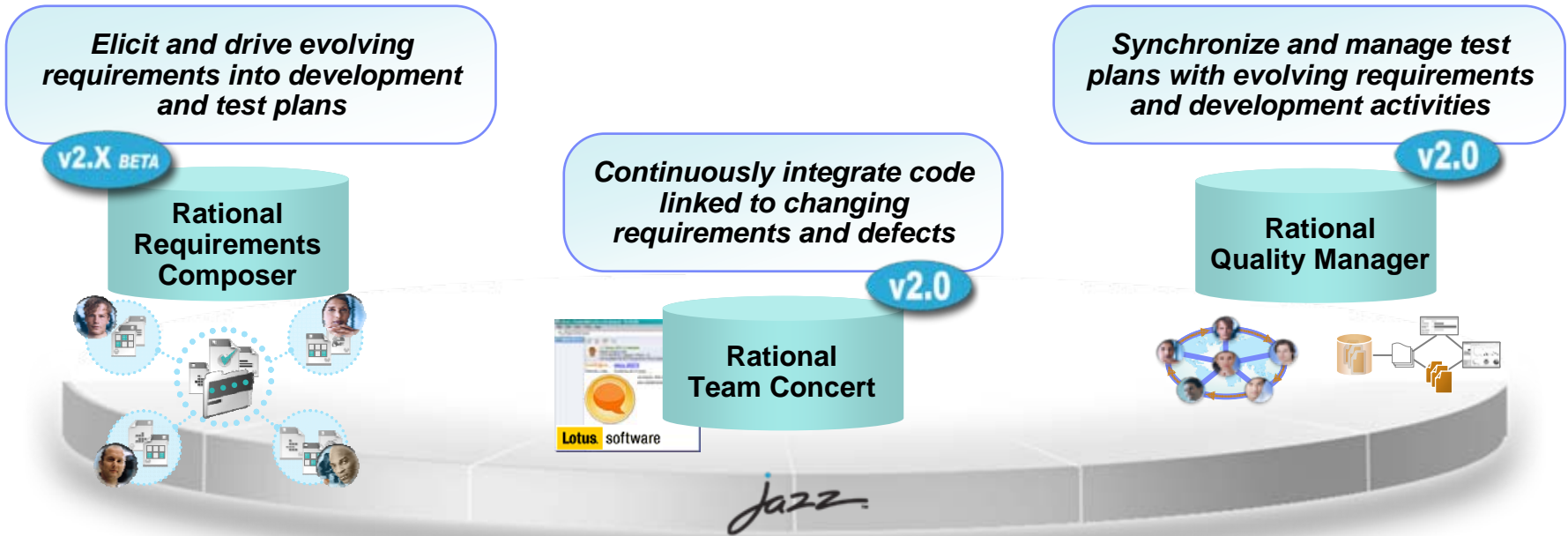
## *Achieving business alignment*



**Better alignment of enterprise objectives and solution efforts can result in a 17% productivity improvement**

# Making delivery outcomes real

## *Improving time-to-market and quality*



**By reducing requirements rework,  
we cut costs up to 30%**





Get started today with your tra

# Agility

## Fitness Center

powered by the  
Measured Capability  
Improvement Framework (MCIF)



### NOTE TO SPEAKER

Please either delete this slide or customize based on what sessions you would like to highlight.

Visit the [Agility Fitness Center](#)



Learn more about how our new Jazz offerings will help you:

***Collaborate, Automate and Report!***

***Visit the Solutions Center, Rational Labs, the Jazz Corner and our Partner booths to share in the Jazz excitement!***

# How does one change and improve?



*How do we innovate?*



Innovation is about taking deep insight to create new value –  
for business and society.

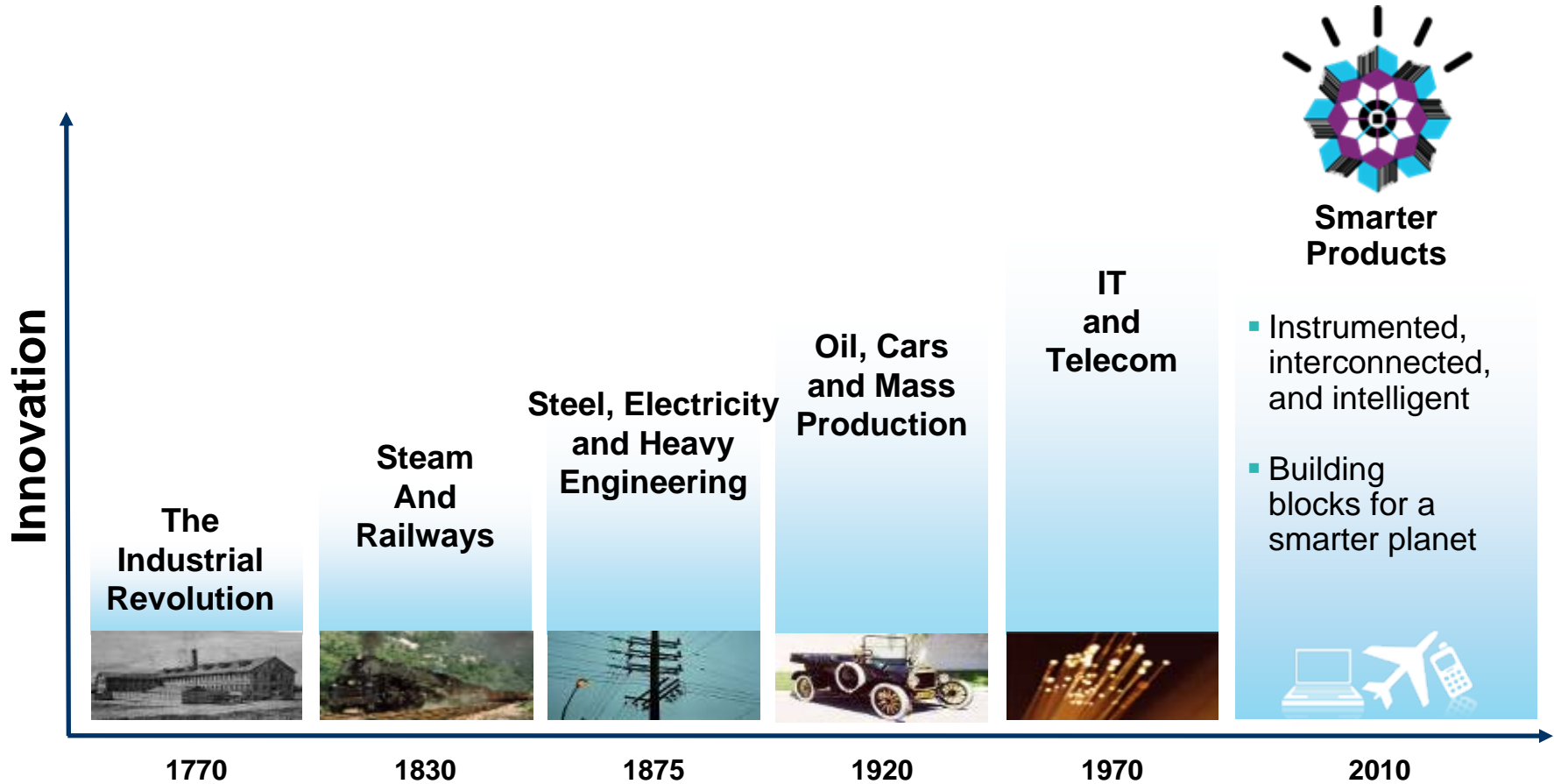


**Innovation resides at the intersection of invention and insight, leading to the creation of social and economic value.**

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**National Innovation Initiative**

# We are on the verge of a new wave of innovation...



...where embedded software becomes even more crucial for product innovation and differentiation.

## Electronics



- Apple's iPhone is completely instrumented, with GPS positioning software that helps the device know where you are

## Automotive



- 90% of innovation is based on electric and electronic systems
- 80% of this innovation is based on embedded software

## Aerospace and Defense



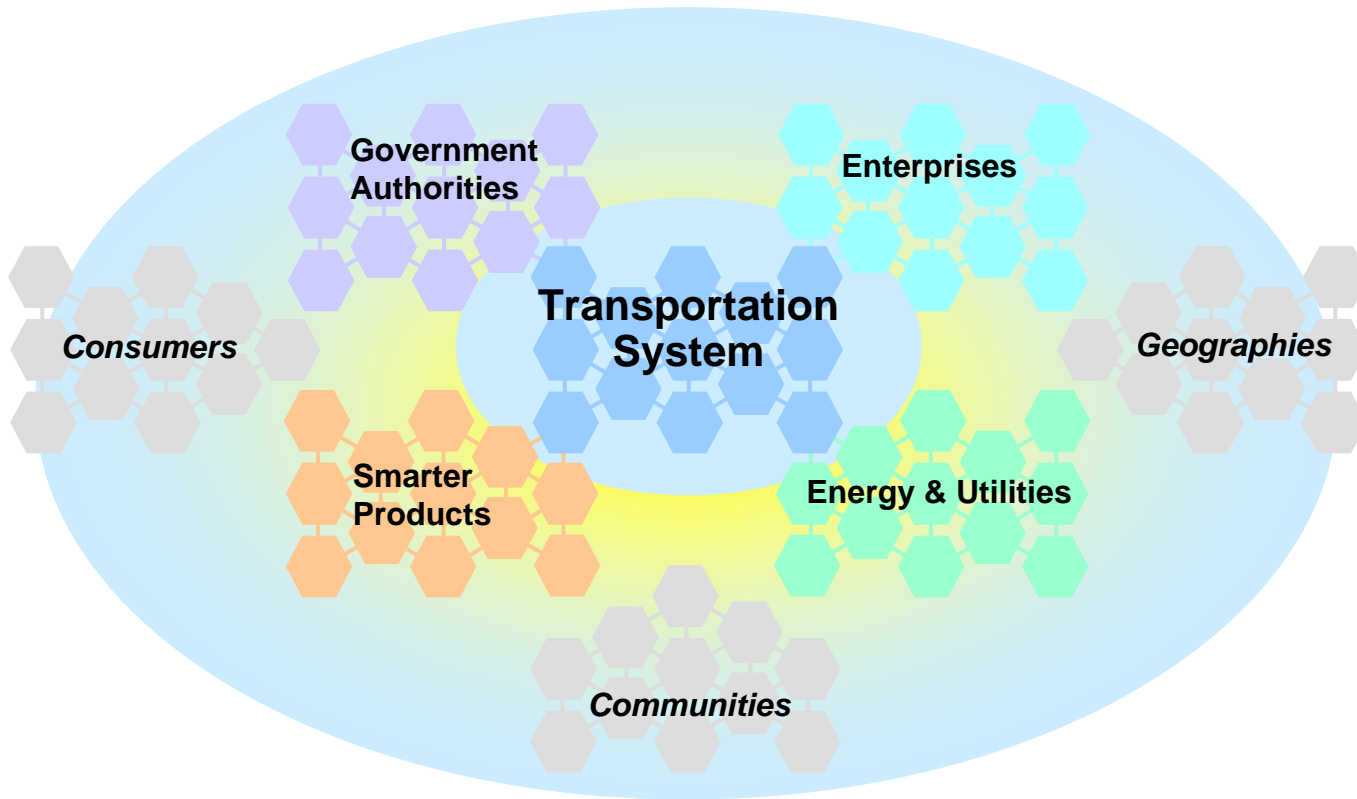
- F-22 Raptor (2003) contains 1.7 million lines of code
- F-35 Lightning II will have 5.7 million lines of code

### Key benefits

- ✓ Create new opportunities
- ✓ Increase revenue / profit
- ✓ Enhance customer loyalty
- ✓ Faster time-to-market



These smarter products will play a major role for enabling tomorrow's ecosystems, such as for smarter transportation.



*INSTRUMENTED*

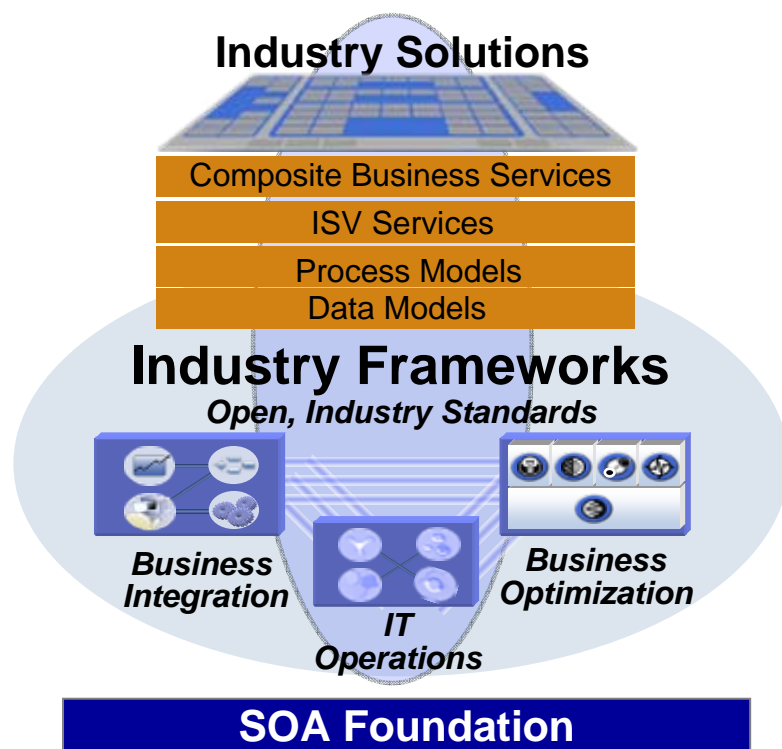


*INTERCONNECTED*



*INTELLIGENT*

IBM continues to invest in industry assets and frameworks to help develop and deploy smarter products.



## IBM Industrial Sector Industry Frameworks

- 
  - PDIF Product Development Integration Framework
- 
  - MIF Manufacturing Integration Framework
- 
  - IIF Integrated Information Framework

...with a core foundation of software delivery offerings that enable smarter products.

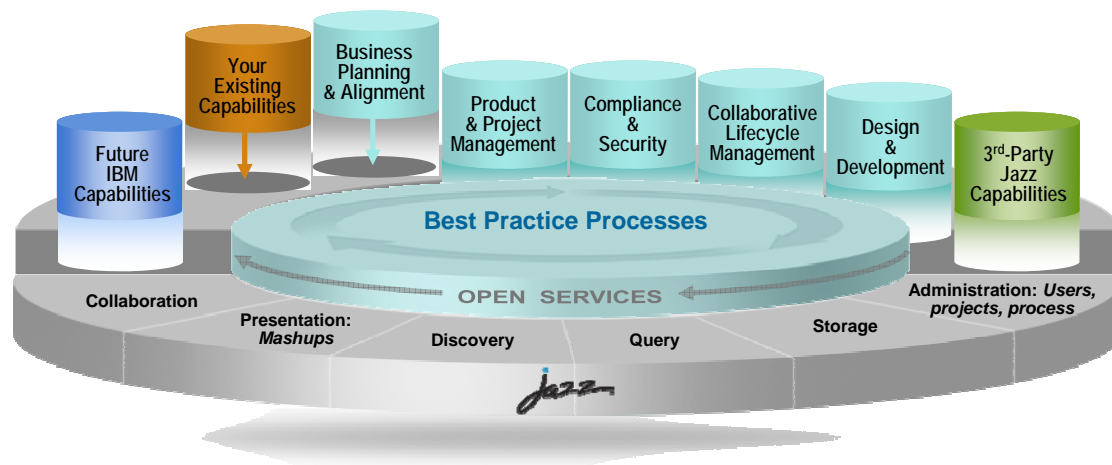
- Rational DOORS Web Access **New!**
- Rational Rhapsody **New!**
- Rational Team Webtop **New!**
- Rational MCIF for Systems **New!**
- Rational Focal Point
- Rational System Architect
- Rational Team Concert
- Rational Synergy / Change
- Rational ClearCase / ClearQuest
- Rational Quality Manager
- Rational Build Forge
- Rational Harmony

Plus... **New Integrations**



**Smarter Products**

*The Rational Software Platform for Systems*

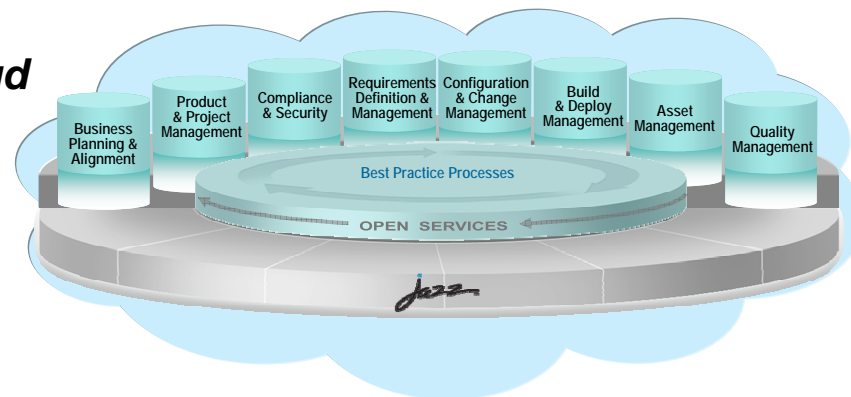


# Innovation journey continues

## *IBM Software Delivery Services for Cloud*

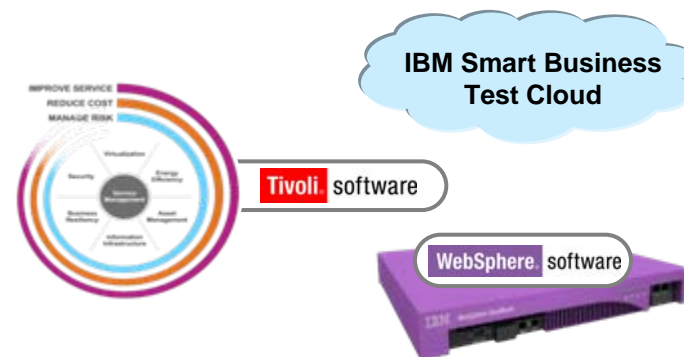
### **Rational Software Delivery Services *ON* the cloud**

- Turnkey Collaborative Application Lifecycle Management solution for software and systems delivery
- Rational Team Concert, Quality Manager, Requirements Composer, Insight, and Build Forge hosted in the Cloud



### **Rational Software Delivery Services *FOR* the cloud**

- Support WebSphere CloudBurst and IBM Smart Business Test Cloud
- Leverage Cloud resources with Rational Software Architect and Rational Build Forge
- Manage Cloud assets with Rational Asset Management, Quality Management and Tivoli Solutions





**Learn more at:**

- [IBM Rational software](#)
- [Rational launch announcements](#)
- [Rational Software Delivery Platform](#)
- [Accelerate change & delivery](#)
- [Ensure Web security & compliance](#)
- [Improve project success](#)
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