



Deliver Your Innovation Strategy

Wendy Toh

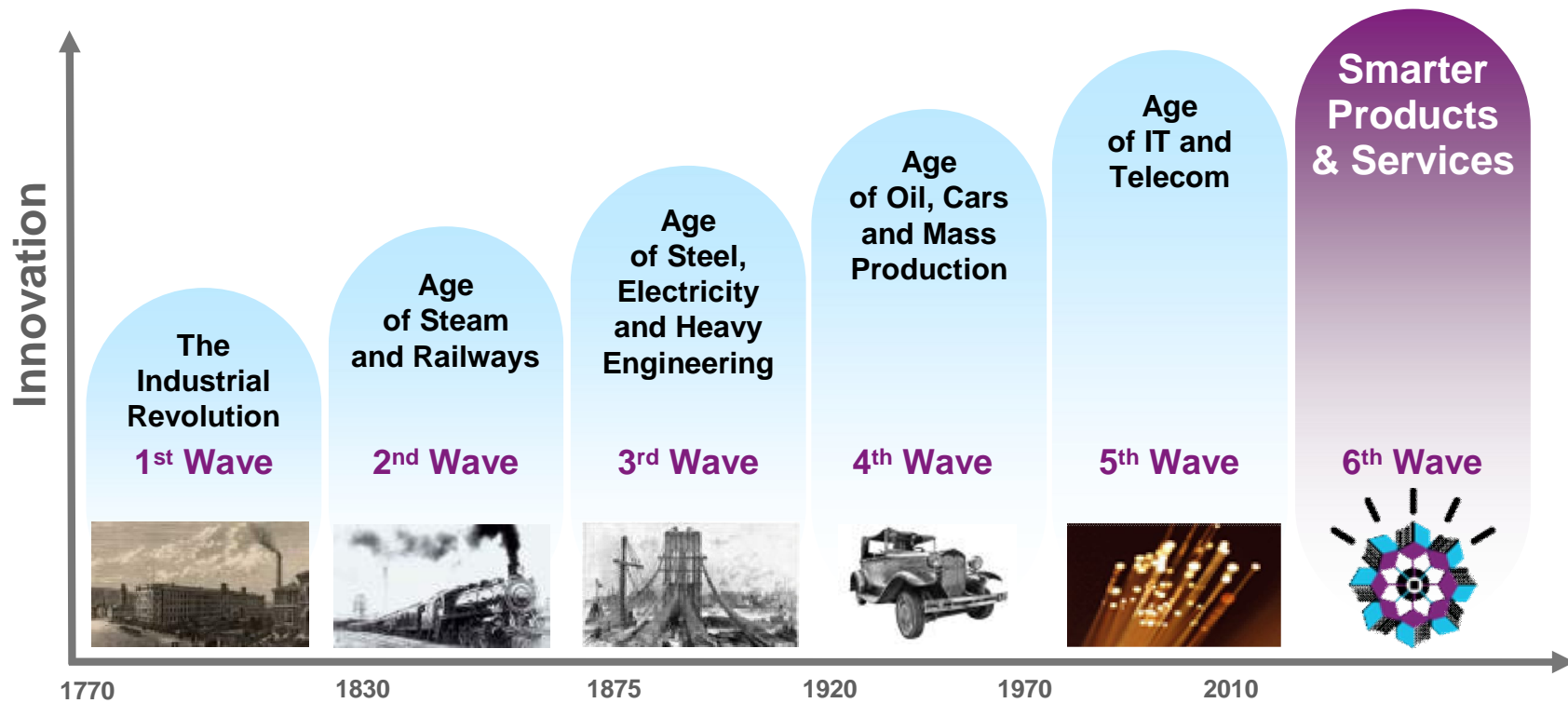
Vice President

Rational Worldwide Client Support

Software Group, IBM Corporation



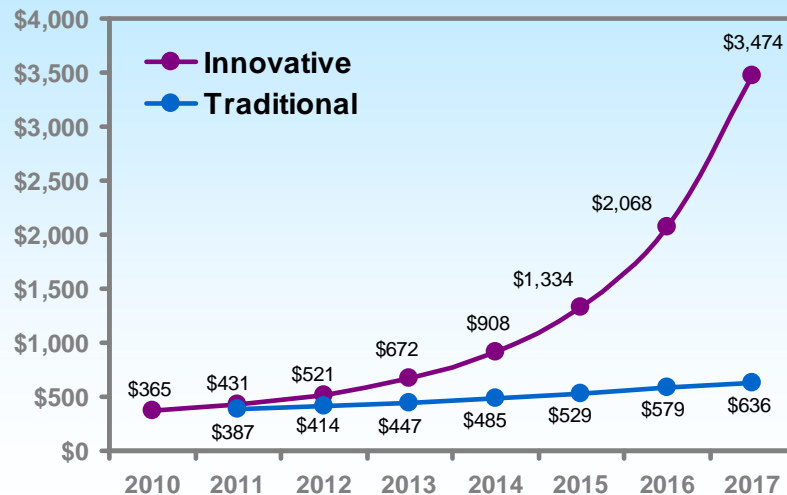
We Have Entered a New Wave of Innovation



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

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

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

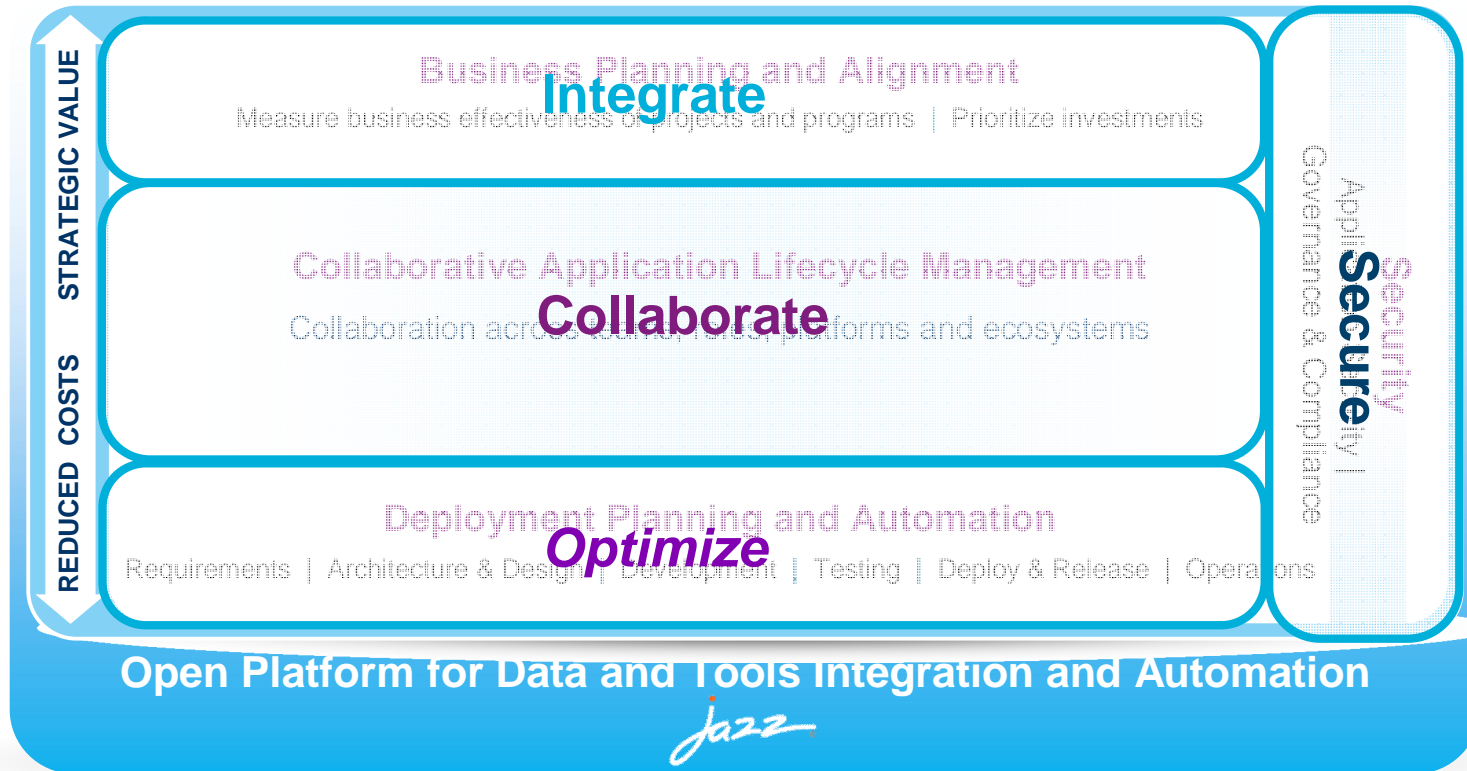
Optimize

Simplifying governance

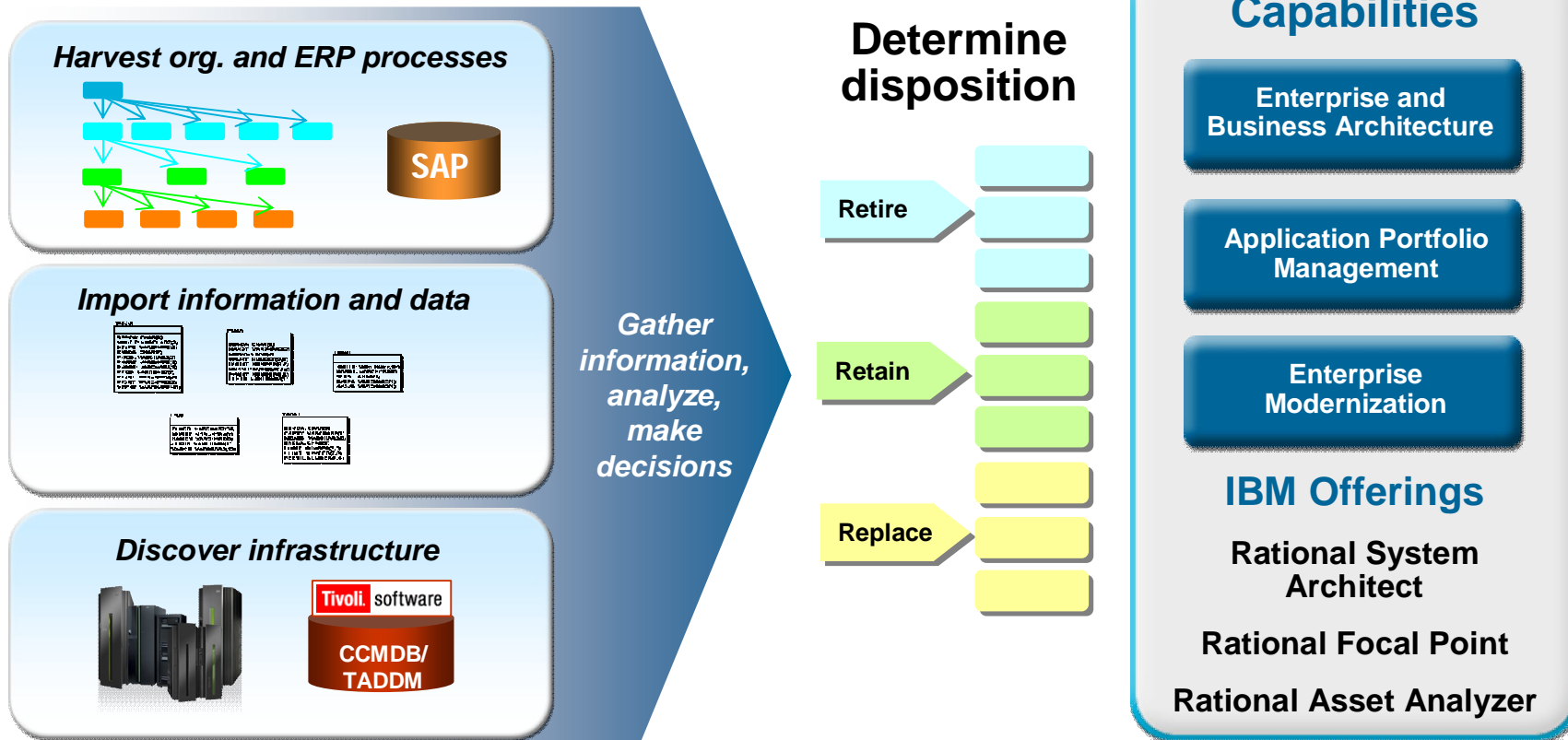
Plans, scope,
and measures

Secure

Our Capabilities to Help You Achieve Breakthrough Benefits



Business Planning and Alignment



Case Study: Financial Services

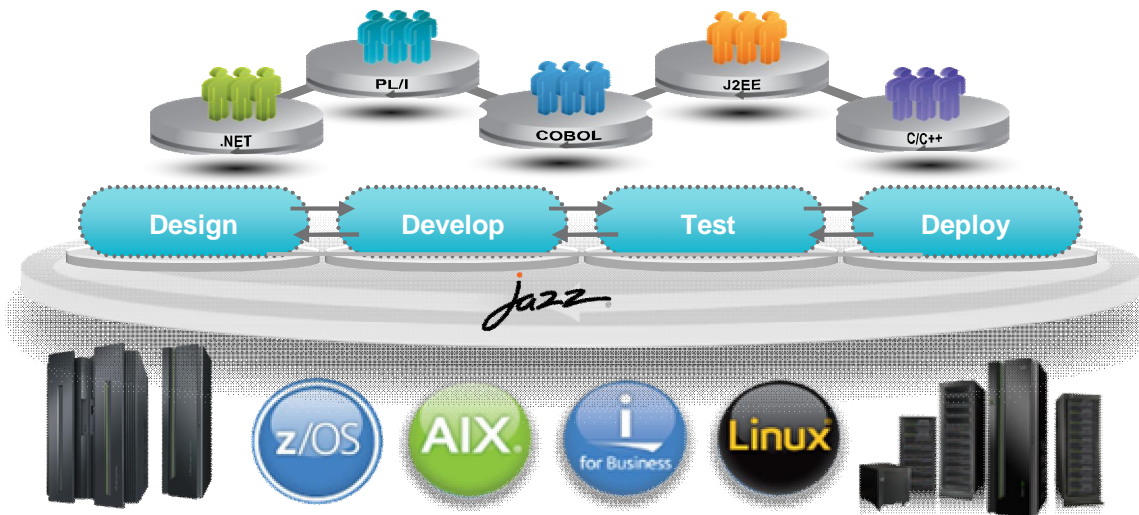
Increase investment value by avoiding off-strategy projects, saving 20% of IT budgets

- **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

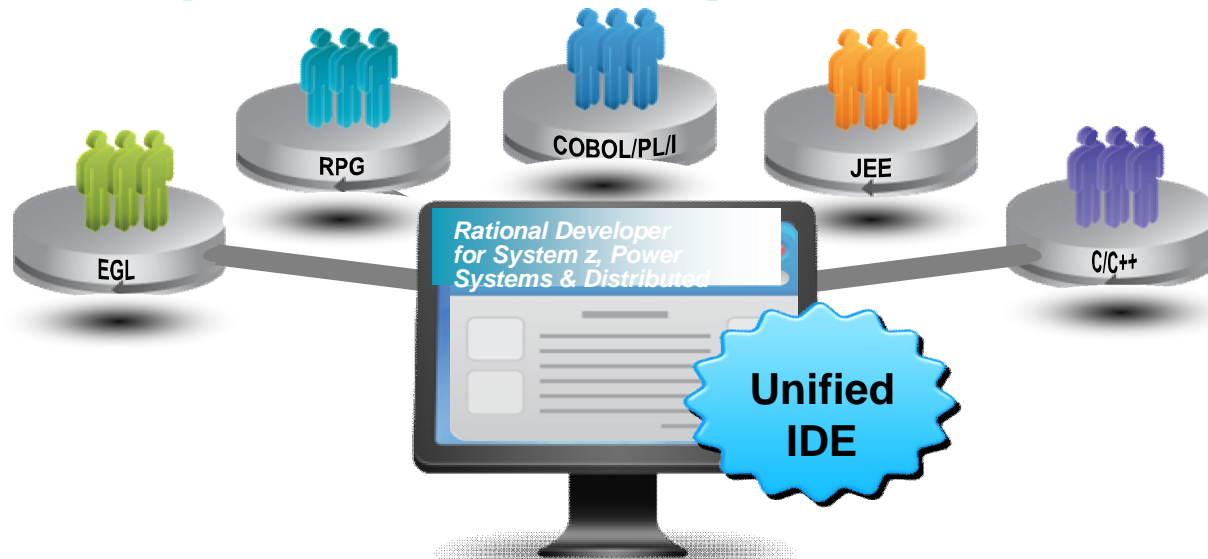
IBM Offerings

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

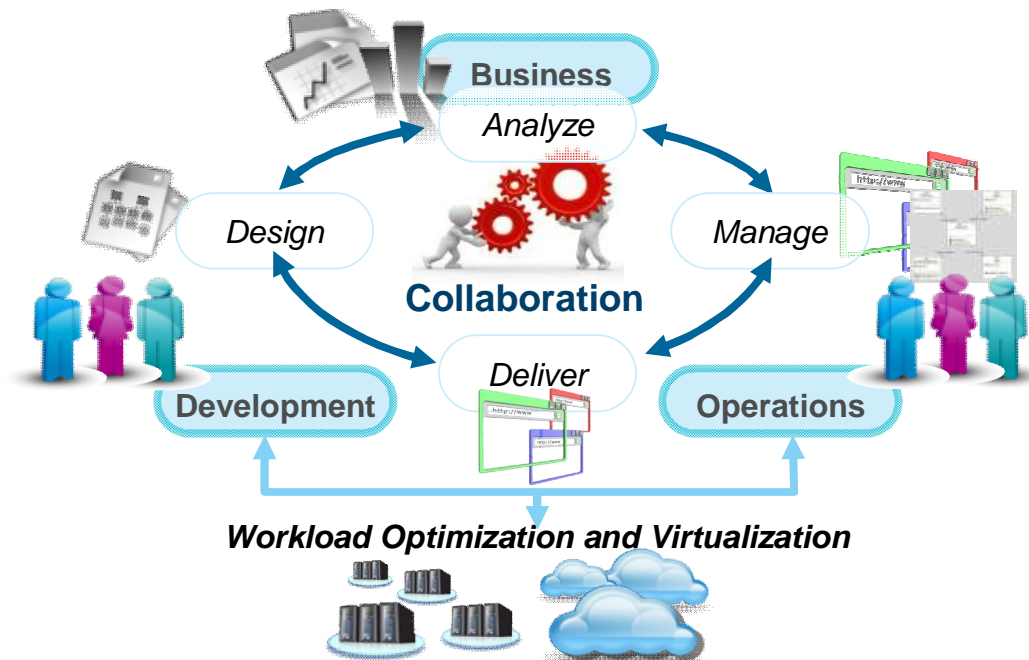
Improved cross-team collaboration reduces schedule slippage and rework by 34%

- **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*"[†]

Increasing Exploits and Accidents

900+ Breaches reported
900+M records exposed[‡]

Increasing Impact

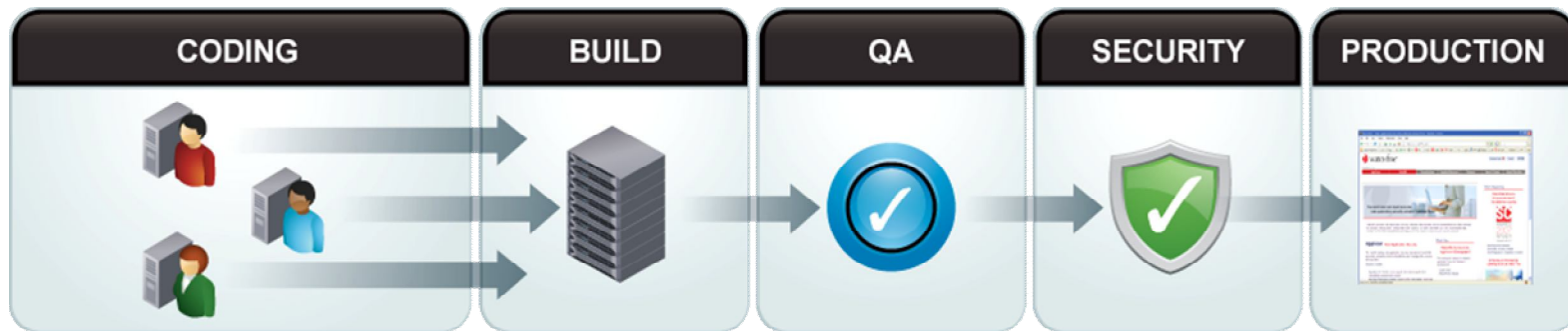
The cost of a US data breach increased to **\$204** per compromised customer record and **\$6.8M** Million per breach[⌈]

Sources [†] http://searchcompliance.techtarget.com/news/article/0,289142,sid195_gci1375707,00.html

[‡] 2010 Verizon Business / US Secret Service Data Breach Investigations Report

[⌈] 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

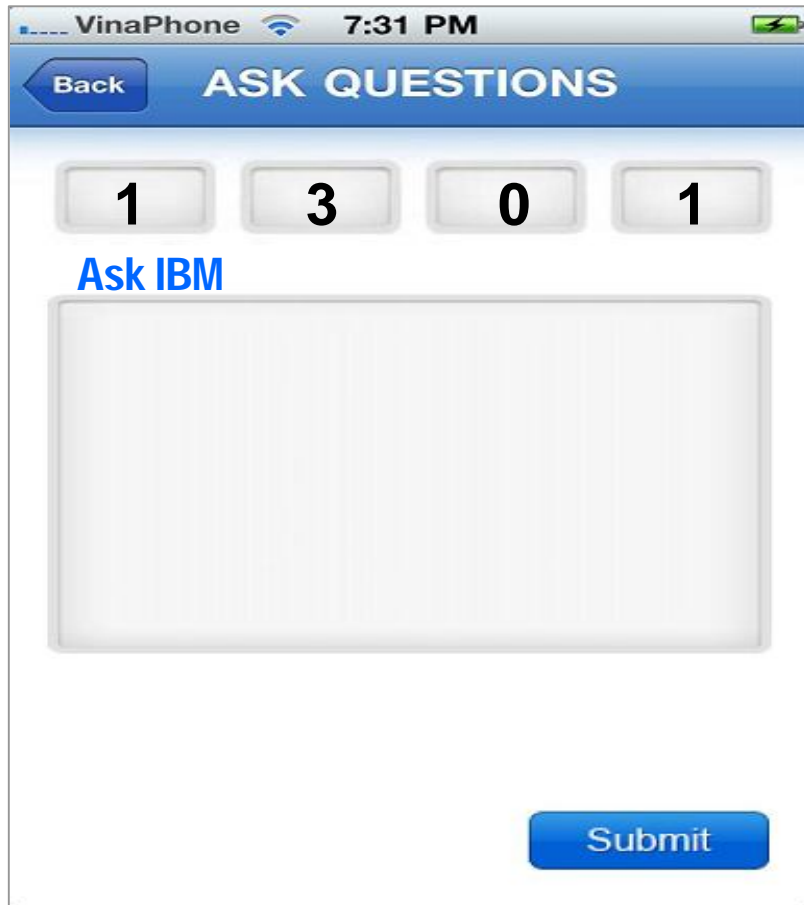
- Vulnerability Assessment & Resolution
- Security testing embedded in ALM D
- Black Box & White Box testing
- Compliance Adherence
- Define & Govern organization wide compliance standards

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.



VinaPhone 7:31 PM

Back ASK QUESTIONS

1 3 0 1

Ask IBM

Submit

Question

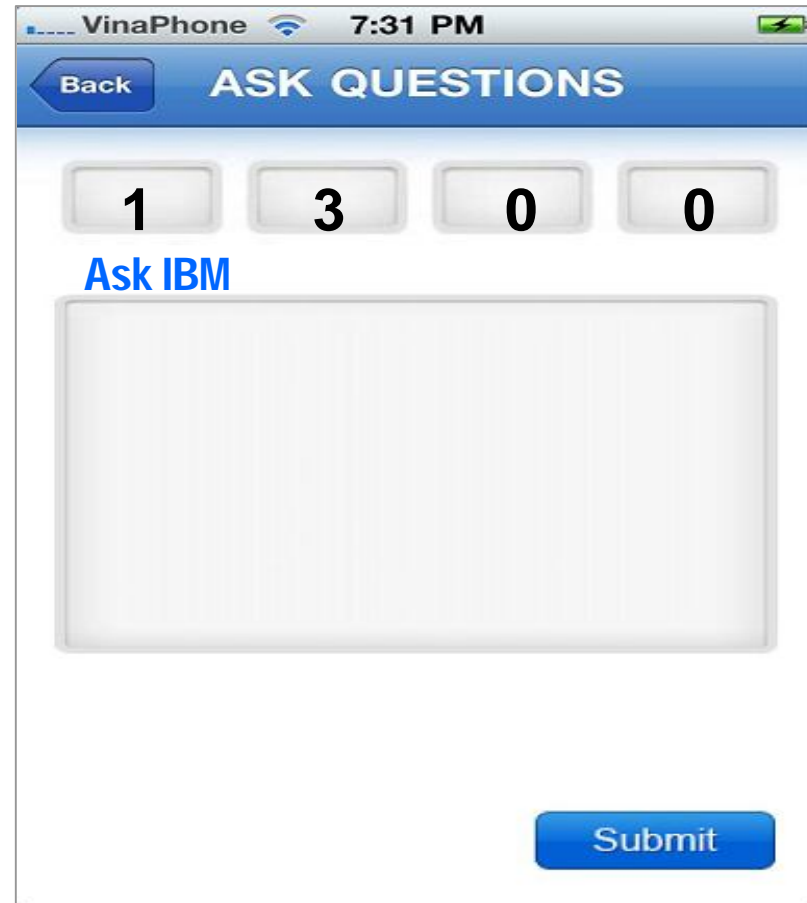
What is your top priority for innovation in the next 12-18 months?

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

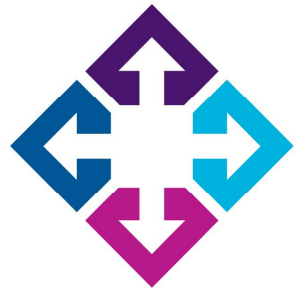
To Ask Wendy a Question:

PIN CODE:

1300



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 are four buttons containing the numbers '1', '3', '0', and '0'. Underneath these buttons is the text 'Ask IBM' in blue. A large, empty white rectangular area is positioned below the text. At the bottom right of the screen is a blue 'Submit' button.



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