Innovate2011

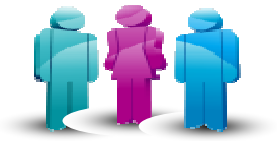
The Premier Software and Product Delivery Event

Software. Everyware.

Software-driven Innovation

What Hinders Innovation?

In our customer's words



Evolving Business Models	*"I need to transform product development to be more collaborative while removing redundant activities."*
Increasing Product Complexity	*"I need for mechanical, electrical, and software engineering to all be on the same page."*
Extension of the Enterprise	*"I need a way for all my design and supply partners to participate in a unified process for product development."*
Disconnect with Operations	*"I need to ensure that the products I build can be profitably supported and maintained over their lifetime."*

Software is the Invisible Thread Driving Innovation

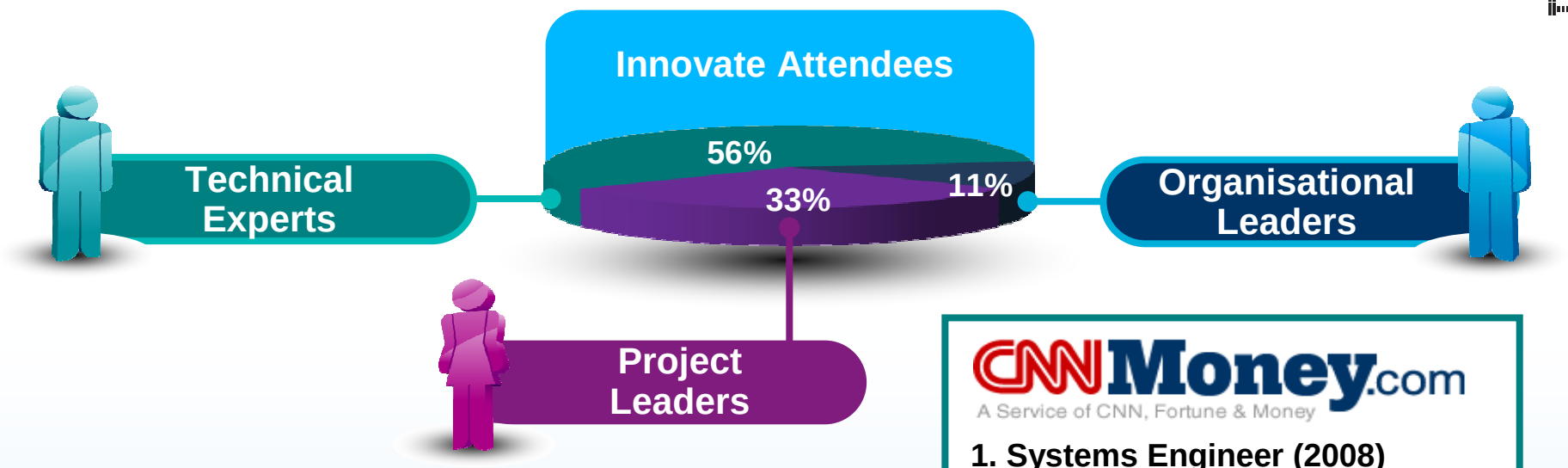
Mobile banking will be the most widely used banking channel by 2020

Robotic surgery has decreased the mortality rate of bypass surgery by more than sixfold

Source: *Mobile banking: A catalyst for improving bank performance*, Deloitte, 2010; and Robotic surgery: USA Today, April 30th, 2008.

Software and Systems Delivery

One of the world's most important and vibrant professions



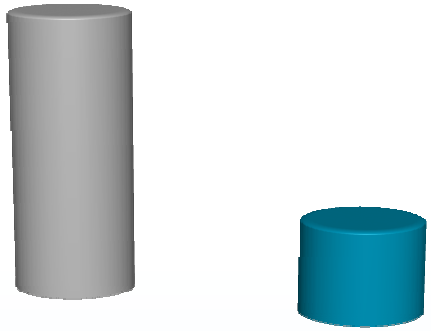
CNN Money.com
A Service of CNN, Fortune & Money

1. Systems Engineer (2008)
1. Software Architect (2010)

Software is the Source of Competitive Advantage

Nationwide

Nationwide is delivering innovative services in



1/3 the time and cost

Software is the Source of Competitive Advantage

ANZ

ANZ Bank is reducing test cycles by 30% and deployment cycles by 50 percent

Software is the Source of Competitive Advantage

GM reduced time to market, delivering the Volt in only 29 months

Integrate

Collaborate

Optimize

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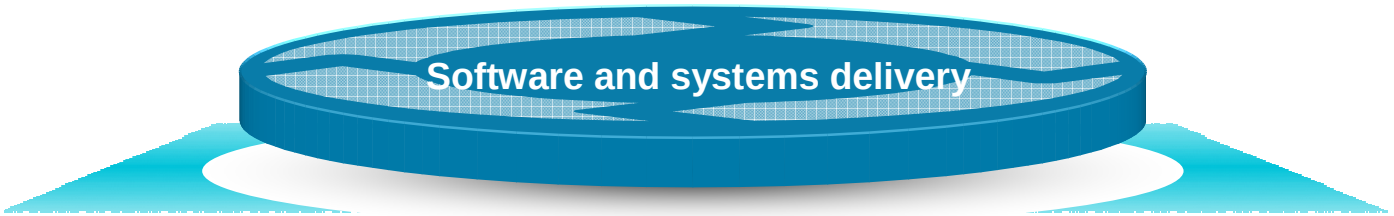
IBM Software Group's Agile Transformation



Integrate

- Common architectures
- Outside in design
- Process and tools
- Reuse
- Componentisation

Collaborate

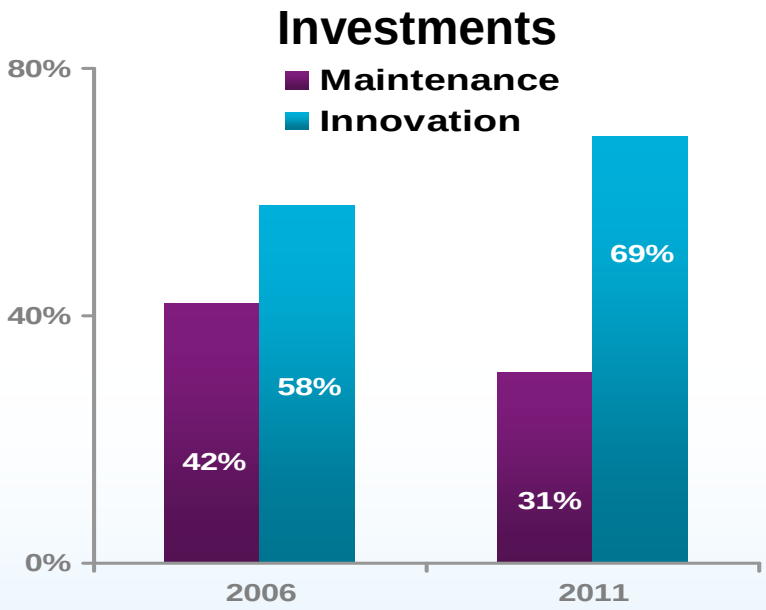
- Open, common platform
- Whole team shared objectives
- Vibrant communities of subject matter experts

Optimise

- Economic governance
- Measured improvement (revenue / headcount)
- More efficient operations
- New product investment

Rational Transformation

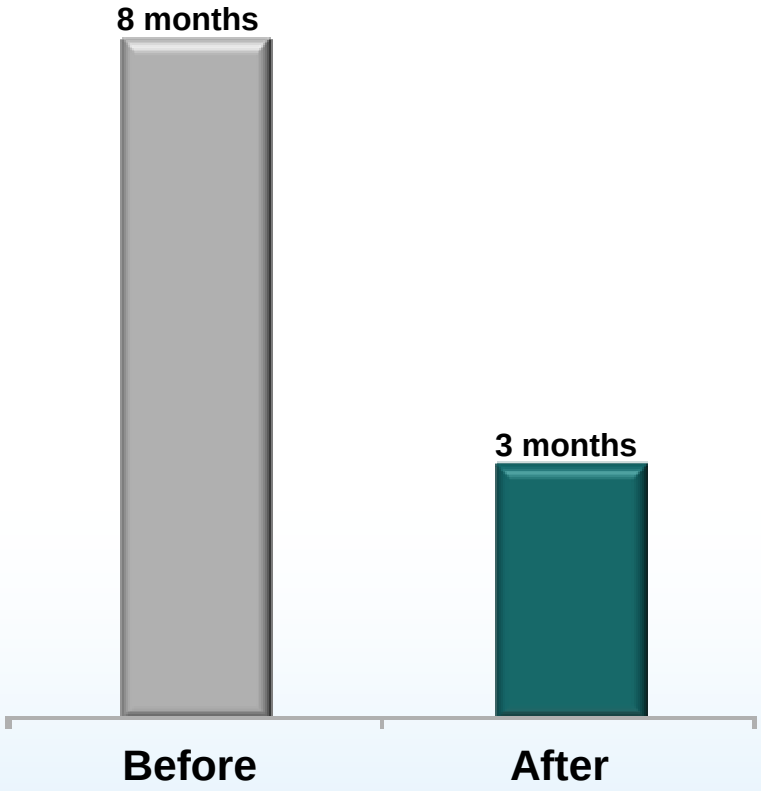
Improved Efficiency Means More Innovation



Efficiency Measures	2006 → 2011	
On time delivery	47%	95%
Defect backlog in months	>9	2.7
Beta defects fixed before GA	3%	95%
Agile / iterative projects	5%	85%

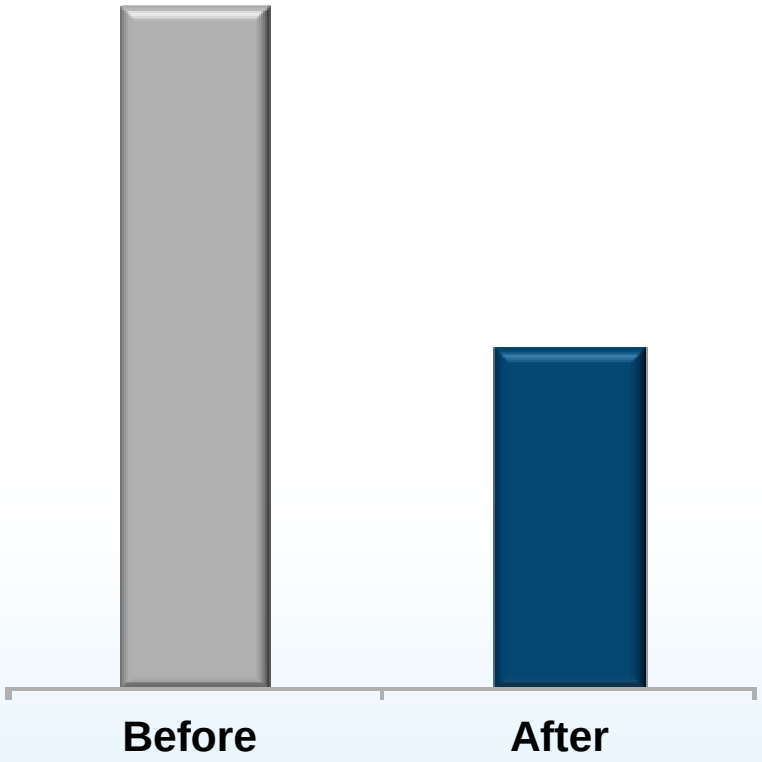
Emerging Health INFORMATION TECHNOLOGY

Cut delivery cycles by 5 months



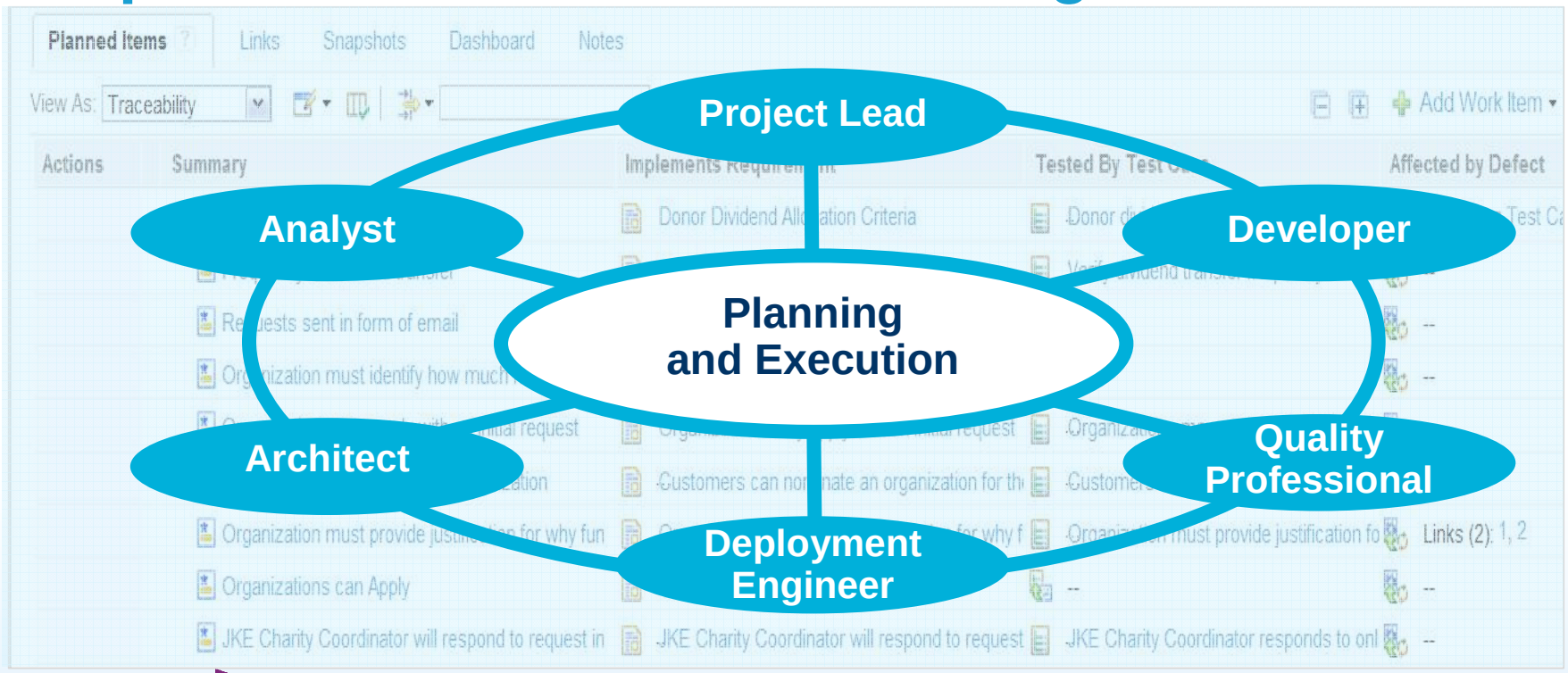
Danske Bank

Cut time-to-market by more than 50 percent



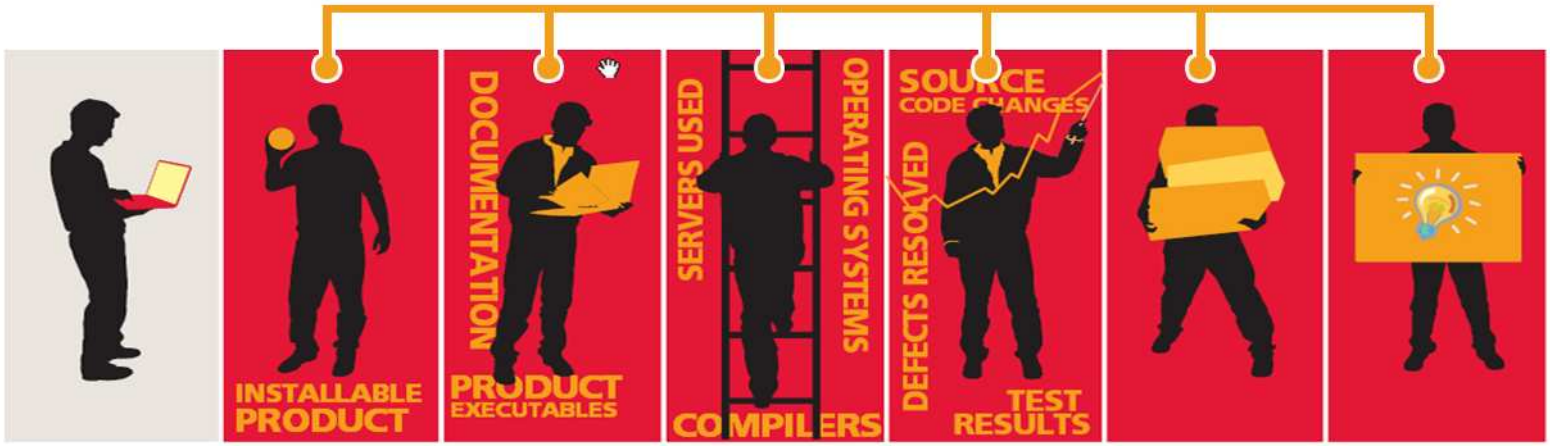
How did these teams improve their efficiency?

Imperative 1: Real-Time Planning



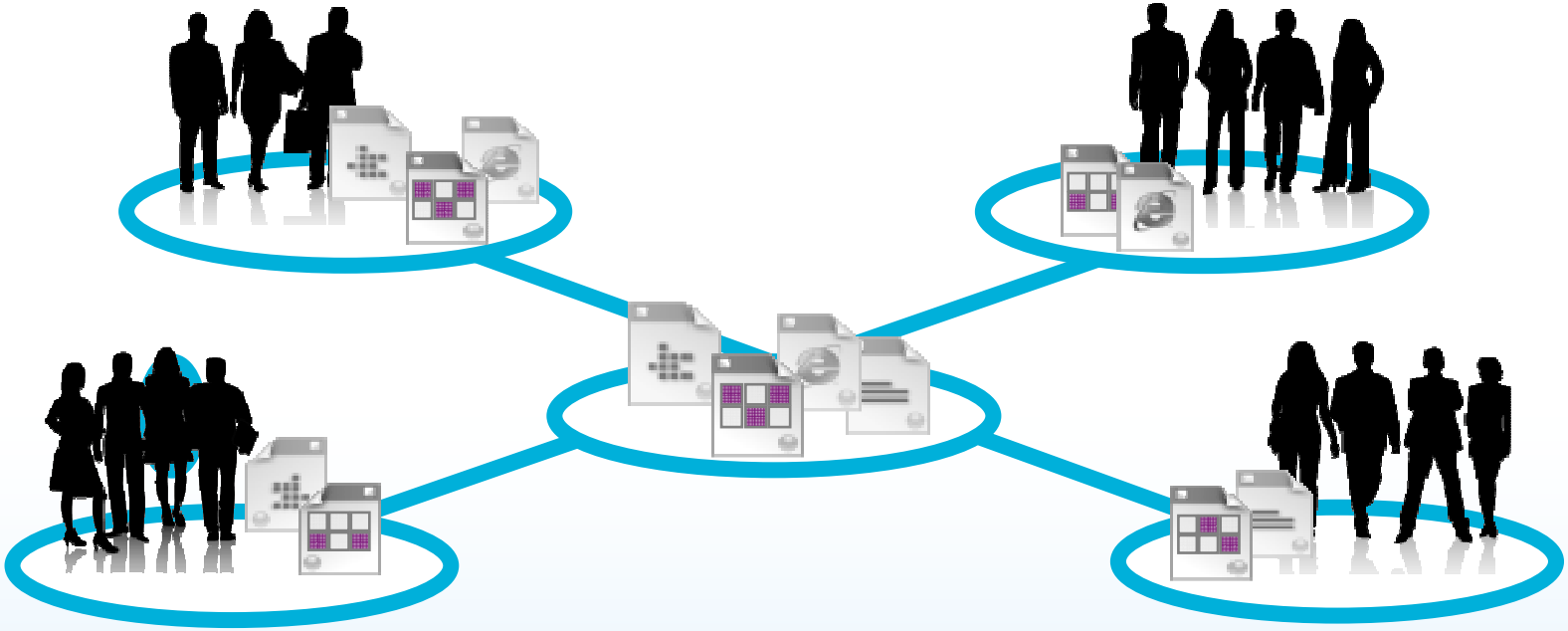
Imperative 2: Lifecycle Traceability

Instant access to details from any point in the development process

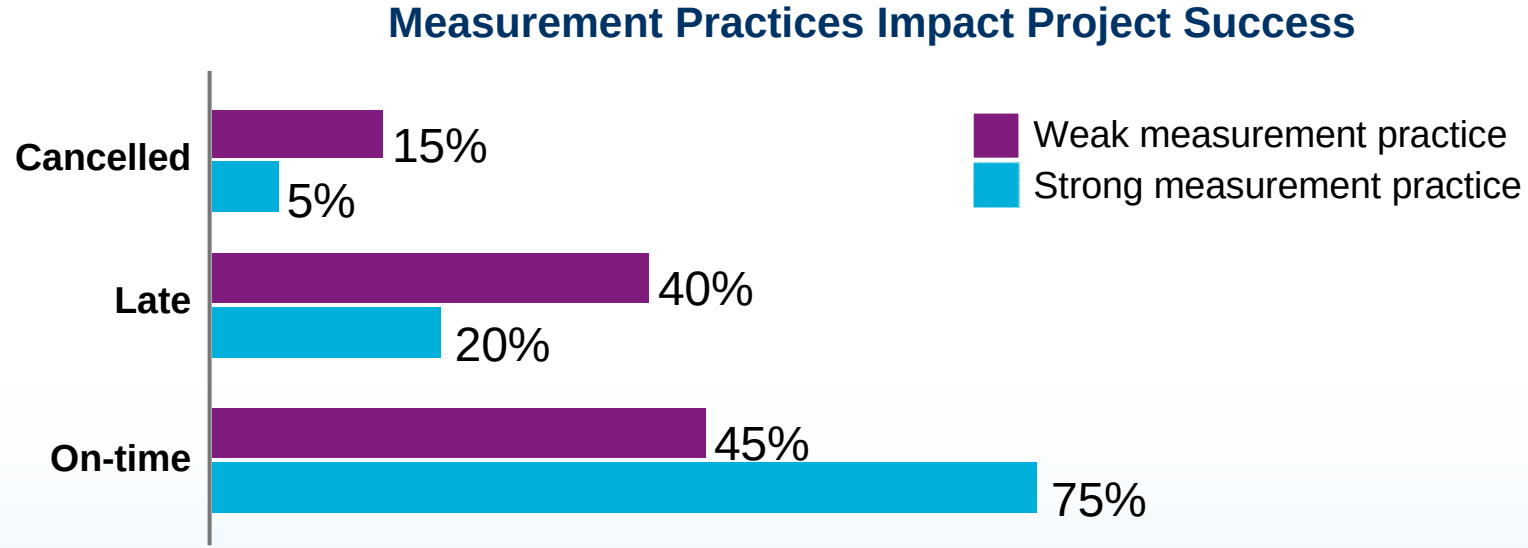


Customer	Final Product	Build Artifacts	Environ-ment	Supporting Systems	Requirements Management	Initial Idea

Imperative 3: In-Context Collaboration

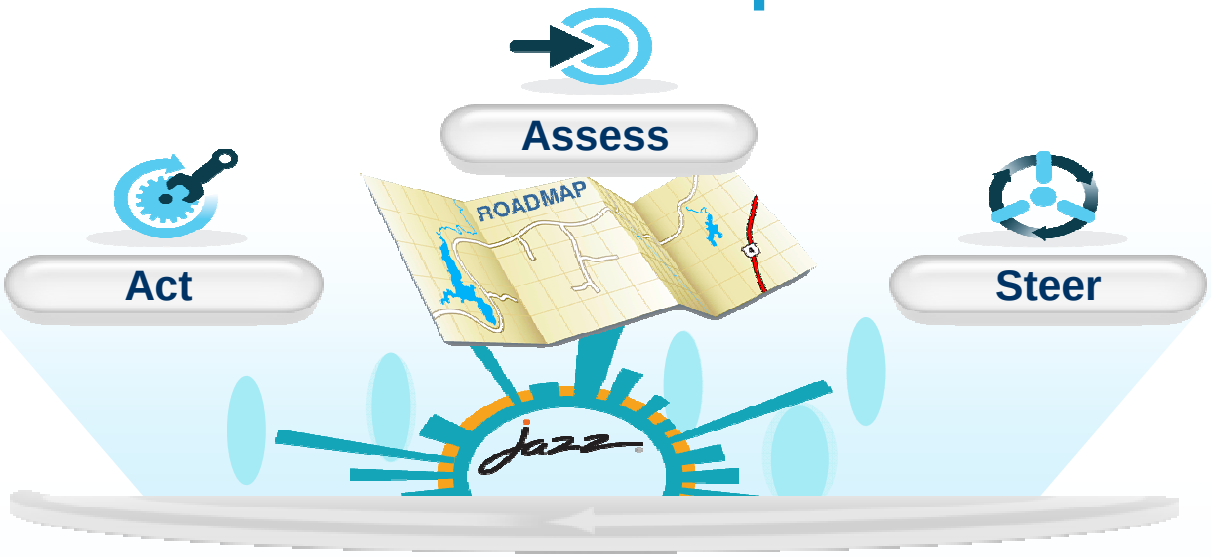


Imperative 4: Development Intelligence



Source: Capers Jones, Measurement, Metrics and Industry Leadership, 2009 and Software Engineering Best Practices, McGraw Hill, 2010.

Imperative 5: Continuous Improvement



"Successful analytics requires taking it beyond software and reporting, and into the realm of management practices and operations improvement."

Information Management Online, February 23, 2011

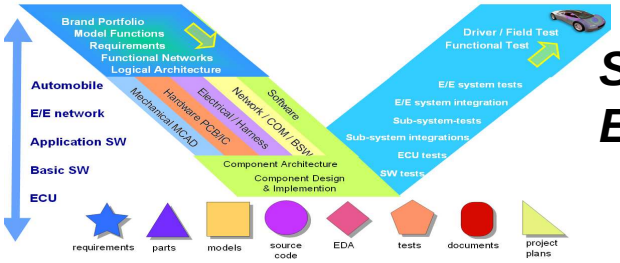
The Five Imperatives of Application Lifecycle Management Improve productivity 4-6% annually

1. Accelerate time to delivery with real-time planning
2. Improve quality with lifecycle traceability
3. Maximise time to value with in-context collaboration
4. Refine predictability with development intelligence
5. Reduce costs with continuous improvement

Our Capabilities to Help You Achieve Breakthrough Benefits

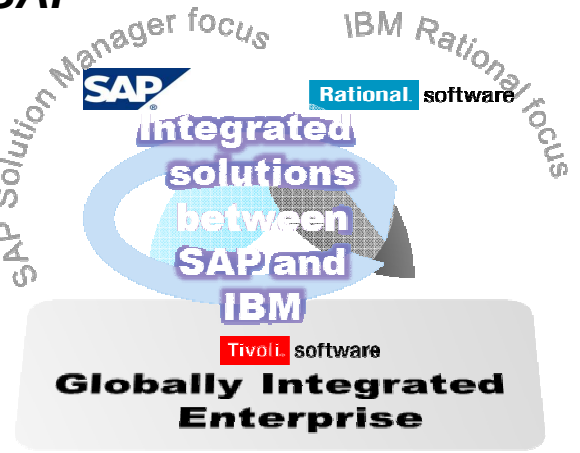
Leveraging the Power of Jazz and OSLC

When to use Rational?

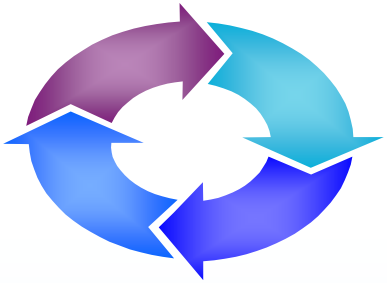


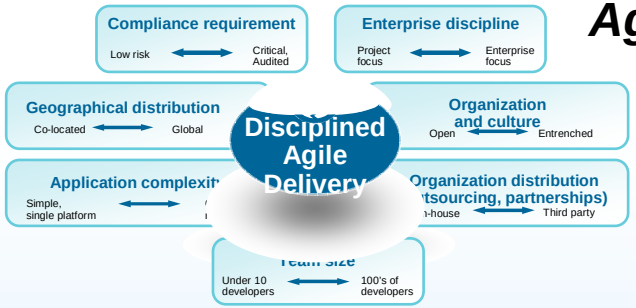
Systems Engineering

SI's SAP

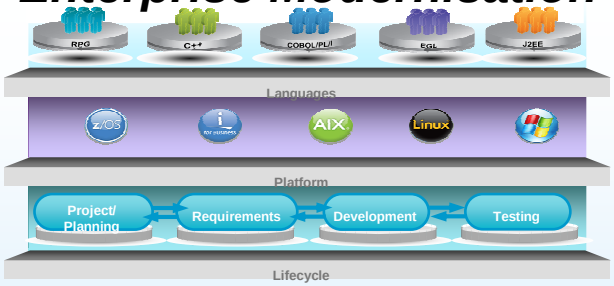


Agile

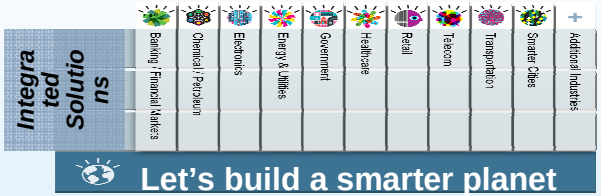




Enterprise Modernisation



Smarter Industries



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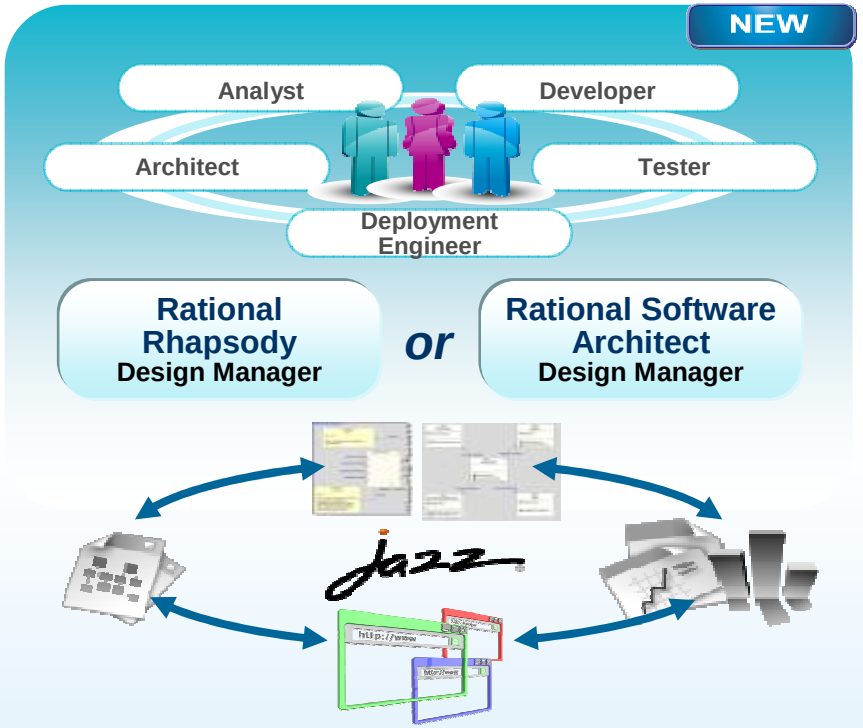
IBM is Announcing Today…

Rational Collaborative Design Management

Enhance cross-team collaboration on software and systems design

- Reduce cycle time by engaging all stakeholders and accelerating design review process
- Reduce complexity and increase flexibility with impact analysis and automated reporting



Rational Collaborative Lifecycle Management

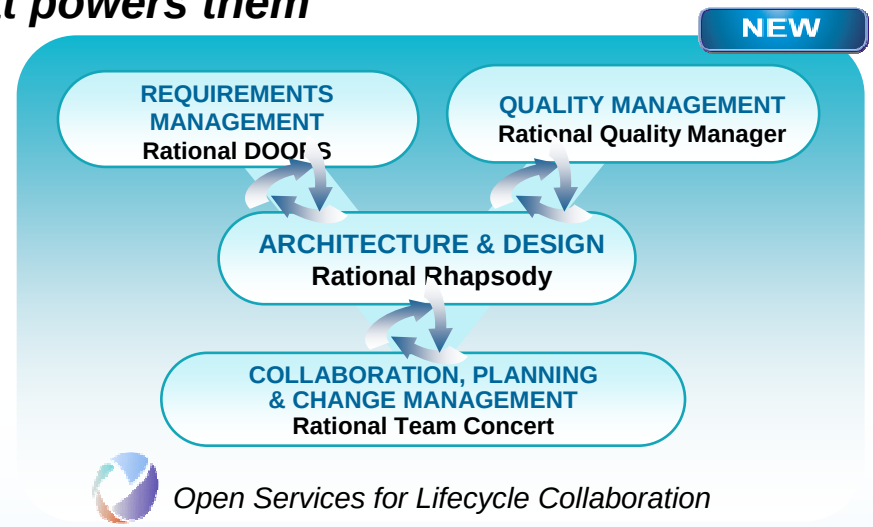
Improve productivity across organisations, languages & platforms

- Real-time planning
- Lifecycle traceability
- In-context collaboration
- Development intelligence
- Continuous improvement
- Single install
- Robust educational content
- Best practice templates

Rational Systems and Software Engineering

Use an end-to-end approach to build and validate complex products, systems and the software that powers them

- Practice library on demand
- Tool mentors
- Process execution templates
- Solution support to meet industry specific standards



✓ *Integrated tools*
✓ *Automated workflow*
✓ *Proven practices*
✓ *Experts to help*

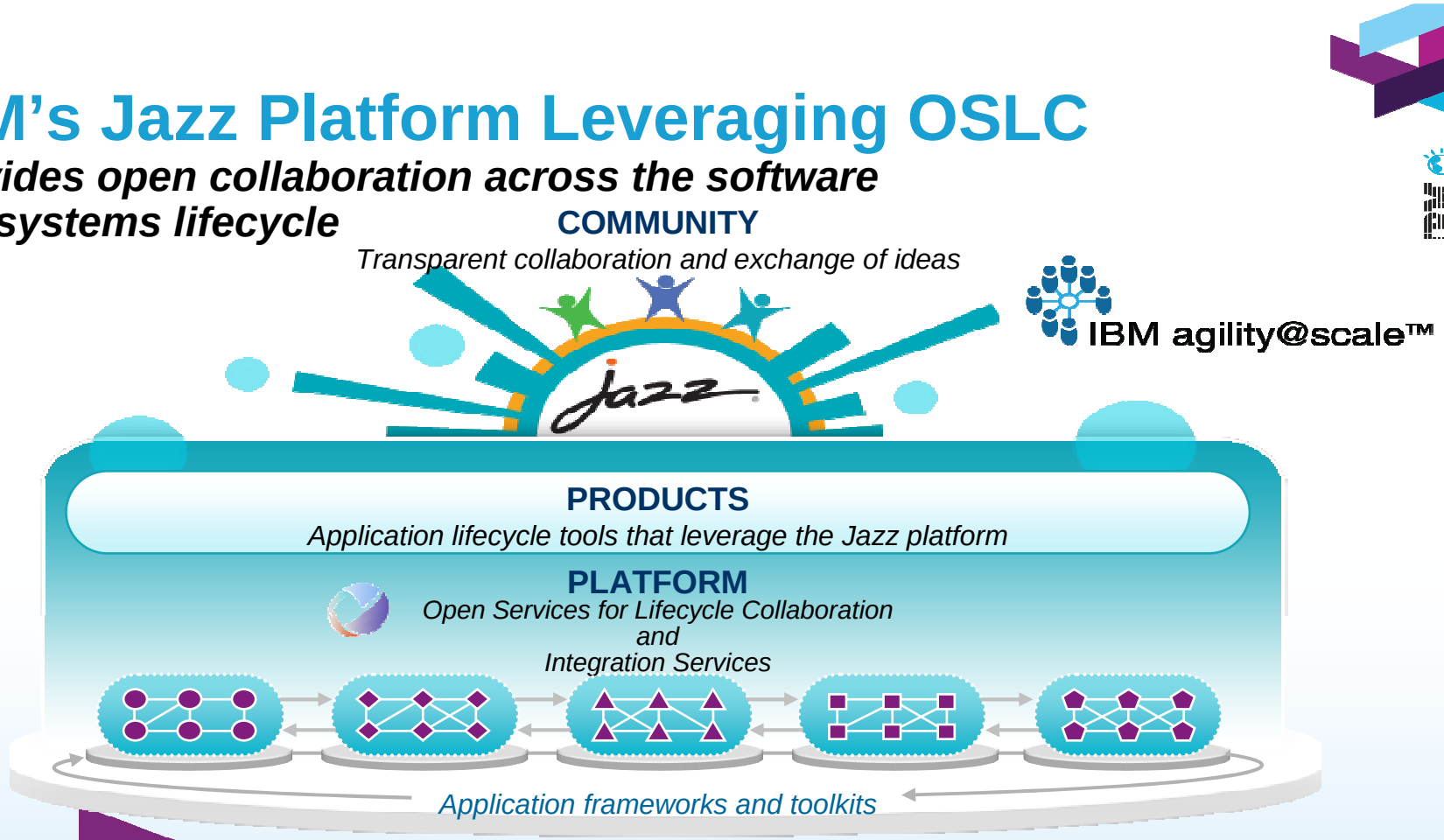
IBM Collaborative Development & Operations

Transform your development-operations process

- Image management
- Workload optimisation
- End-to-end lifecycle automation
- Federated asset repositories
- Deployment planning and automation
- Collaborative incident management

IBM's Jazz Platform Leveraging OSLC

Provides open collaboration across the software and systems lifecycle



The JazzHub

- Rational Team Concert in the Cloud
- Enabling the academic community to develop directly on Jazz.net

www.ibm.com/software/rational

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