

Innovate2011

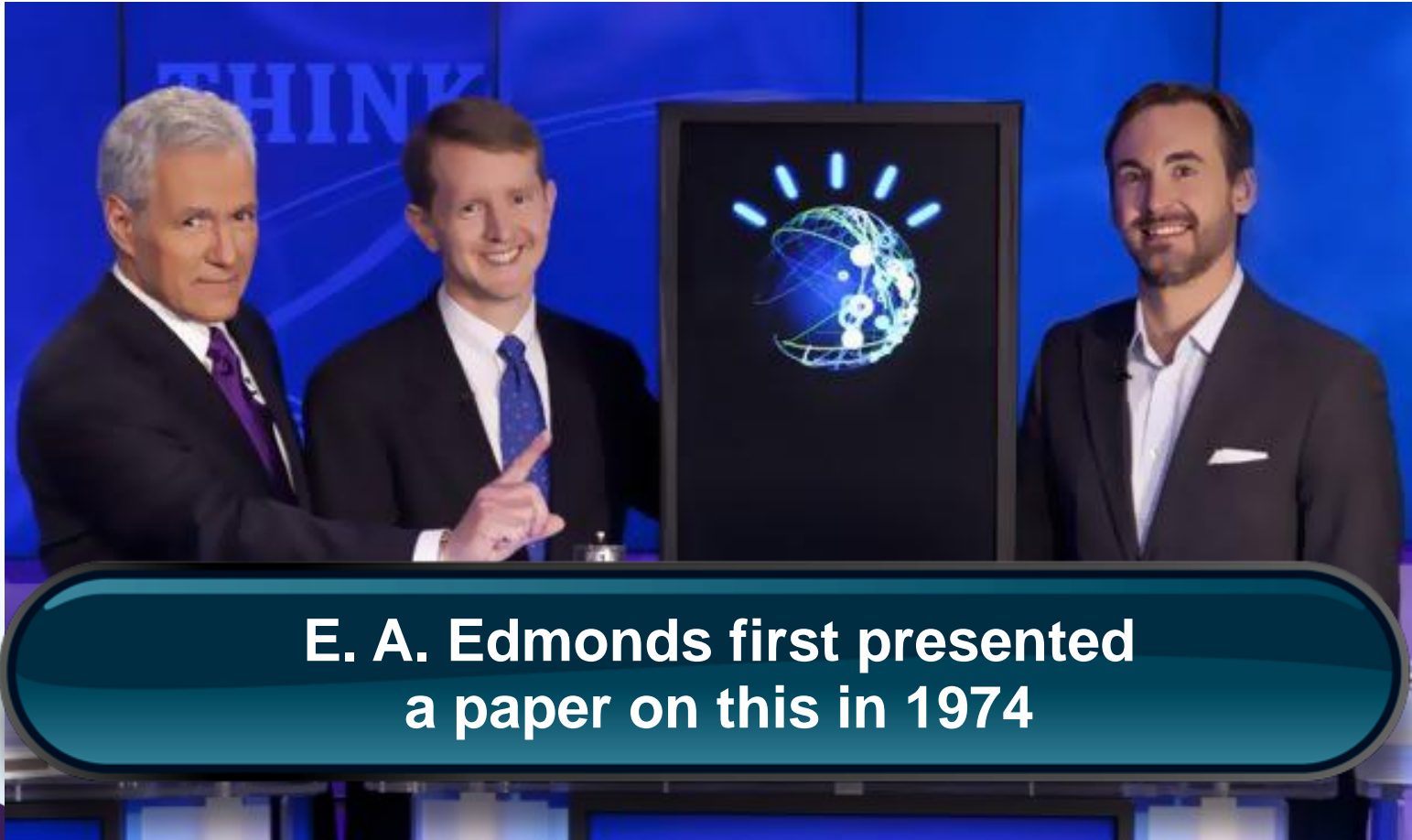
The Premier Software and Product Delivery Event



Innovation that Matters

Robert LeBlanc
Senior Vice President
Middleware Software, IBM





**E. A. Edmonds first presented
a paper on this in 1974**



What is an adaptive software development process?

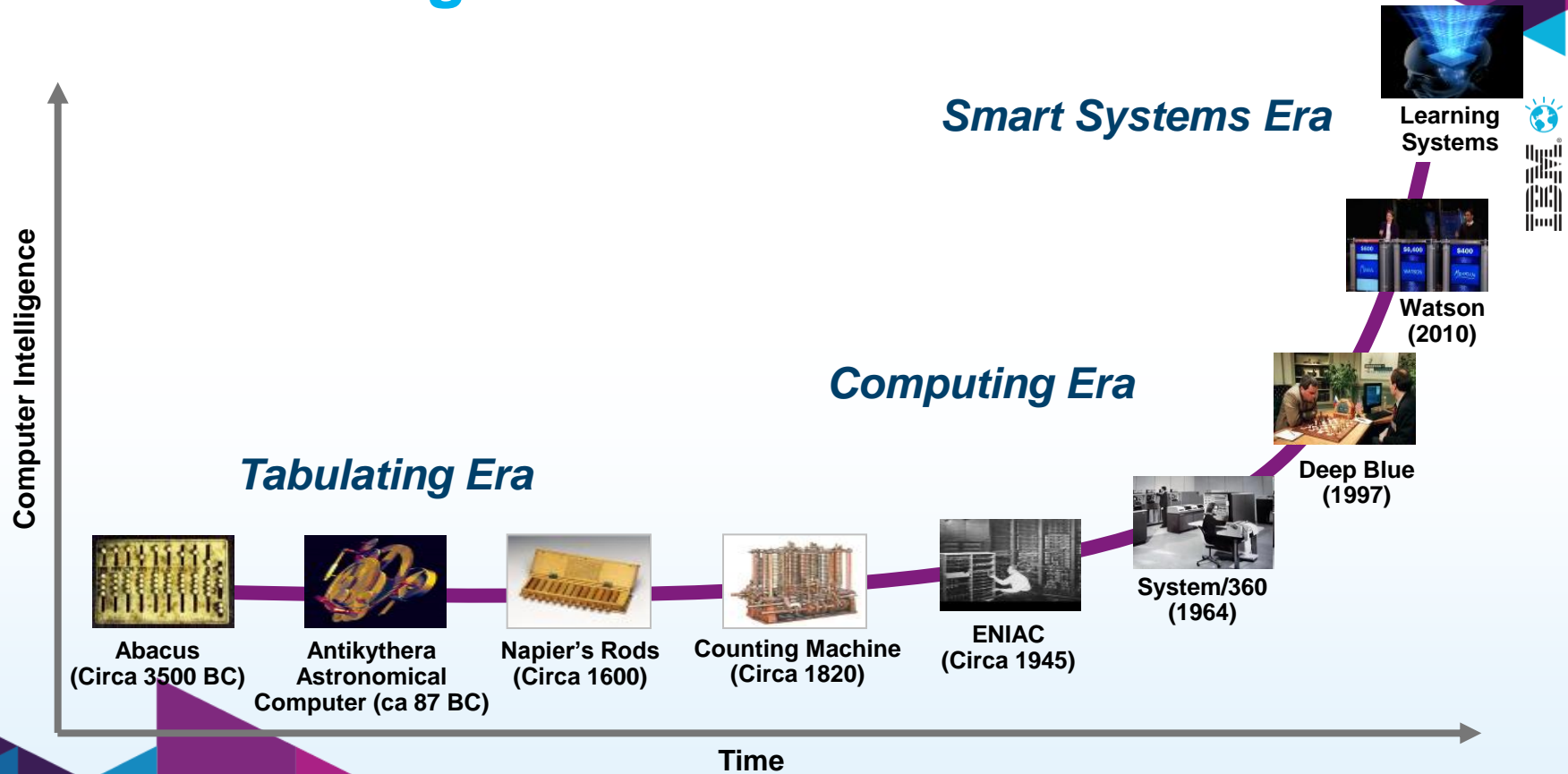


This document was produced as a result of a meeting in Snowbird, Utah in February 2001



What is the manifesto for agile software development

We are Entering a New Era



Innovate**2011**

Information Technology as a Science is Changing



Processing

Core speed and capabilities of computers

Memory

How computers store and access information

Connecting

How computers talk to people and machines

Sensing

Getting information into computers

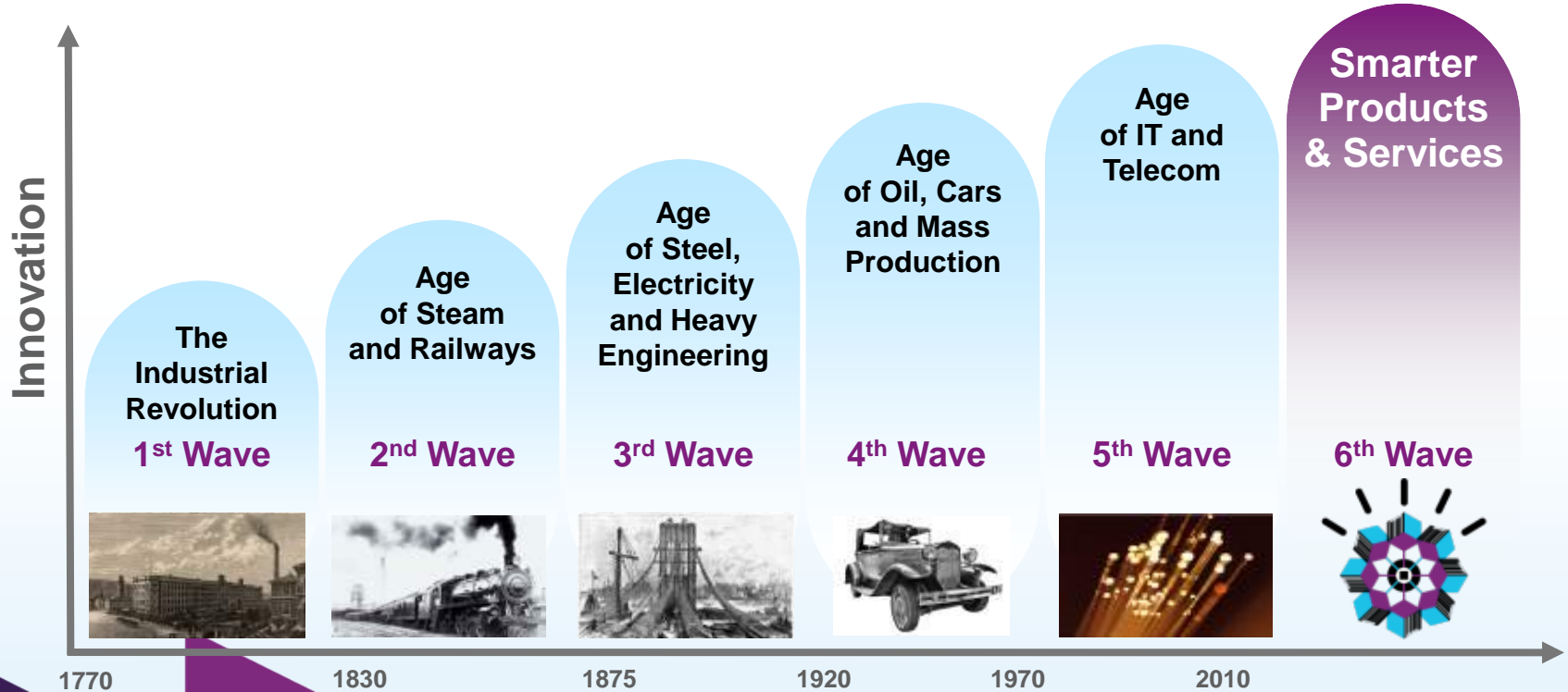
Logic

Software and languages that let computers do tasks

Architecture

The changing nature of computing

We Have Entered a New Wave of Innovation

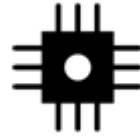


Source: "Next Generation Green: Tomorrow's Innovation Green Business Leaders", Business Week, Feb 4, 2008

Innovate2011

 **Software. Everywhere.**

Our World is Getting Smarter



Our world is becoming
INSTRUMENTED



Our world is becoming
INTERCONNECTED



Virtually all things, processes and ways
of working are becoming
INTELLIGENT

Innovate**2011**



Software. Everywhere.

Macro Trends are Changing the Software Landscape



Information from Everywhere



- Data and content
- Apps, web and sensors
- At rest and in motion
- Integrated and federated

Radical Flexibility



- Cloud computing
- Virtualization at every level
- Automated administration
- Easy-to-use analytics

Extreme Scalability



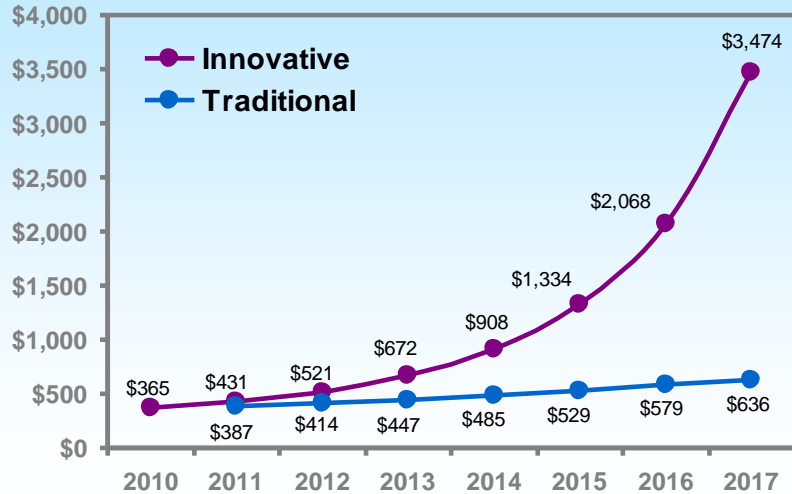
- “Big data” analytics
- Real-time stream processing
- Efficient parallelism
- Workload-optimized

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

Sources: "Innovation as a Market Driver of the Globally Integrated Enterprise", WinterGreen Research, Inc., June 2011; and the IBM CIO Study, 2011

Innovate2011

Software is Changing the Way People Live



They do *more with less.*

Innovate**2011**

 Software. Everyware.

Software is Changing the Way People Live



They extend their reach.

Innovate**2011**

 Software. Everywhere.

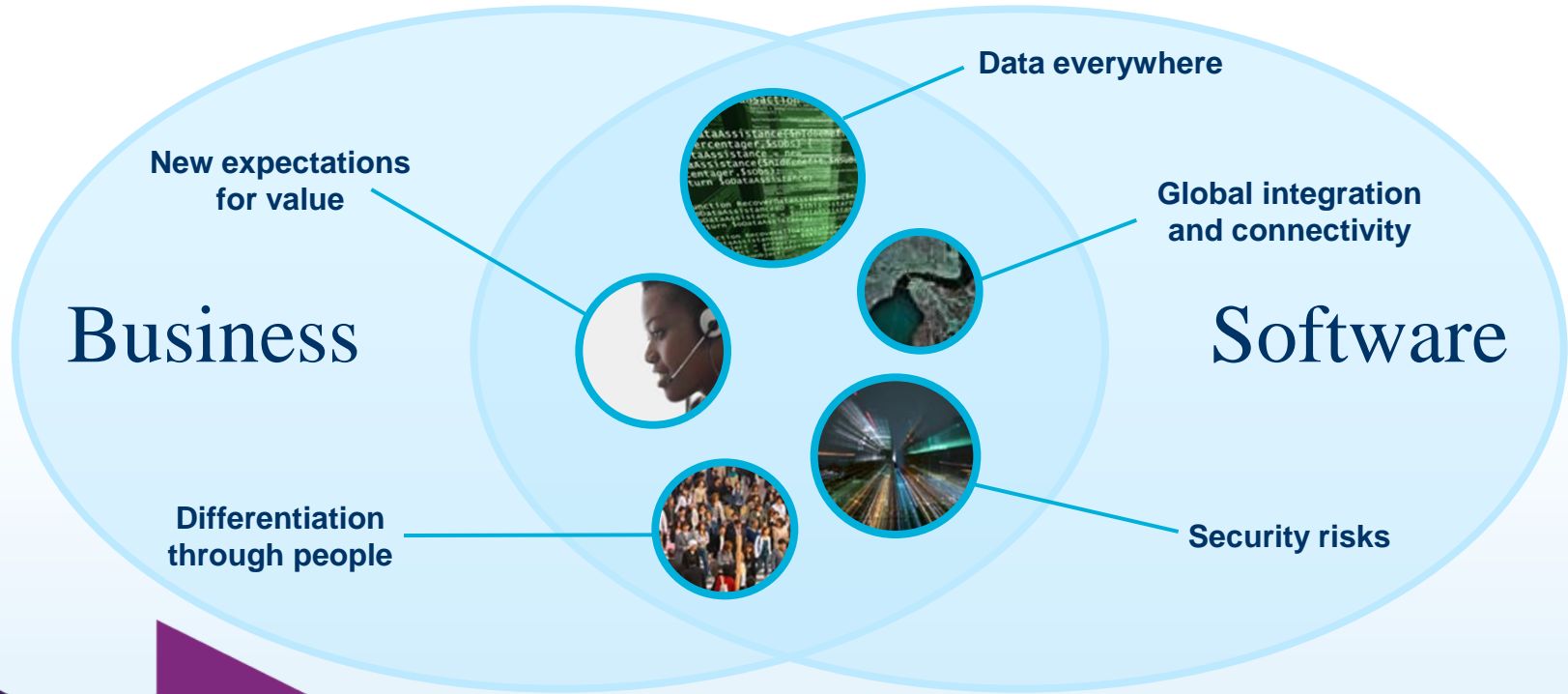
Amsterdam Airport Schiphol



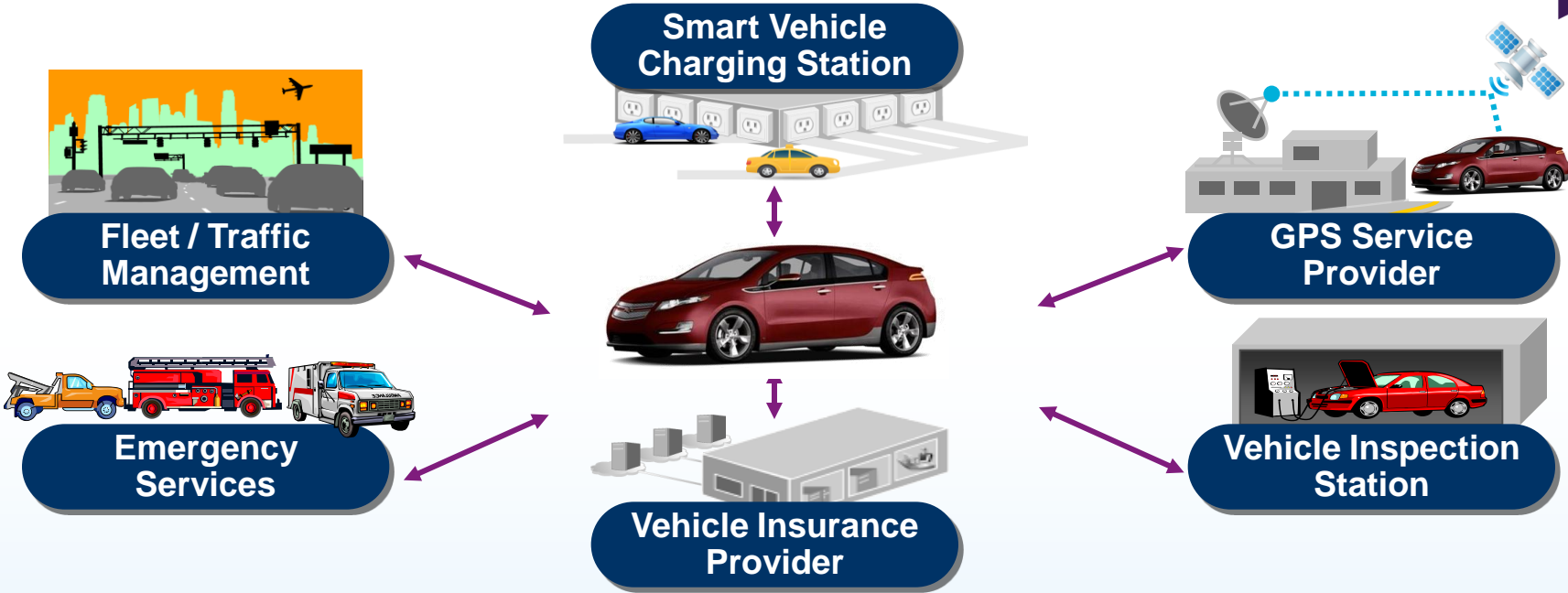
They improved *customer satisfaction.*

Innovate2011

But, New Models and Ways of Working Bring New Challenges



Evolution of Product and Service Innovation












*45+ interconnected systems, 20+ different stakeholders,
each with a different agenda*

Innovate2011

 Software. Everyware.

Smarter Planet – How Clients Engage

Smarter Industry	Instrument to Manage	Integrate to Innovate	Optimize to Transform
 Healthcare	Electronic Medical Records	Health Information Exchange	Collaborative Care
 Oil and Gas	Smart Sensing	Integrated Oilfield Management	Oilfield Modeling
 Energy & Utilities	Smart Meters	Integrated Asset Management	Intelligent Utility Network
 Transportation	Asset Instrumentation	Integrated Fare Management	Congestion Management
 Telecommunications	Service Innovation	Carrier-grade Platform	New Services
 Retail	RFID Tagging	Integrated Demand/Supply Sys	Smarter Commerce
 Banking	Core Banking	Single View of the Customer	Market Expansion
 Government	Digital Surveillance	Crime Information Warehouse	Crime Prediction and Prevention
 Electronics	Track and Trace	Product Design Collaboration	Supply Chain Optimization



How will Software-Driven Innovation Impact Your Business?



Unique Delivery Challenges

*Heterogeneous ecosystem
with dynamic supply chains*

Emergent behaviors

*Outcomes difficult to trace,
understand and predict*

REQUIRES

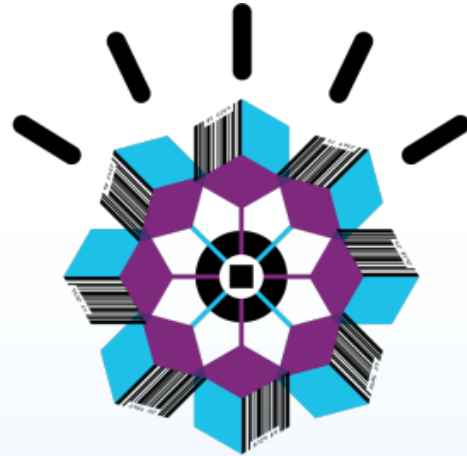
Software is the Invisible Thread

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



Start Your Innovation Agenda Today

- Manage development for business outcomes
- Bridge the gaps with common objectives, methods, measures and tools
- Employ development analytics for governance





Software. Everywhere.

Innovate**2011**



Software. Everywhere.



www.ibm.com/software/rational

© Copyright IBM Corporation 2011. All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, these materials. Nothing contained in these materials is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software. References in these materials to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. IBM, the IBM logo, Rational, the Rational logo, Telelogic, the Telelogic logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.