



IBM Software Group

***Governing the business process  
of software & systems delivery***



**Rational.** software



## Agenda

- Innovation in the real world
  - ▶ Business and organizational trends and dependencies
  - ▶ Impact and realities for software and systems
  - ▶ Evolving software and systems delivery
- The IBM Rational software brand value in action
  - ▶ Enterprise modernization
  - ▶ SOA lifecycle
- The IBM Rational software approach - What we offer
  - ▶ Process and portfolio management
  - ▶ Change and release management
  - ▶ Quality management
  - ▶ Architecture management



## Business realities – What you see

*Software failure impacts the bottom line*

- **Airbus**  
Non-compatible software used at different Airbus factories  
**\$6.1 billion** profit hit over the next four years, 2006
- **TJX**  
Cost of data breach at TJX soars  
**\$256 million** cost, 2007
- **Hewlett-Packard**  
Problems with ERP system  
**\$160 million** loss, 2004

*Software related downtime costs industry almost **\$300 billion** annually  
Only 34% of software projects succeed.*

Sources: Standish CHAOS Report, Comparative Economic Normalization Technology Study, Business Week, CEO Magazine, Computerworld, InfoWeek, Fortune, The New York Times, Time, The Wall Street Journal, Boston Globe.

## What's behind the failure?



## An increasingly intense focus on business outcome



**Align *IT* and business goals  
enabling greater business flexibility**



**Manage value and mitigate risks  
by improving project management**



**Control costs & improve global  
operational efficiencies (GDD)**



**Ensure security and compliance  
in a changing global environment**

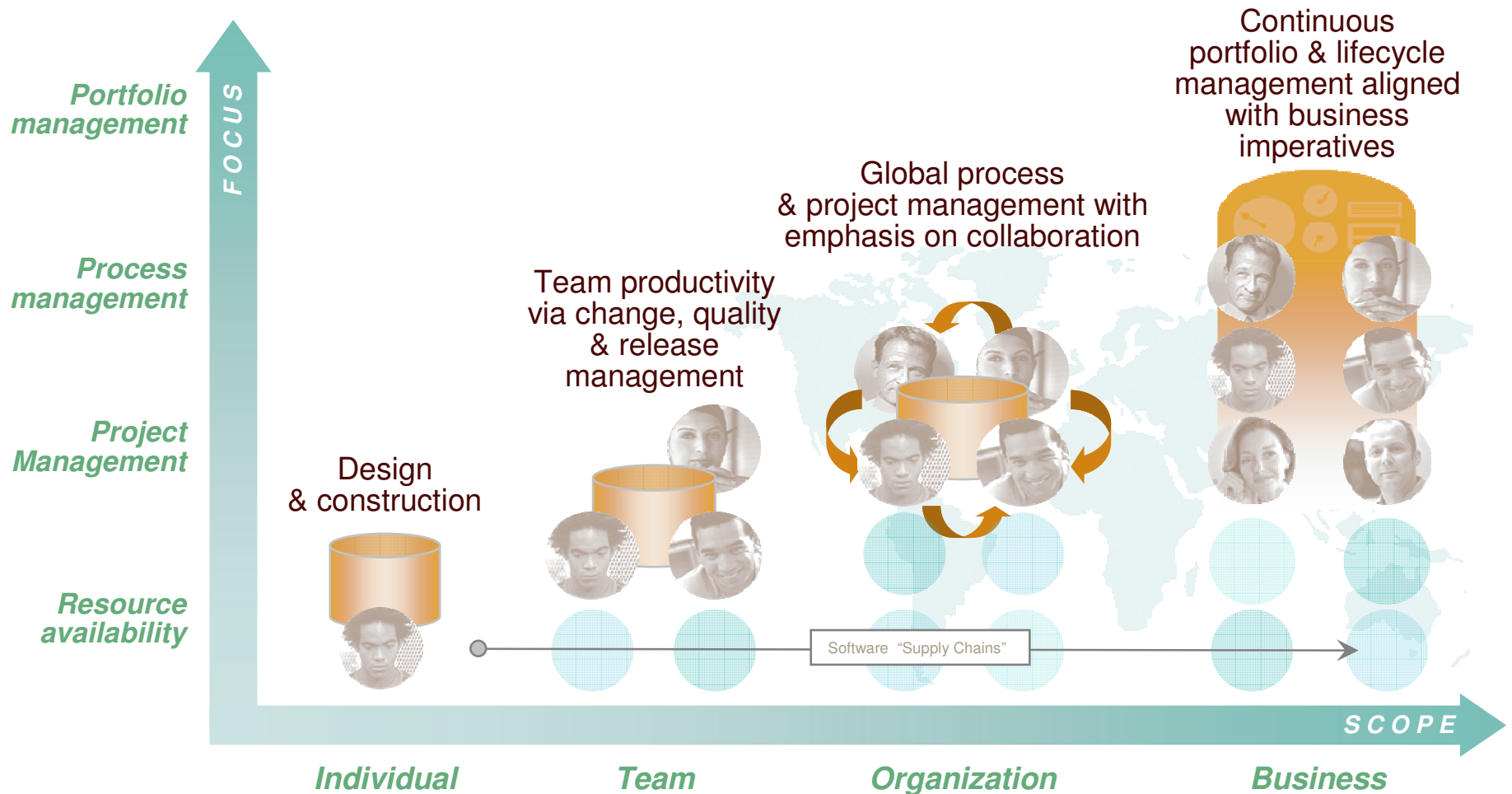


*Consume & integrate value in organizationally diverse environments*



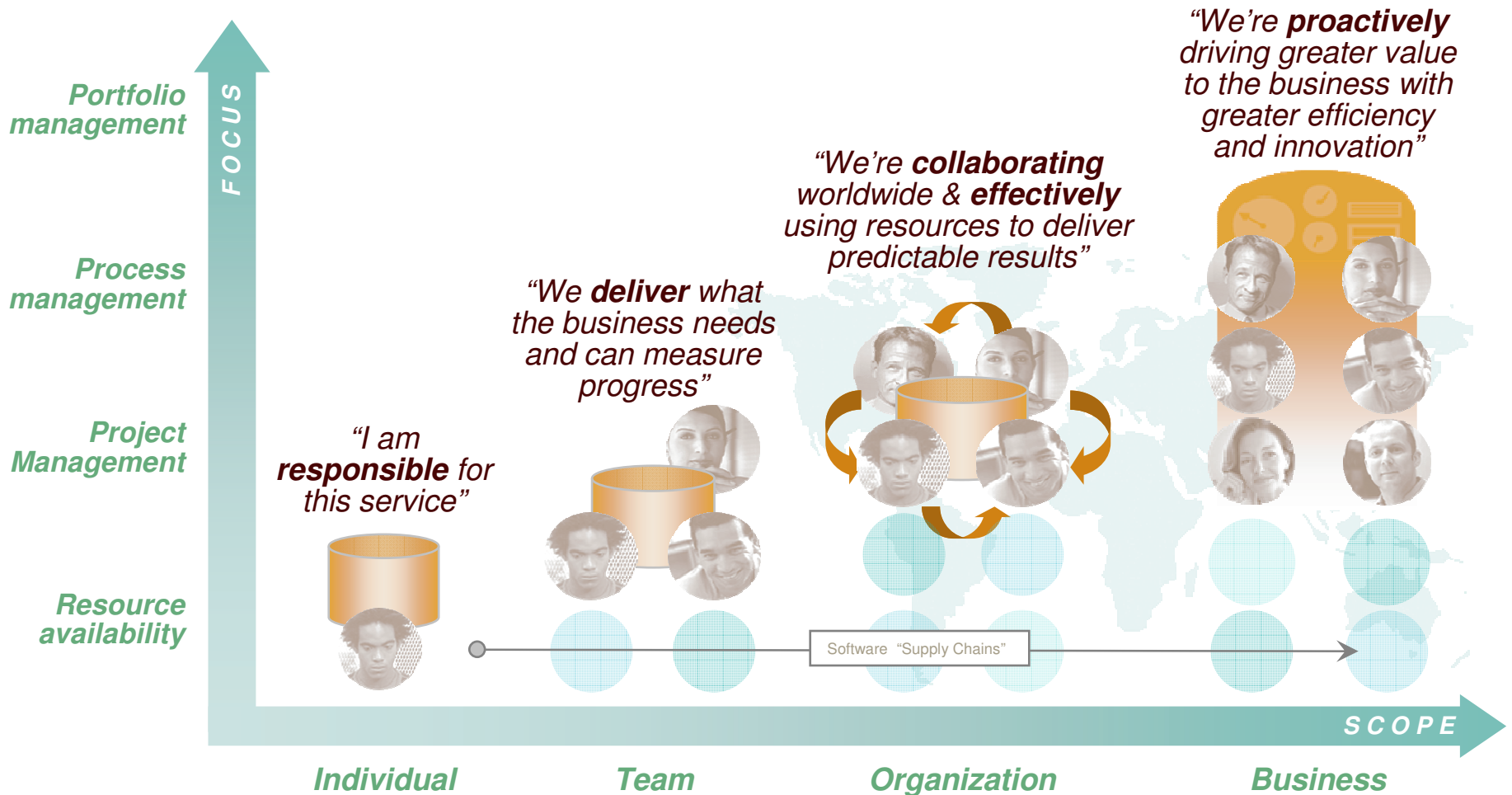
# An evolution of desired value – What you want

*Customers are maturing their approach to software delivery*



# Evolving and maturing – How you get there

## *Govern software delivery in the context of the business*



## Our business model

*A strategic partner in enabling business innovation & transformation*

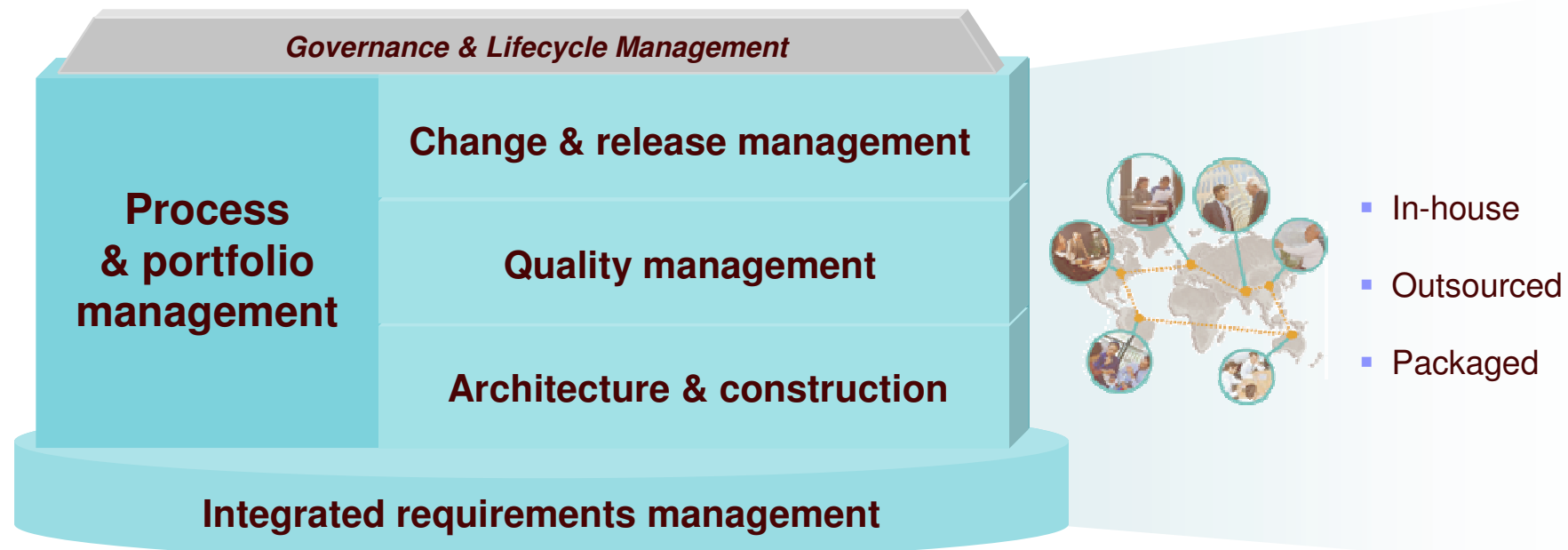


# IBM Rational Software Delivery Platform

*What we offer*

**Rational.** software

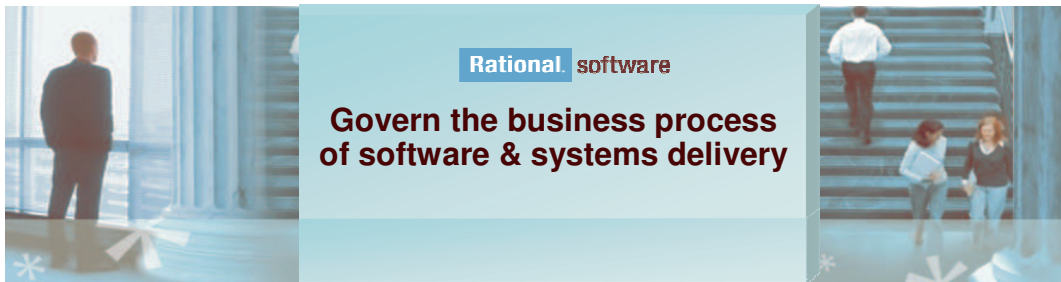
*Process design and implementation best practices based on a market leading solutions delivery platform*





## Who is Rational?

### Brand Value & Strategy



**Make software development accountable to the business**

**Turn excellence in software & systems development into a competitive advantage**

### Facts and Figures

- 5<sup>th</sup> brand in SWG, acquired in 2003
- Used by 87 out of the top 100 companies
- Leader in Application Development market for 6 years in row (Gartner)
- Completed 3 acquisitions, System Corp, Build Forge and Watchfire - Telelogic on the horizon.
- Solutions for Development, IT Operations and Lines of Business
- Community of over 10,000 consultants skilled with Rational solutions
- Partnerships with over 40 global and regional SIs



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## Ask yourself, can I?...

### ▪ **Leverage existing assets?**

- ▶ Discover and gain control over existing enterprise application portfolio?
- ▶ Identify assets for reuse in a Service Oriented Architecture?

### ▪ **Leverage modern architectures?**

- ▶ Create services easily from existing code, including CICS, IMS, i5/OS and terminal applications?
- ▶ Define new services for all deployment platforms from initial design to implementation?

### ▪ **Leverage existing IT skills?**

- ▶ Exploit new technologies and innovation without retraining existing staff that knows the business?
- ▶ Utilize new employees on any project independent of target platform?

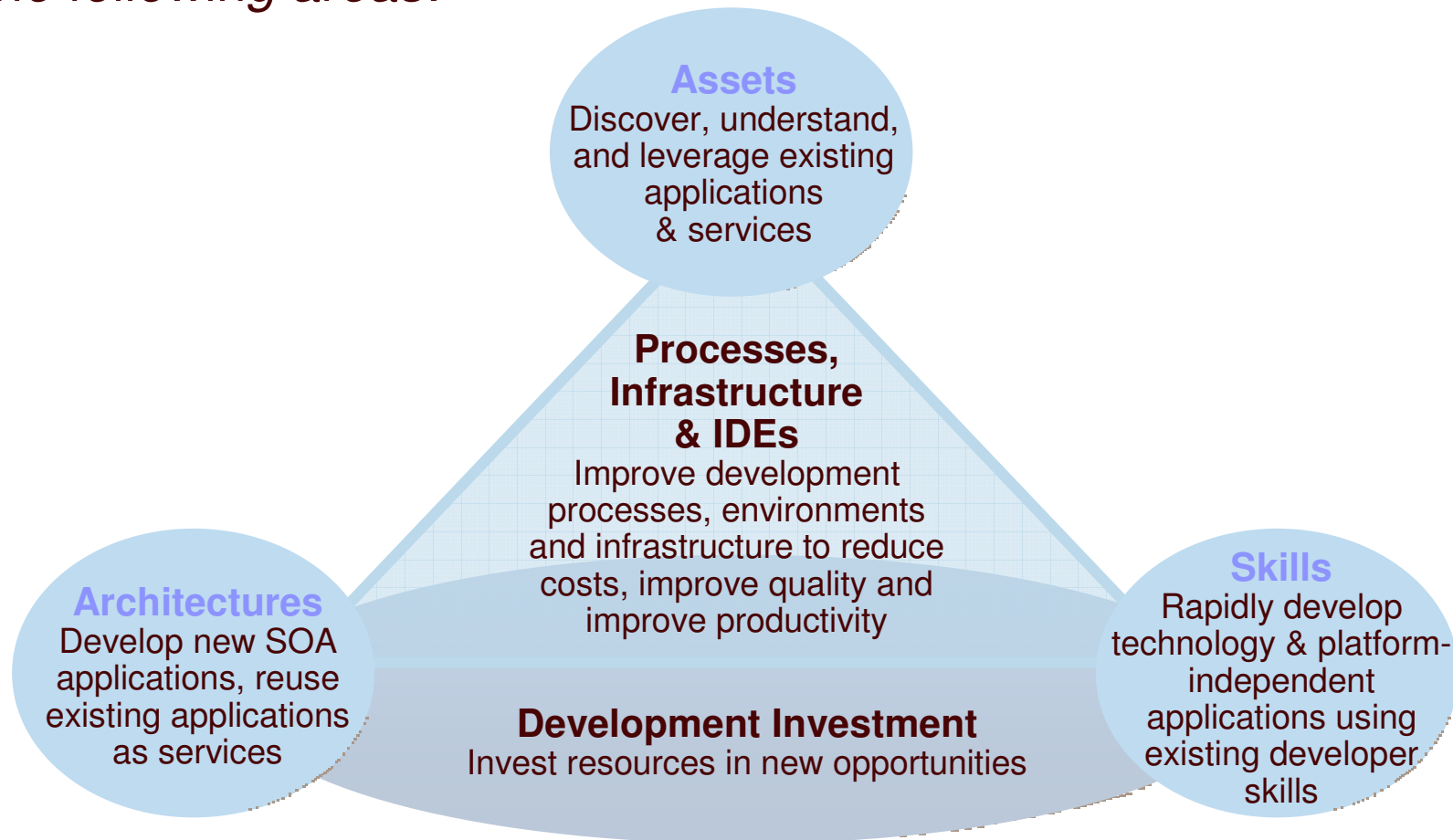
### ▪ **Leverage common development environment across siloed development teams?**

- ▶ Lower costs due to elimination of duplicate tools and processes?
- ▶ Realize improved end-to-end communication and traceability across the entire lifecycle?



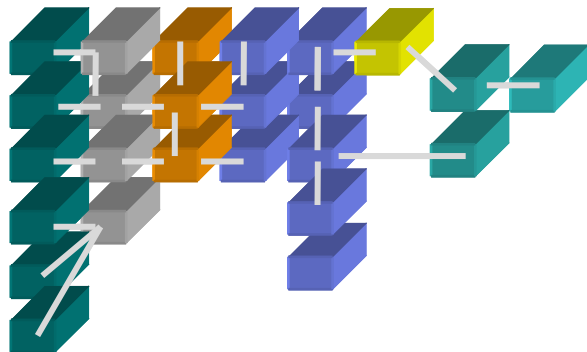
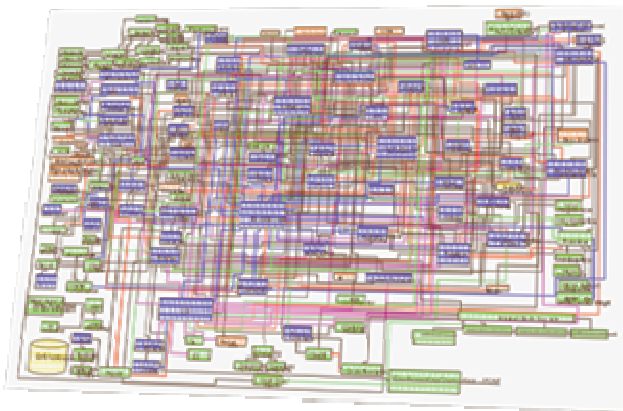
## Aspects of enterprise modernization

To improve IT flexibility, you need to **modernize** your enterprise in the following areas:



## Scenario: Global Insurer

*Challenge: Struggled with a broad assortment of inflexible heritage IT systems and a continuously changing slate of product offerings and regulatory requirements*



Executive

*"Our modernized IT environment must align with our business needs so that we can respond to customers quickly!"*



IT Manager

*"How can we modernize our IT environment to create the kind of flexibility necessary to implement new products and services?"*



IT Architect

*"Should we leverage SOA and if so, how do we do it in a manner that is quick and cost efficient?"*



Business Analyst

*"We've accumulated 20 to 40 years of changes to our valuable applications, but we don't have reliable documentation of them."*



Project Manager

*"Our current skills islands and team silos are not conducive to efficient communication, productivity, and flexible resource allocation"*



## Scenario: Global Insurer

*Solution: Accelerating enterprise modernization with the IBM Rational Software Delivery Platform*

### Modernize assets

- Unlock the business value hidden in existing systems
- Position for evolution to SOA
- Higher quality of application change management
- Reduce maintenance and new development cost



- WebSphere Studio Asset Analyzer
- Asset Transformation Workbench
- Rational Asset Manager

### Modernize architectures

- Leverage key transaction capabilities across modern architectures such as SOA
- Reuse and integrate key processing across platforms
- Leverage trusted quality of service



- WebSphere Developer for System z
- WebSphere Development Studio Client
- Host Access Transformation Services

### Modernize skills

- Enable business developer communities as “super” developers
- Maximize use of programming resources and business domain knowledge
- Support existing staff learning new technologies



- Rational Business Developer Extension

### Modernize processes, infrastructure and IDE's

#### **Software Delivery Platform**

- Rational RequisitePro
- Rational ClearCase
- Rational Performance Tester
- Rational Portfolio Manager
- Rational Build Forge
- Rational Functional Tester
- Rational ClearQuest
- SCLM-AE

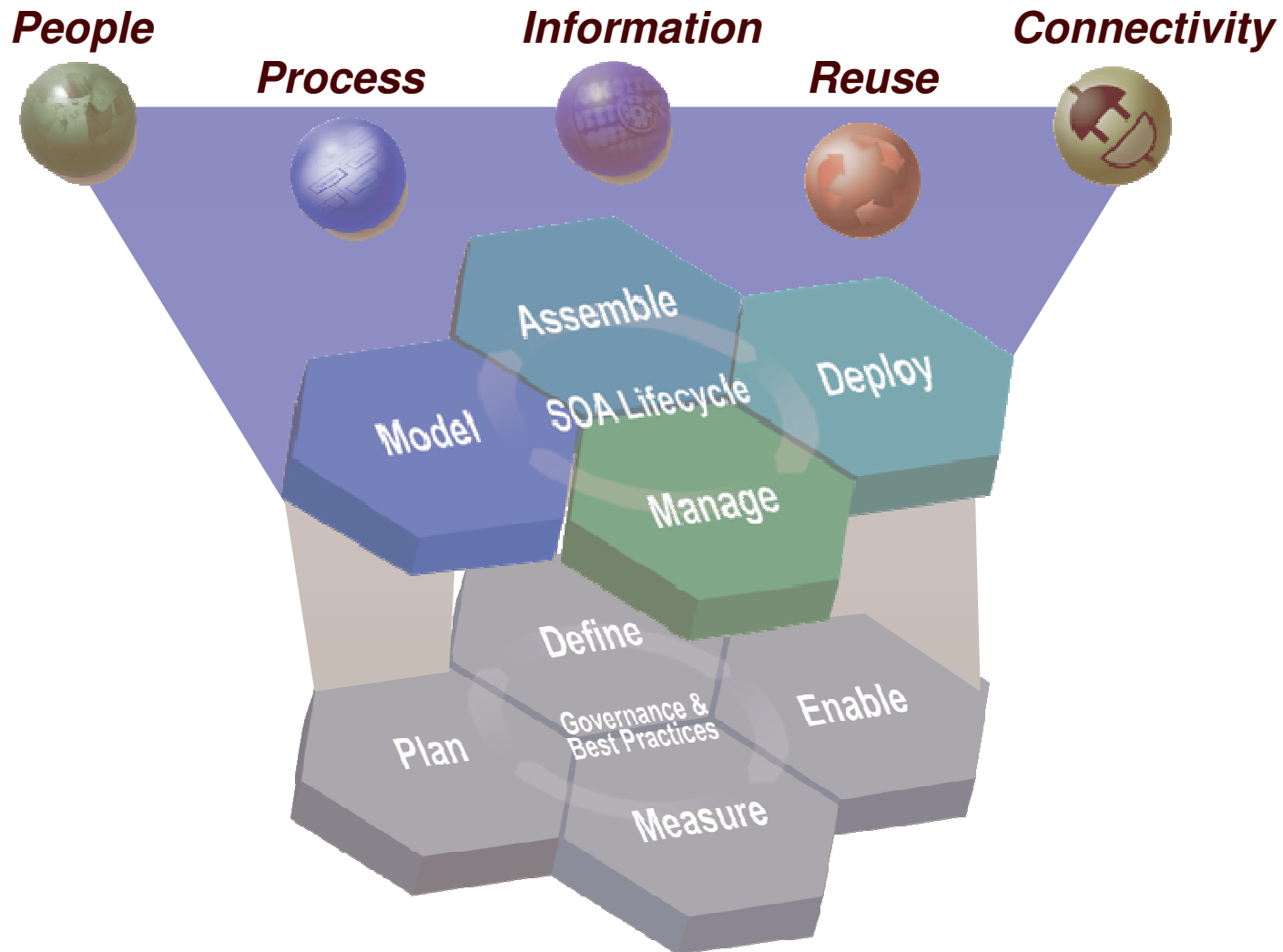


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# SOA Lifecycle: SOA entry points





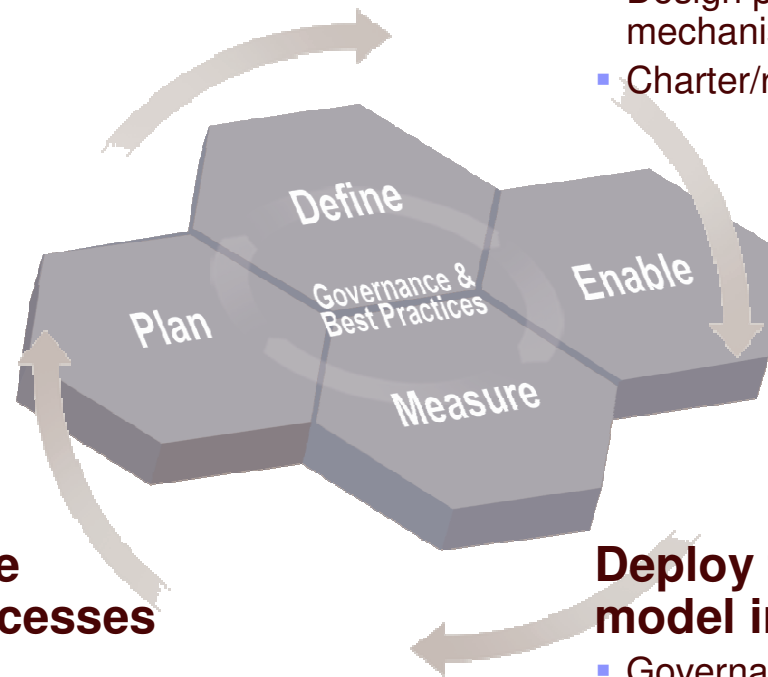
## Every SOA needs SOA governance

### Establish the governance need

- Document and validate business strategy
- Layout governance plan

### Define the governance approach

- Define/modify governance processes
- Design policies and enforcement mechanisms
- Charter/refine SOA Center of Excellence



### Monitor and manage the governance processes

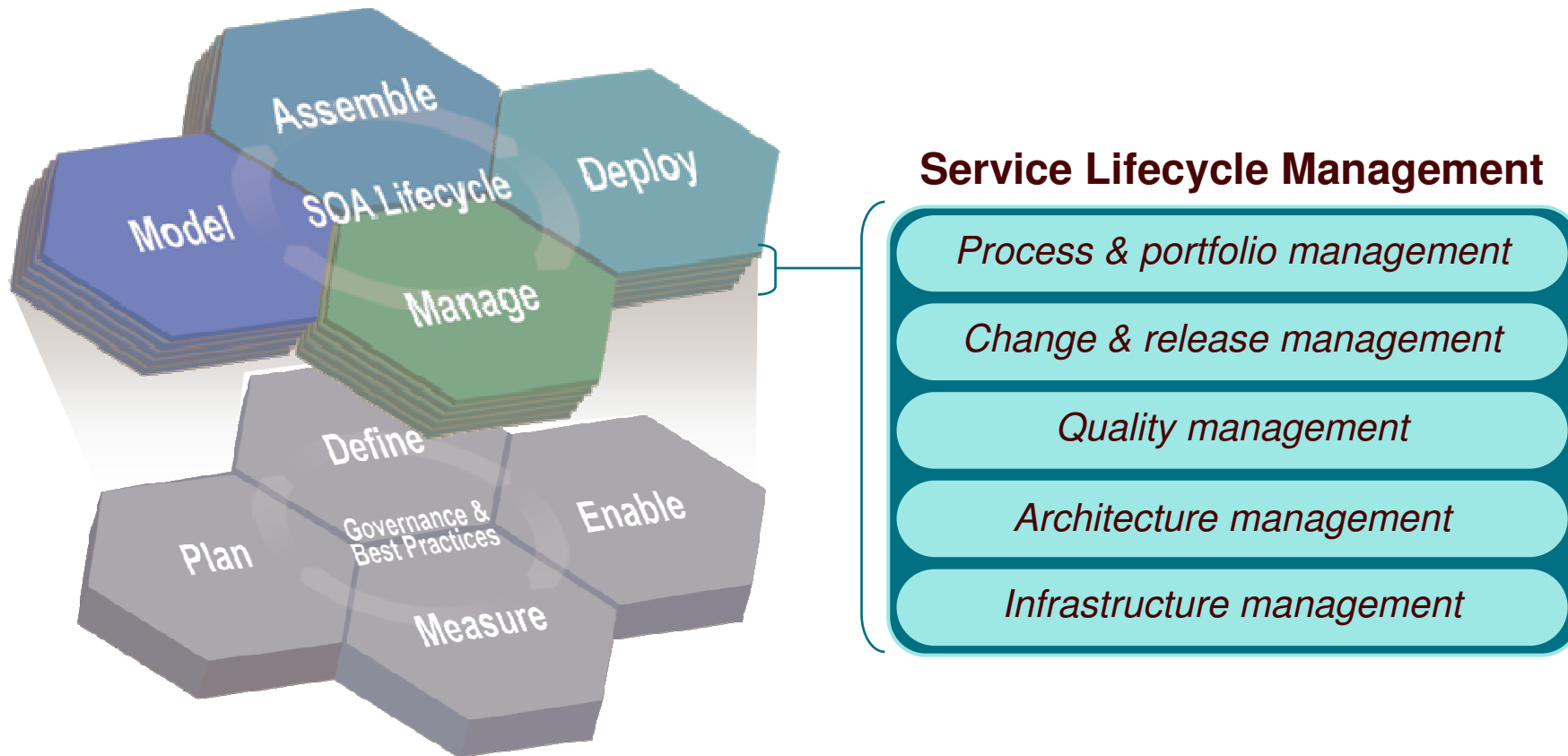
- Compliance with policies
- Compliance with governance arrangements
- IT effectiveness metrics

### Deploy the governance model incrementally

- Governance mechanisms
- Organization change, educate on expected behaviors and practices
- Deploy policies



## SOA Service Lifecycle Management builds upon SOA governance



*Service Lifecycle Management aspects cut across the entire SOA lifecycle*



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  - ▶ **What is New**
  - ▶ **How do I Start**

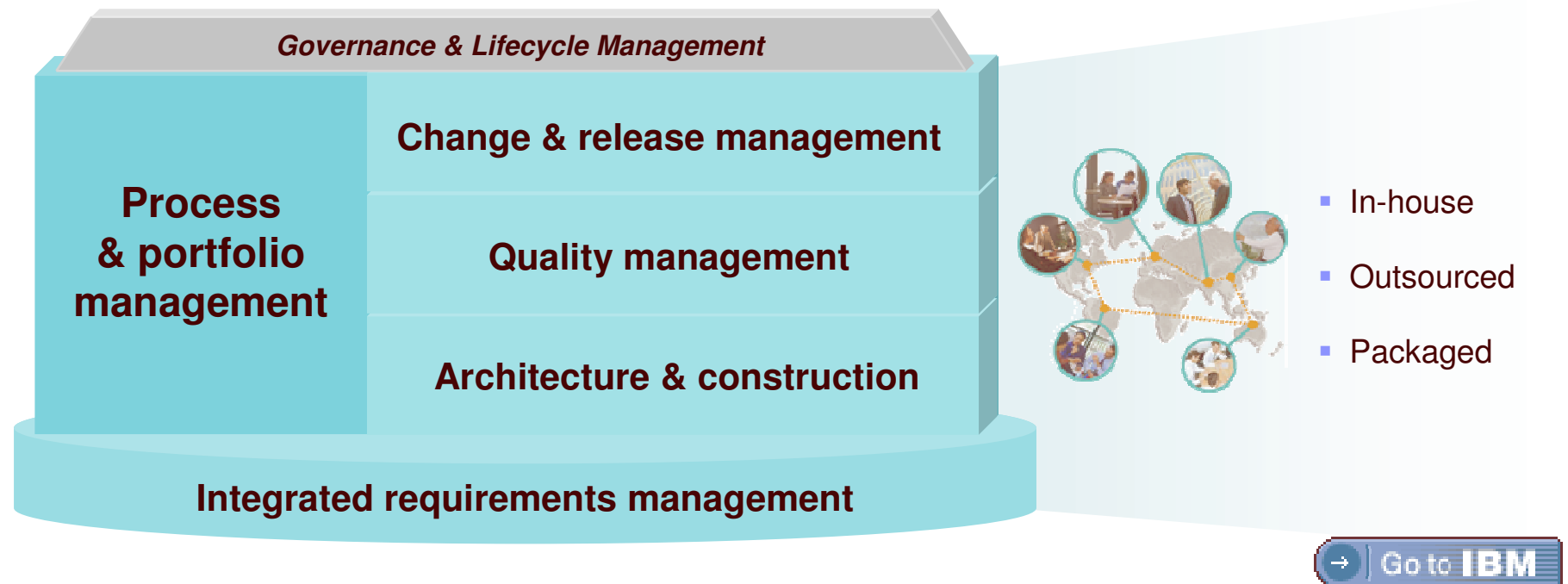


# IBM Rational Software Delivery Platform

*What we offer*

**Rational.** software

***Process design and implementation best practices based on a market leading solutions delivery platform***

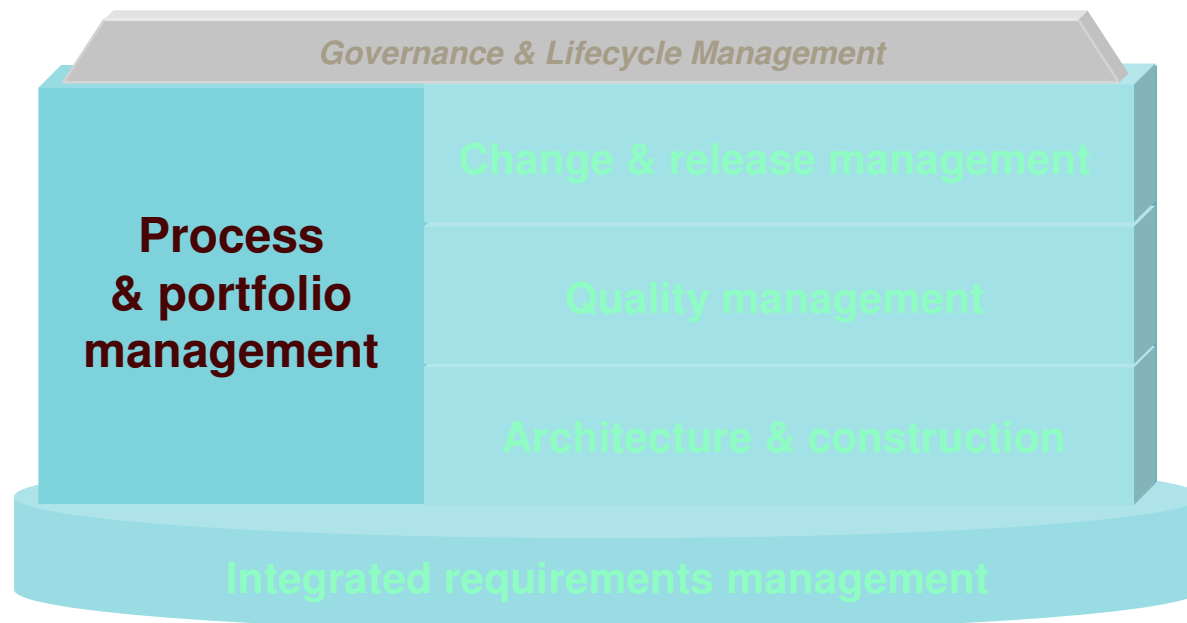


# IBM Rational Software Delivery Platform

## *Process and portfolio management*

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***Align business goals, best practices and projects  
for improved productivity and predictability***



- Align business and software
- Manage enterprise value
- Monitor progress and streamline decision making
- Control risk and change

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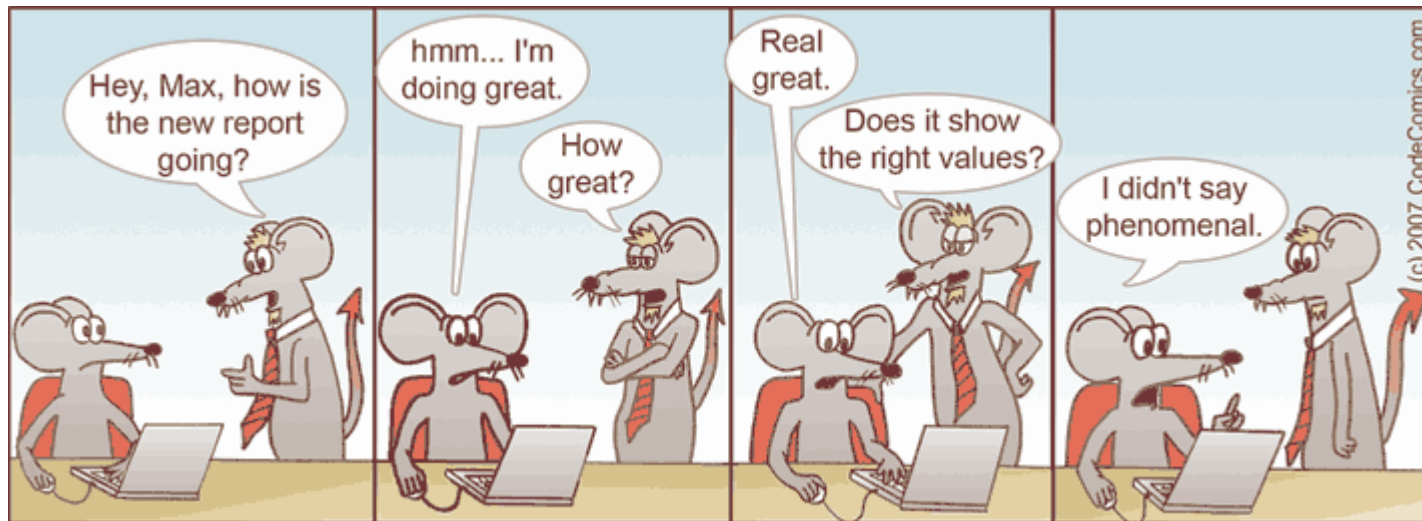
# Project and Portfolio Management....



# Process Improvement...?

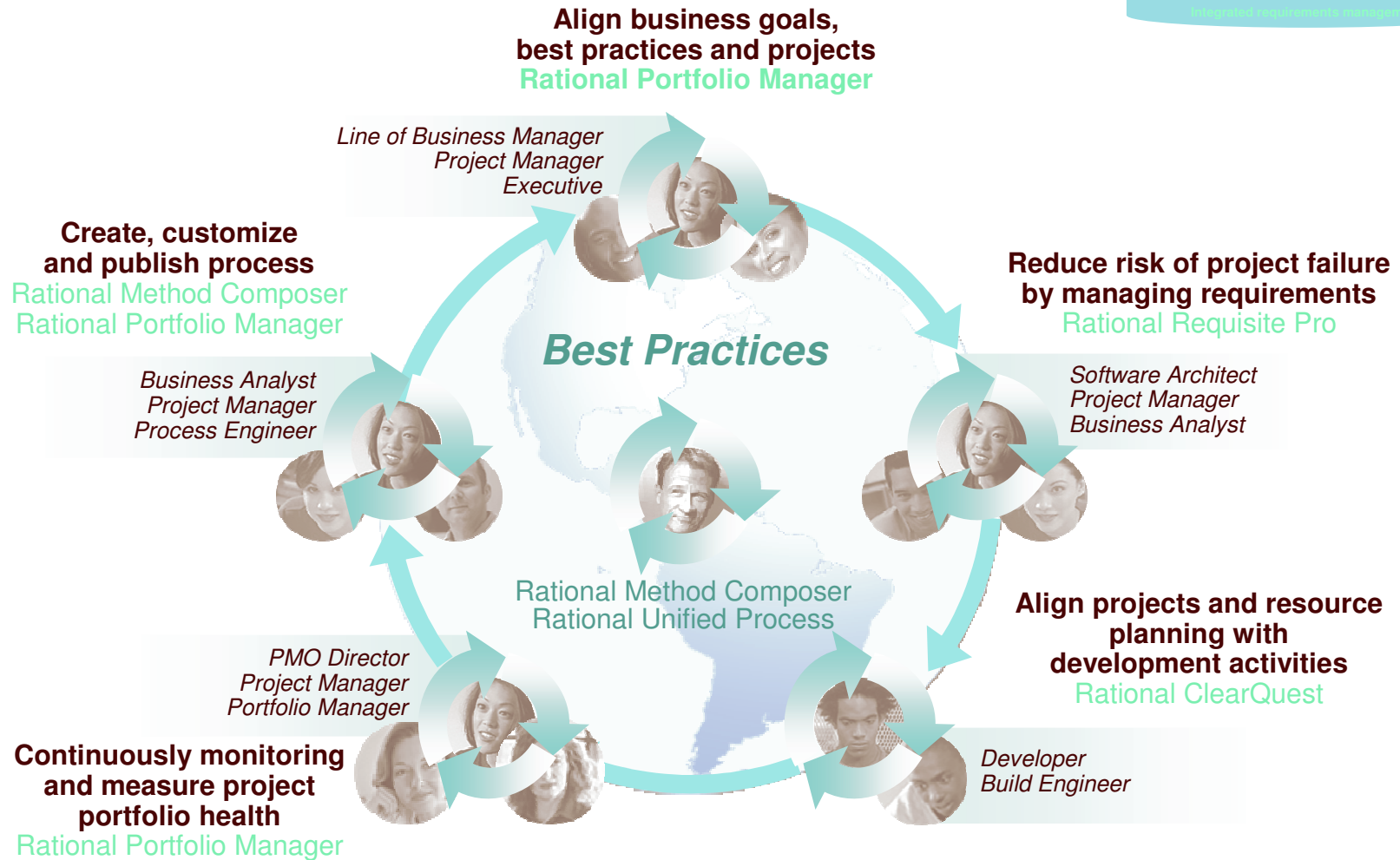


# Visibility





# Process and portfolio management



# IBM Rational Software Delivery Platform

## *Change and release management*

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***Improve software delivery and lifecycle traceability  
from requirements through deployment***



- Accelerate software delivery for business agility
- Reduce cost with efficient teams and better quality
- Effectively govern development and reduce risk

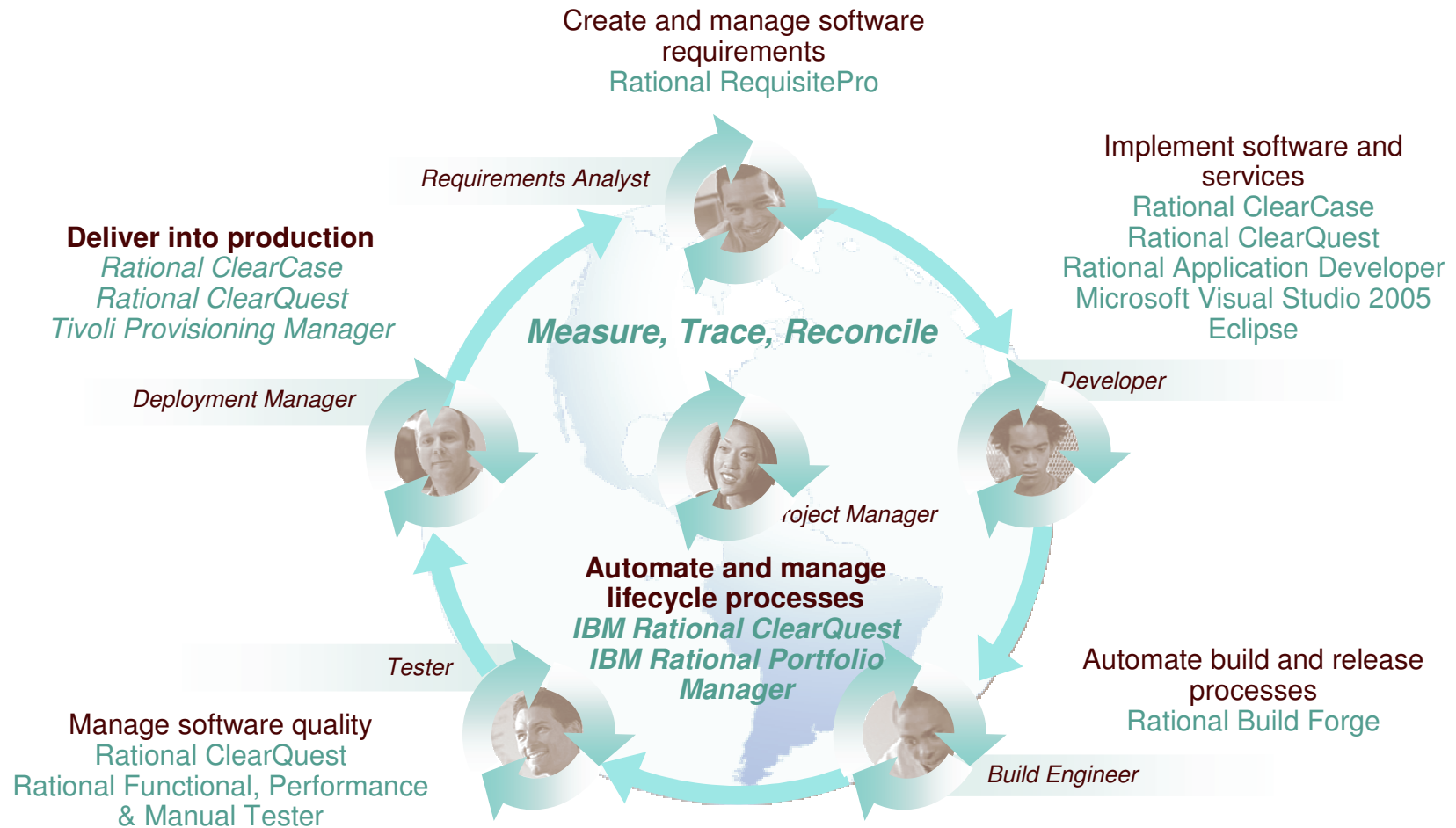
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## Change and Release Management...



# Change and release management



# IBM Rational Software Delivery Platform

## *Quality management*

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***Ensure software functionality, reliability, security and performance in development and production***

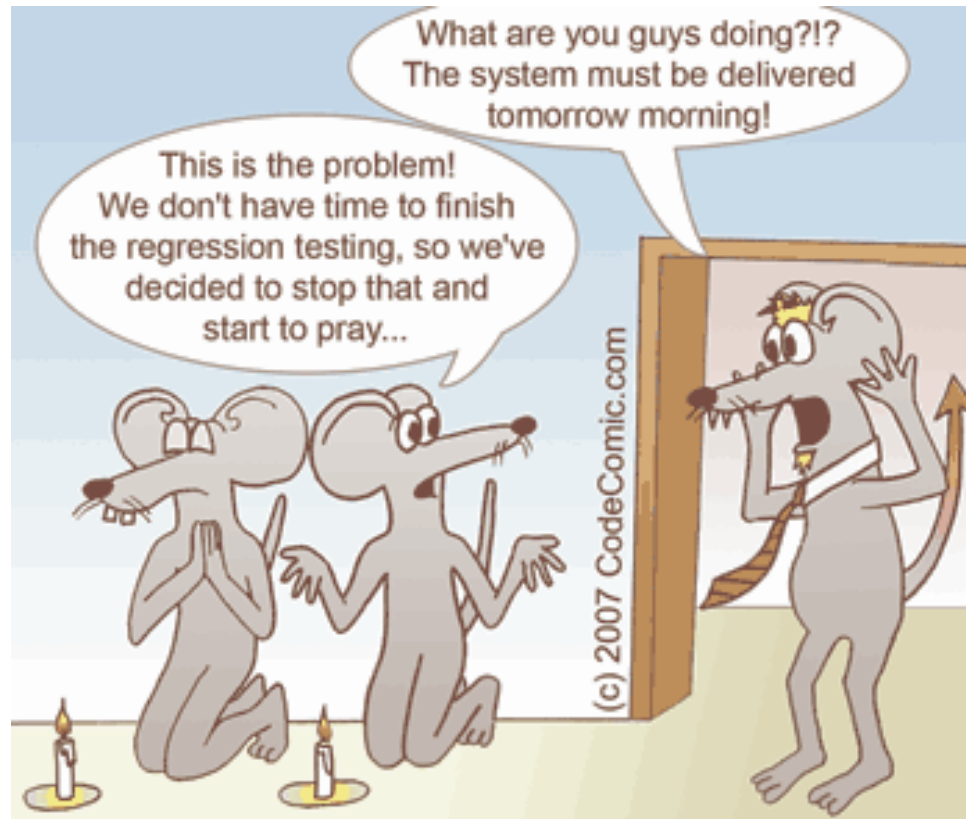


- Continuous testing across the delivery lifecycle
- Comprehensive integrated platform
- Collaborative information and data sharing across roles

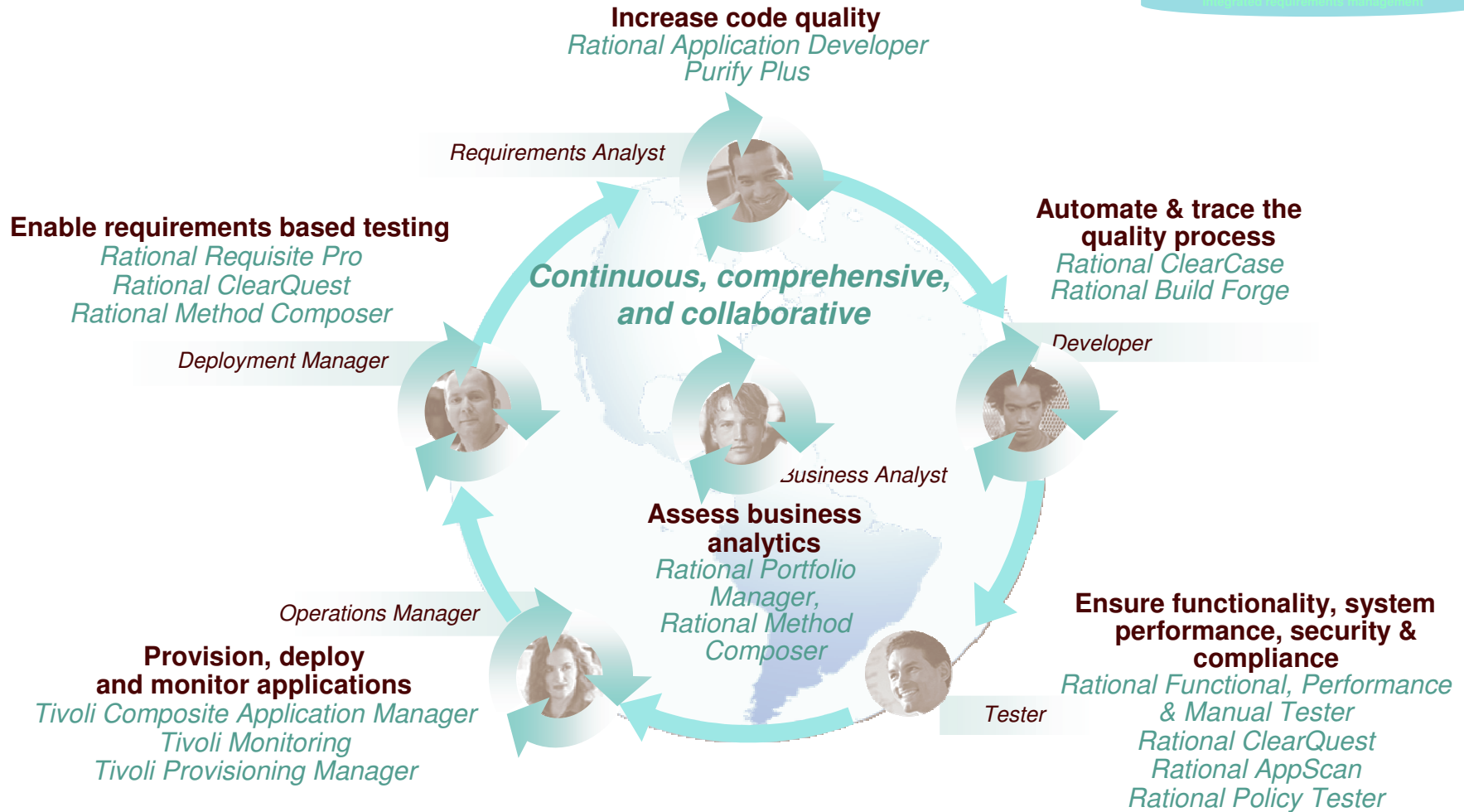
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## Testing ALL the application?...



# Quality management

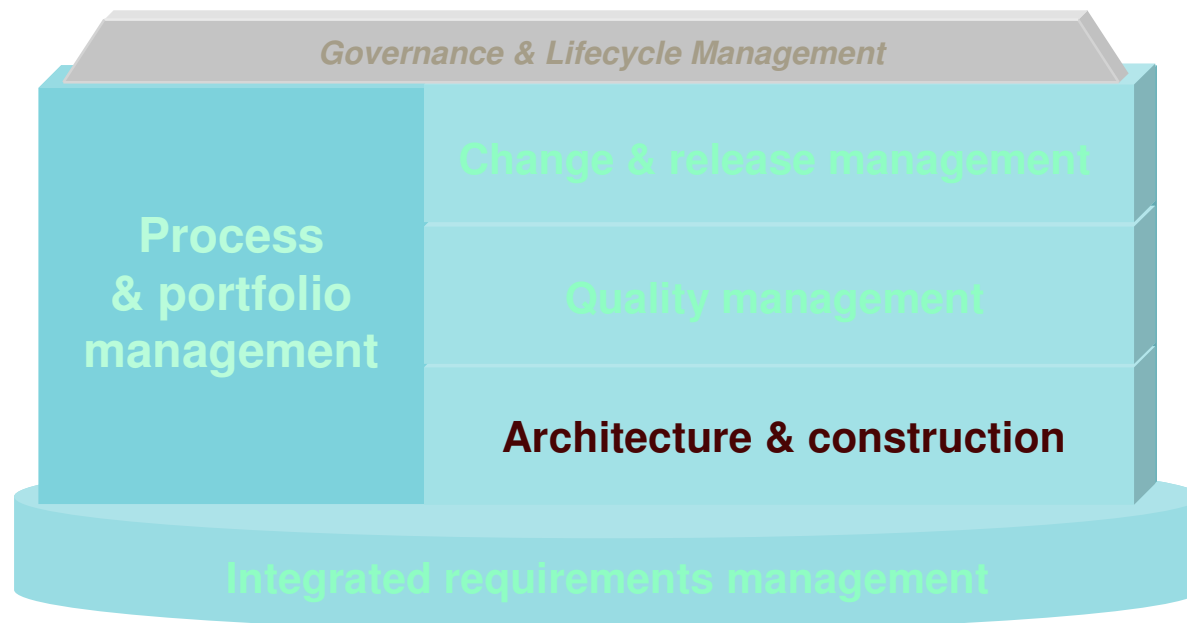


# IBM Rational Software Delivery Platform

## *Architecture and construction*

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***Models, designs, and rapidly builds resilient architectures for SOA, systems, and applications***



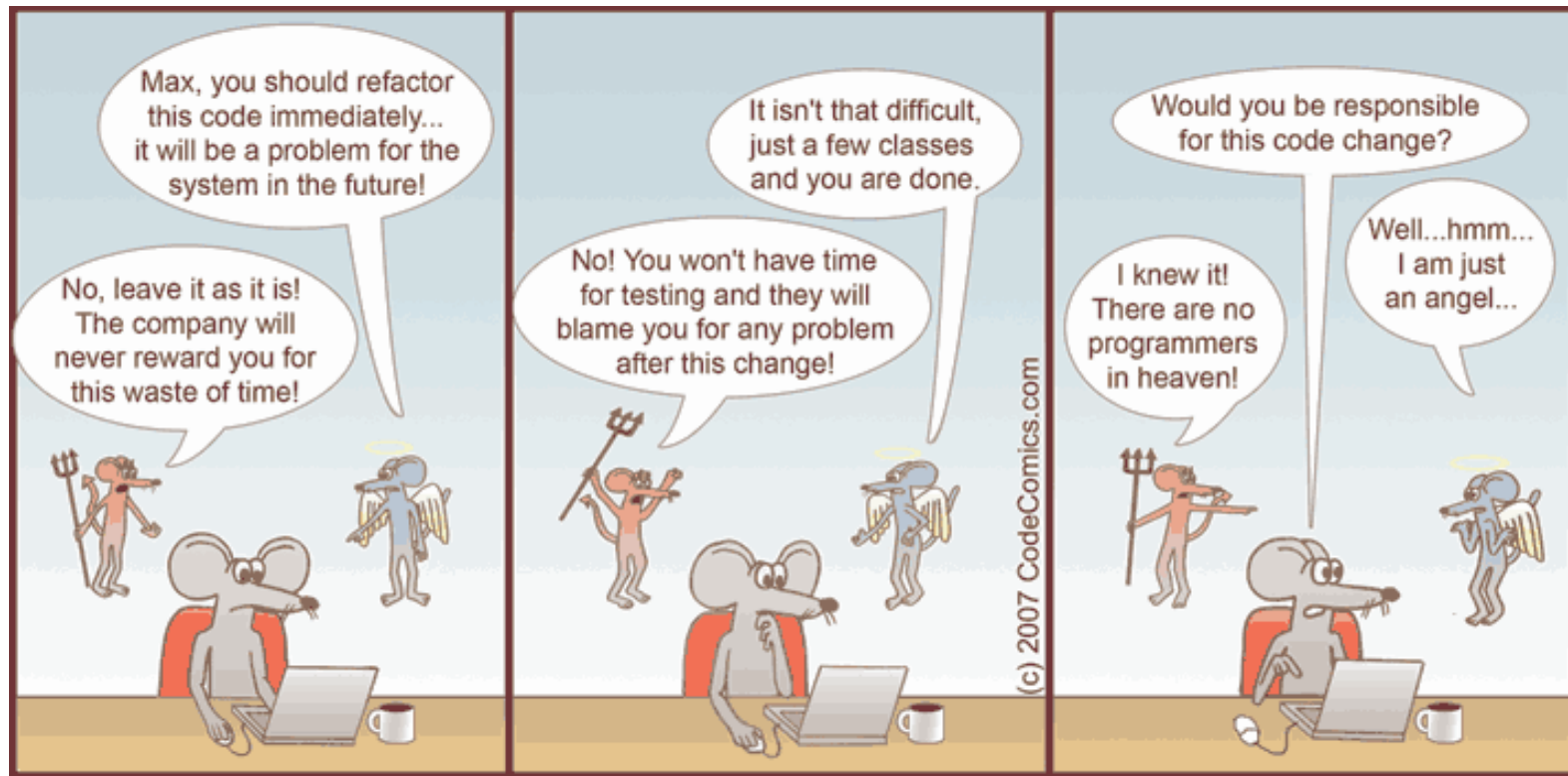
- Link Business Processes with development for complete lifecycle manageability
- Achieve resilient application architectures as SOA, with framework automation
- Accelerate delivery with design specification to code transforms
- Unify teams and ensure compliance with processes, patterns and profiles
- Stay in control and communicate architectural evolution and reconciliation

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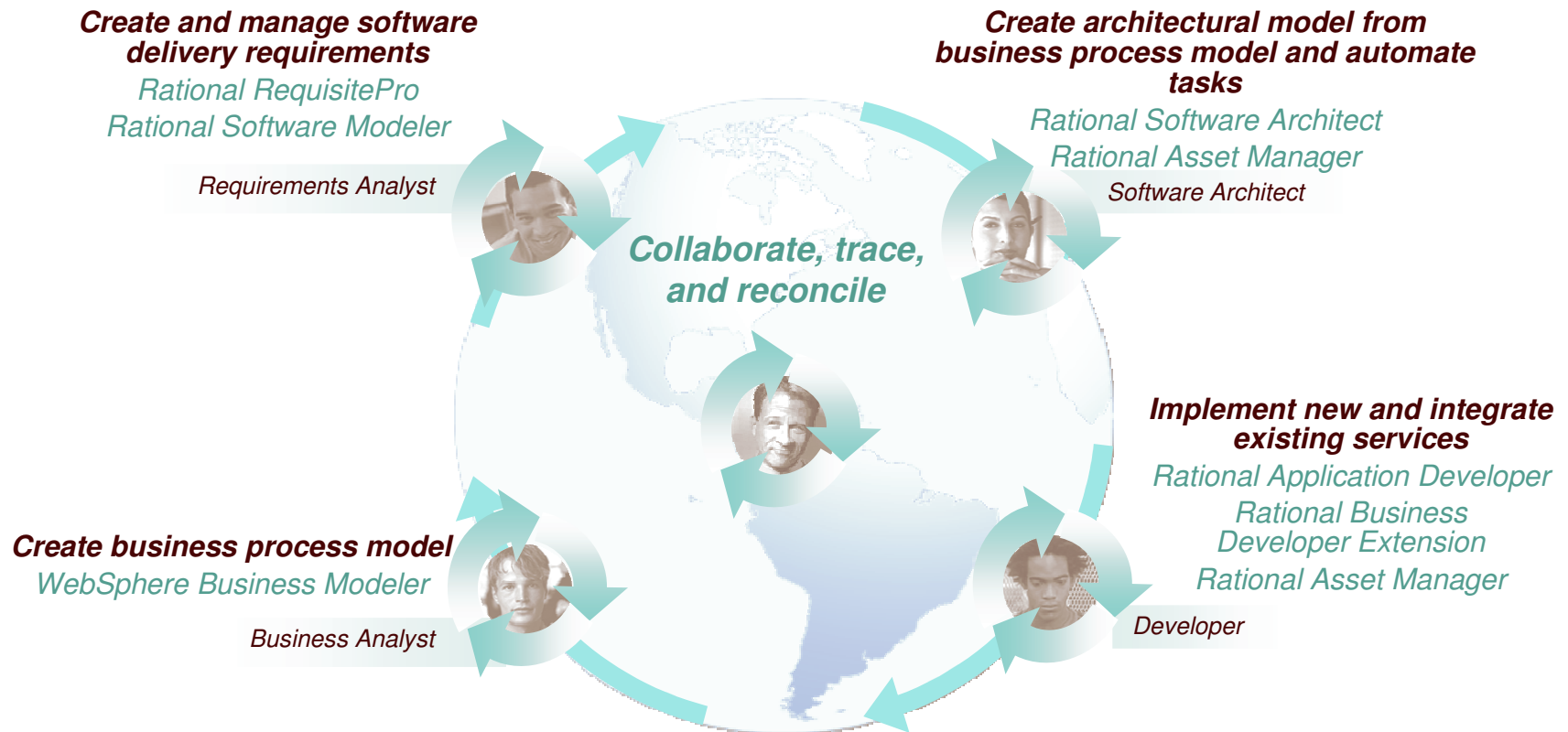
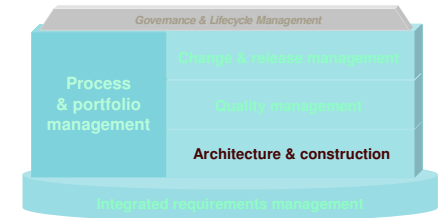




# Enterprise Architect...



# Architecture and construction

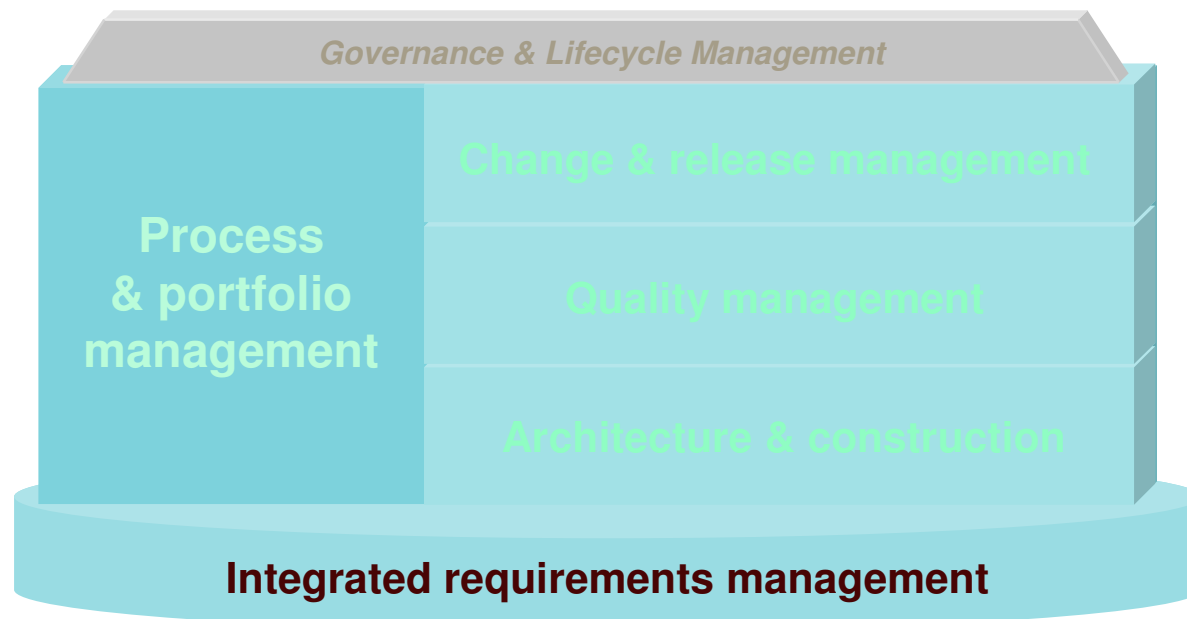


# IBM Rational Software Delivery Platform

## *Integrated requirements management*

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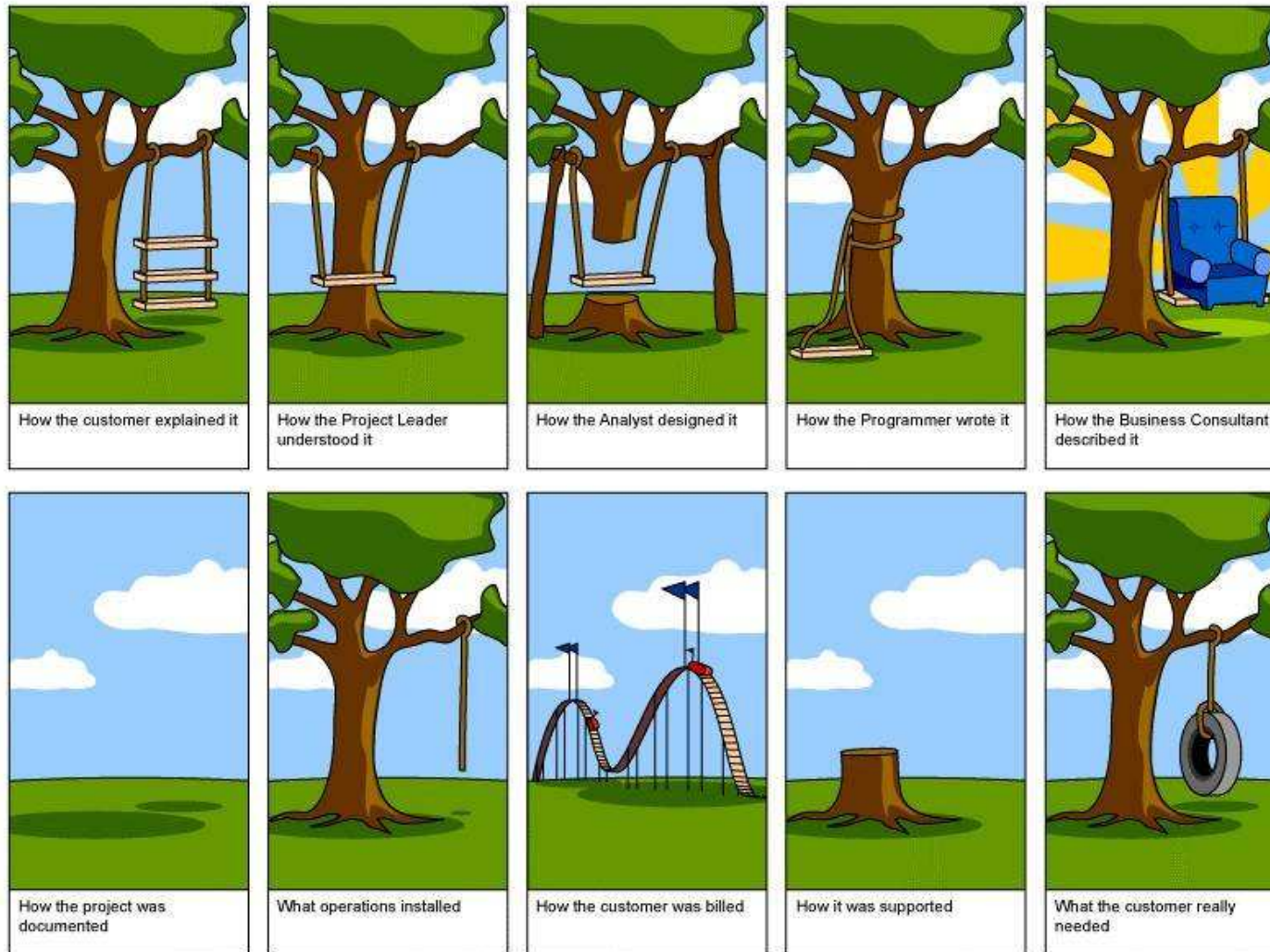
***Improve the communication of project goals,  
reduce project risk and increase the quality  
of applications before deployment***



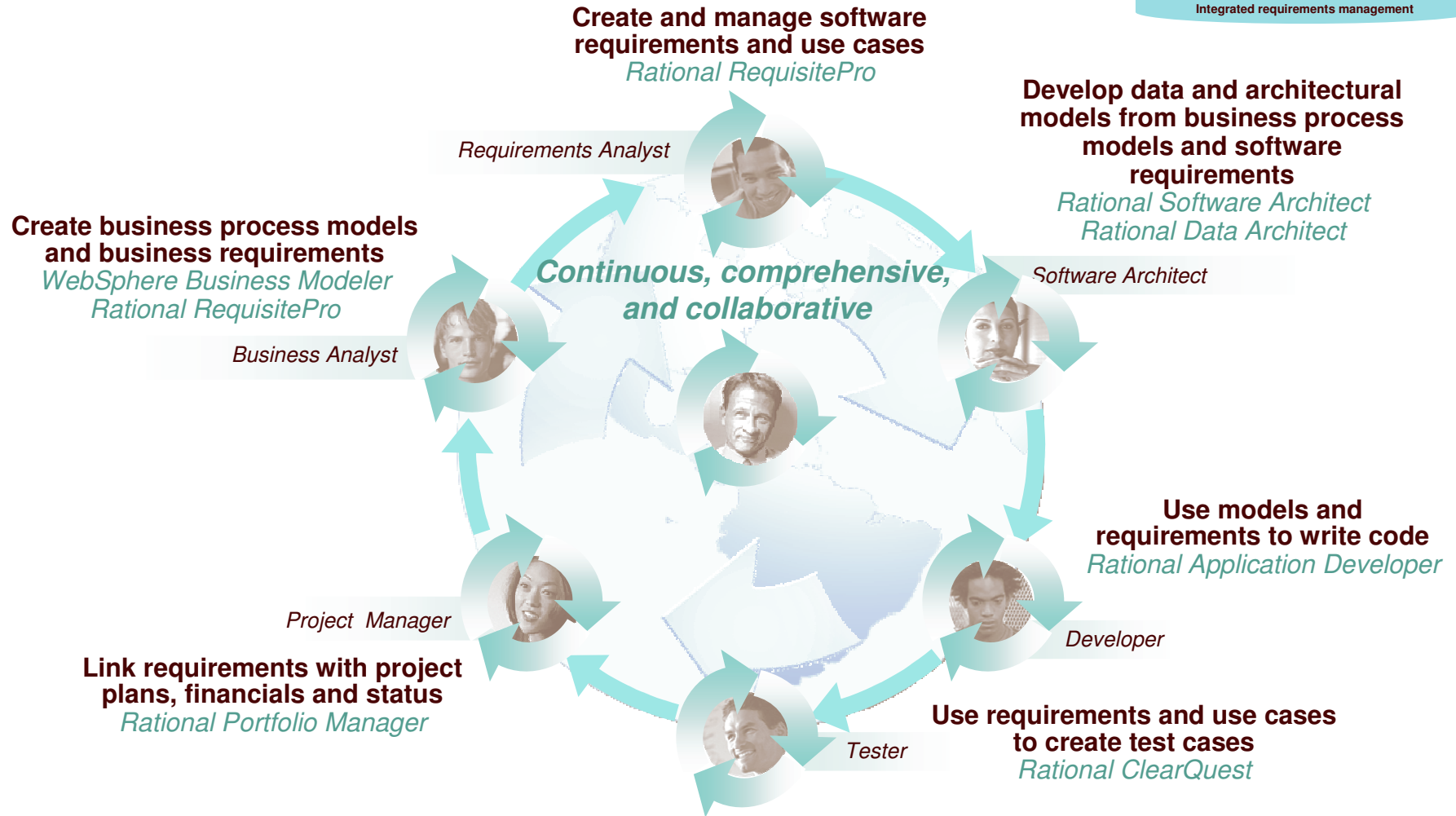
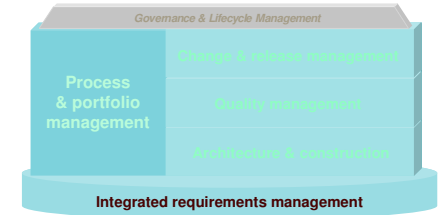
- Ensure that applications meet business needs by tracing to business process models
- Understand the impact of a change via full lifecycle traceability
- Verify quality by linking requirements to test cases
- Understand status, resources, cost, return, and other financial assessments associated with requirements



# Requirements Management



# Integrated requirements management

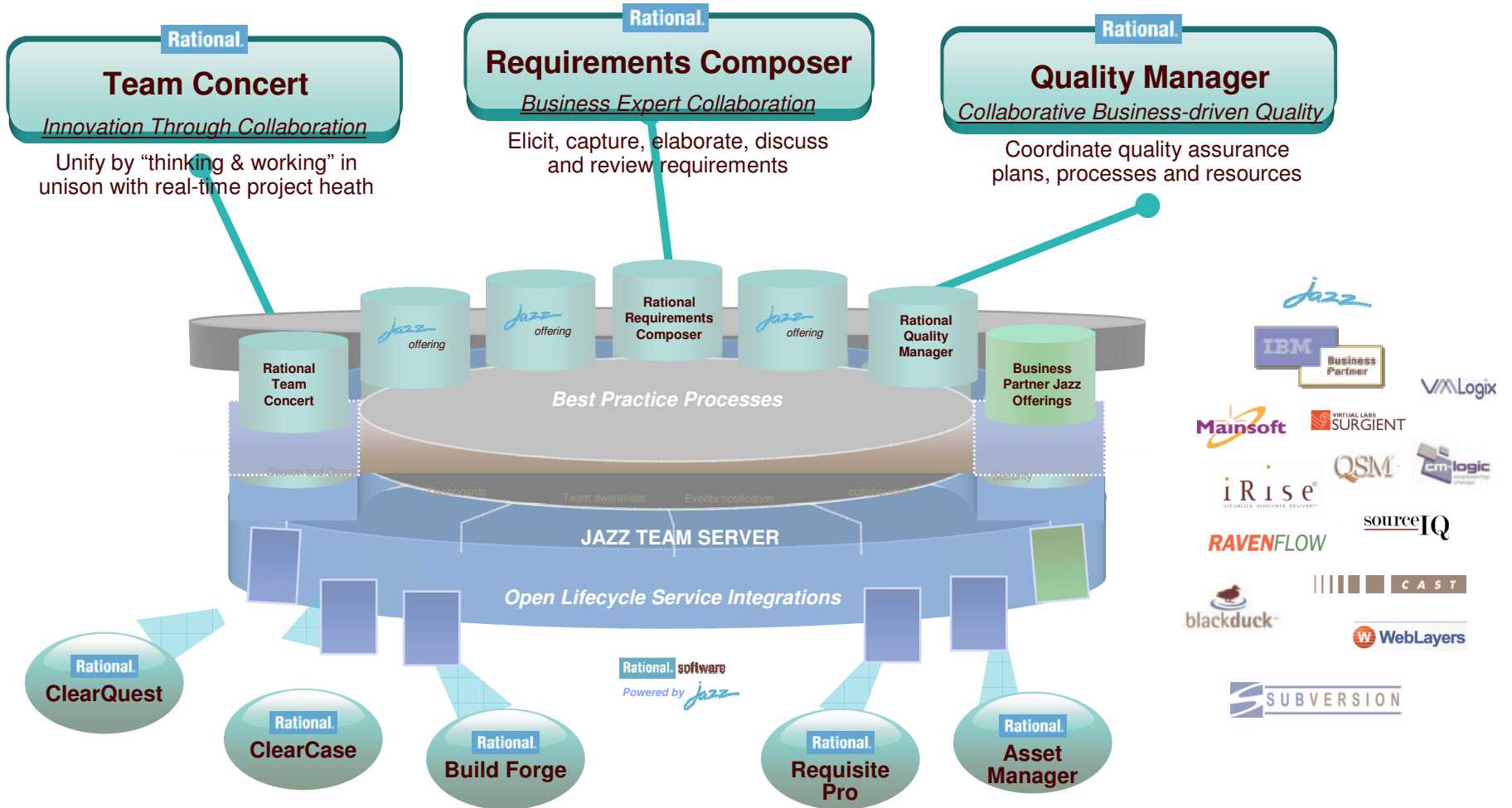


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  - ▶ **What is New**
  - ▶ How do I Start



# Introducing the first wave of new *Jazz* offerings



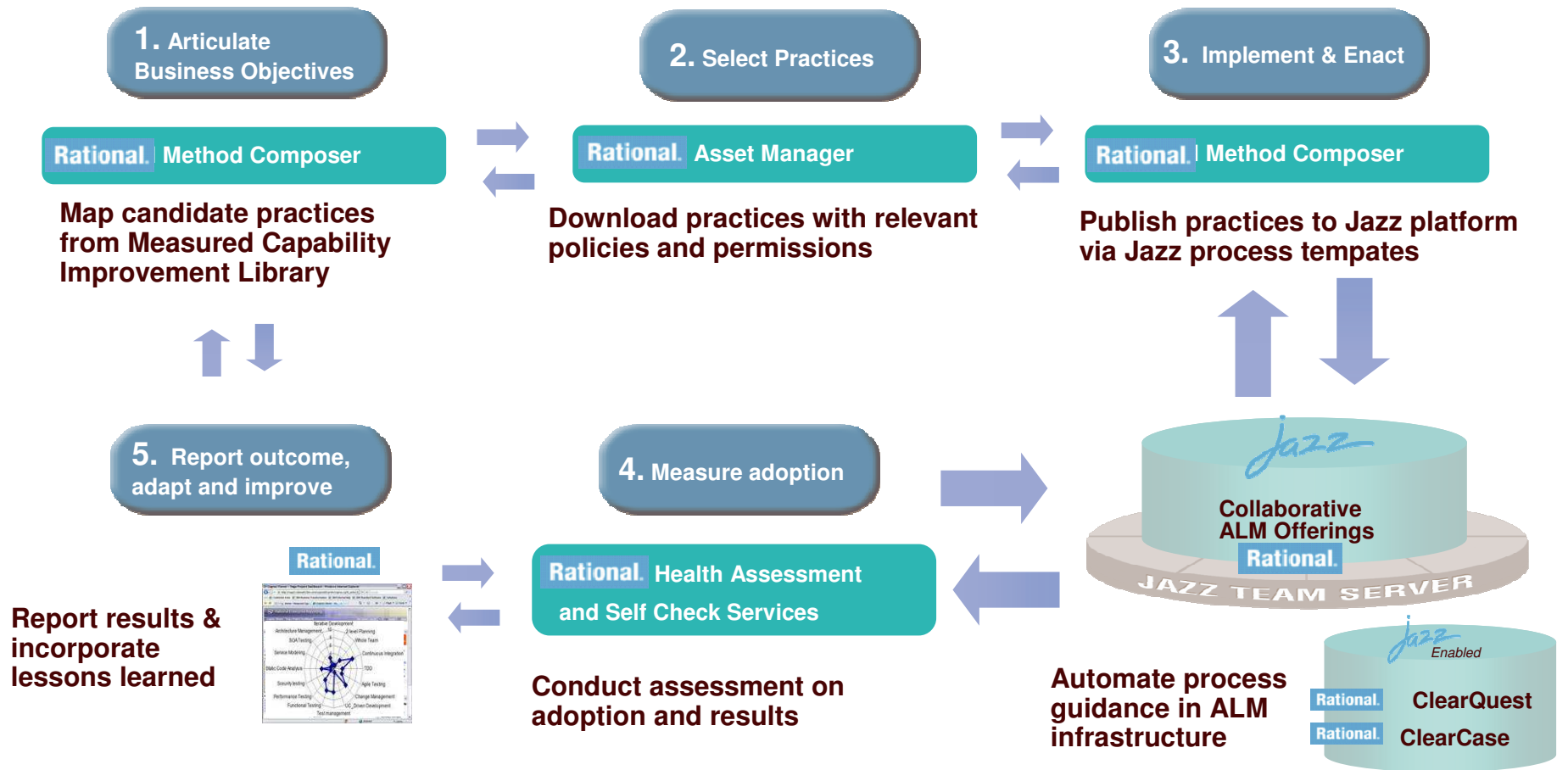
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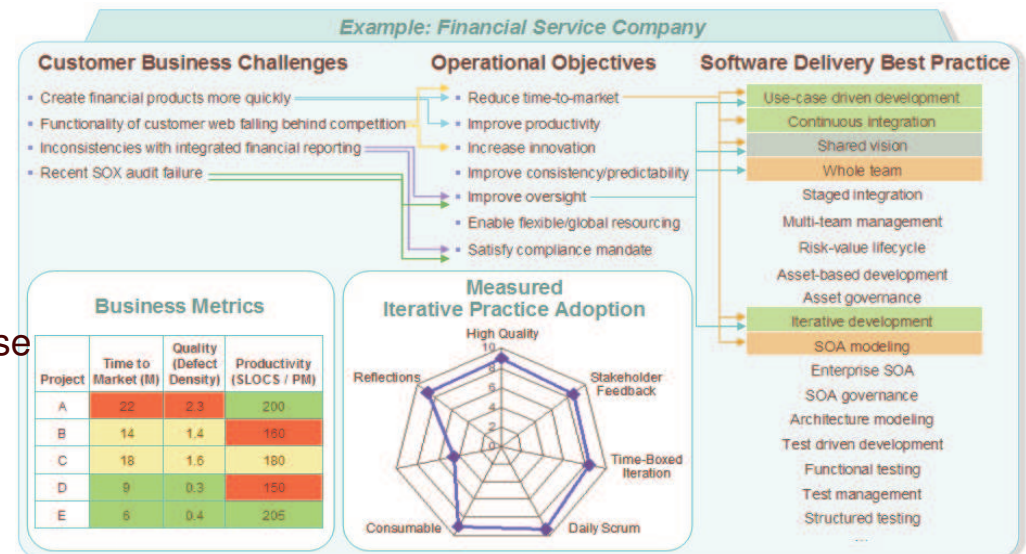
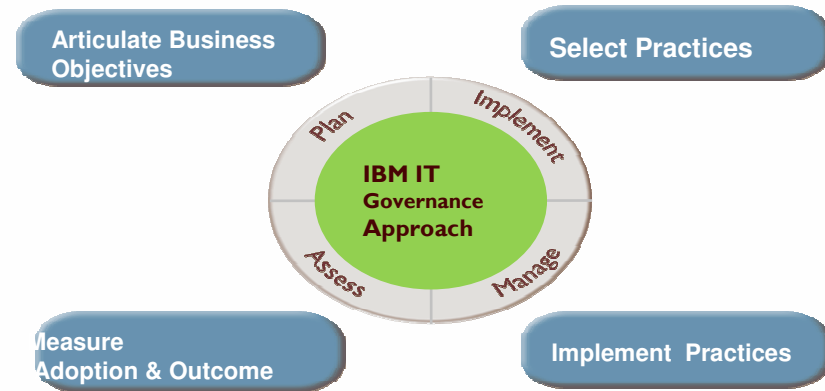


# Automate the authoring, deploying, measuring and adapting of proven best practices processes tied to business outcomes



# Mapping business value to software delivery best practices

- **IBM Rational Health Assessment for Software Delivery** to benchmark against proven improvement roadmaps
- **IBM Rational Self Check for Software Teams** to provide ongoing self assessments
- **Measured Capability Framework**
  - ▶ A systematic approach to assess practice adoption and map to business metrics
  - ▶ A delivery model for accelerating adoption through out-of-the-box assets
  - ▶ Consumable and incremental
  - ▶ Applies decades of industry process expertise
  - ▶ Practices delivered in Rational Method Composer 7.5 for incremental adoption





- [IBM Rational software](#)
- [IBM Rational Software Delivery Platform](#)
- [Process and portfolio management](#)
- [Change and release management](#)
- [Quality management](#)
- [Architecture management](#)
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