Impact & Innovate
Come to You 2011

Innovate2011
The Premier Software and Product Delivery Event

Software. Everyware.

Running the 'Execution' Marathon: the Where & the How

Translating Business Strategy into High-Impact Solutions

IBM Rational ASEAN
Business Strategy Planning and Alignment

Agenda

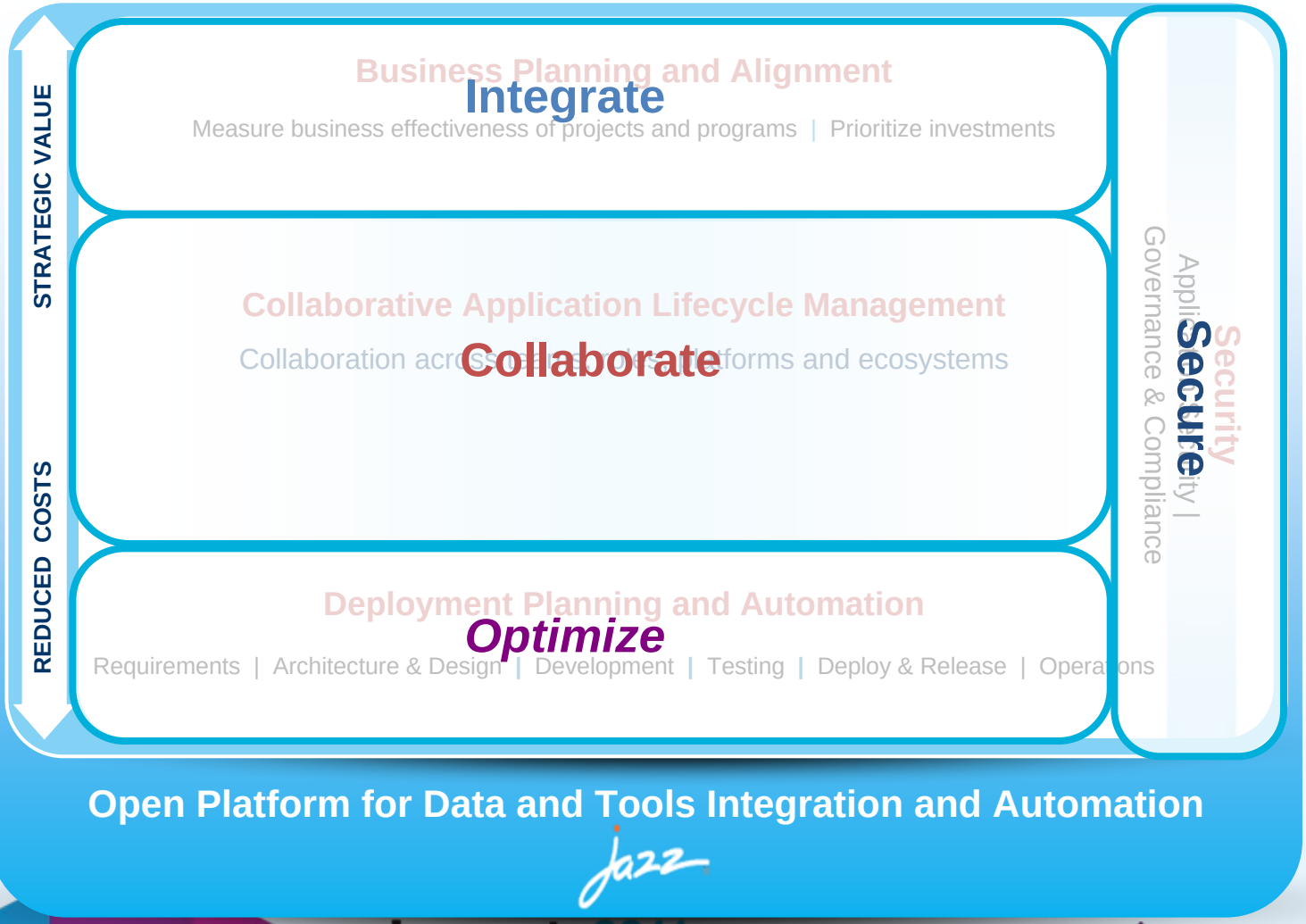
It's All About the Outcomes

- *IBM Rational BSPA strategy*

Making IT Real, Happen and Last

- *Business Planning & Alignment Solution*

Our Capabilities to Help You Achieve Breakthrough Benefits



Business Strategy Planning and Alignment for a Smarter Planet

- IT's focus is more about impacting business outcomes than ever before
  - Success is measured by the degree to which IT can help create and influence business decisions.
  - Enterprise Architects must play a primary role in advancing business architecture
- Insights from the 2011 IBM Global CIO Study
  - Organizations need a "transform" mandate for IT to be a provider of industry-wide solutions to support the business
  - Focus on managing essential IT activities and getting information to decision makers faster and more accurately

The Essential CIO

Many businesses are challenged by growing complexity

8 in 10 CEOs anticipate significant complexity ahead.

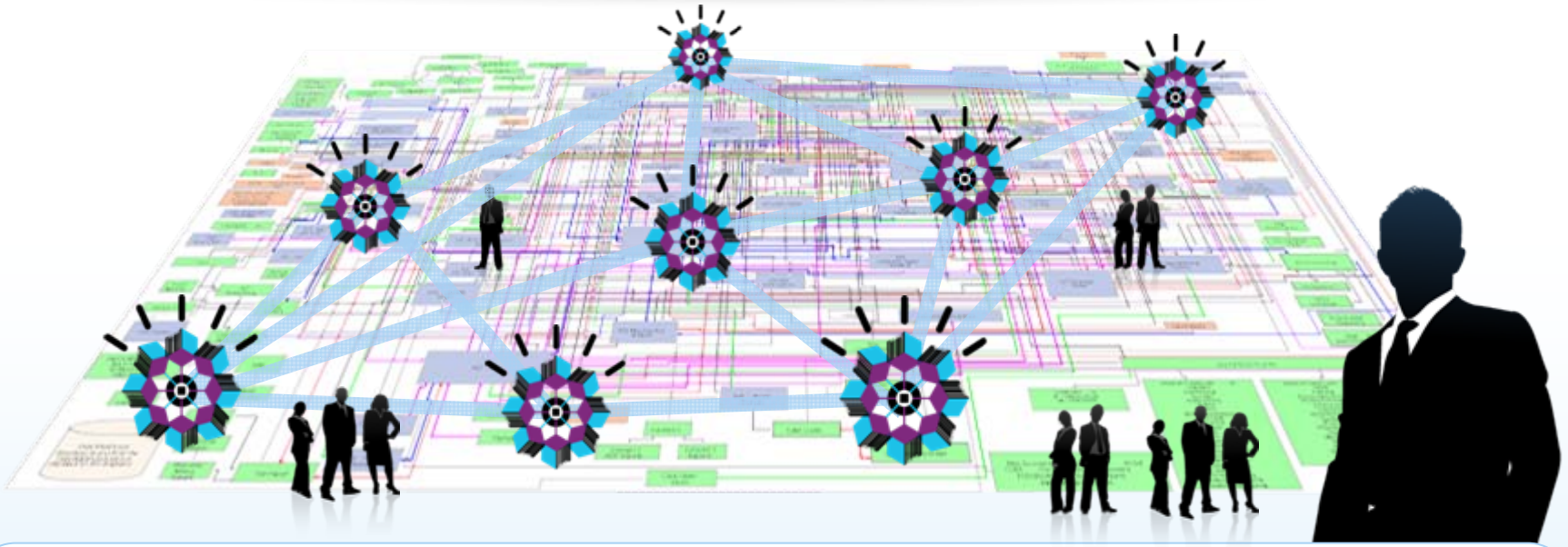
79%

49%

30%
complexity gap

Half Feel prepared to handle it.

Source: IBM Global CEO Study 2010
"Capitalizing on complexity".



Growing Complexity

What should I consider when choosing the right path?

Market

Customers
Competitors
Climate
Products/Services

1 Enterprise Inventory

- What capabilities do you have?
- How effective are they?
- Where can you improve?

2 Future State Visioning

- What are the business benefits?
- What is the likelihood of success?
- How much investment is required?

Biz Strategy + IT Planning

Capabilities

Business
Data
Technology
Applications/Systems

3 Transition Governance

- Work within constraints
- Optimize roadmap
- Delegate and track initiatives

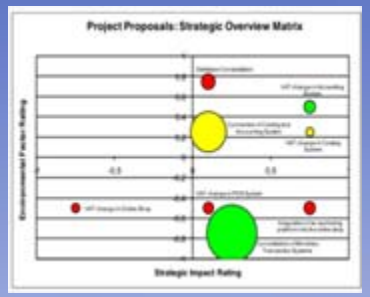
Delivery

Scope
Resource
Costs
Schedules

Business Planning & Alignment: EA, APM & PPM

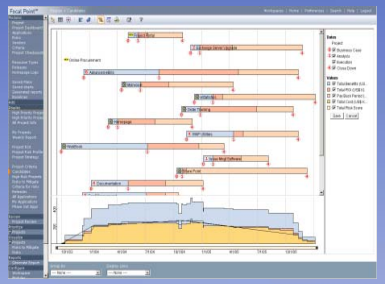
What do we have?

Where should we invest?

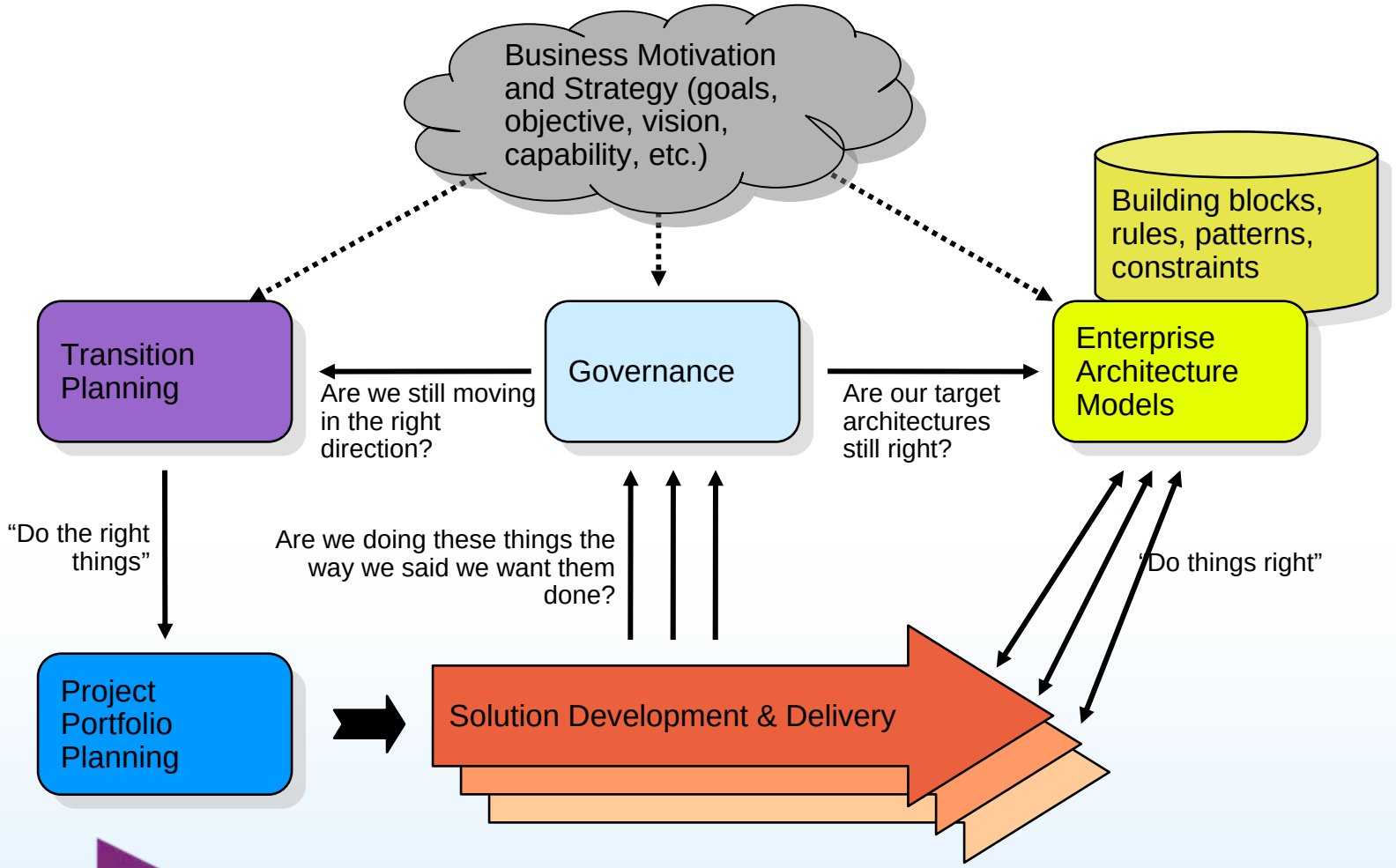


Where are we going?

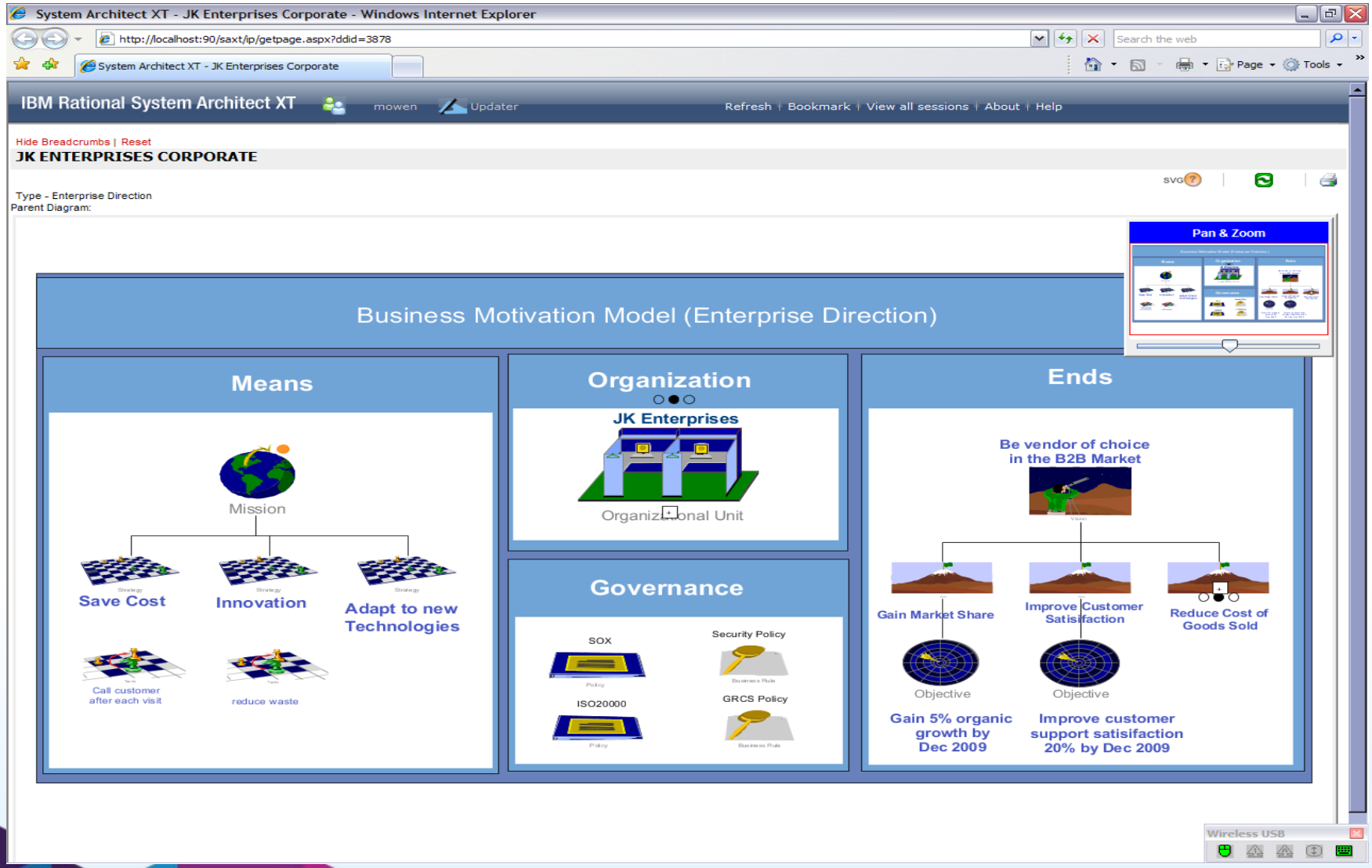
How/when will we get there?



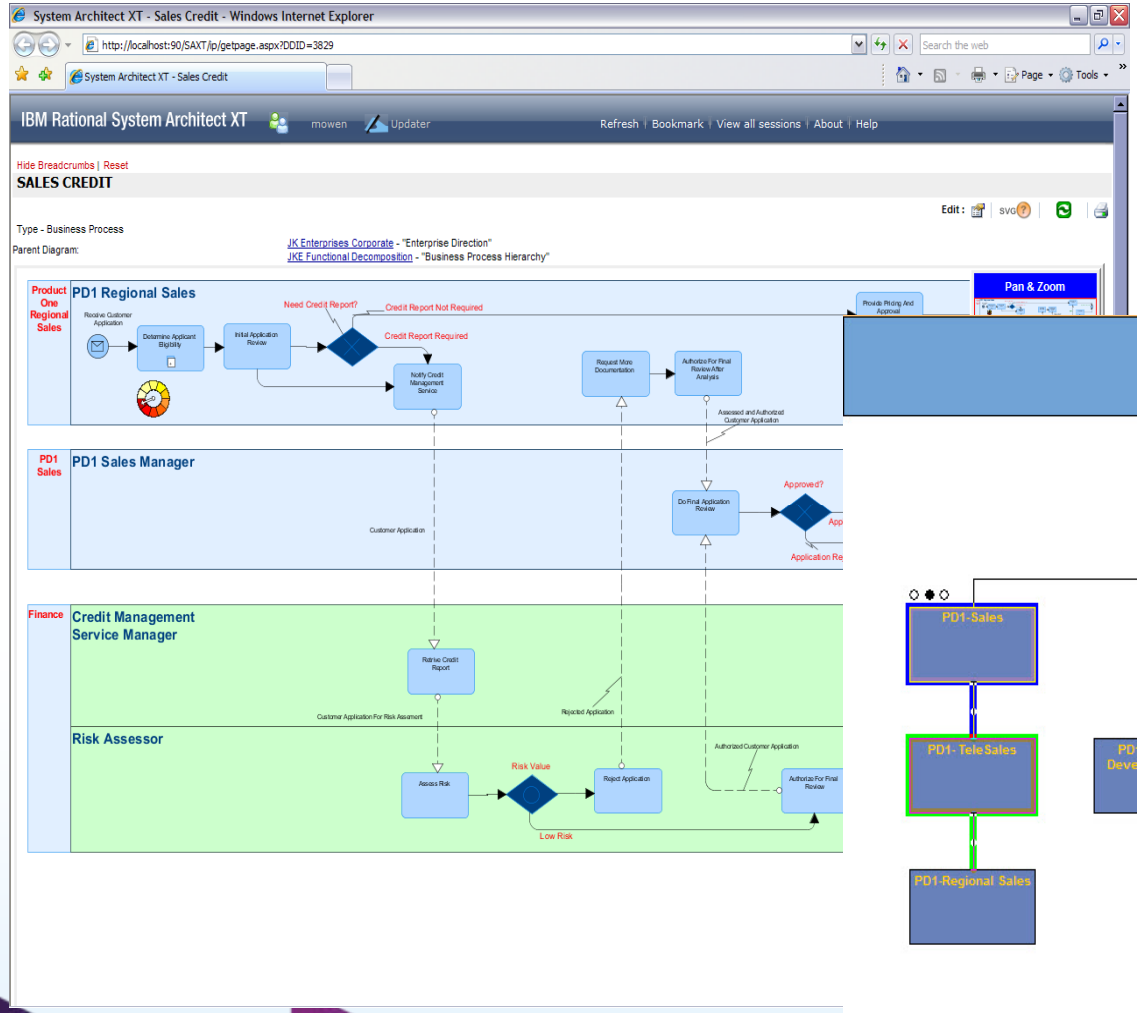
BPA Solution: "Do the right things right"

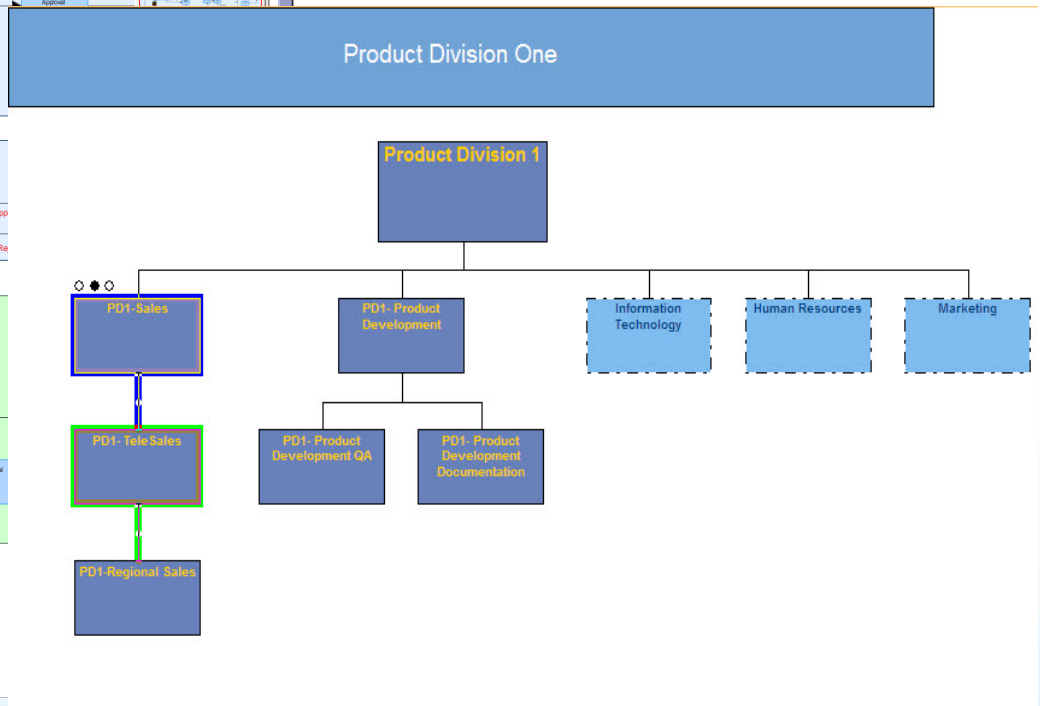


Define Strategy & Vision

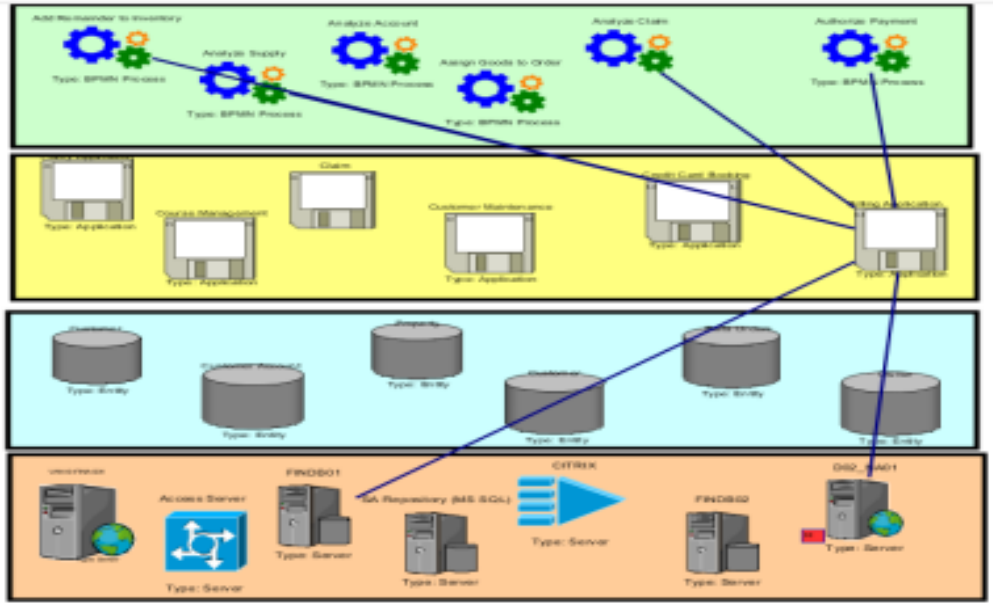


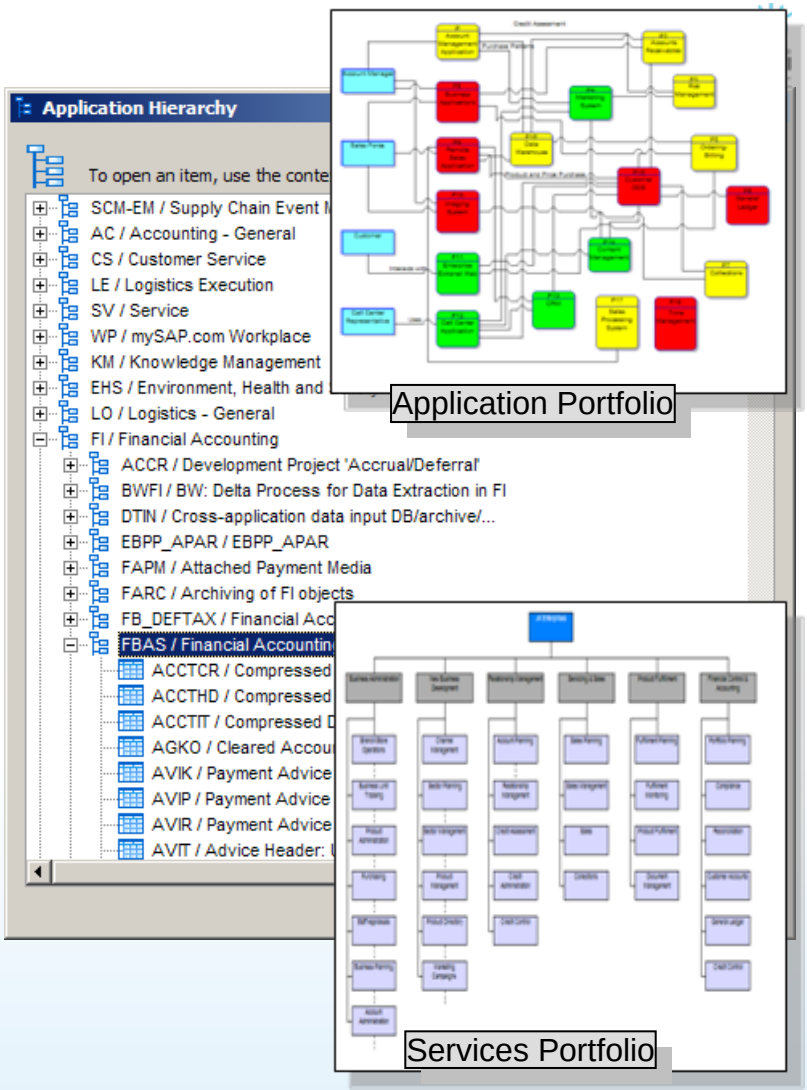
Define Business Architecture

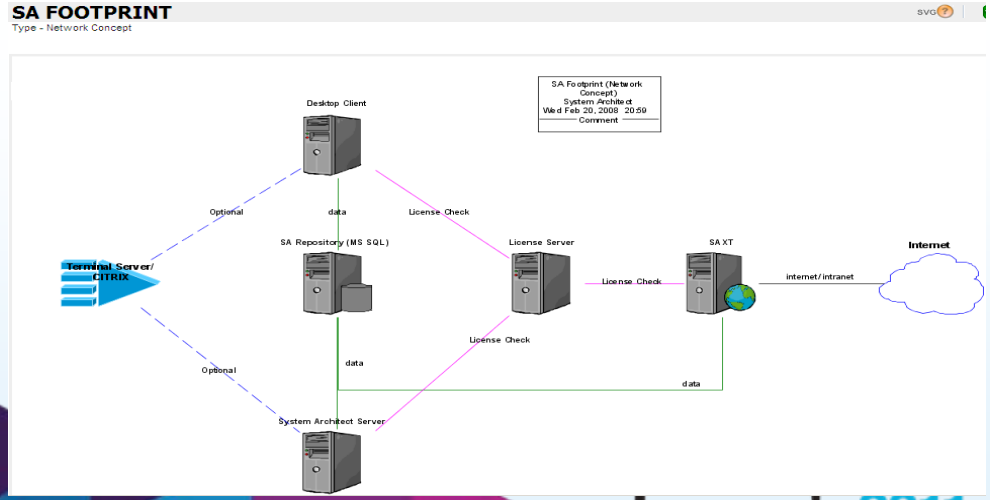




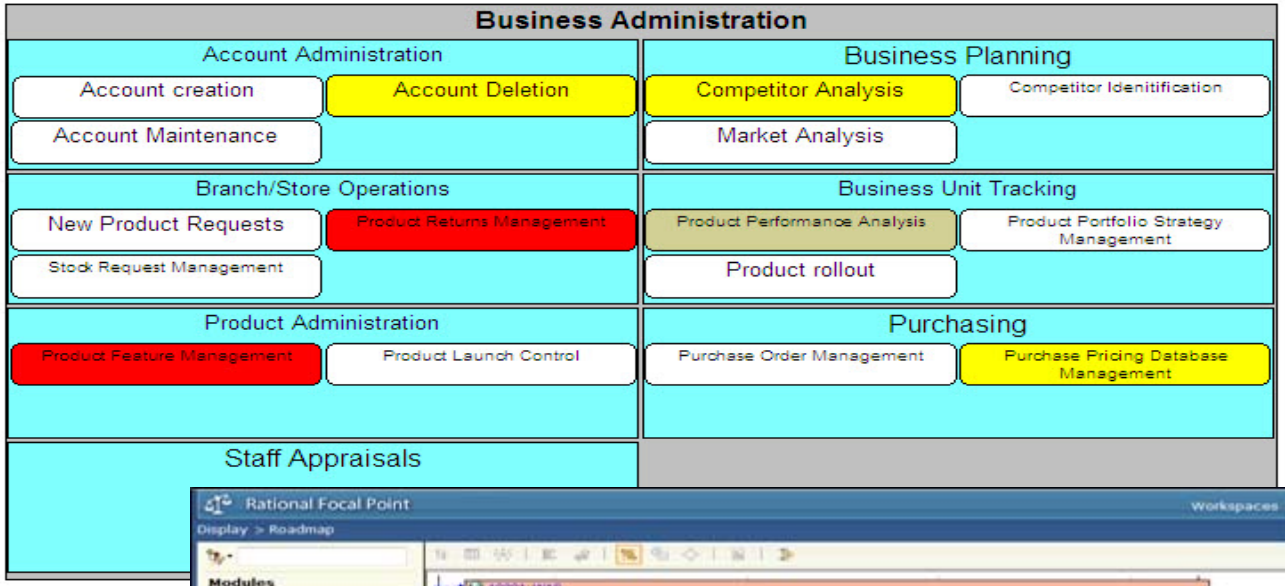
Define IT Architecture

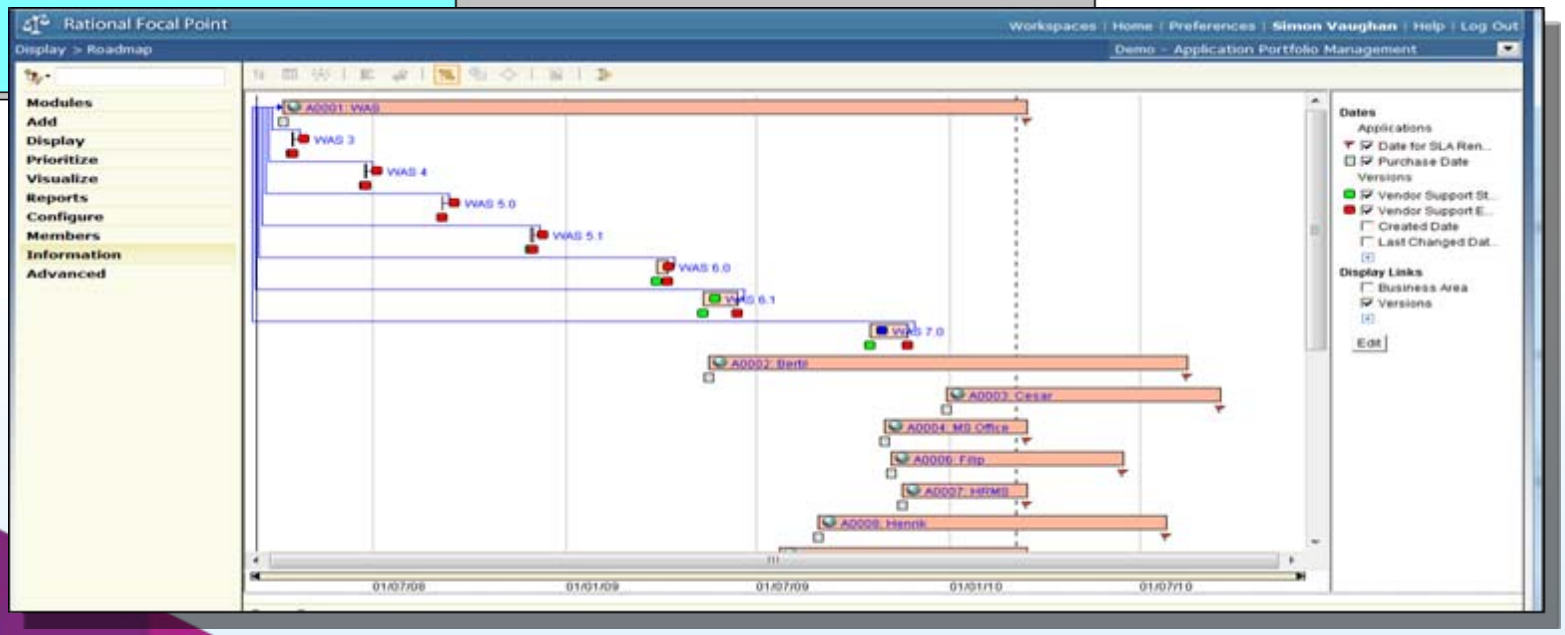




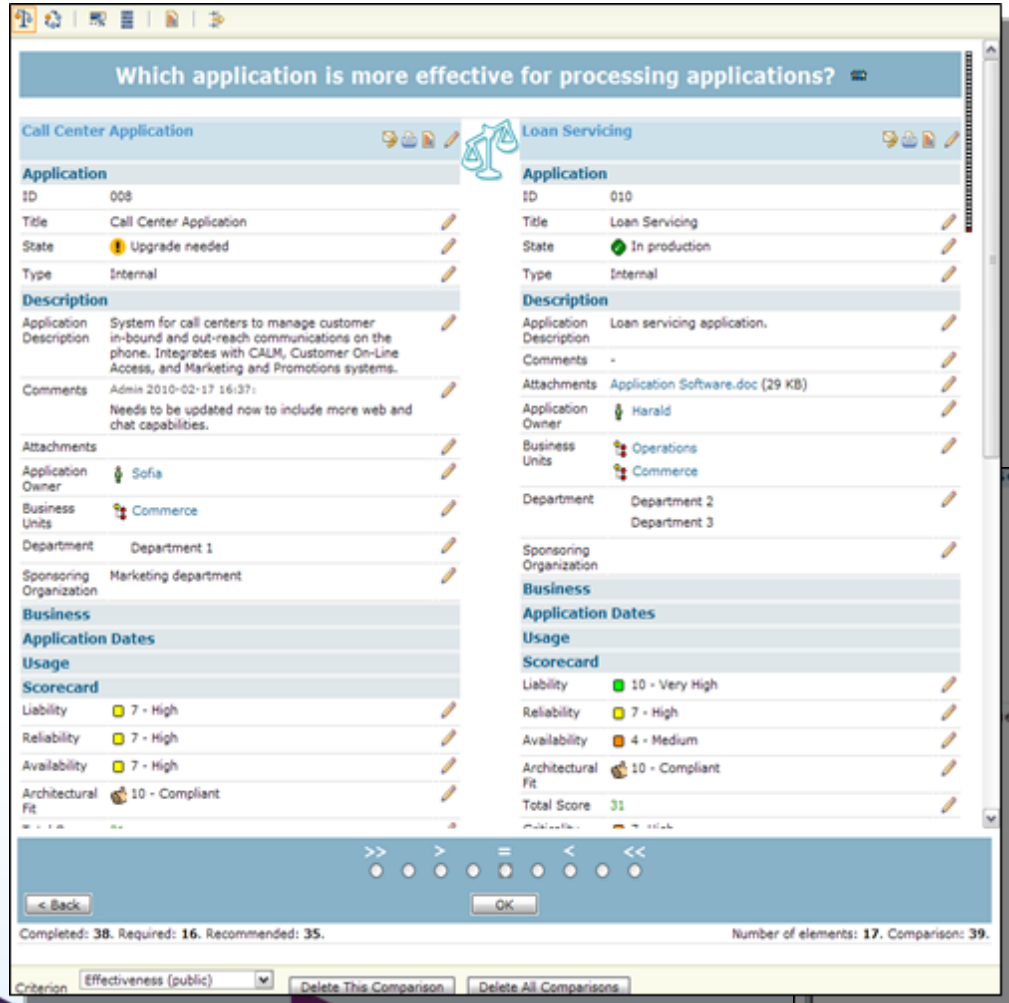


Define Transition Plan

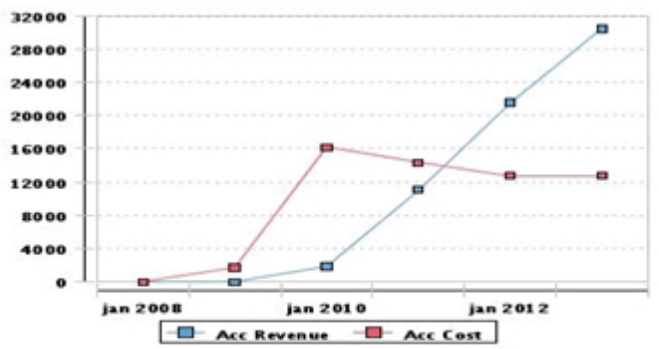




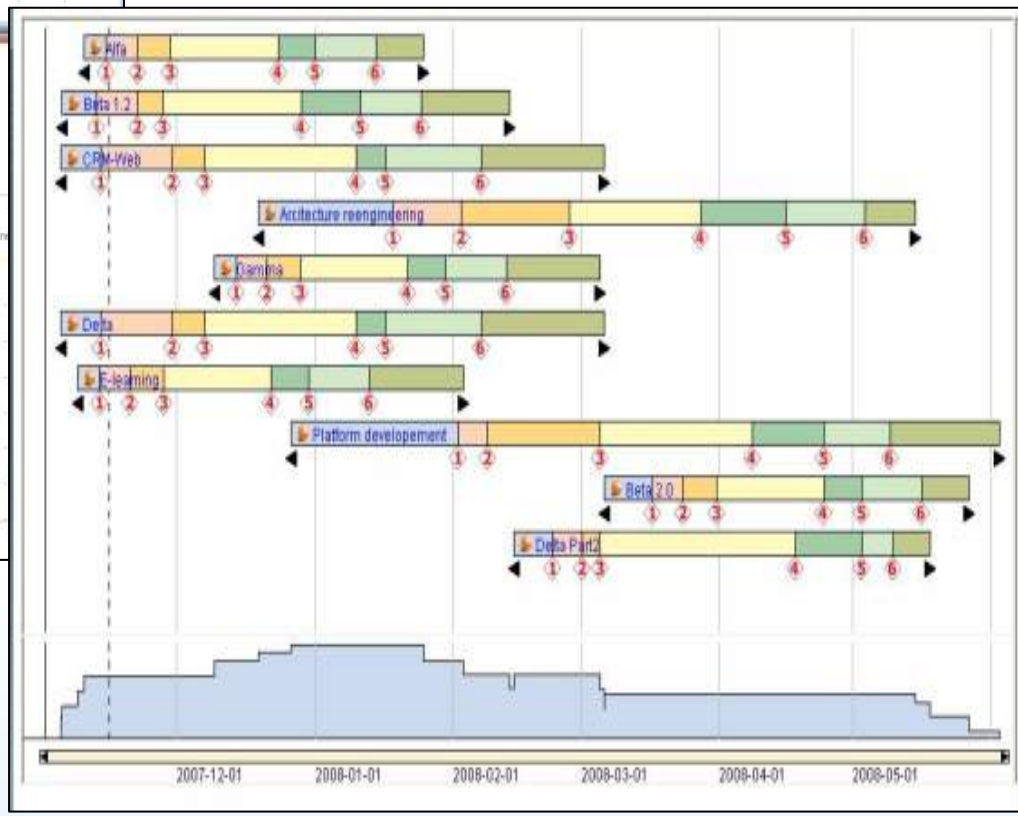
Analyze Business and Financial Priorities



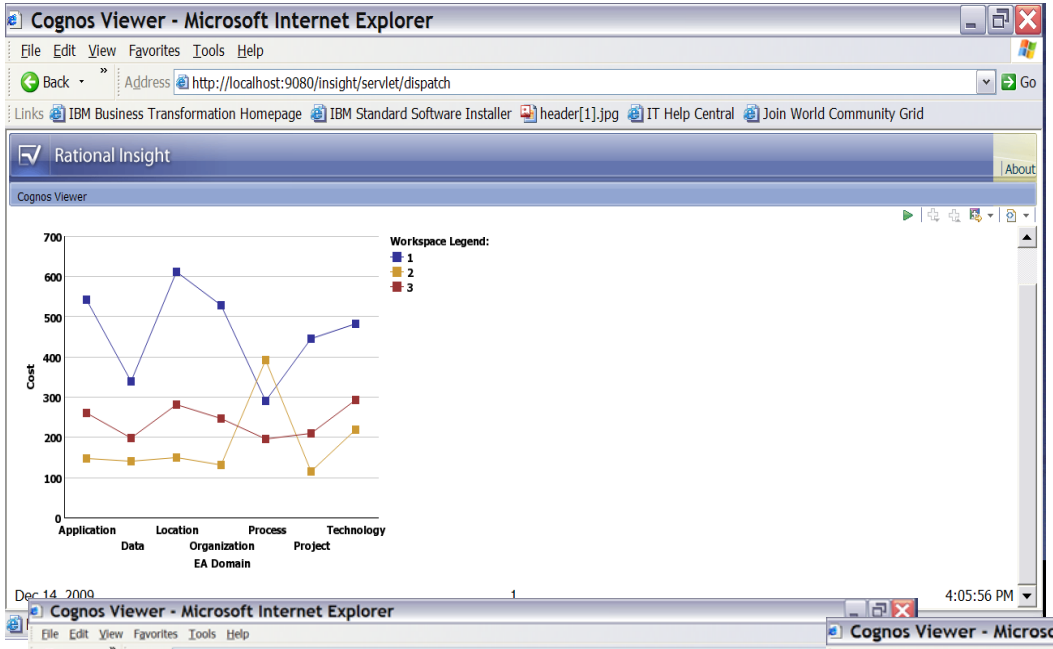
	2008	2009	2010	2011	2012	Sum
Increased Revenue		3,000	20,000	25,000	30,000	78,000
Decreased revenue on other products	0	400	5,000	5,000	10,000	20,400
Sum Revenue	0	2,600	15,000	20,000	20,000	57,600
Cost Savings			3,000	3,000		6,000
Project Cost	2,000	20,000				22,000
Sum Cost	-2,000	-20,000	3,000	3,000	0	-16,000
Net Profit	-2,000	-17,400	18,000	23,000	20,000	41,600

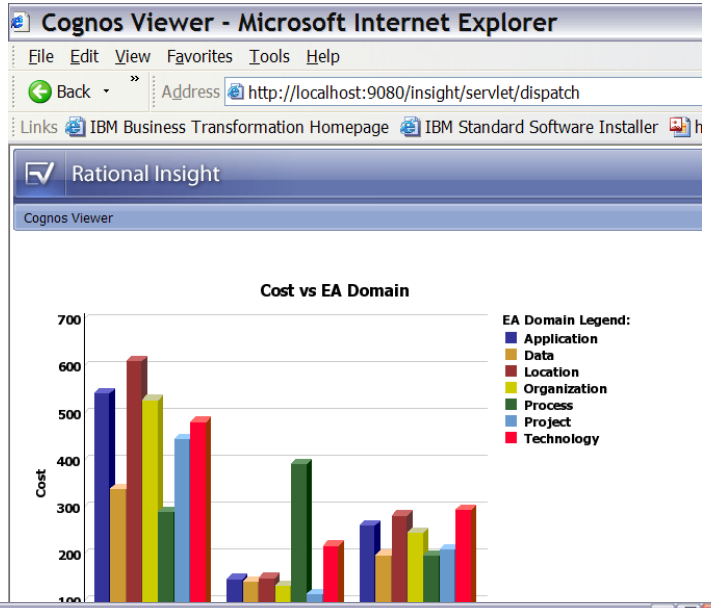


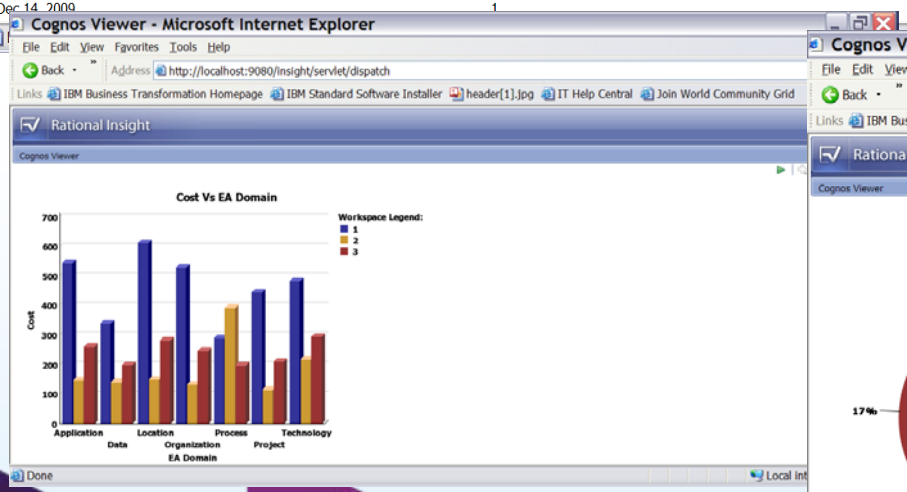
Execute Change

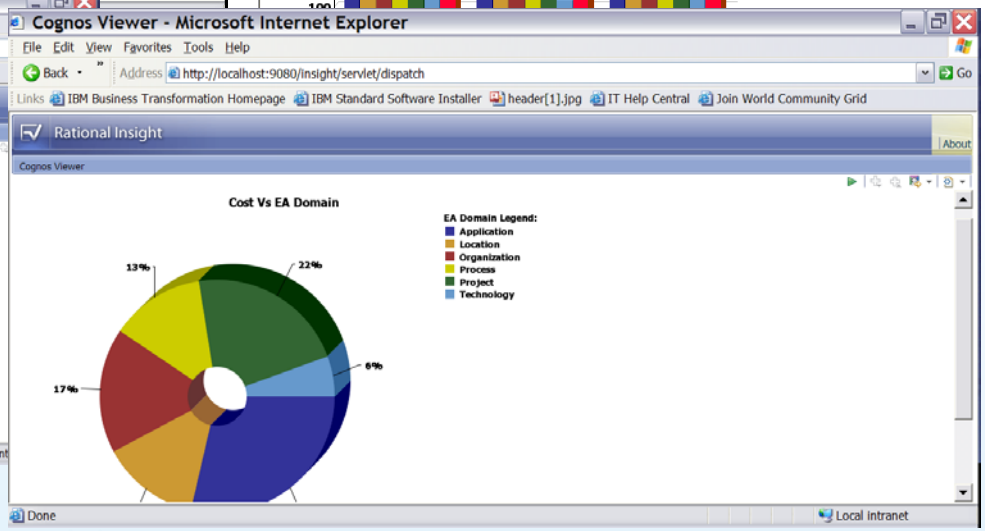


Governance & Reporting

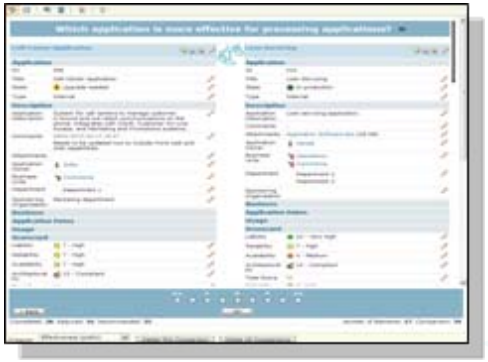




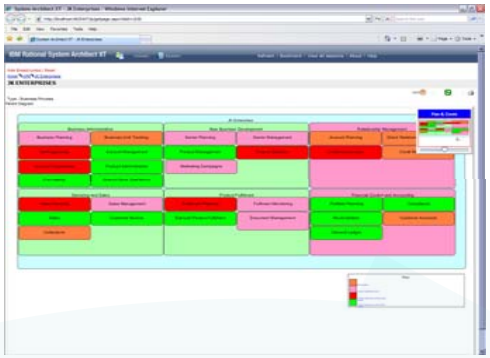




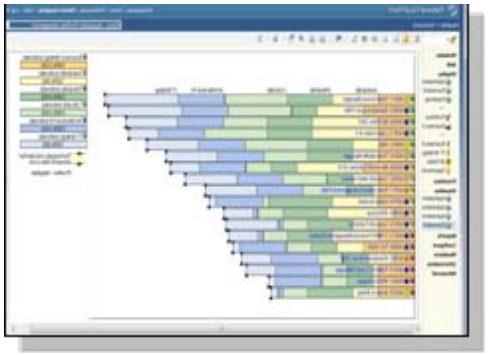
Analyze Business & IT Priorities



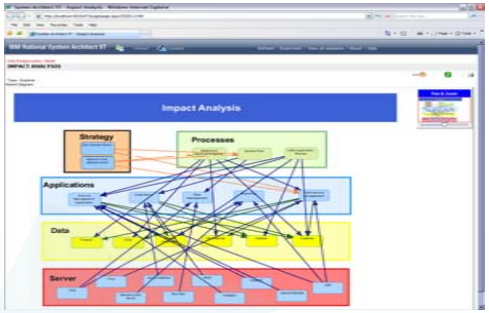
Define Transition Initiatives



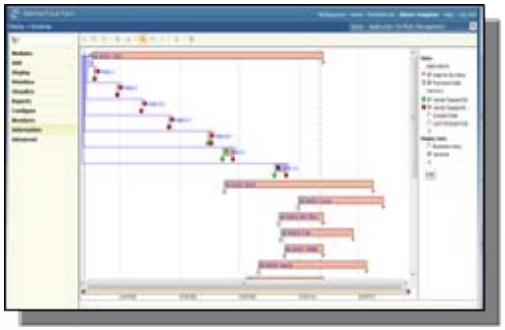
Analyze and Prioritize Initiatives



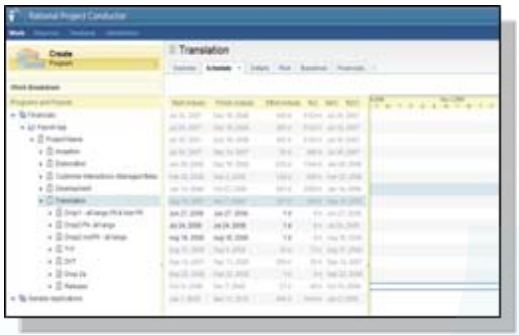
Perform Gap Analysis



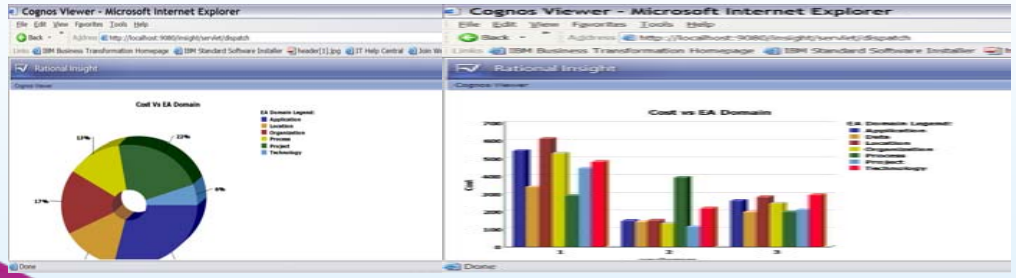
Define Scope & Roadmaps



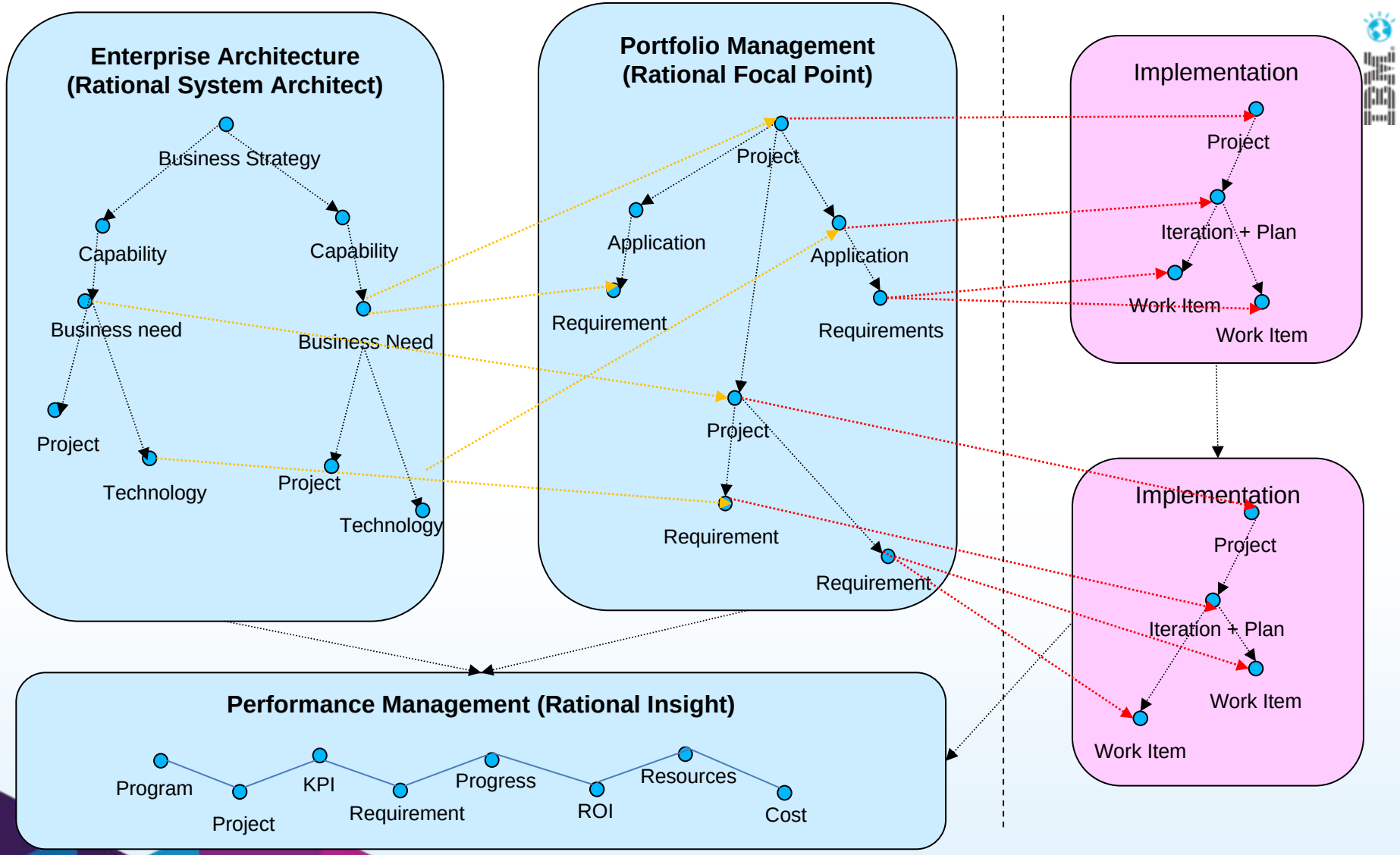
Project Planning & Execution



Monitor With Executive Dashboards



Linking from Strategy to Execution



Reducing redundancy while increasing collaboration

The Need

- Organizations needing to transform its disparate, redundant systems into a standardized, cost-efficient IT infrastructure
- Required scalability to adapt to its changing needs.
- Better understand their portfolio of projects and applications

Typical Benefits

- C-level managers capitalized on new insight into the potential risk or impact of change.
- Reduced costs by identifying places within the organization to save money, time, resources
- Improved program delivery by consolidating organizational assets.
- Increased collaboration

The Solution ?

BSPA is the Solution..

Initiative	Activity	Considerations
Project Consolidation	Should I rationalize some current projects? Is the ***current*** business linkage and value transparent? Supported?	What control do I wish to allow in my divisions? “Tactical projects”?
Application Consolidation	Can I achieve a short term rationalization? IBM’s example is 70% reduction. Telecom company 40% in 5 years.	Sunset? Move to low cost center? Service re-engineering?
Application Replacement “OOTB”	Should I replace my applications with something “off the peg” Is that less expensive? COTS? SAAS?	Am I replacing a custom design with something with just base function? Fit?
Rationalize business processes?	Does one of my divisions has something common we could share? If so, can I lose infrastructure support cost?	Processes in applications vs. Middleware. Best practice?
Rationalize Solution Development processes	Adoption of standard templates for key activities. Basis for measurement and continual improvement.	Do I have base metrics? Commonly accepted? Baseline
Rationalize Data Architectures	Commonality in the models we use. Use of an industry standard.	Do the standards allow me to DIFFERENTIATE my businesses?

1
2
3
4
5
6

3-6 months

6-18 months

Vision

Differentiates Performance Through Information and Information Technology

Strategic Intents

Information Technology:

- ▶ Connects People, Partners & Business
- ▶ Accelerates Business Insights
- ▶ Automates, Integrates & Optimizes Business Operations

… to create superior value for the business

Objectives

PRIORITIZE	SIMPLIFY	INTEGRATE
Enterprise Portfolio	*Information Technology Environment*	*Information Technology Planning, Control & Operations*

Enablers

Technology Leadership – Partnerships – Technical Excellence

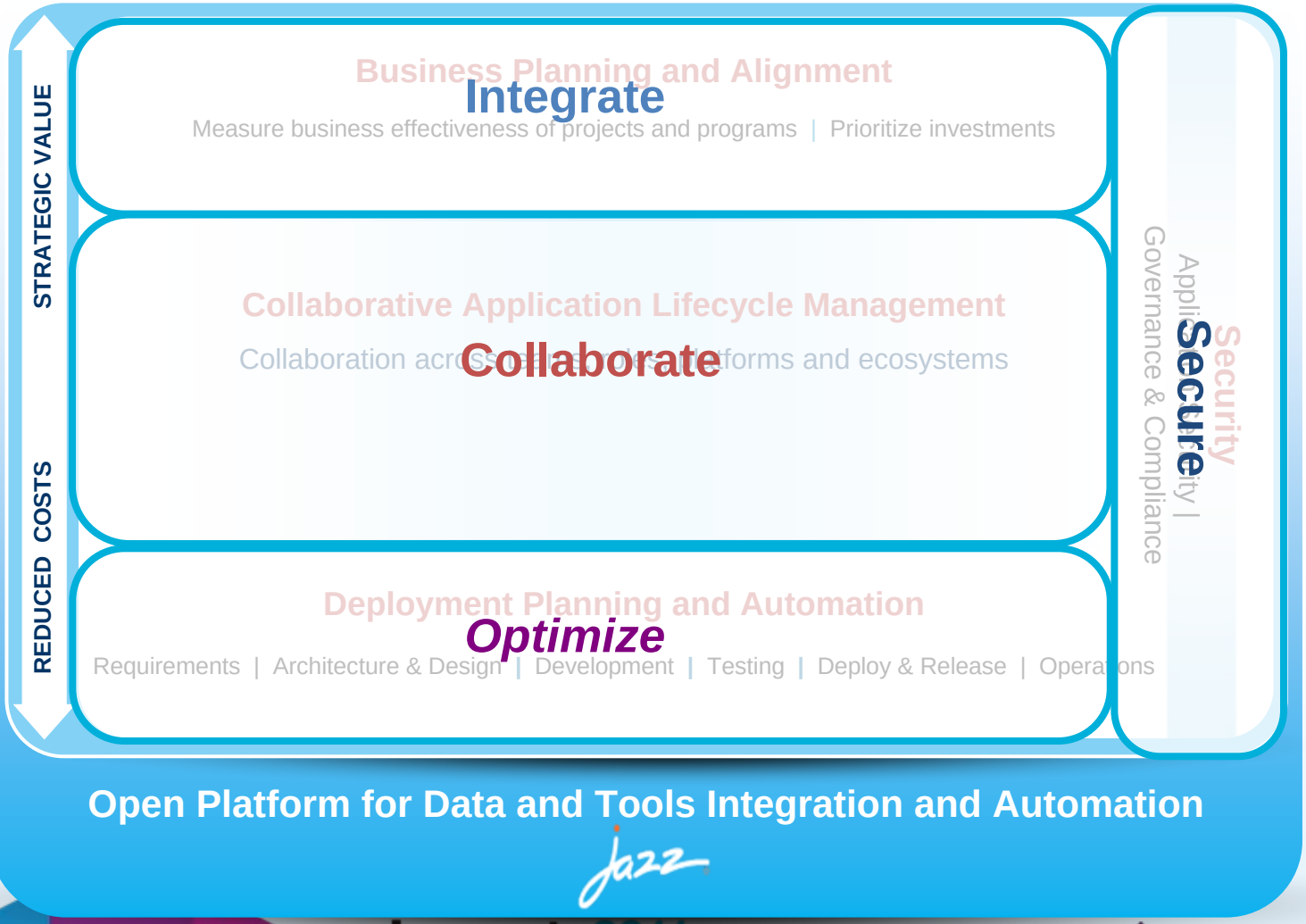
Mindset

ONE VISION. ONE JOURNEY. ONE TEAM.

Making it Last
In summary

- Focus on value - teeth with a good purpose, improve business results
- Respect the business structure – a compilation of business units
- Architecture provides a strategic lever - but does not stand alone
- Integrate – with planning, prioritization, project controls, leadership teams
- Influence – engagement plans, project connections
- Collaborate – grow the ability of architects to work together
- Drive – steer every project, steer investment planning

Our Capabilities to Help You Achieve Breakthrough Benefits



Mobile App Question

Qn: Which product does not fall under the Business Strategy Planning and Alignment solution category?

A.Rational Focal Point
B.Rational Appscan
C.Rational System Architect
D.Rational Insight

Thank You

www.ibm/software/rational

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