



IBM Software Network 2013

Fare partnership con il Software IBM

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Software & System Delivery



Rational 2013 Industrial Plan Template Channel Plan SALES PLAY



New

SmartCloud Continuous Delivery

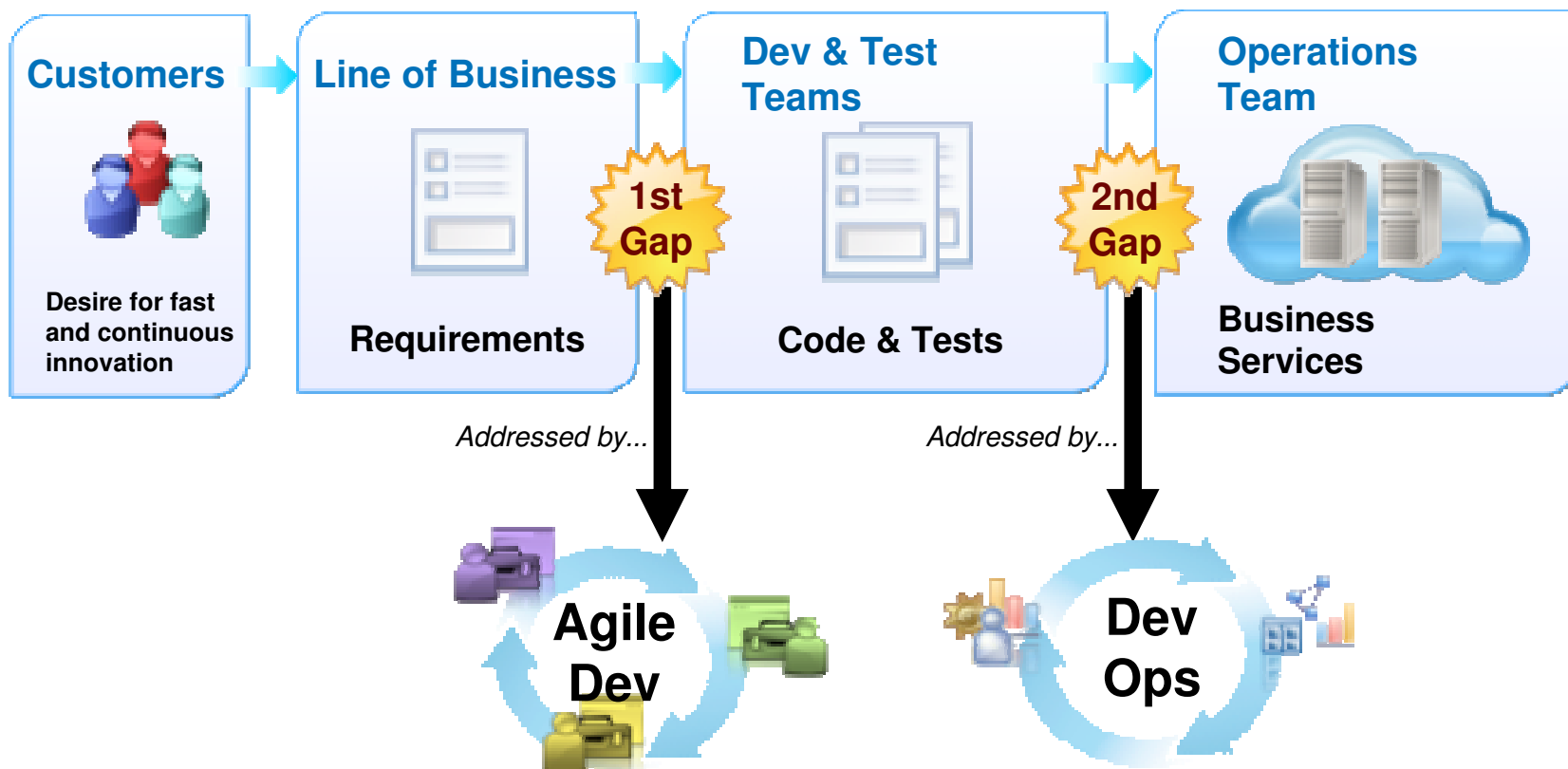


New

Mobile development lifecycle solution

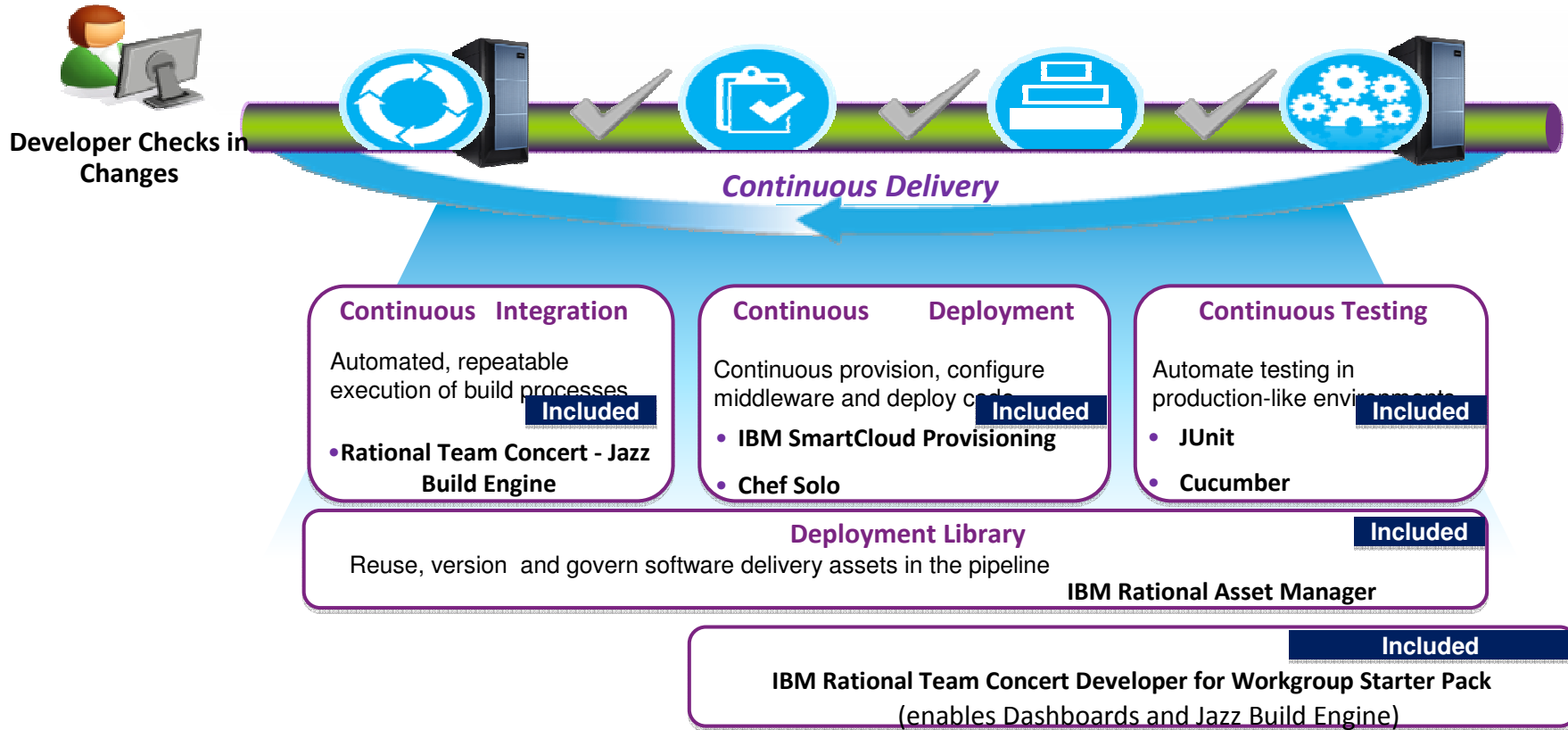
IT Innovation for Z & Power
Agile trasformazione for IT
Smarter development for smarter system
Supercharge Tivoli & Websphere with Rational
Rational solution for SAP

Addressing Application Lifecycle Management gaps





IBM SmartCloud Continuous Delivery 2.0 : Packaging



IBM SmartCloud Continuous Delivery differentiators and benefits

- IBM's solution does **NOT** require customers to have cloud or an existing cloud strategy!
- Only IBM has full capability for a true Continuous Delivery pipeline that addresses **ALL** aspects of ALM.
- IBM's solution is based upon OSLC standards, which allows for integration with best-of-breed utilities and tooling across a wide range of capabilities.
- IBM has a holistic approach to the DevOps space that spans people + process + integrations + best practices, which is in contrast to the more narrow "Continuous Integration + Deployment Automation" solution many competitors have.

IBM Mobile Development Lifecycle Solution V4.0

Enact a collaborative, multi-platform mobile development lifecycle

A comprehensive mobile development solution combining:

- Enterprise-grade, standard-based mobile application platform, supporting native, hybrid and mobile web programming models
- Best-of-class collaborative mobile application development lifecycle capabilities
- Distributed team build and test integrations with the IBM Mobile Platform
- Support for Agile methodologies for dealing with fast-paced development for mobile
- Mobile development best practice



Solve mobile development challenges with IBM Mobile Development Lifecycle Solution V4.0

Developing for multiple mobile platforms

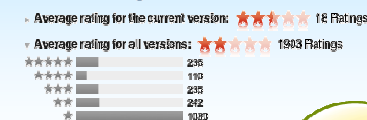
- ✓ Cross-platform mobile web and hybrid app development, test, and build
- ✓ Manage plans, tasks, code, builds from a common development workbench



Delivering high quality apps that engage users and meet business objectives

- ✓ Linkage and traceability across all phases of development
- ✓ UI sketching and storyboarding
- ✓ Test plan optimization and management and integration with mobile "Device-clouds"

Customer Ratings



Integrating with enterprise systems

- ✓ Integrate Worklight Studio with the Rational IDEs to create a comprehensive IDE for all parts of the app (UI, mid tier, back-end)
- ✓ Extend enterprise assets as mobile-consumable services and connect via Worklight adapters



Meeting accelerated time to market requirements

- ✓ Automate and manage continuous, end-to-end build and deployment process with RTC
- ✓ Deploy to private dev/test app
- ✓ Reduce cycle times by aligning dev and operations teams

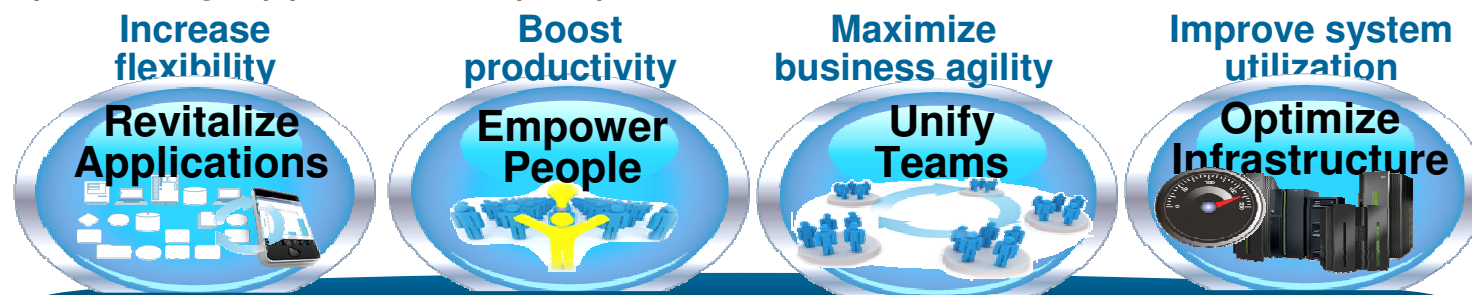


IBM Mobile Development Solutions differentiator and benefits

- IBM Worklight provides a Mobile Application Platform that allows organizations to scale enterprise mobile application development to meet today's
- When compared to the competition, IBM Worklight allows enterprise organizations to:
 - Develop applications using HTML5/Cordova and leveraging existing web development resources
 - With a no-code-gen approach that allows developers to create the most demanding UI and UX
 - At the same time allowing developers to leverage a mobile specific middle tier that provides a platform for securing, scaling, managing and testing high end mobile applications
 - And leverages IBM's extensive existing web and enterprise application infrastructure products (WAS, Cast Iron, Message Broker, Portal, MQ, etc....)
- IBM provides the only comprehensive mobile development solution currently in the market combining a mobile application platform, construction tools and lifecycle management

IBM solutions for Enterprise Modernization

Optimizing applications, people, team and infrastructure investments

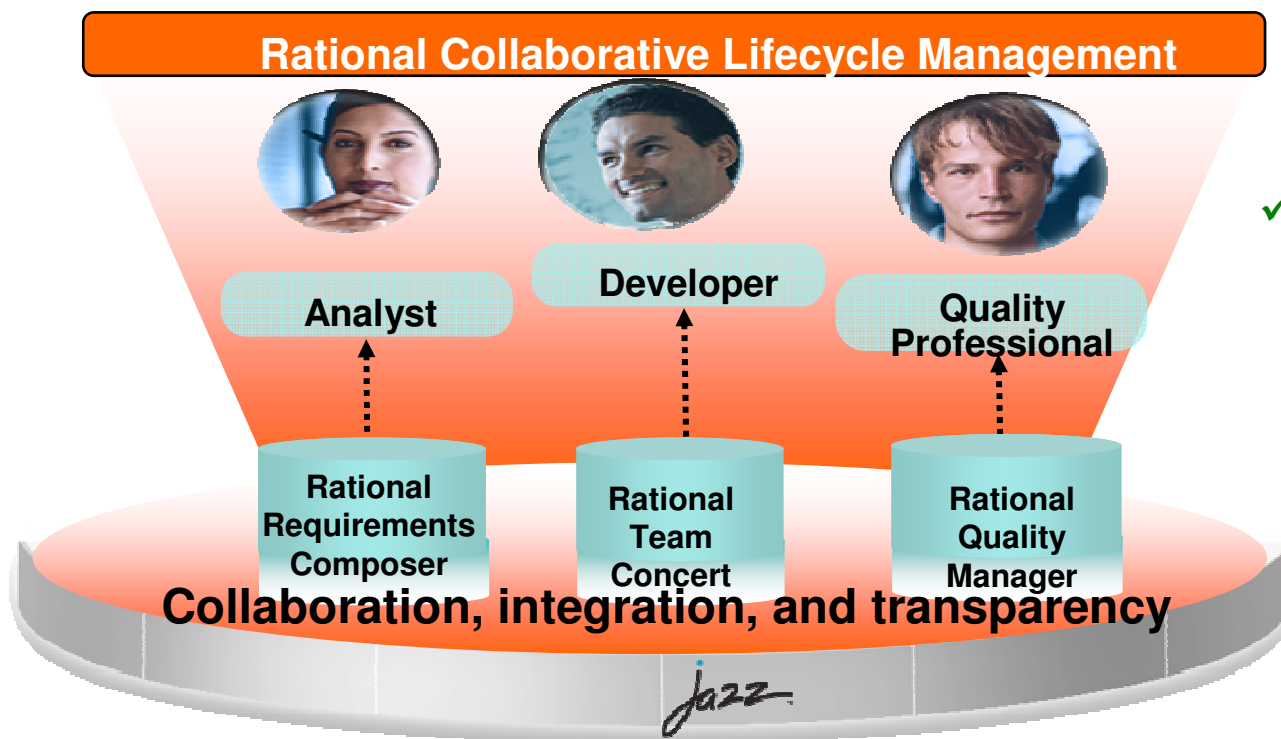


- **Increase flexibility** by revitalizing existing application portfolios
- **Boost productivity** and accelerate innovation with modern skills
- **Maximize business agility** by bridging organizational silos
- **Improve system utilization** by leveraging hardware capabilities

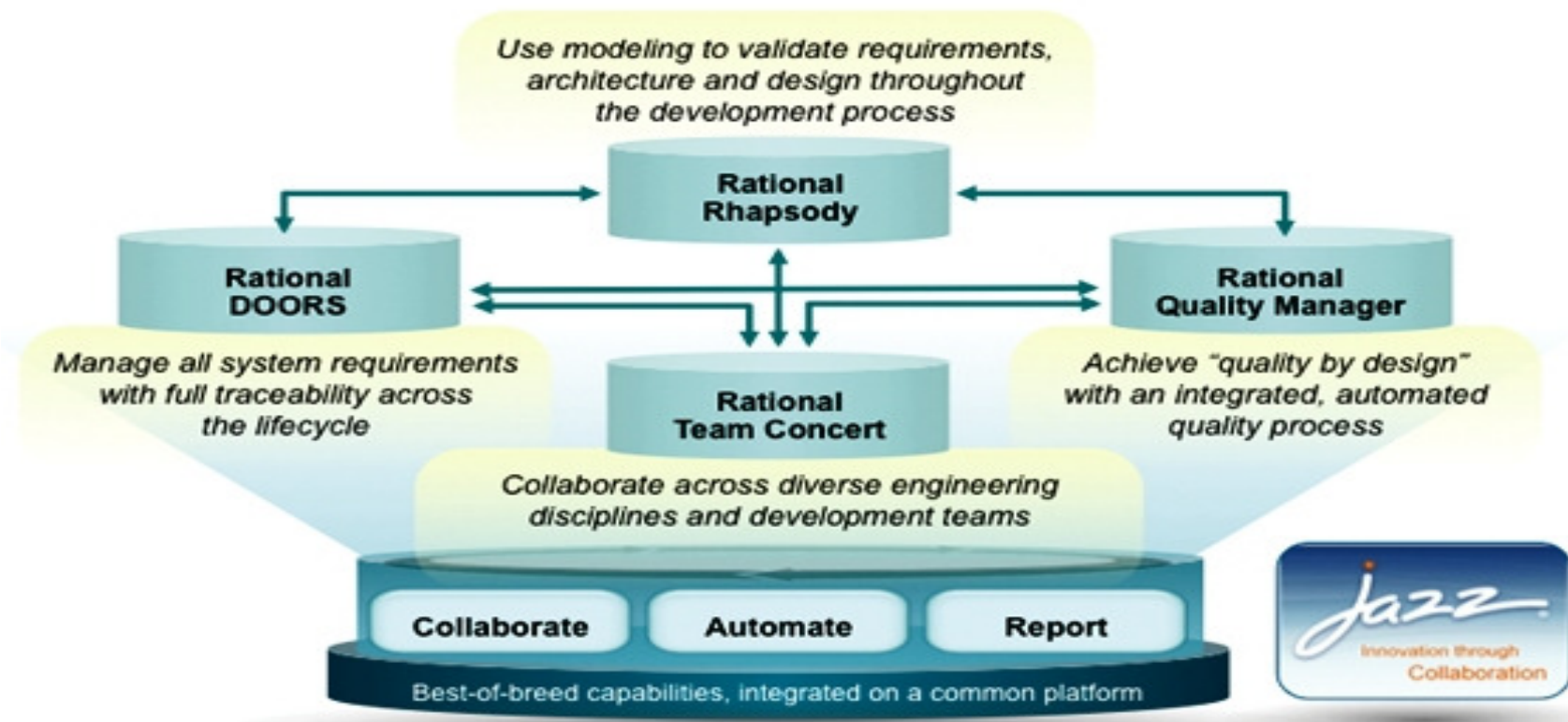
Rational Software Delivery Platform *powered by* 

Collaborative Lifecycle Management Accelerator for IT Agility

Deliver greater value through integration



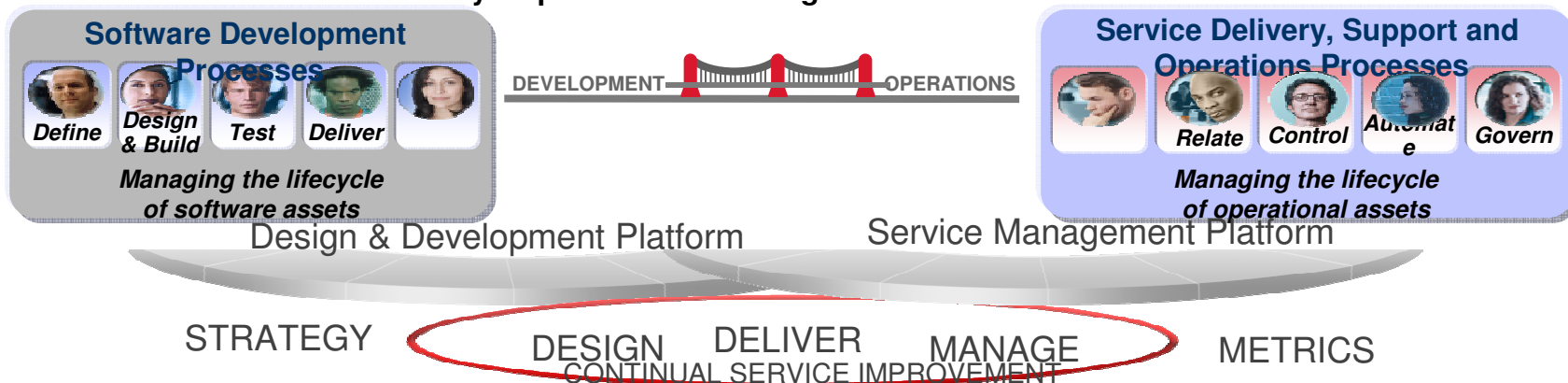
- ✓ Reduce Cost
- ✓ Reduce Time to Delivery
- ✓ Increase Value
- ✓ Improve Quality
- ✓ Improve Predictability



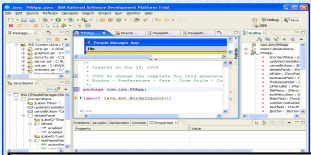
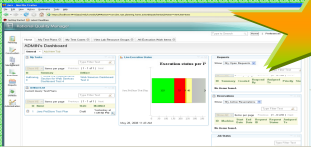
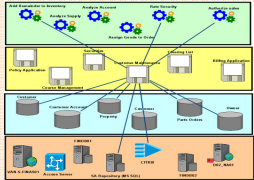
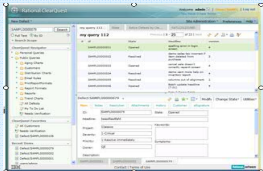
4 SALES PLAY: Supercharge Tivoli and Websphere with Rational

IBM Collaborative Development and Operations enables Smarter Products and Services (Rational / Tivoli)

- **Optimize** application performance in production
- **Trace** problems from operations into development
- Link & **synchronize** development and operational data
- Utilize operational data to **validate** new architecture
- **Automate** solution lifecycle process and testing



IBM Rational solutions Optimized for Tivoli

<p>Develop High-Performing Services</p>  <p>Performance Tester & Application Developer</p>	<p>Improve service quality & deploy applications with greater speed</p>  <p>Quality Manager, DP&A (Automation Framework, Software Architect, Asset Manager)</p>	<p>Manage Risk & Drive Change</p>  <p>Asset Manager, System Architect</p>	<p>Achieve faster Incident resolution</p>  <p>Team Concert</p>
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Benefits: ITCAM

- Ensure customer satisfaction with fine tuned application performance
- Leverage operational data to **identify application performance bottlenecks**
- Provide quality assurance teams with live monitoring data to **identify the root cause** of performance problems

Benefits: TADDM, TPM

- **Leverage IT provisioning automation** during application testing
- Discover and catalog test systems **automatically**
- Provision test systems with applications and data required to run tests
- Communicating deployment requirements, to prevent incomplete deployments and **mitigating late deployment challenges**

Benefits: CCMDB, TADDM,

- **Improve reuse of data center infrastructure**
- **Enable better planning for new releases.**
- Deliver a **complete view** of asset & configuration and change impact
- **Ensure ops teams are aware of the latest assets** produced in development; ensure dev. has current deployment configuration

Benefits: SRM

- **Achieve a single path to problem resolution**
- Improve collaboration with development and get visibility into defect issues and remediation status;

4 SALES PLAY: Supercharge Tivoli and Websphere with Rational

IBM Rational Automation Framework software, a customizable framework based on best practices and industry standards that automates manual administrative efforts associated with WebSphere software deployments, configuration changes, installation and updating

IBM Rational BuildForge solution, supports the rapid building and deployment of high-quality software using accelerated development features, constant validation and quality checks, and testing on integrated WebSphere Application Server and WebSphere Portal servers

IBM Rational Software Architect for WebSphere solution, helps translate project requirements into a functioning architectural design that directly matches its deployment infrastructure, providing comprehensive service-oriented architecture (SOA) and complex IT design, development and delivery for WebSphere environments.

5 SALES PLAY: Rational Solutions for SAP

Worksoft a supporto dell'intero ciclo di vita e di test di ambienti SAP

Rational Test Virtualization (**Green Hat** ultima acquisizione IBM Rational), permette di creare un ambiente virtuale che simula una vasta gamma di elementi dell'infrastruttura IT, senza i vincoli di servizi hardware o software. Questo ambiente di test continuo consente agli sviluppatori e ai professionisti della qualità di testare il software prima e con maggiore frequenza, per tutto il ciclo di vita dello sviluppo software. SAP è uno dei sistemi supportati

Rational Performance Tester per l'esecuzione di test di carico del sistema per verificarne il funzionamento e l'accessibilità all'aumentare degli utenti che lo utilizzano