



Innovate2011

The Premier Software and Product Delivery Event



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

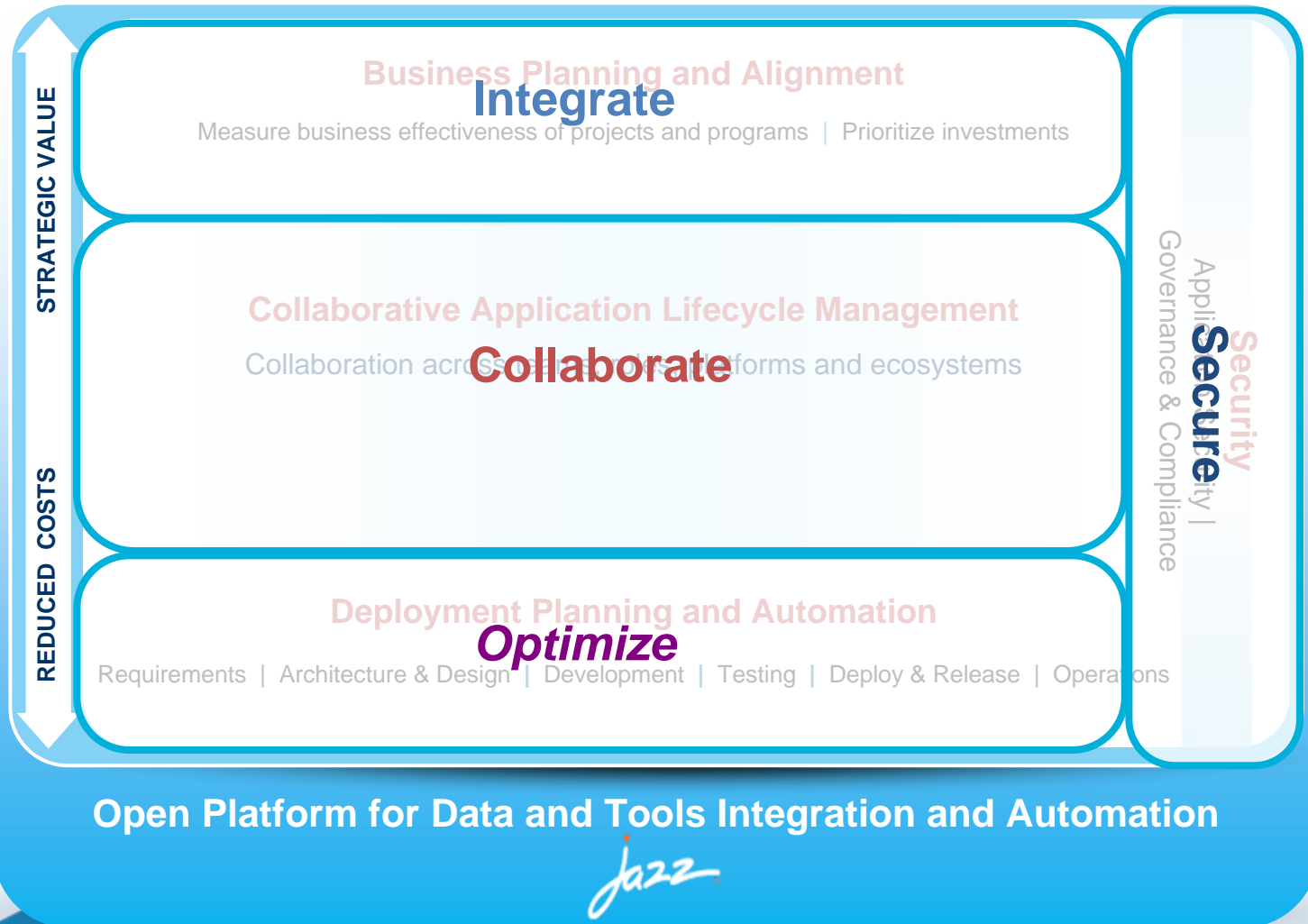
- *IBM Rational BSPA strategy*

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.



Half Feel prepared to handle it.

30%
complexity gap

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?



Capabilities
Business
Data
Technology
Applications/Systems

Delivery
Scope
Resource
Costs
Schedules

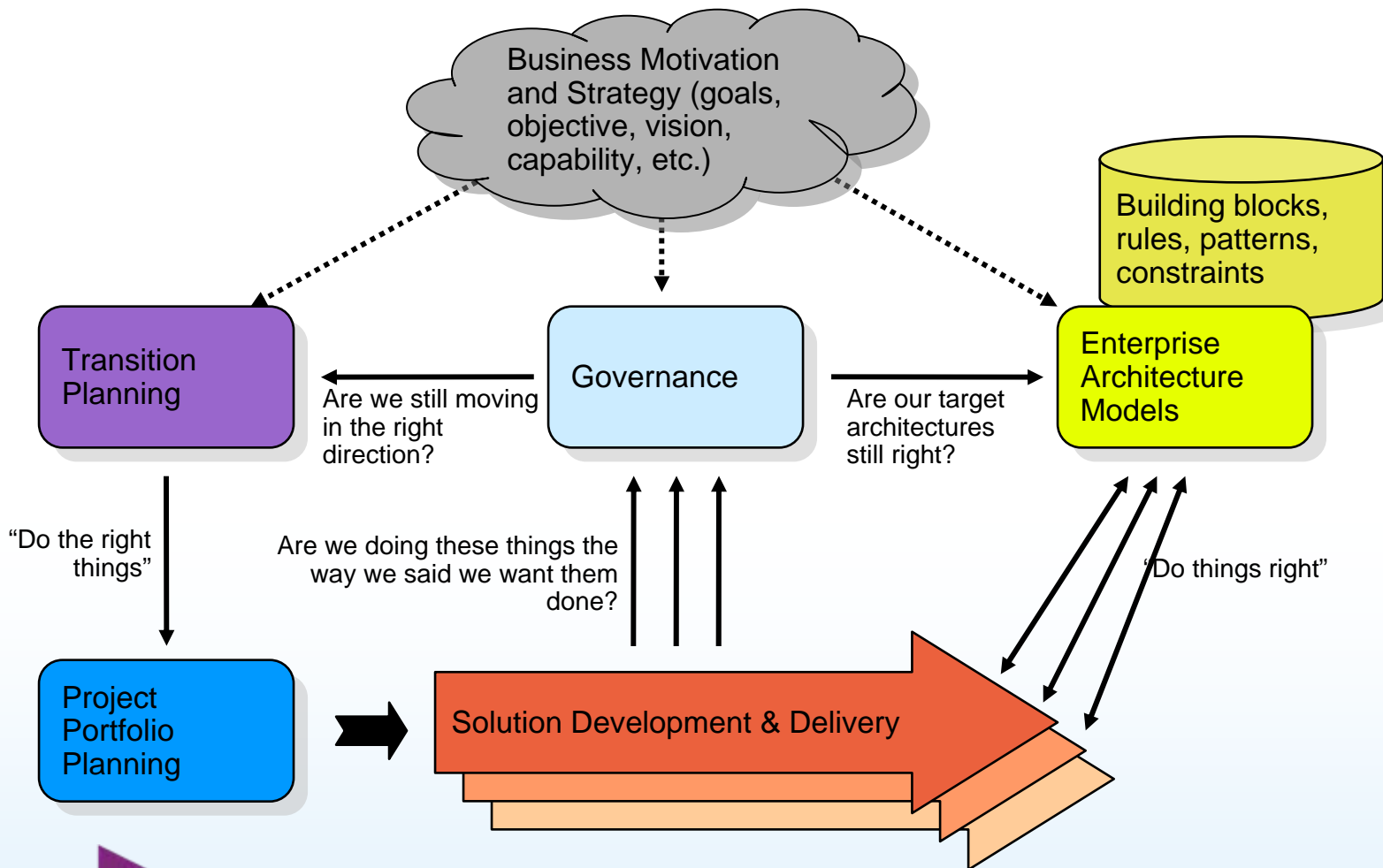
3

Transition Governance
•Work within constraints
•Optimize roadmap
•Delegate and track initiatives





BPA Solution: “Do the right things right”





Define Strategy & Vision



System Architect XT - JK Enterprises Corporate - Windows Internet Explorer

http://localhost:90/saxt/ip/getpage.aspx?ddid=3878

System Architect XT - JK Enterprises Corporate


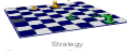

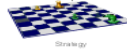

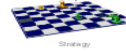
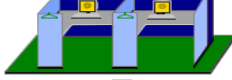
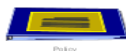




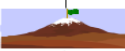

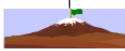



IBM Rational System Architect XT mowen Updater Refresh | Bookmark | View all sessions | About | Help

Hide Breadcrumbs | Reset


JK ENTERPRISES CORPORATE

Type - Enterprise Direction
Parent Diagram:


Business Motivation Model (Enterprise Direction)

Means	Organization	Ends
<p>Mission</p>  <p>Strategy</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Save Cost</p>  <p>Call customer after each visit</p> </div> <div style="text-align: center;">  <p>Innovation</p>  <p>reduce waste</p> </div> <div style="text-align: center;">  <p>Adapt to new Technologies</p> </div> </div>	<p>JK Enterprises</p>  <p>Organizational Unit</p> <hr/> <p style="text-align: center; background-color: #4a7ebb; color: white; padding: 5px;">Governance</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>SOX</p>  <p>Policy</p> <p>ISO20000</p>  <p>Policy</p> </div> <div style="text-align: center;"> <p>Security Policy</p>  <p>Business Rule</p> <p>GRCS Policy</p>  <p>Business Rule</p> </div> </div>	<p>Be vendor of choice in the B2B Market</p>  <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Gain Market Share</p>  <p>Objective</p> <p>Gain 5% organic growth by Dec 2009</p> </div> <div style="text-align: center;">  <p>Improve Customer Satisfaction</p>  <p>Objective</p> <p>Improve customer support satisfaction 20% by Dec 2009</p> </div> <div style="text-align: center;">  <p>Reduce Cost of Goods Sold</p>  <p>Objective</p> </div> </div>

Pan & Zoom

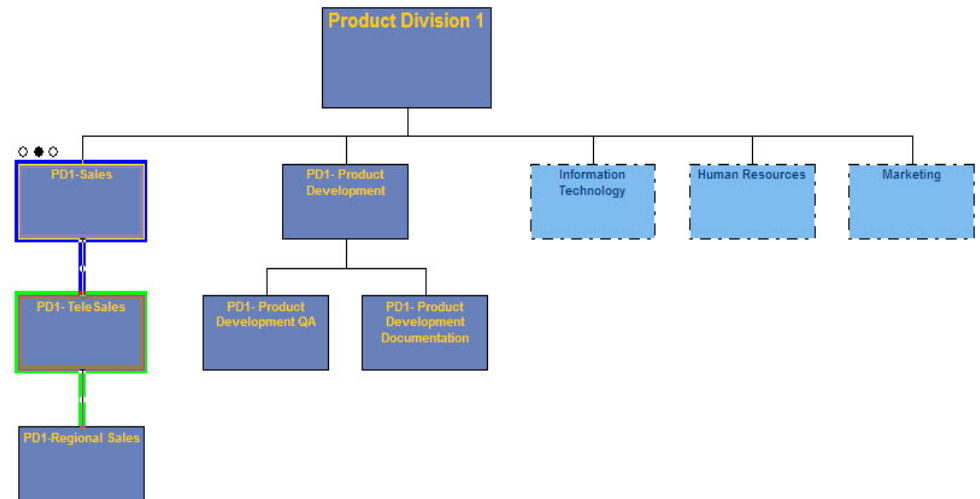
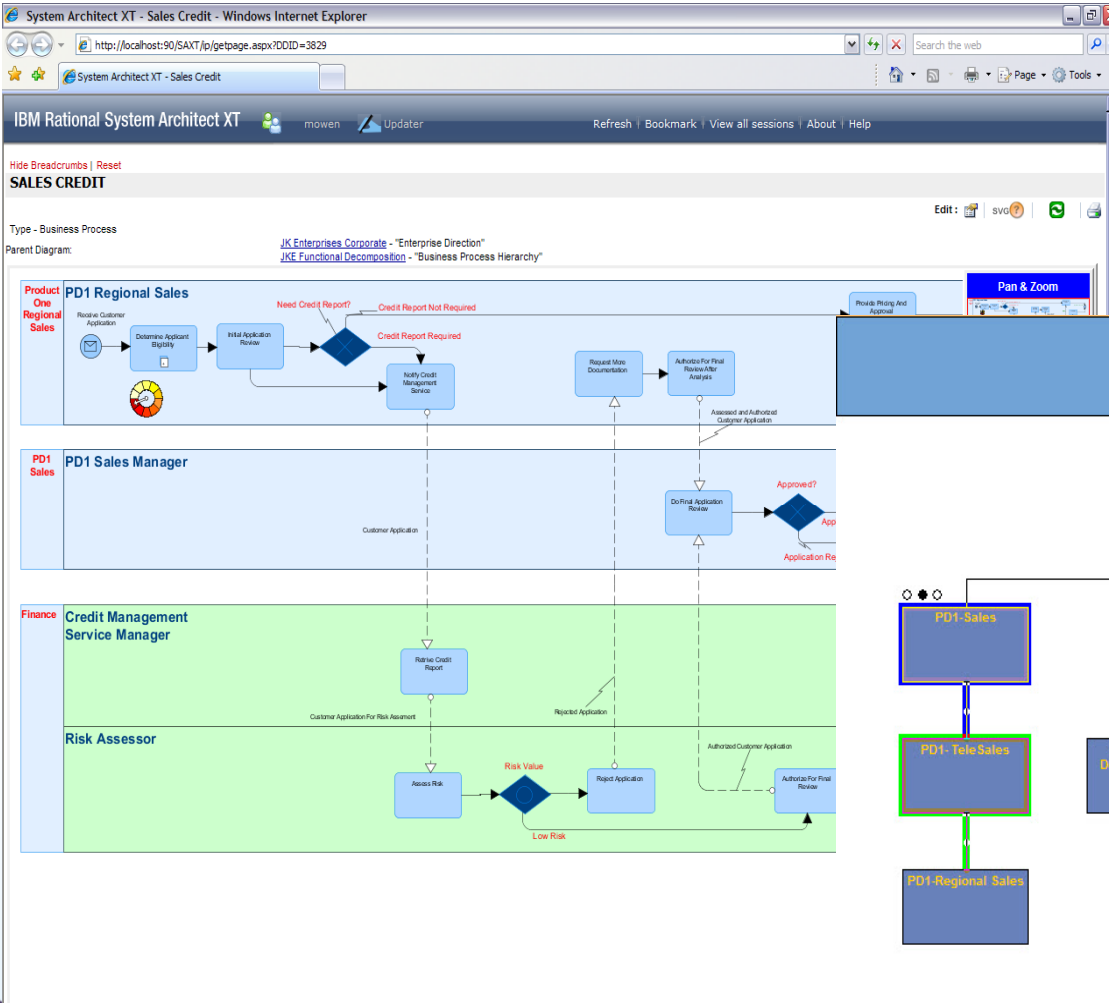


Wireless USB



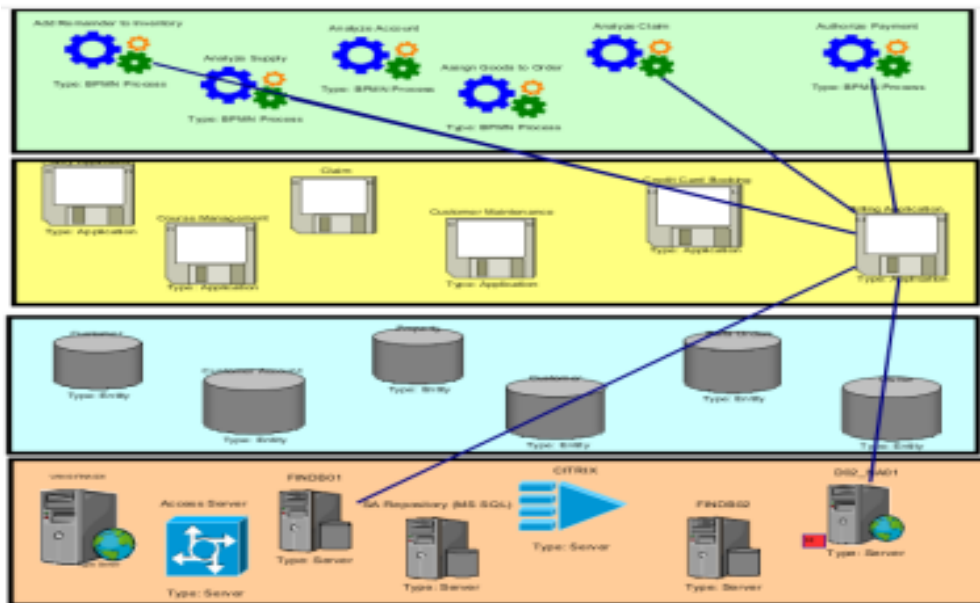


Define Business Architecture

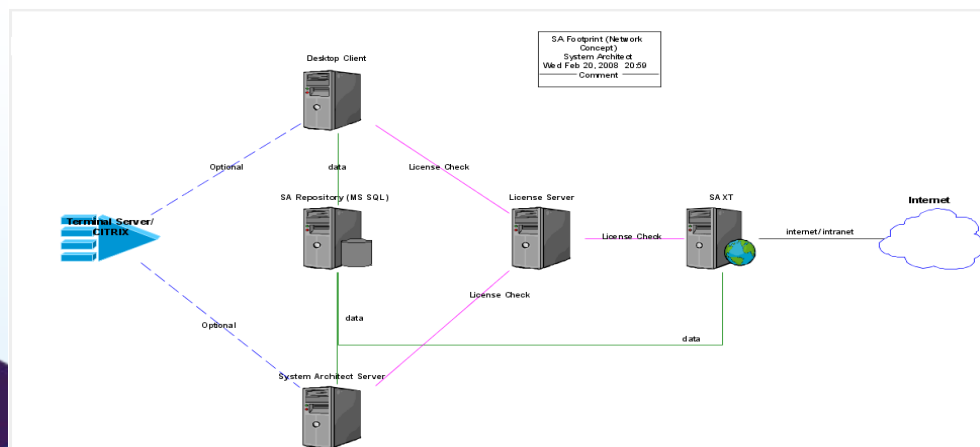




Define IT Architecture



SA FOOTPRINT
Type - Network Concept

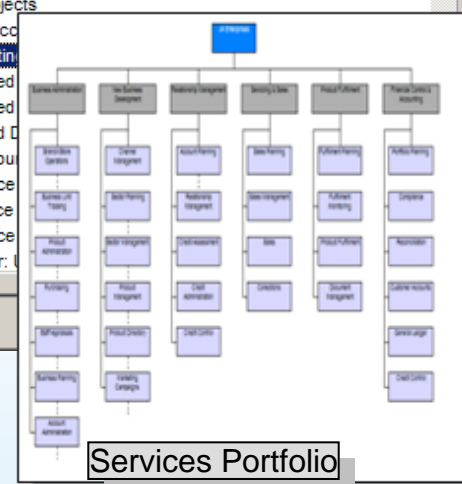


Application Hierarchy

- To open an item, use the content...
- SCM-EM / Supply Chain Event M
 - AC / Accounting - General
 - CS / Customer Service
 - LE / Logistics Execution
 - SV / Service
 - WP / mySAP.com Workplace
 - KM / Knowledge Management
 - EHS / Environment, Health and
 - LO / Logistics - General
 - FI / Financial Accounting
 - ACCR / Development Project 'Accrual/Deferral'
 - BWFI / BW: Delta Process for Data Extraction in FI
 - DTIN / Cross-application data input DB/archive/...
 - EBPP_APAR / EBPP_APAR
 - FAPM / Attached Payment Media
 - FARC / Archiving of FI objects
 - FB_DEFTAX / Financial Acc
 - FBAS / Financial Accounting**
 - ACCTCR / Compressed
 - ACCTHD / Compressed
 - ACCTIT / Compressed D
 - AGKO / Cleared Accou
 - AVIK / Payment Advice
 - AVIP / Payment Advice
 - AVIR / Payment Advice
 - AVIT / Advice Header: (



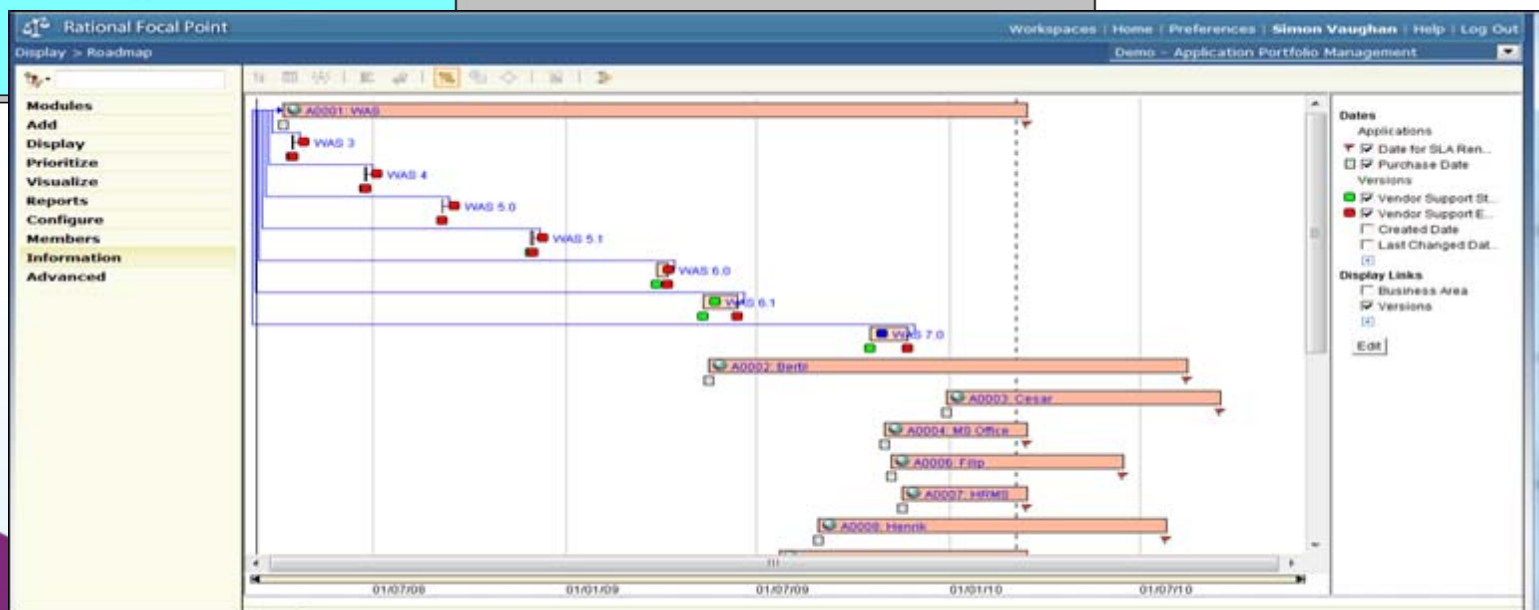
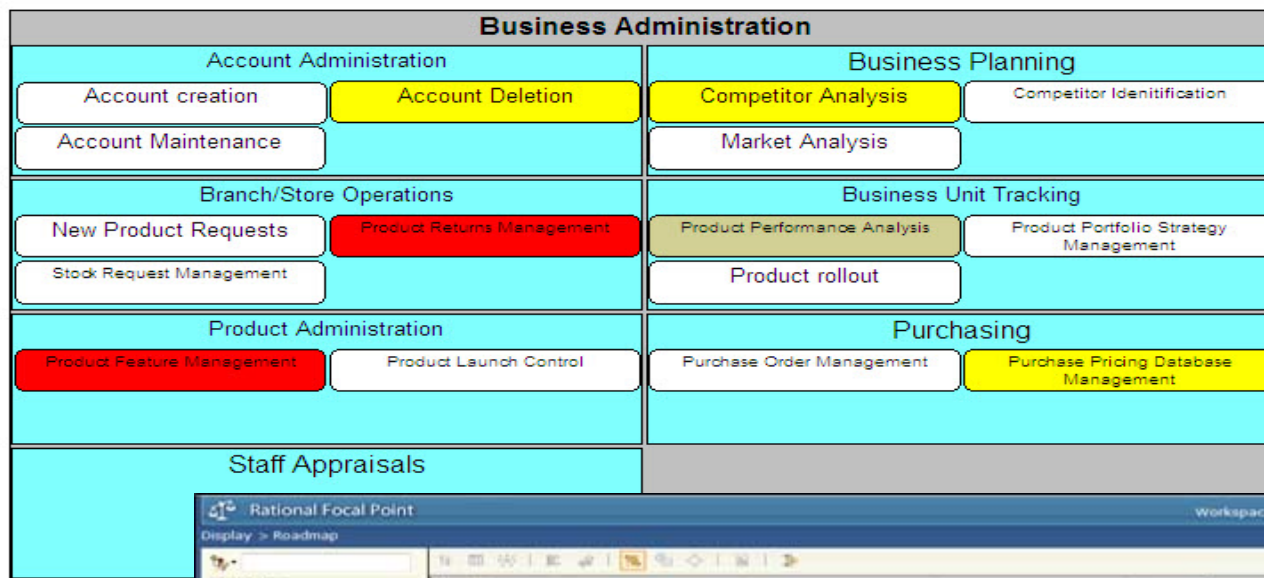
Application Portfolio



Services Portfolio



Define Transition Plan





Analyze Business and Financial Priorities

Which application is more effective for processing applications?

Call Center Application

Application

ID: 008

Title: Call Center Application

State: Upgrade needed

Type: Internal

Description

Application Description: System for call centers to manage customer in-bound and out-reach communications on the phone. Integrates with CALM, Customer On-Line Access, and Marketing and Promotions systems.

Comments: Admin 2010-02-17 16:37: Needs to be updated now to include more web and chat capabilities.

Attachments: Application Software.doc (29 KB)

Application Owner: Harald

Business Units: Operations, Commerce

Department: Department 2, Department 3

Sponsoring Organization: Marketing department

Business

Application Dates

Usage

Scorecard

Liability: 10 - Very High

Reliability: 7 - High

Availability: 4 - Medium

Architectural Fit: 10 - Compliant

Total Score: 31

Loan Servicing

Application

ID: 010

Title: Loan Servicing

State: In production

Type: Internal

Description

Application Description: Loan servicing application.

Comments: -

Attachments: Application Software.doc (29 KB)

Application Owner: Harald

Business Units: Operations, Commerce

Department: Department 2, Department 3

Sponsoring Organization: Marketing department

Business

Application Dates

Usage

Scorecard

Liability: 10 - Very High

Reliability: 7 - High

Availability: 4 - Medium

Architectural Fit: 10 - Compliant

Total Score: 31

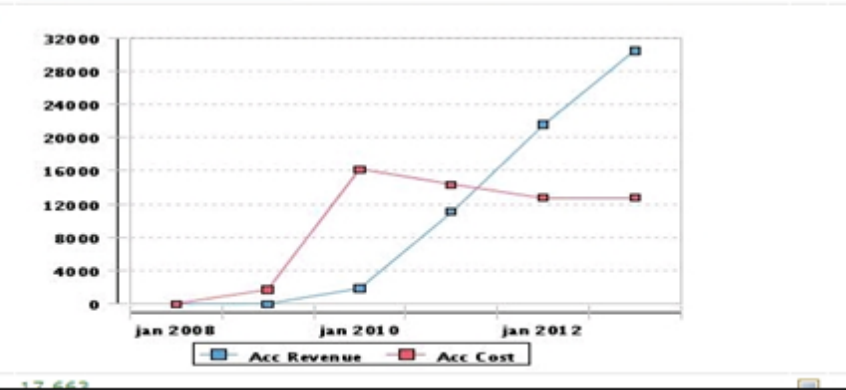
Completed: 38. Required: 16. Recommended: 35. Number of elements: 17. Comparison: 39.

Criterion: Effectiveness (public) | Delete This Comparison | Delete All Comparisons

Welcome to the Total Point Application Portfolio Assessment (APA) Demonstration

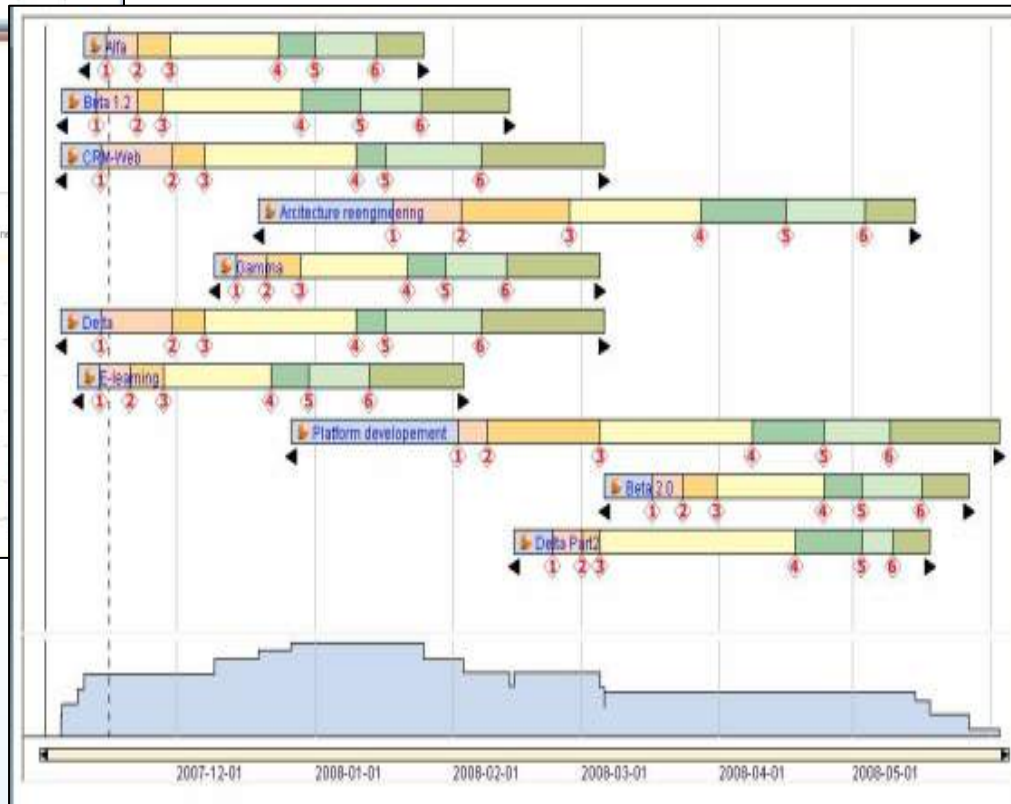
Application Name	Business Strategy Alignment	Criticality	Reliability	Availability	IT Strategy Alignment	Architectural Fit	Total Score	Recommended Classification
AB001-Web	7 - High	10 - Very High	7 - High	4 - Medium	7 - High	10 - Compliant	40	Gold
AB002-Database ImpConnect	7 - High	7 - High	4 - Medium	4 - Medium	7 - High	10 - Compliant	39	Silver
AB003-Database.com CRM	10 - Very High	10 - Very High	4 - Medium	7 - High	10 - Very High	10 - Compliant	51	Blue
AB004-MS Office 2007	7 - High	7 - High	7 - High	10 - Very High	7 - High	10 - Compliant	46	Blue
AB005-PC 6000	10 - Very High	4 - Medium	4 - Medium	4 - Medium	1 - Low	10 - Compliant	33	Blue
AB007-Web Exchange	7 - High	4 - Medium	4 - Medium	1 - Low	1 - Low	10 - Compliant	27	Blue
AB008-Exchange	4 - Medium	4 - Medium	7 - High	10 - Very High	4 - Medium	1 - Non Compliant	35	Blue
AB009-Microsoft Publisher 2010	10 - Very High	4 - Medium	4 - Medium	10 - Very High	4 - Medium	10 - Compliant	42	Blue
AB010-Oracle 10 Publisher	7 - High	4 - Medium	7 - High	4 - Medium	7 - High	1 - Non Compliant	38	Blue
AB011-Trust Access Manager	7 - High	10 - Very High	7 - High	7 - High	10 - Very High	10 - Compliant	51	Gold
AB012-Oracle Fusion 6.0	7 - High	10 - Very High	7 - High	10 - Very High	4 - Medium	10 - Compliant	49	Blue
AB013-CYREN Financial Management System	7 - High	4 - Medium	7 - High	7 - High	4 - Medium	1 - Non Compliant	35	Blue
AB014-Platform Contact Manager	7 - High	4 - Medium	4 - Medium	1 - Low	4 - Medium	10 - Compliant	30	Blue
AB015-Trust Identity Manager	7 - High	7 - High	7 - High	4 - Medium	7 - High	10 - Compliant	42	Silver
AB016-Sherpoint Server 2007	4 - Medium	4 - Medium	4 - Medium	4 - Medium	4 - Medium	10 - Compliant	30	Bronze
AB017-Mail service management (FSM)	7 - High	7 - High	4 - Medium	1 - Low	7 - High	10 - Compliant	36	Bronze
AB018-Adobe Acrobat	7 - High	1 - Low	10 - Very High	7 - High	7 - High	10 - Compliant	39	Blue
AB019-Oracle Fusion	7 - High	4 - Medium	4 - Medium	4 - Medium	1 - Low	10 - Compliant	36	Blue

	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



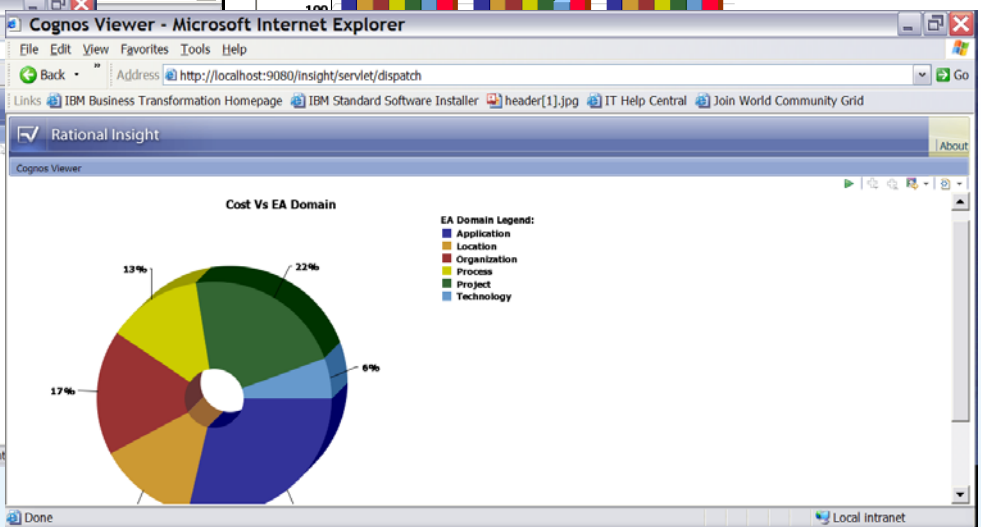
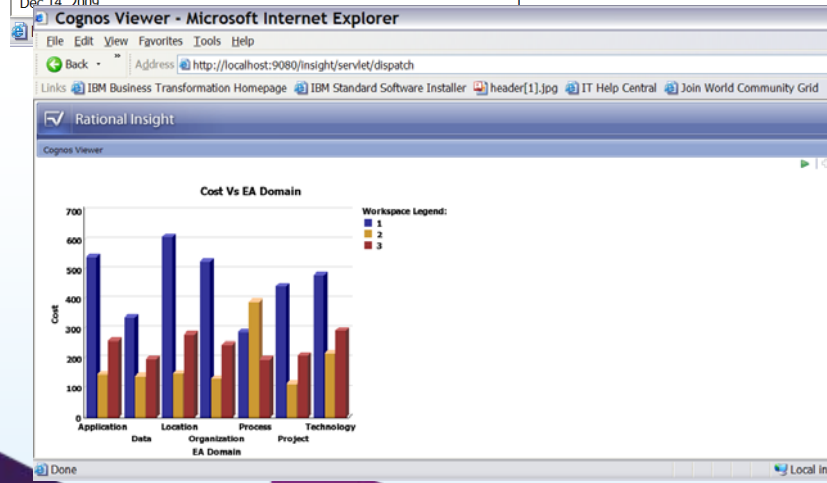
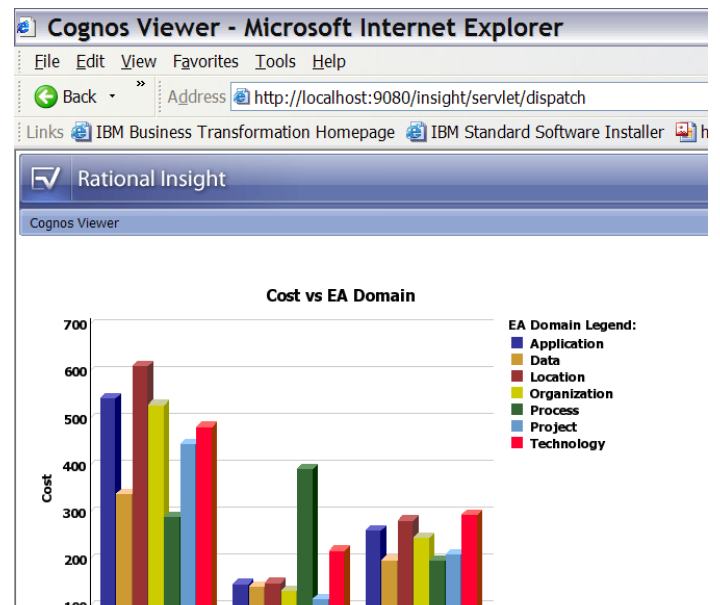
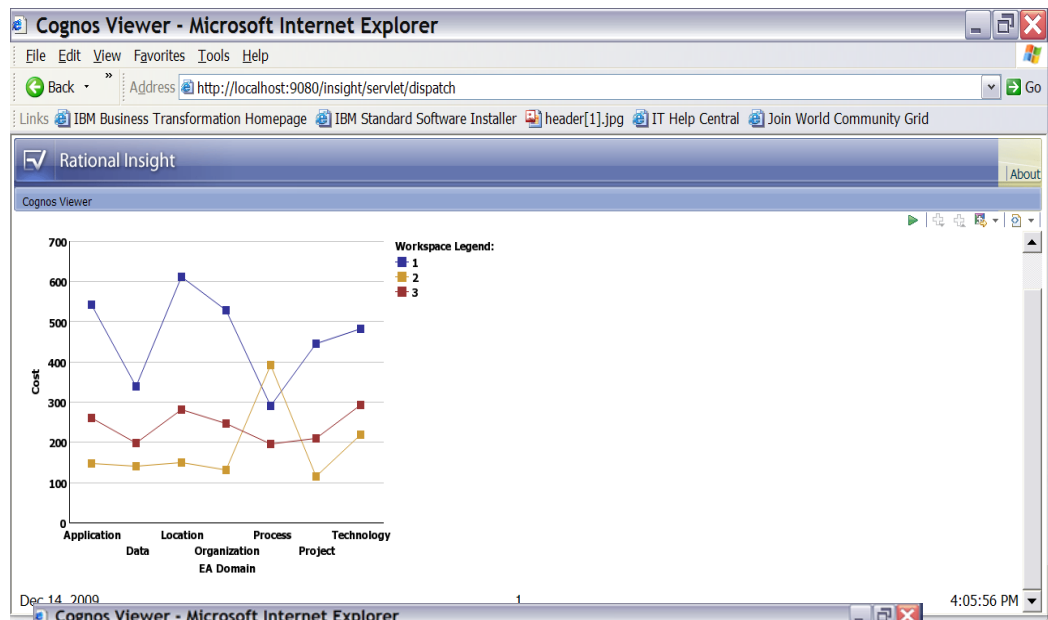


Execute Change





Governance & Reporting

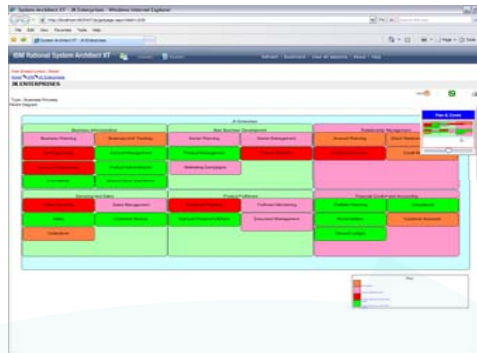




Analyze Business & IT Priorities



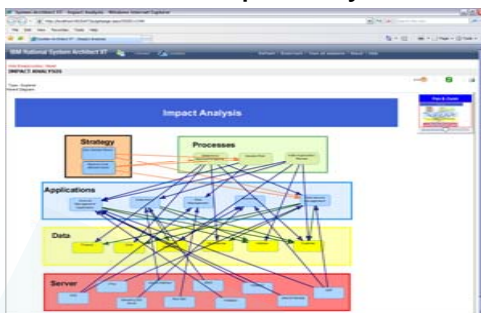
Define Transition Initiatives



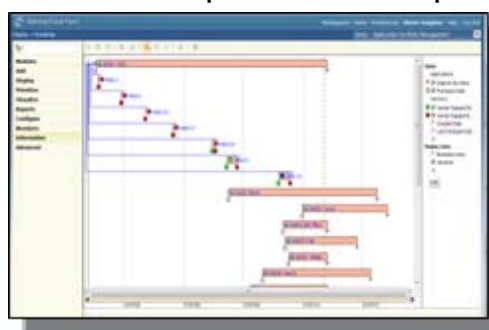
Analyze and Prioritize Initiatives



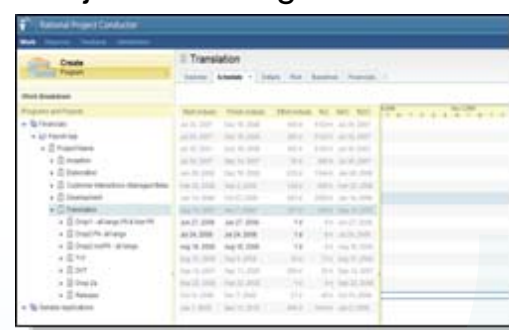
Perform Gap Analysis



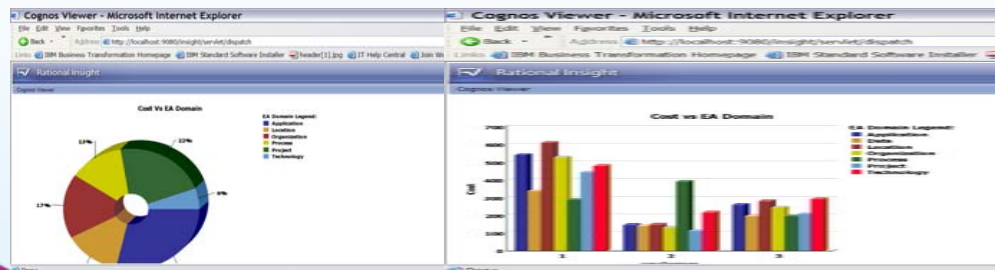
Define Scope & Roadmaps



Project Planning & Execution

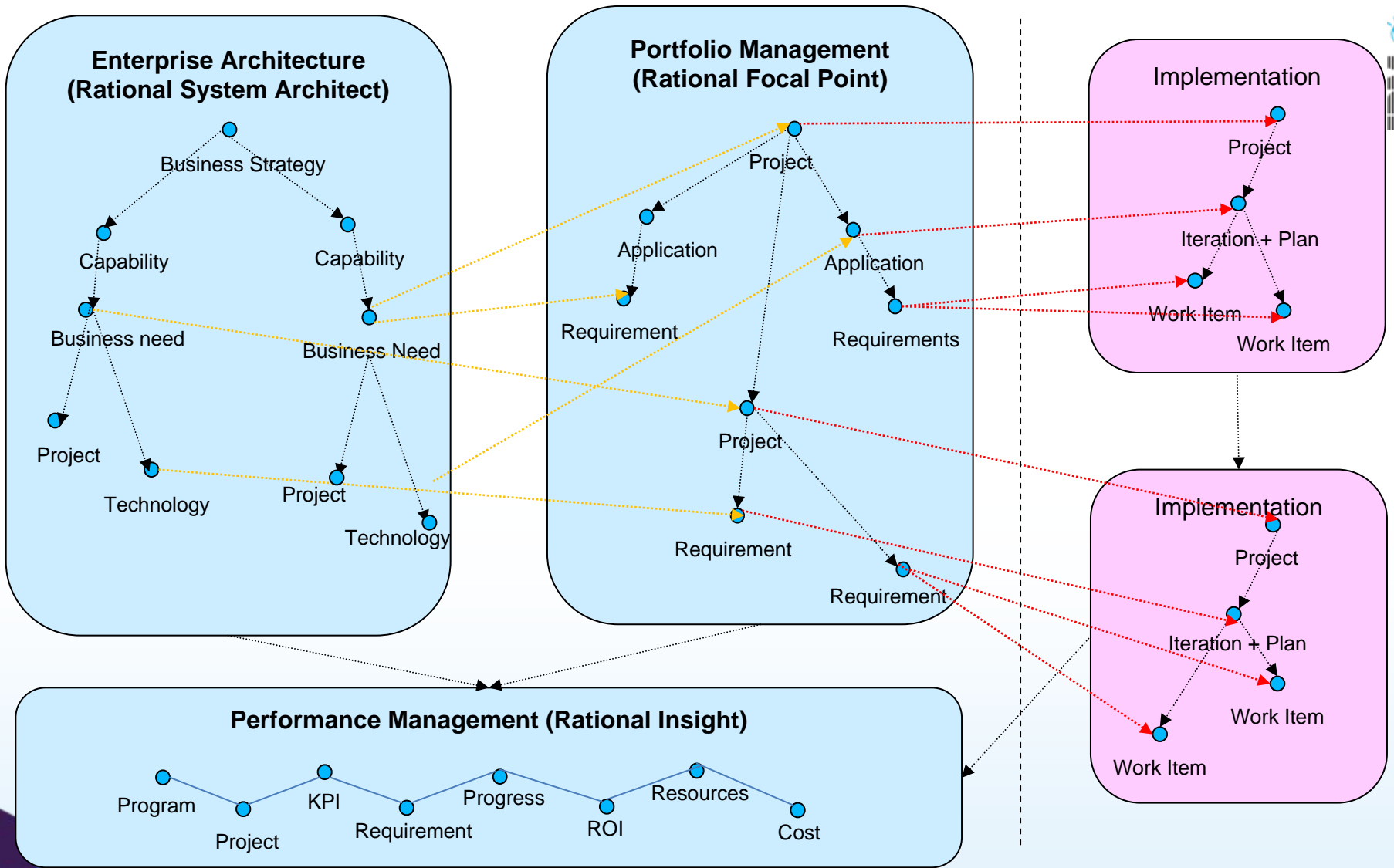


Monitor With Executive Dashboards





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..

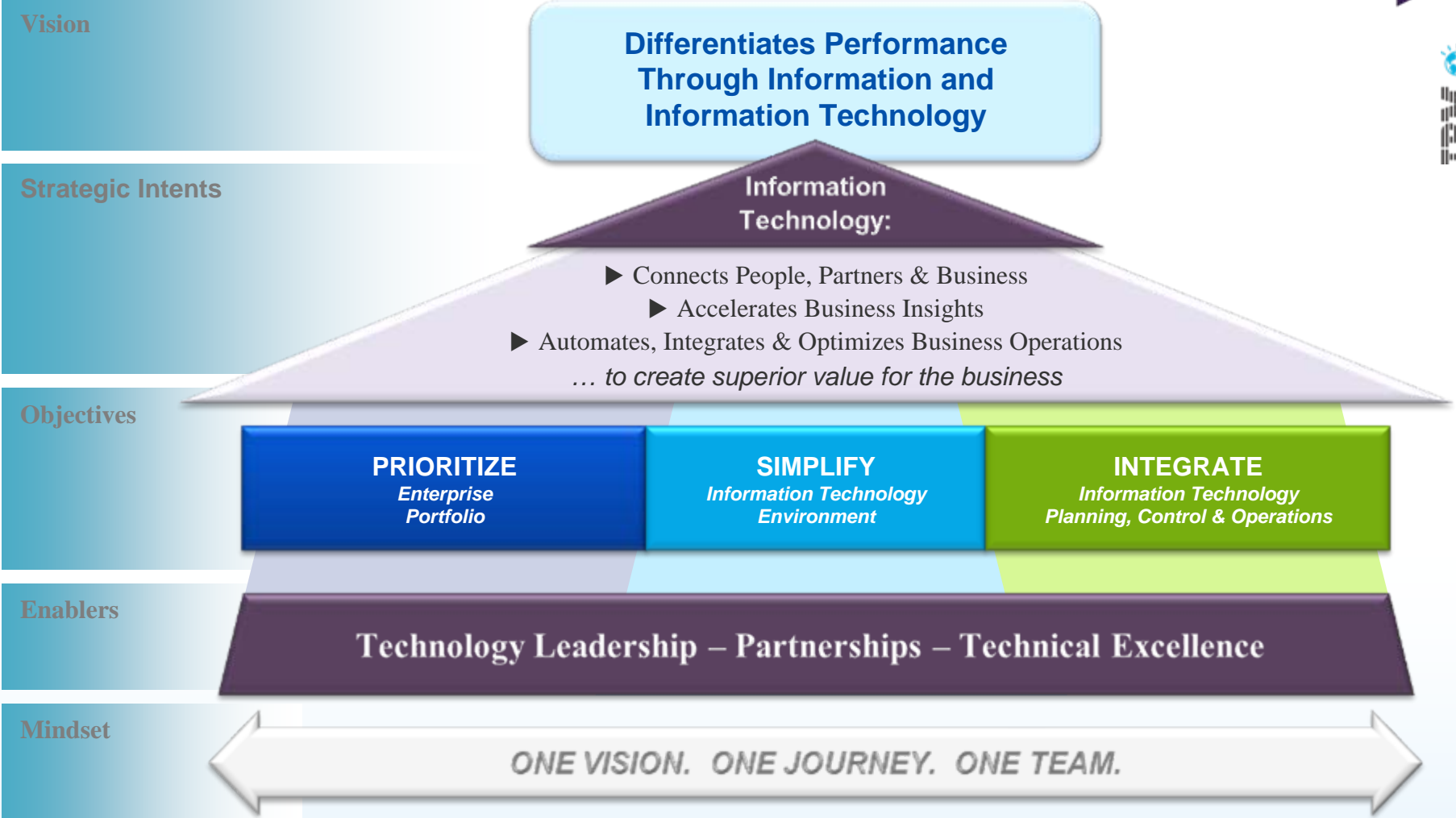


- 1
- 2
- 3
- 4
- 5
- 6

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?

3-6 months

6-18 months





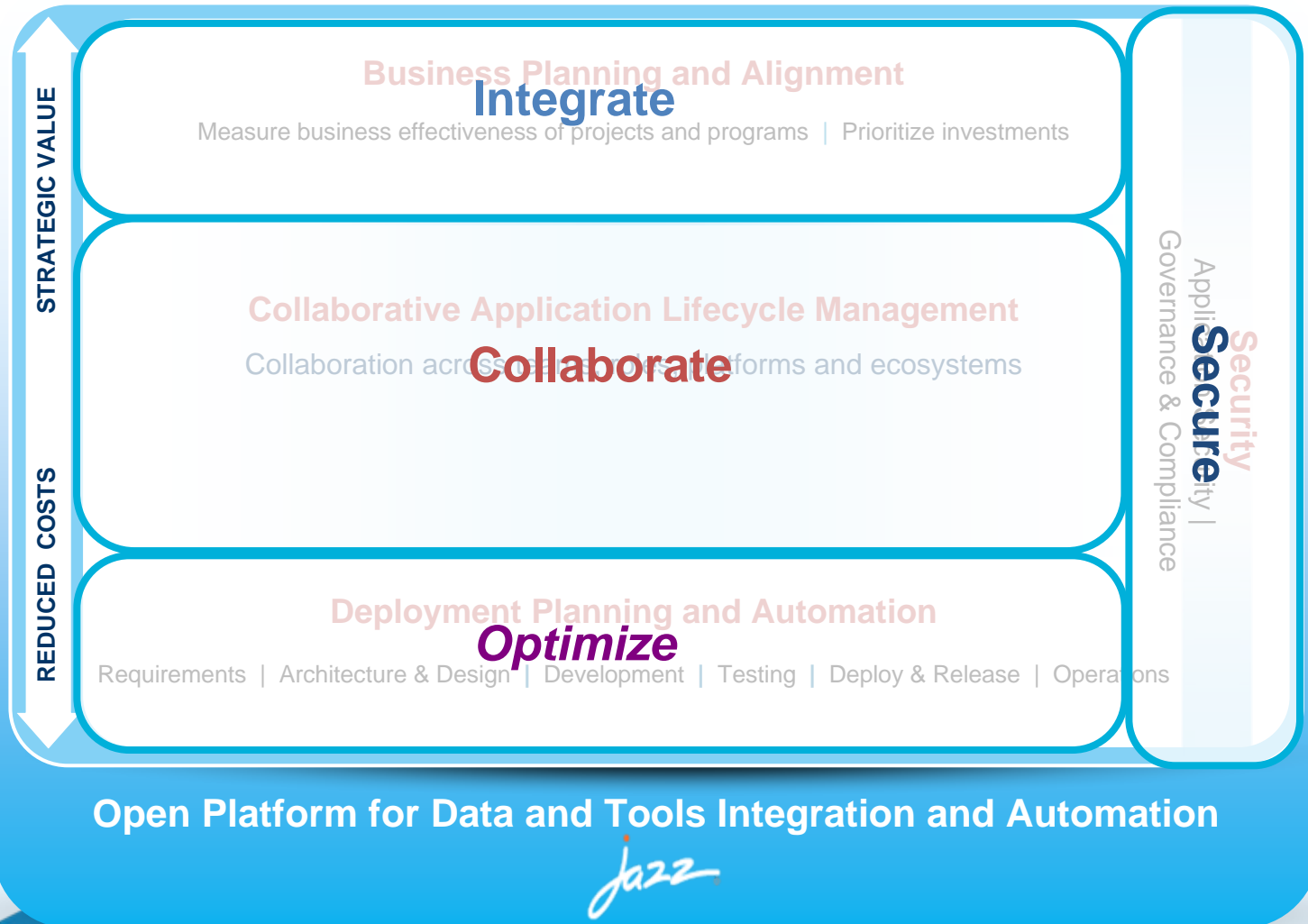
Making it Last

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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