



# Deliver Your Innovation Strategy

**Wendy Toh**

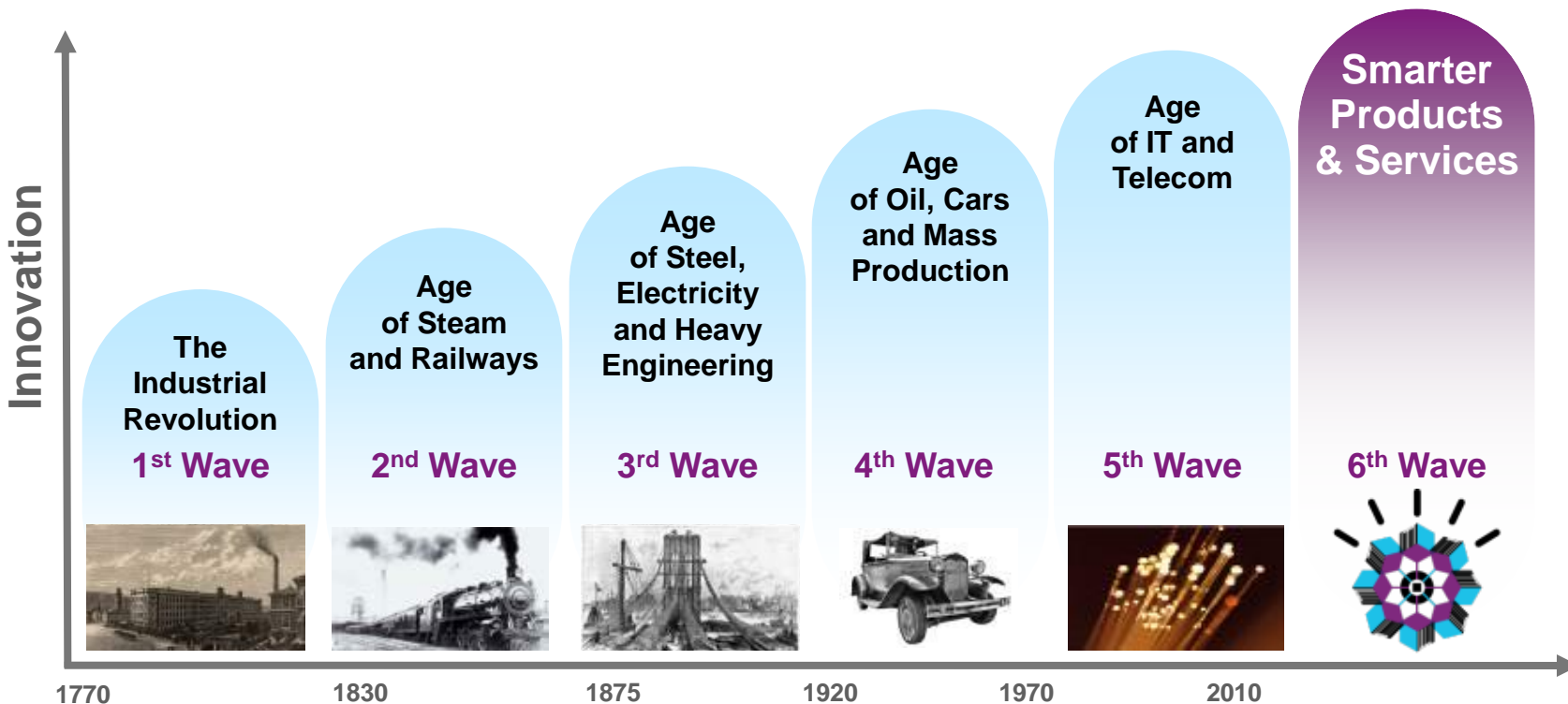
*Vice President*

*Rational Worldwide Client Support*

*Software Group, IBM Corporation*



# We Have Entered a New Wave of Innovation

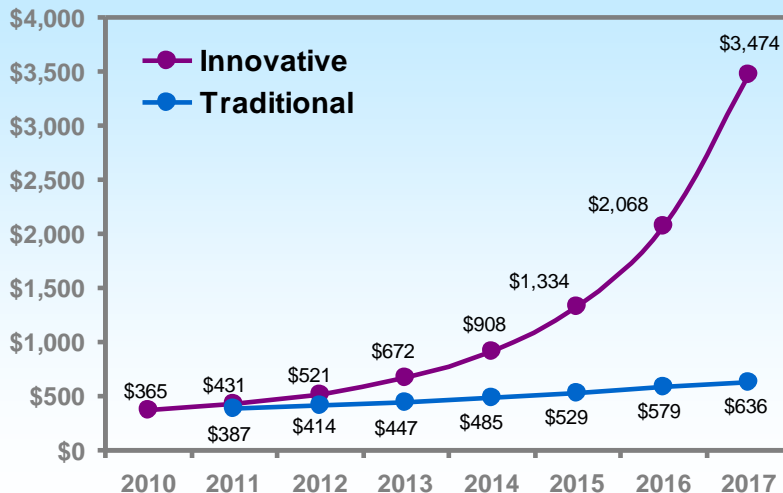


# Businesses are Prioritizing Innovation for Growth

## Comparative Value of Innovation

### Worldwide Product Market Forecasts

U.S. Dollars in Millions



- Top-performing CIOs integrated business and technology to drive innovation **2x more** than underperforming CIOs
- Top-performing CIOs cited **integration** and **collaboration** between IT and business as critical success factors

# How will Software Delivery Innovation Impact Your Business?

## Business Challenges

*Leapfrogging the competition*

*Rapidly changing market and business conditions*

*Software delivery outcomes difficult to trace, understand and predict*

REQUIRES

## Software is the Invisible Thread

*Managing software and systems development so that it acts in an agile way to respond to your business environment*

# Foundational Practices for Software Delivery Innovation

Software and systems delivery

## Integrate

*Connecting process  
and information*

Software, data, and tools  
Aligning business & IT

## Collaborate

*Unifying teams*

Projects, and  
organizational cultures

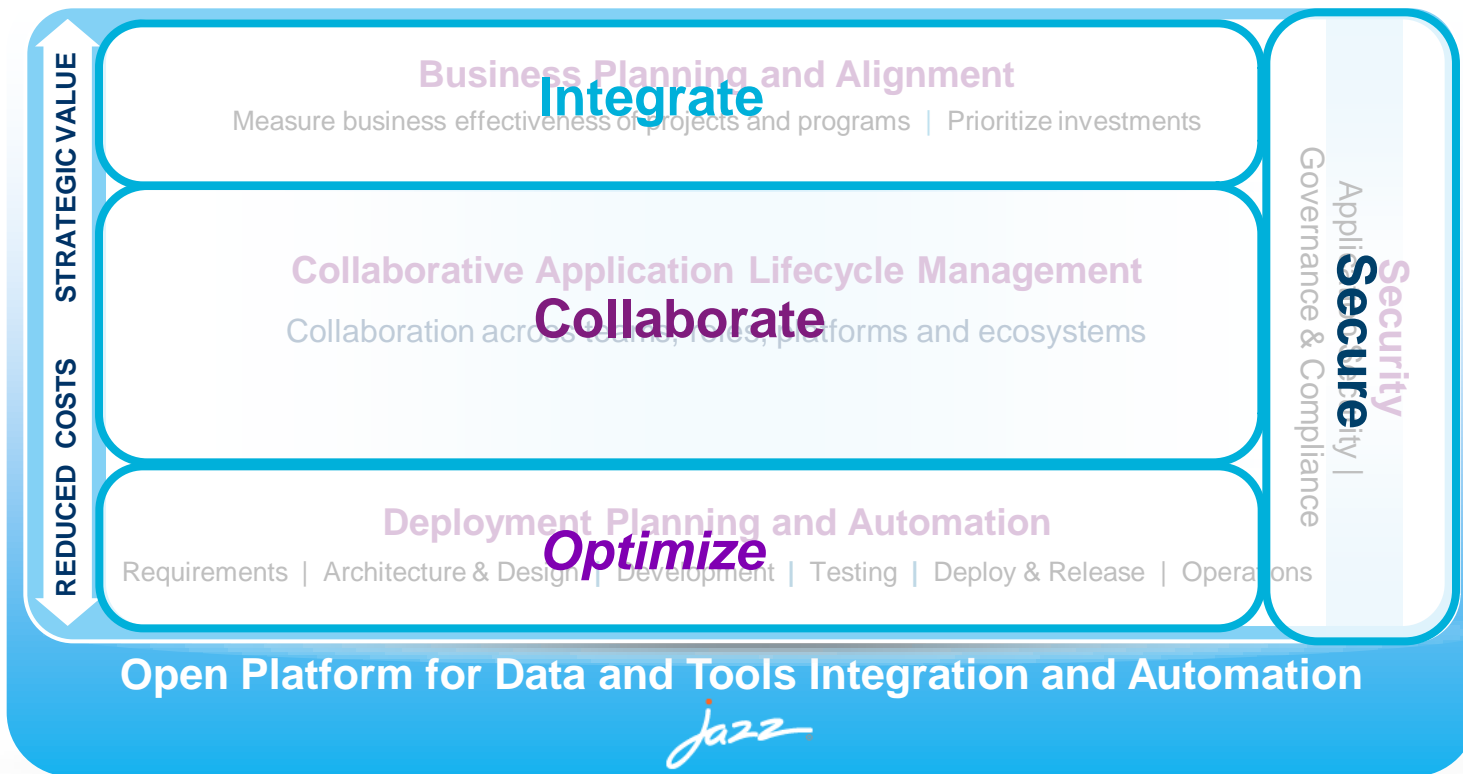
## Optimize

*Simplifying governance*

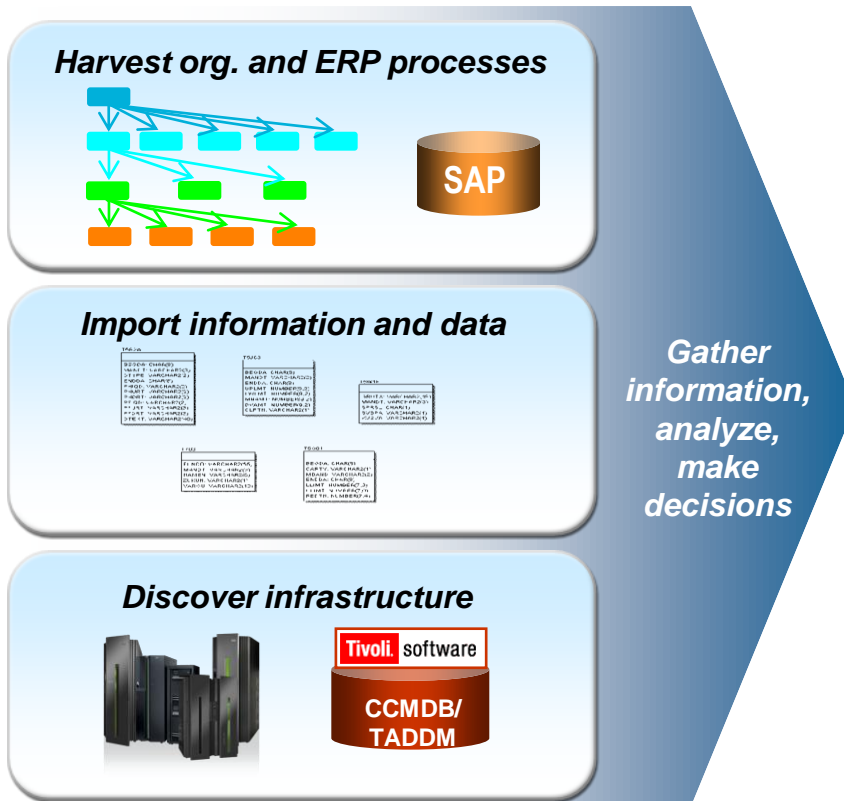
Plans, scope,  
and measures

## Secure

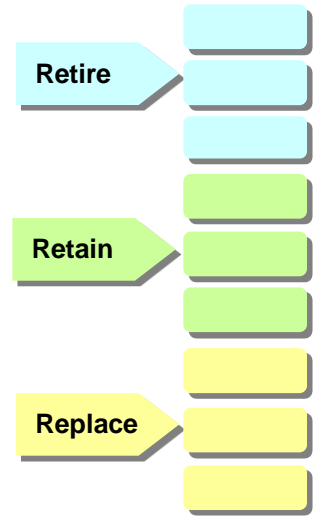
# Our Capabilities to Help You Achieve Breakthrough Benefits



# Business Planning and Alignment



## Determine disposition



### Capabilities

Enterprise and Business Architecture

Application Portfolio Management

Enterprise Modernization

### IBM Offerings

**Rational System Architect**

**Rational Focal Point**

**Rational Asset Analyzer**

# Case Study: Financial Services

*Increase investment value by avoiding off-strategy projects, saving 20% of IT budgets*

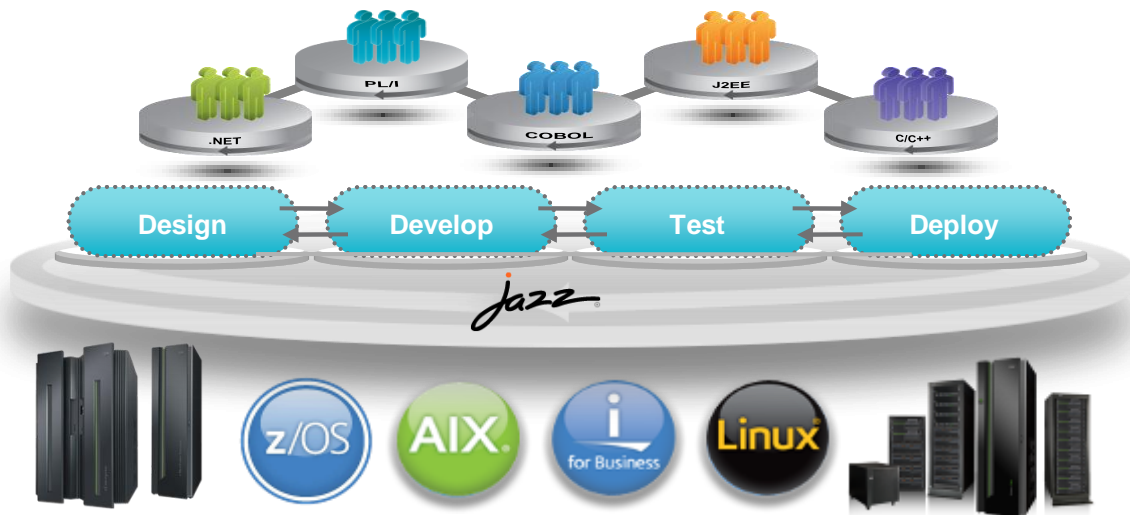
- **Measure, analyze and objectively evaluate investment scenarios**
  - Focus on business direction and strategy, linked to business and IT architecture
  - Improve business performance by maximizing IT efficiency and aligning IT resources
- **Central oversight of budget, risks, demands and investment management**
  - Information captured at all levels of the organization (in one solution) for consistent decision making
  - Analyze and prioritize enterprise architecture work identified by Rational System Architect



*“Management now has much better program status information to support crucial portfolio decisions. There is an improvement in Business Performance as IT Resources can be aligned to strategic initiatives.”*



# Collaborative Application Lifecycle Management



- Integrated platform for managing delivery of multiplatform project
- Integrated collaboration, process automation and reporting
- Advanced dependency analysis and build capabilities

## Capabilities

Collaborative  
Application Lifecycle  
Management

Design & Development

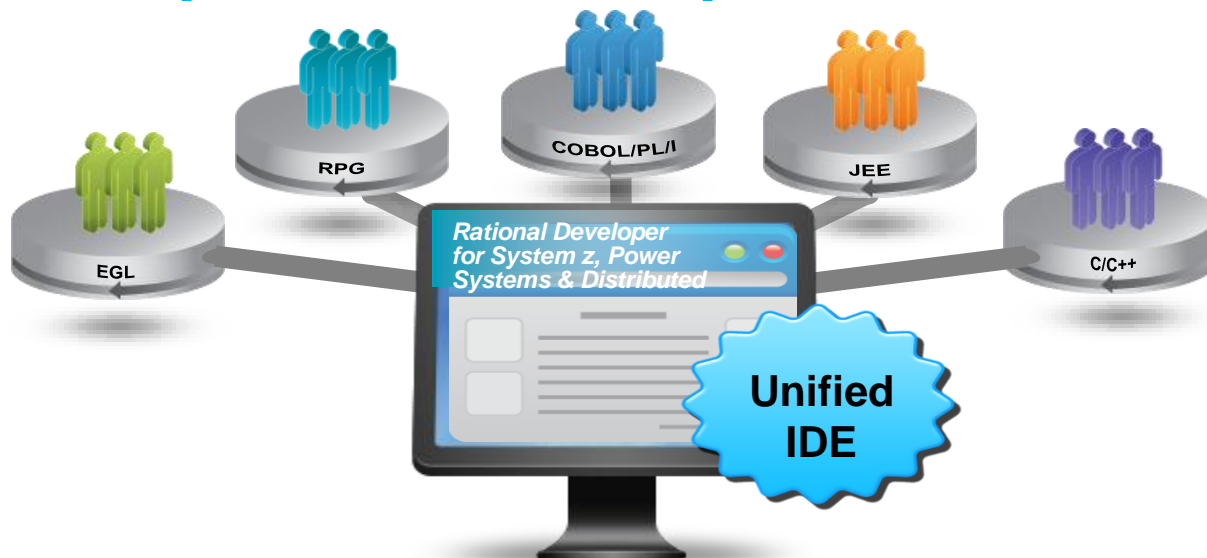
## IBM Offerings

Rational Team Concert

Rational Requirements  
Composer

Rational Quality  
Manager

# Multiplatform Development



- Leverage existing and new talent
- Up to 37% improvement in developer productivity
- Develop and test z/OS apps on a dedicated x86 Linux machine
- Build development teams which can move between platforms and applications quickly and effectively

## Capabilities

Design & Development

## IBM Offerings

Rational Developer for zEnterprise

Rational Developer for System z

Rational Business Developer

Rational Developer for Power Systems

Rational Application Developer

# Case Study: Banking

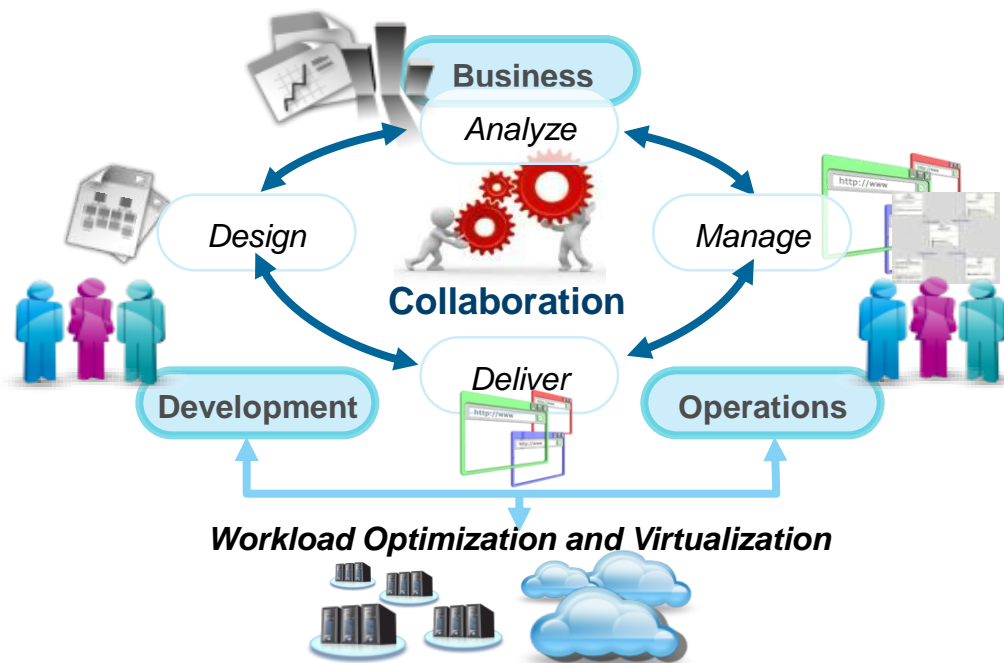
*Improved cross-team collaboration reduces schedule slippage and rework by 34%*

- **Smart team collaboration leads to faster stakeholder consensus**
  - Web-based review enhances communication to help decrease project overruns 20%
  - Improved productivity through efficient collaboration across all stakeholders
- **Requirement definition techniques improve effectiveness**
  - Visual and textual prototyping speeds consensus and improves productivity, reducing costs up to 10%
- **Align business and IT through application lifecycle**
  - Traceability keeps analysts, architects, developers, and testers aligned to business needs and requirements



*“... We can reduce our application maintenance cost by 21% using IBM Rational Solutions. The ALM framework helps us to reduce rework, identify defects early and manage predictable application delivery...”*

# Deployment Planning & Automation



- Integrate and automate development-operations lifecycle
- Collaborative Incident Management
- Accelerate release cycles and speed defect resolution

## Capabilities

Deployment Planning  
and Automation

Collaborative Lifecycle  
Management

## IBM Offerings

Rational Software Architect

Tivoli Service Automation

Tivoli Provisioning Manager

Rational Automation  
Framework

Rational Asset Manager

# Case Study: Telecommunication

## *Improved Governance, Agility and Predictability of Services delivered*

- **Release Planning & Scoping**
  - Plan & scope multiple interconnected releases comprising of services
  - Manage & track services through staging environments until production
  - Optimize the test labs by reusing the infrastructure
- **Governance of service delivery**
  - Identify high risk items early with enhanced agile planning and risk assessment
  - Reducing time to market by automating deployments & provisioning applications on different platforms like J2EE, .NET, IBM i, System z,



*“By using Rational Solutions we have improved our service delivery process. Rational Service Delivery framework help us to develop, deploy & deliver more services with improved Quality, reduced cost and minimal rework.”*

# Security is becoming a Board Room discussion

- **Increased threat landscape**
- **Regulatory compliance pressure**
- **Additional motivations**
- **Growing complexity of malware**
- **Brand risk**
- **Business Continuity**
- **New Business model risk**



# Security Concerns Grow on the Smarter Planet

## Key drivers for software security projects

### Increasing Complexity

Soon, there will be **1 trillion** connected devices in the world, constituting an “*internet of things*”<sup>†</sup>

### Increasing Exploits and Accidents

**900+** Breaches reported  
**900+M** records exposed<sup>‡</sup>

### Increasing Impact

The cost of a US data breach increased to **\$204** per compromised customer record and **\$6.8M** Million per breach<sup>Γ</sup>

Sources <sup>†</sup> [http://searchcompliance.techtarget.com/news/article/0,289142,sid195\\_gci1375707,00.html](http://searchcompliance.techtarget.com/news/article/0,289142,sid195_gci1375707,00.html)

<sup>‡</sup> 2010 Verizon Business / US Secret Service Data Breach Investigations Report

<sup>Γ</sup> 2010 Ponemon Institute Data

# Security Compliance across the lifecycle



**IBM Rational AppScan Suite**  
*Comprehensive Application Vulnerability Management*



# Integrate, Collaborate, Optimize, Secure



## Business Planning & alignment

- Define Strategy & transformation
- Design Enterprise Architecture
- Transition Planning Roadmap
- Select Portfolio & Program
- IT performance Management



## Collaborative Application Lifecycle Management

- Integrated Project Planning
- Requirements Management
- Software Configuration Mgmt.
- Quality Management
- Security & Compliance Mgmt.



## Deployment Planning & Automation

- Release Management & Planning
- Environment Management & Optimization
- Test Lab resource optimization
- Efficient provisioning of applications.
- Definitive Software Library



## Security & Compliance Management

- Vulnerability Assessment & Resolution
- Security testing embedded in ALM D
- Black Box & White Box testing
- Compliance Adherence
- Define & Govern organization wide compliance standards

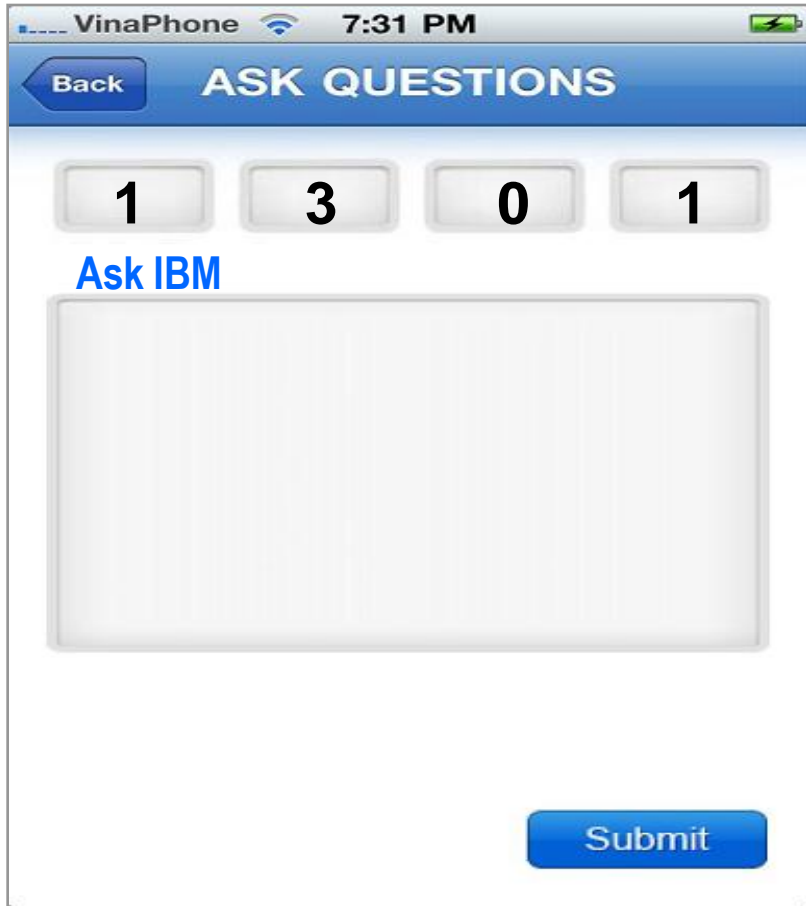
# Deliver your Innovation Strategy

*“Vision without execution is hallucination”*

"82% of Fortune 500 CEOs feel their organization did an effective job of strategic planning. Only 14% of the same CEOs indicated that their organization did an effective job of executing the strategy."

- Fortune Magazine.

# Question



The screenshot shows a mobile application interface on a device named 'VinaPhone' at 7:31 PM. The interface has a blue header with a 'Back' button and the text 'ASK QUESTIONS'. Below the header, there are four buttons with the numbers 1, 3, 0, and 1. Underneath these buttons is the text 'Ask IBM' in blue. A large, empty text input field is positioned below the text. At the bottom right of the screen is a blue 'Submit' button.

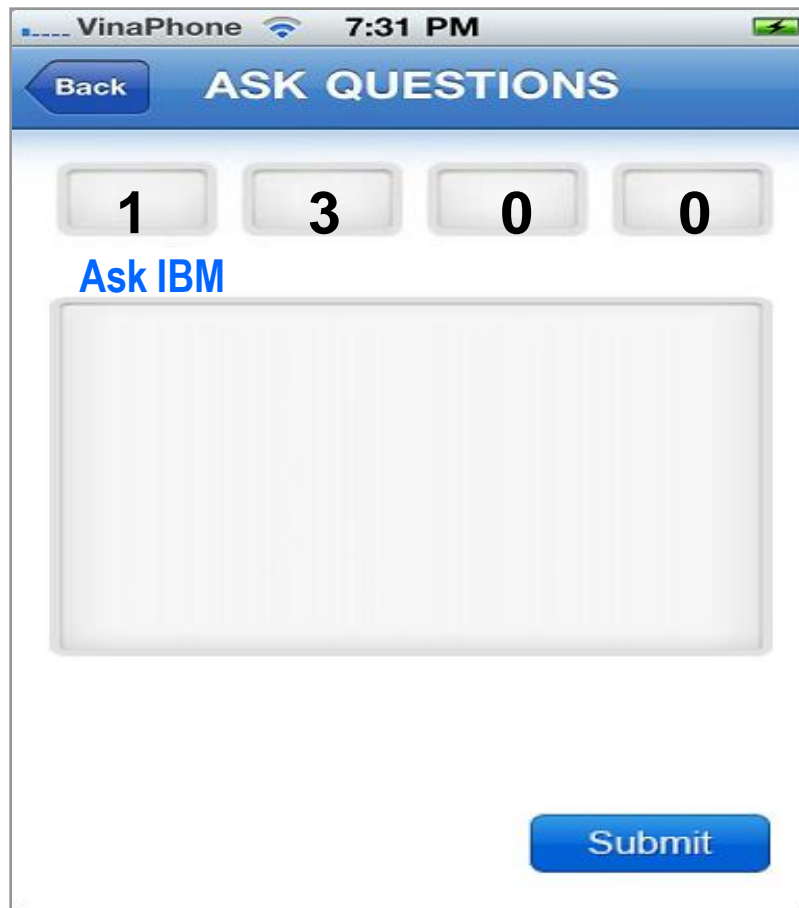
What is your top priority for innovation in the next 12-18 months?

- A) Business Planning and Alignment
- B) Collaborative Lifecycle management
- C) Deployment Planning and Automation
- D) Security Compliance

To Ask Wendy a Question:

PIN CODE:

1300



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